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## CHAPTER I

### INTRODUCTION TO THE STUDY

#### 1.1 Introduction

Consumer behavior is stated as the behavior that consumer display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy their needs. According to Philip Kotler defined consumer behavior as “all psychological, social and physical behavior of potential customers as they become aware of evaluate, purchase, consume and tell other about products and services”. The scope of consumer behavior includes not only the actual buyer and his act of buying but also various roles played by different individuals and the influence they exert on the final purchase decision. Individual consumer behavior is influenced by economic, social, cultural, psychological, and personal factors.

Consumer purchase decision is the selection of an action from two or more alternative choices. Consumer decision to purchase the goods from the available alternative choice is known as “consumer purchase decision”. The various options of the consumer may be classified into five main types of decisions. They are what to buy, how much to buy, where to buy, when to buy, how to buy. The participants in the buying decisions may be classified as the initiator, influencer, decider, buyer and users. The marketing people should initiate the participants in the purchase decision to make the purchases of the product at different marketing strategies. There are number of reasons why the study of consumer behavior developed as separate discipline. Marketers had long noted that consumer did not always act or react, as marketing theory would suggest.

#### 1.2 Statement of Research Problem

The topic is market oriented and researcher has to study different opinion of consumers while purchasing soap. The consumer sets different parameter while purchasing the soap such as quality, reputation of brand, availability, price, look design of pack, advertising, fragrance, chemicals, motivation, moistures, culture, social class, family, reference group, age, life cycle stage, occupation, economic situation etc.

However, taking into consideration, different aspect of consumer behavior, the study have thrown light on frequency of purchase soap, awareness of brands, usage of brands, different mode of promotion by which consumer get attracted, different factor influence consumer purchase decision, switching to other brands and preference of soap. There is wide scope for conducting survey and analysis of survey to understand consumer buying behavior.

### **1.3 Importance of the Study**

In today's global era and competitive marketing environment, marketer should do survey before launching any product in the market. Nowadays different kind of soaps are available in the market; some are very popular brands while some are not popular. There are different reasons for why some brands are popular, costly, cheaper, attractive, good quality, packaging, branding, advertising, different schemes, discounts and so on. These are some of the various point decide the sale of product in the market. The consumer while purchasing the products takes into consideration different point which we called consumer buying behavior. There are various factors which decide the consumer purchasing decision. This study is help to know which parameter consumer sets while purchasing soaps.

### **1.4 Objectives of the Study**

Research work is concern with the prime objective of identifying the consumer buying behavior for soap in Pune. Therefore following objectives are kept in a mind for conducting the study.

- a) To study the concept of the consumer buying behavior of soap.
- b) To study the consumer awareness & recent demands of different brands of soap.
- c) To find out how promotional schemes are influencing the behavior of consumer buying soaps.
- d) To study how product attributes are influencing consumer behavior for buying soaps.

## **1.5 Hypothesis**

Present study put forward following hypotheses to test

- a) According to availability of brand consumer changes their preferences.
- b) Purchase decision of consumer depends upon external factors.
- c) Promotional schemes have influence to attract consumers.
- d) The ingredients of the soap have not significant influence on purchasing of soap product.

## **1.6 Scope of the Study**

To achieve objectives mentioned above, the scope of the study is explained below,

### **1.6.1 Geographical Scope**

The present study is confined to selected consumers in Pune.

### **1.6.2 Conceptual Scope**

The study focuses on various factors which influence consumer behavior to purchase soap.

### **1.6.3 Analytical Scope**

The collected data has been analyzed by statistical tools such as percentage, measure of central tendency, correlation techniques and testing of hypothesis.

## **1.7 Research Methodology**

Present research is diagnostic in nature and data has collected by using survey method.

### **1.7.1 Data Required**

Conceptual input of different factors involved in consumer behavior while purchasing soap includes quality, reputation of brand, availability, price, look design of pack, advertising, fragrance, chemicals, sandal, motivation, moisture's, culture, social class, family, reference group, age, life cycle stage, occupation, economic situation etc. Data regarding different factors which influence consumer behavior has been collected from Pune.

### **1.7.2 Data Sources**

- a) **Primary data:** Data have been obtained by observation, and questionnaire to find out what are the factors influence consumer buying behaviors.
- b) **Secondary data:** The data have been collected by using reference books, websites, periodicals and journals.

### **1.7.3 Instrument**

Structured questionnaire was prepared for consumers and personally administered by the researcher to solicit information from the sample. The questionnaire used both close and open ended question with more emphasis on likert five, type questions.

### 1.7.4 Sample Design

For present study, convenience sampling method is adopted to collect primary data from Pune. Total sample size is 421. The data has collected according to age, gender, educational qualification, status and monthly income.

Table No.1.7.4.1

Following table shows stratified size of sample.

Sr No.	Particulars	Number of Respondents
1	Age	
	15 to 25 years	124
	26 to 35 years	150
	36 to 45 years	82
	45 & above	65
2	Respondent Education	
	Illiterate	10
	School up to 4 years	15
	School up to 5 to 9 years	22
	SSC/HSC	37
	Some college but not graduate	47
	Graduate	125
	Post graduate	172
3	Occupation	
	Student	130
	Unskilled worker	48
	Skilled worker	139
	Petty trader	12
	Shop owner	35
	Businessman	15
	Clerical	25
	Supervisory level	10
	Middle level executive	5
	Senior level executive	2
4	Monthly income	
	Below 15000	199
	15000 to 20000	182
	25000 & above	40
	Size of Sample	421

### **1.7.5 Data Analysis**

The collected data from primary and secondary sources is analyzed by using statistical tools viz. presentation, central tendency and testing of hypothesis.

### **1.7.6 Chapterization**

#### CHAPTER I Introduction of the Study

This includes the introduction to the study, objectives of the study, scope and importance of research, research methodology and data analysis techniques.

#### CHAPTER II Review of Literature

This chapter covers brief summaries of related research articles and journals.

#### CHAPTER III Theoretical Background and Basic Concepts

This chapter deals with the theoretical background and basic concepts of the study.

#### CHAPTER IV History and manufacturing process of the Soap

This chapter deals with history of soap, information of soap such as price, packaging, color, ingredients, manufacturing process and profile of soap manufactures.

#### CHAPTER V Data Analysis and Interpretation

It includes data presentation, analysis and interpretation to facilitate conclusion. This chapter reveals the presentation of data and analysis of data.

#### CHAPTER VI Findings and Suggestions

This chapter deals with observations and suggestions of the study based on analysis. The report will be appended with instrument used for data collection and relevant documents.

Besides these chapters the dissertation is appended with Schedule used for data collection and list of references.

The next chapter deals with literature review for the reference of the further study.