

**CHAPTER VI**  
**FINDINGS AND SUGGESTIONS**

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## CHAPTER VI

### FINDINGS AND SUGGESTIONS

#### 6.1 Introduction

Findings are drawn by analysis of collected data. These are grouped into general findings and specific findings.

#### 6.2 General Findings

Following are the general findings based on observation and interview of retailers.

1. The purchasing behavior of costly bathing Soap depends upon income.
2. Students are more aware about different bathing soaps available in the market.
3. Unskilled/illiterate worker mostly consider price factor during purchase of Soap.
4. There is a significant impact of television advertisement on consumer buying behavior for bathing soaps.
5. The middle class and lower class families most of the time buy bathing soap from general stores.
6. The promotional schemes such as super value pack and buy 3 get one free has high sale in departmental store as compare to the general store.
7. Sale of bathing soap is seasonal.

#### 6.3 Specific Findings

Following are the specific findings based on the analysis of collected data.

##### 1. Table No. 5.2.1

Television advertisement is major source of awareness for the consumers. Next important source about different soaps from family suggestion and brand pack in a store. Consumer awareness from shop keeper, magazine and doctor recommendation is very less.

##### 2. Table No. 5.2.2

From sample information researcher observed that consumers are 100% aware about different bathing soaps such as Lux, Lifebuoy, pears, Santoor, Rexona, Hamam, Godrej No.1, Dettol and Moti. 94% consumers are aware about Shikakai Soap. 90% consumers are aware about Dove Soap.

Consumers are not much aware about bathing Soap such as Doy Care (8%), Sach (11%), Essenza Di Wills (10%) and Yardley London (15%).

### **3. Table No. 5.2.3**

From used samples researcher observed that there is high demand from the market for Bathing Soap such as Dettol (94%), Dove (91%), Lux (76%), Lifebuoy (67%), Moti (65%), Santoor (61%) and Pears (55%).

In the market, there is very less demand for bathing soaps such as Essenza Di Wills (1%), Yardley London (2%), International Camay (4%), Chandrika (6%) and Fiama Di Wills (1%). There is no demand for Bacter Schield, dyna, Jo, Sach and Doy care.

### **4. Table No. 5.2.4**

Consumers like Buy 3 get one free scheme and super value pack scheme. Consumers dislike some schemes such as gifts, chance to meet celebrity and chance of abroad trip.

### **5. Table No.5.2.5**

Consumer purchase decision for bathing soap depends on different soap attributes. Price is one of the major factors which consumer consider while buying soap. Fragrance is next important factor from consumer point of view. Consumers pay less attention towards the product attribute such as production date, production country and alternative measures.

### **6. Table No. 5.2.6**

Consumers like very much Sandal and Lavender fragrance of bathing soaps. Consumers are less attracted by fragrances such as Jasmine and Hibiscus.

### **7. Table No. 5.2.7**

Consumer consider various fragrance attribute during buying of soap. Pleasantness of fragrance and fragrance being refreshing are more considerable while buying bathing soaps. Consumer also consider fragrance attribute such as fragrance lasting for long time, moisturizes scheme, Lingering of Fragrance while having bath, lingering of fragrance on the skin and making skin look young. Consumer pays less attention of fragrance attribute such as removes dirt effectively, having right quantity of lather, modernity of fragrance and lingering of fragrance in bathroom.

#### **6.4 Suggestions:**

1. Brand awareness in the market is very important. Marketer should increase awareness of bathing soaps from Television advertisement, Brand pack in a store, Hoardings and News paper.
2. Consumer considers quality and price of bathing soap during buying soaps. Marketer should provide soaps with quality and competitive pricing.
3. Most of the consumers like Lavender and Sandal Fragrance due to this marketer should launch soaps with these fragrances. Marketer should understand consumer preference and choice about bathing soaps.
4. Marketer should offer buy 3 get one free scheme and Super Value pack scheme because consumer mostly like these scheme. Marketer should avoid promotional schemes such as chance to meet celebrity and chance of abroad trip.
5. Marketer should understand consumer choice, their likings and disliking. Marketer should understand various fragrance attribute such as fragrance lasting for long time, fragrance being refreshing and moisturizes skin. Consumer pays more attention on these fragrance attributes while buying Soaps.

#### **6.5 Conclusion:**

India is a country with a population of 121 crore people. With the household penetration of soaps is 98%. People belonging to different income levels use different brands, which fall under different segments, but all income levels use soaps.

The market has several, leading national and global brands and a large number of small brands. The popular brands include Lifebuoy, Lux, Cinthol, Liril, Rexona and Dove. Premium soaps are estimated to have a market volume of about 80,000 tonnes. Soaps are categorized into men's soaps, ladies soaps and common soaps. Marketer should provide quality product with competitive pricing. Television is one of the best sources of advertisement for different bathing soaps.