

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

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■ **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

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**C**onsumer is a person who consumes any commodity or services available to him either from natural resources or through a market. Consumer is the largest economic group and central point of all marketing activities with the rise in the income of the people, quantity, quality and sophistication of the consumer goods. The market is flooded with a large and complex variety of perfumed soap. Because, modern life is full of stress and strain, as these are the important factors, hence every individual must use them wisely. The consumer must be helped to make quick clear cut buying decision for saving his energy and more enjoyable purpose. Human beings are a bundle of wants. All consumers don't consume the same goods and services to satisfy the same wants though they may exhibit similar wants. Jones and Sasser (1995). Customers who are just satisfied, find it easy to switch suppliers when a better offer comes along. As a result, the significance of customer satisfaction is emphasized in markets where competition is intense. According to Sridhar (1999) the decision making frame work suggested that the consumer choice process may be start well before the actual purchased and that in each phase marketers could do certain things to

facilitate or influence the process. Crane (2001) Acknowledged that the increasing attention in the literature devoted to the incorporation of ethical considerations into consumers purchase decisions. This paper explored the notion of an ethical product. It was argued that ethical issues had long been involved in consumers product evaluations, but that there had been little academic investigation of ethics in terms of product concepts and theories. Helena and Tselepis (2007) The purpose of this study was to explore and describe the early-adolescent female consumer's expectations and evaluation, as well as satisfaction relating to the fit, as a dimension of quality of her clothes. Results further suggested that this consumer group probably does not have the expertise, knowledge and cognitive skills that can enable them, during the evaluation phase of the decision-making process, with the main purpose of giving functional comfort and emotional pleasure during the post purchase experience.

### ■ RESEARCH METHODS

In order to meet the objective of the study, four areas of the Kanpur city namely- Mall road, Civil lines, Nawabganj

and Canal road areas were selected and 18 to 24 age adolescent girls of college were selected for the data collection. Total sample of 120 girls were randomly selected and their data were also collected through survey method with the help of structured interview schedule.

**RESEARCH FINDINGS AND DISCUSSION**

Finding of the study, as obtained on the basis of analysis of the data collected through the interview schedule are described are discussed in this paper. This paper deals with the base line data *i.e.* personal, family and situational variables. Regarding the purchasing behaviour of the respondents for the purchase of perfumed soap and also deals with satisfaction level of the respondents after using the perfumed soaps.

Table 1 shows the distribution of the respondents according to age group and reveals that mostly (75 per cent) adolescent girls belonged to age group of 18 to 20 year which was followed by 19.2 per cent respondents belonging to age group of above 20 to 22 years and revealed that only minimum 5.8 per cent respondents belonged to age group of 22 to 24 years.

Fig. 1. shows the distribution of respondents according to the education and reveals that 83.3 per cent adolescent girls were educated up to graduate level followed by 14.2 per cent adolescent girls were educated up to post graduate and only 2.5 per cent adolescent girls were educated up to post graduate / other.

Table 2 reveals about the awareness for purchase of perfumed soap. Majority of adolescent girls (90.8 per cent) preferred these soaps and girls were also aware about skin (rank 1) with mean score of 1.91. 88.3 per cent adolescent girls

were aware about soap brand that suits to skin (rank II) with mean score of 1.88. In addition to this, 84.2 per cent adolescent girls were aware about rashes (rank III) having mean score 1.84. About 83.3 per cent adolescent girls were aware regarding chemical composition of perfumed soap (rank IV) with mean score of 1.83. Where as, 77.5 per cent adolescent girls were aware of the use of herbal soaps which affect the skin post effectively smooth (rank V) with mean score of 1.77. 70.8 per cent adolescent girls were aware of the information about the product (rank VI) with mean score of 1.7.

Fig. 2 shows the distribution of respondent according to information source before purchase of perfumed soap and nearly 66.7 per cent adolescent girls were found aware about perfumed soap always through television (rank I) with mean score 2.52. In addition to this, 31.7 per cent adolescent girls were found aware through news paper about perfumed soap (rank II) with mean score 2.13. Where as 25 per cent adolescent girls were aware through magazines about perfumed soap (rank III) with mean score 1.94. It is also revealed that 26.7 per cent and 34.2 per cent of adolescent girls were aware through shop keeper and their friend circles (rank IV) with mean 1.93. It is also reveals that 28.3 per cent adolescent girls were aware form hording (rank IV) with mean score 1.93. Where as 25 per cent adolescent girls were aware through radio (rank V) with mean score 1.77. At the same time 21.7 per cent adolescent girls were aware by posters etc. (rank VI) with mean score 1.72.

