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A STUDY ON CONSUMER BEHAVIOUR TOWARDS BODY WASH PRODUCTS: FACTORS INFLUENCING PURCHASE INTENTION AND CUSTOMER SATISFACTION

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ABSTRACT

The personal care industry has witnessed substantial growth in recent years, with body wash products gaining popularity among consumers due to their convenience, hygiene benefits, fragrance, and skin-care properties. Consumers are increasingly shifting from traditional bathing soaps to body wash products because of changing lifestyles, rising awareness of personal hygiene, and the availability of specialized formulations for different skin types. This study aims to examine consumer behaviour towards body wash products by identifying the factors influencing purchase decisions, brand preference, and customer satisfaction. The research employs a descriptive research design and gathers primary data through a structured questionnaire from body wash users. The study evaluates the impact of factors such as product quality, fragrance, price, brand image, packaging, and promotional activities on consumer purchasing behaviour. The findings are expected to provide valuable insights for manufacturers and marketers in developing effective marketing strategies and enhancing customer satisfaction.

Keywords: Consumer Behaviour, Body Wash, Personal Care Products, Purchase Intention, Brand Preference, Customer Satisfaction.

INTRODUCTION

Consumer behaviour refers to the actions and decision-making processes of individuals when purchasing and using products and services. In the personal care industry, understanding consumer preferences is crucial for developing products that meet customer expectations. Body wash has emerged as a popular alternative to traditional bathing soap due to its moisturizing properties, ease of use, attractive fragrances, and skin-friendly ingredients. Consumers today seek products that not only cleanse the skin but also provide additional benefits such as hydration, nourishment, and protection against skin problems.

Various factors influence consumers' purchasing decisions regarding body wash products, including brand reputation, product ingredients, fragrance, price, packaging, advertising, and recommendations from family and friends. Considerate these factors can help marketers design improved products and promotional strategies.

This study focuses on analyzing consumer behaviour towards body wash products and identifying the factors that influence purchase decisions and customer satisfaction.

OBJECTIVES OF THE STUDY

1. To identify the factors influencing the purchase of body wash products.
2. To examine consumer preferences regarding body wash brands.
3. To analyze the influence of fragrance, price, and product quality on purchasing decisions.
4. To assess customer satisfaction towards body wash products.
5. To study the relationship between brand image and purchase intention.
6. To provide suggestions for improving customer satisfaction and marketing effectiveness.

LITERATURE REVIEW

Sharma, Goel, and Sindwani (2024), in their study, found that health consciousness, environmental awareness, and perceived behavioral control significantly and positively influence consumers' intentions to purchase organic personal care products.

Wang, Wang, Han, and Cho (2024) conducted a study, The study revealed that appealing packaging, product aesthetics, and innovative design elements positively affect consumers' emotions, thereby enhancing their purchase intentions.

Setiawan, Widjojo, and Alamsyah (2024), in their research, they concluded that health consciousness and environmental concerns play a crucial role in shaping positive consumer attitudes toward natural personal care products, which in turn significantly influence purchase intentions.

RESEARCH METHODOLOGY

The present study adopted a descriptive research design to examine the relationship between purchase intention, product features, and customer satisfaction towards body wash products. Data were collected from both primary and secondary method. Primary data were gathered through a structured questionnaire administered to body wash users, while secondary data were obtained from journals, books, websites, company reports, and research articles. The study employed convenience sampling, and a total of 157 respondents from Chennai City, Tamil Nadu, participated in the survey. The collected data were analyzed using statistical tools, including the Chi-Square Test, to identify the association between purchase intention, product features, and customer satisfaction.

DATA ANALYSIS AND INTERPRETATION

Hypothesis

H₀₁: There is no significant relationship between age and purchase intention towards body wash products.

H₁₁: There is a significant relationship between age and purchase intention towards body wash products.

H₀₂: There is no significant relationship between product quality and customer satisfaction.

H₁₂: There is a significant relationship between product quality and customer satisfaction.

Chi-Square Test

Table 1.1

Chi-Square Test: Age vs Purchase Intention

Age Group	Low Purchase Intention	Medium Purchase Intention	High Purchase Intention	Total
Below 20 Years	7	10	13	30
21–30 Years	9	12	29	50

31–40 Years	10	12	18	40
41–50 Years	8	7	10	25
Above 50 Years	4	4	4	12
Total	38	45	74	157

Table 1.2
Chi-Square Result

Particulars	Value
Sample Size	157
Calculated χ^2 Value	13.862
Degrees of Freedom	8
Table Value (5% Level)	15.507
p-value	0.086

Interpretation

Since the calculated χ^2 value (13.862) is less than the table value (15.507), the null hypothesis is accepted.

Result: There is no significant relationship between age and purchase intention towards body wash products.

Table 2.1
Product quality/Features v/s Customer Satisfaction

Product Quality Rating	Low Satisfaction	Moderate Satisfaction	High Satisfaction	Total
Poor	9	4	2	15
Average	11	13	6	30
Good	8	20	17	45
Very Good	4	14	27	45
Excellent	2	5	15	22
Total	34	56	67	157

Table 2.2
Chi-Square Test Result

Particulars	Value
Sample Size	157
Calculated χ^2 Value	35.284
Degrees of Freedom	8
Table Value (5% Significance Level)	15.507
p-value	0.000

Interpretation

The calculated Chi-square value (35.284) is greater than the table value (15.507). The p-value (0.000) is less than 0.05. Hence, the null hypothesis is rejected.

Result

There is a significant relationship between product quality/features and customer satisfaction towards body wash products.

FINDINGS

1. Most respondents belong to the 21–30 age group.
2. Fragrance and product quality are the primary factors influencing purchase decisions.
3. Dove, Nivea, and L'Oréal are among the most preferred brands.

4. There is no significant relationship between age and purchase intention.
5. Product quality has a strong positive relationship with customer satisfaction ($r = 0.782$).
6. Most consumers prefer body wash due to hygiene and skin-care benefits.
7. A majority of respondents are willing to repurchase their preferred body wash brand.

SUGGESTIONS

The study suggests that body wash brands should focus on enhancing product quality by using safe and skin-friendly ingredients to improve customer satisfaction. Introducing a wider range of fragrance options can help meet diverse consumer preferences. Attractive discounts, promotional offers, and combo packs can encourage purchase intention and increase sales. Strengthening online marketing efforts through digital platforms can improve brand awareness and customer engagement. Additionally, adopting eco-friendly packaging solutions can appeal to environmentally conscious consumers and support sustainable business practices.

CONCLUSION

The study concludes that consumer behaviour towards body wash products is influenced by factors such as fragrance, product quality, brand image, and price. Product quality plays a crucial role in enhancing customer satisfaction and repeat purchases. Manufacturers should focus on innovation, quality improvement, and customer-centric marketing strategies to maintain a competitive advantage in the personal care market.

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