Index

. .

4

CHAPTER NO.	CONTENTS	PAGE NO.
NU.		NU.
I	INTRODUCTION TO THE STUDY	1-6
	1.1 Introduction	1
	1.2 Statement of Research Problem	1
	1.3 Importance of the Study	2
	1.4 Objectives	2
	1.5 Hypothesis	33
	1.6 Scope of the Study	3
	1.7 Research Methodology	
II	REVIEW OF LITERATURE	7-18
III	CONCEPTUAL FRAMEWORK	19-31
	3.1 Introduction	19
	3.2 Definition of the term Consumer Behavior	20
	3.3 Process of Decision Making	20
	3.4 Consumer Involvement in Buying Decision	21
	3.5 Factors influencing Consumer Behavior	22
	3.6 Types of Consumer Behavior Models	23
	3.7 Consumer Decision Making Model	26
	3.8 Role of Family in Decision Making	27
	3.9 Interpersonal Influences	28
	3.10 Market Segmentation	29
	3.11 The Indian Consumer Market	31
IV	PROFILE OF SOAP INDUSTRY	32-45
	4.1 Introduction	32
	4.2 History of Soap	32
	4.3 Soap Making Process	35
	4.4 Ingredient and Process of Bathing Soaps	38
	4.5 Brief Information of Leading Companies and	39
	their products	
	4.6 Marketing of Bathing Soaps	44
	4.7 Size of the Industry	45
V	DATA ANALYSIS OF INTERPRETATION	46-54
	5.1 Introduction	46
	5.2 Data Analysis and Interpretation	46
VI	FINDINGS AND SUGGESTIONS	55-57
	6.1 Introduction	55
	6.2 General Findings	55
	6.3 Specific Findings	57
	6.4 Suggestions	57
	6.5 Conclusion	

INDEX

ANNEXURE	58-65
SCHEDULE	61
BIBLIOGRAPHY	64

Sr. No.	Table No.	Name of the Table	Page No.
1	1.7.4.1	Selected Size of Population	5
2	2.2.1	Brand of bathing soap, establishment year and country	18
3	3.11	Comparison between two Types of Markets	31
4	5.2.1	Source of Consumer Awareness for Different Brands of Soaps	47
5	5.2.2	Rank of Consumer Awareness for different bathing Soaps	48
6	5.2.3	Percentage of Recent demands for different bathing Soaps	49
7	5.2.4	Rank of Promotional Schemes for Bathing Soaps	50
8	5.2.5	Product Rank according to attributes	51
9	5.2.6	Weighted Average of Fragrance for Bathing Soaps	52
10	5.2.7	Rank of Bathing Soaps according to fragrance attributes	53
11	5.2.8	Impact of Promotional Schemes on Sale of Santoor Soap	54
12	5.3.1	Testing of Hypothesis for Choice and Availability of	55
13	5.4.1	Testing of Hypothesis for Quality and Advertisement	56

INDEX OF TABLES

BARR. BALASAHEB KHARDEKAR LIBRARY SHIVAJI UNIVERSITY, KOLHAPUR.