

Consumer preference for purchase of perfumed soap in Kanpur Nagar (U.P.)

■ RICHA GUPTA, A.K. SINGHAL AND REKHA DAYAL

Received: 05.11.2012; Revised: 15.03.2013; Accepted: 20.05.2013

See end of the paper for authors' affiliations

Correspondence to :

RICHA GUPTA

Department of Family
Resource Management, M.A.B.
College of Home Science, C.S.
Azad University of Agriculture
and Technology, KANPUR (U.P.)
INDIA
Email:richagupta1464@gmail.com

■ **ABSTRACT** : The present paper focuses on the understanding of preferences and attitudes of adolescents towards perfumed soap. The adolescents included were females of similar age group of 18 to 24 years. It was found that the females in the targeted age group have similar buying pattern. Price and celebrity brand are two major factors influencing the buyers preferences. The study was conducted through interview schedule reporting for the purchasing behaviour and satisfaction level. 48.3 per cent adolescent girls purchased Dettol soap for daily use which acquired rank Ist. Where as 35.8 per cent respondents purchased Lux and only 23.3 per cent adolescent girls tried to purchase Pears and Dove soap. Although 97.5 per cent respondents were fully satisfied as far as refreshes after bath. All of them, 85 per cent adolescent girls liked to purchase perfumed soap due to its skincare properties.

■ **KEY WORDS** : Purchasing behaviour, Perfumed soap

■ **HOW TO CITE THIS PAPER** : Gupta, Richa, Singhal, A.K. and Dayal, Rekha (2013). Consumer preference for purchase of perfumed soap in Kanpur Nagar (U.P.). *Asian J. Home Sci.*, 8 (1): 124-127.