

**CHAPTER - 1**  
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## CHAPTER - I

### INTRODUCTION



#### 1.1 INTRODUCTION:

Washing detergents and soaps have become ubiquitous, even in a developing country like India. Detergent bars, detergent powders, soap bars and soap powders all are available throughout the country. The manufacturers of detergents and soaps are making full use of the medium of television, in order to reach out to the consumer. Hindustan Lever, Godrej, TOMCO and Nirma hold the bulk of the market.<sup>1</sup> Many other organizations are engaged in the manufacture of detergents and soaps. In fact, the progress of detergents and also of the detergent market has been faster than that of soaps.

The growing market for detergents and soaps in this country has been passing through a phase of keen competition. A virtual war is being waged on India's television screen; new brand names are being dangled before the consumer so as to wean him away from his favourite brand. Strangely, the market remains in the hands of three or four big Companies which have enormous resources to back up their marketing with powerful publicity campaigns.<sup>2</sup>

In the early '80s, commercial television opened up a new avenue of advertising. More than effective communication, advertising has, over the last decade, functioned as a means of promoting new products as well as enlarging the market. Television advertising helps to provide the required support to the marketing activities and thereby try to increase the sales of products, ideas or services, as the case may be. Television advertising is most efficient in creating favourable attitudes towards the brands currently used by the consumers.

The large number of low-power television transmitters scattered all over the country have exposed the village folks to the new publicity regarding consumer goods, including detergents and soaps. The message is being broadcast in the local dialects. It is for the marketing companies to see that detergents and soaps are available with retail outlets when television publicity campaigns are launched.<sup>3</sup> Television campaign plays an important role in advertising the detergent bars and powders. This is an important stage of the advertising campaign. The advertising messages play an important role in advertisement. The content of the message has to be very carefully drafted in the advertisement. In the case of washing materials, i.e. detergent powder, detergent bar, soap powder and soap bar, television advertising and message of the advertisement are most important.

## 1.2 FACTORS:

In the case of purchasing of detergent powders and bars, various factors influence the consumer. These factors also play an important role in the purchase of detergent powders and bars. Hence, these factors are considered under two categories, namely, the objective factors and the subjective factors.

### A) Objective Factors:

1. Advertisement,
2. Message reliability,
3. Brand reputation,
4. Company reputation,
5. Low price,
6. Quality,
7. High cleaning power,
8. Product durability,
9. Colour,
10. Discount offered,
11. Free gifts,
12. Protection to skin,
13. Attractive packing,
14. Availability.

### B) Subjective Factors:

1. Family influence,
2. Personal decision,

3. Recommendation of friends/neighbours,
4. Recommendation of retailers,
5. Status/Prestige symbol.

### **1.3 SCOPE OF THE STUDY:**

Detergent marketing is growing in volume every year. The battle for retaining or increasing the market share is heating up. Various claims through different media are being put forward to influence different segments of the market. Detergent marketing is having a high competition. Various brands are available in the market. Some brands of detergents are highly advertised on television, radio, newspaper, magazines, etc. Various factors influencing the purchase of different brands of detergent powder and bars. The present study "A Study of Advertising Messages and Factors Influencing the Purchase of Different Brands of Detergents (Powders and Bars) - A Case Study of Satara City" is based on a consumer survey conducted in Satara city, during the year 1990. The present study has been undertaken with the intention of the following objectives.

### **1.4 OBJECTIVES OF THE STUDY:**

The present study has been undertaken with the following objectives:

- (1) To study the relative merits of television commercials promoting various brands of detergents (powders and bars);
- (2) To analyse the responses of the consumers so as to highlight the various factors affecting the consumers in the purchase of detergent brands.

#### 1.5 DATA COLLECTION AND METHODOLOGY:

The concept of methodology refers to different aspects of research work such as selection of a topic for research, deciding its scope, understanding its limitations and selecting a proper method for collecting the required information and analysing it for making sound observations and arriving at definitive conclusions.

The data required for the present study has been collected from both primary and secondary sources.

The primary data has been collected from the consumers (housewives) survey with the help of a questionnaire. Out of the total consumers (housewives) in Satara city, 200 consumers have been selected for this study and the selection of consumers was made on the basis of stratified convenience sampling. Different areas of Satara city were covered.

A questionnaire-schedule was prepared to know the responses of the consumers.

The secondary data on consumer buying behaviour and advertising and also on detergent industry was collected with an extensive use of library. Various journals and periodicals were also referred to for the purpose of the present study.

#### 1.6 LIMITATIONS OF THE STUDY:

While studying the topic undertaken, the following limitations were encountered:

- (1) The study is limited to the geographical area of Satara city, on the basis of 200 sample respondents drawn on the stratified convenience sampling basis;
- (2) The study is restricted to only the detergent powders and bars;
- (3) The study is limited to the advertising messages of the television commercials of detergents and the various factors influencing the purchase of different brands of detergent powders and bars.

#### REFERENCES

1. 'Facts For You' (monthly), New Delhi, January 1989, p.28.
2. Ibid.
3. Ibid., p.30.