Table 3 shows distribution of the respondents according to the purchase of branded soap and revealed that 48.3 per cent adolescent girls were using Dettol soap daily and 16.7 per cent occasionally (rank I) with mean score 2.91, followed

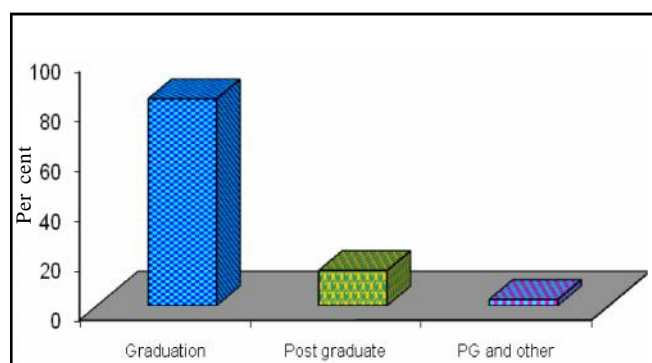


Fig. 1: Distribution of the respondents according to the education

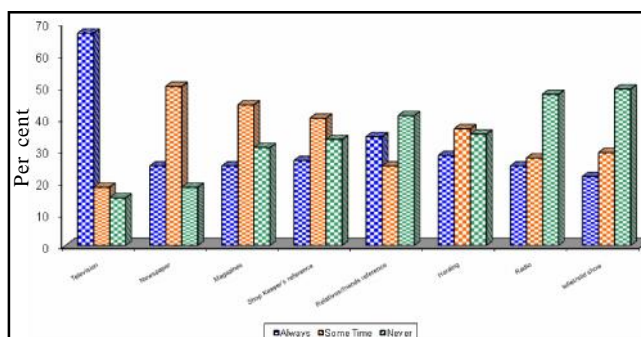


Fig. 2: Distribution of the respondents according to information source before purchase of perfumed soap

Sr. No.	Age group (year)	Frequency	Per cent
1.	18 to 20 year	90	75.0
2.	20 to 22 year	23	19.2
3.	22 to 24 year	7	5.8
	Total	120	100.0

**Table 2 : Distribution of the respondents according to awareness for purchase of perfumed soap (n=120)**

Sr. No.	Awareness	Yes	No	Mean score	Rank
1.	Chemical composition of perfumed soap	100(83.3)	20(16.7)	1.83	IV
2.	Effect of chemicals of perfumed soap	101(84.2)	19(15.8)	1.84	III
3.	Aware about skin	109(90.8)	11(9.2)	1.91	I
4.	Soap suits the skin	106(88.3)	14(11.7)	1.88	II
5.	Effect of herbs with skin	93(77.5)	27(22.5)	1.77	V
6.	Information about the product	85(70.8)	35(29.2)	1.71	VI

**Table 3 : Distribution of the respondent according to the purchase of branded soap (n=120)**

Sr. No.	Brand	Daily	Frequently	Occasionally	Rarely	Never	Mean score	Rank
1.	Lux	43(35.8)	-	8(6.7)	34(28.3)	35(29.2)	2.49	III
2.	Pears	28(23.3)	-	34(45.0)	29(24.2)	9(7.5)	2.84	II
3.	Medimix	11(9.2)	-	18(15.0)	37(30.8)	54(45.0)	1.88	VII
4.	Lifebuoy	36(30.0)	-	19(15.8)	28(23.3)	37(30.8)	2.45	V
5.	Dettol	58(48.3)	-	20(16.7)	15(12.5)	27(22.5)	2.91	I
6.	Dove	28(23.3)	-	36(30.0)	19(15.8)	37(30.8)	2.46	IV
7.	Mango	17(14.2)	-	18(15.0)	28(23.3)	57(47.5)	1.96	VI
8.	Liril	11(9.2)	0	9(7.5)	27(22.5)	73(60.8)	1.65	VIII

by 23.3 per cent adolescent girls were preferred Pears soap always and 45 per cent occasionally (rank II) with mean score of 2.84. Where as, 35.8 per cent adolescent girls preferred Lux soap daily, 6.7 per cent girls preferred occasionally and 28.3 per cent girls rarely (rank III) where as 23.3 per cent adolescent girls preferred Dove soap daily for smooth skin and 30 per cent girls used occasionally (rank IV) with mean score 2.46. Where as 14.2 per cent girls used Margo soap daily and 15 per cent girls used occasionally (rank VI) with score of 1.96.

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