



# A STUDY ON CONSUMERS PERCEPTION & PREFERENCE TOWARDS THE SALES PROMOTION OF WASHING SOAPS & DETERGENTS WITH REFERENCE TO COIMBATORE CITY

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**Abstract:** Marketing holds the key to the success in any business today. One can witness a dramatic global shift from 'production-dominated' to a 'consumer-oriented' business culture. Marketing is thus about winning the customer. Understanding what consumers want and supply them efficiently, conveniently and attractively are the key factors in marketing. Marketing adds value. It takes what otherwise could be an ordinary commodity that is made into a highly sought-after brand. Marketing is essentially persuasion. It is also about communication - communicating and highlighting in favour of one's brand.

**Index Terms - Marketing, Promotion, Detergents.**

## INTRODUCTION

Marketeers have developed and used a variety of techniques over the past century to give consumers an extra incentive to make their products and services sought after. Quite a few of the sales promotion offers that motivate consumers have been in vogue for nearly a century and more. The earliest and quite effective sales promotion tool is the cent-off coupon. Coupons have been around since 1895 when the C.W. Post. Co first began using the penny-off coupon to help sell its Grape Nuts cereal. Procter & Gamble began using coupons in 1920, and its first ones were in the form of metal coins that were good for discounts or buy-one- and get-one free deals. These were soon replaced by cheaper and more convenient paper versions that are around even today.

## STATEMENT OF THE PROBLEM

- Washing soaps and detergents are used quite often in our daily life. Soaps and Detergents industry is quite an old one. Today India has a diverse range of washing soaps and detergents. There is a heavy competition among the brands to get the attention of the Customers. The marketeers are discovering that advertising alone is not sufficient to Attract a target market. The marketeer must necessarily use additional promotional Methods in conjunction with advertising.
- Sales promotions like discount on prices, price pack deals, coupons, free gifts and Free samples must be offered to the consumer to remain competitive in a market.

## SCOPE OF THE STUDY

The present study target of consumers in Coimbatore District, understanding their behaviour helps to identify the Preference influence of brand in their purchase decision etc on the purchase of soaps and detergents. The insight will help the Manufactures to adopt new strategies which would help not only to attract new customer but also maintain the loyalty of the Existing customer.

## OBJECTIVES OF THIS STUDY

- To study the perception and preference of the customers to sales promotion of Washing soap and detergents.
- To study the sales promotion – particularly consumer sales promotion.

## LIMITATIONS OF THIS STUDY

- The study was carried out within a period of 4 months
- The responded size is limited to 125

## RESEARCH METHODOLOGY:

### STUDY AREA

The data for the study has been collected from the respondents in Coimbatore city.

### SAMPLING DESIGN

Sampling the process of selecting representative subset of a total population for obtaining data for the study. The study is based on a survey method. The simple random sampling technique is used to collect the required information from the respondents.

### SAMPLE SIZE

The number of items selected from the population constitutes the sample size. The study covers the consumers in the city of Coimbatore. Total sample size for the study is 125.

### PERIOD OF THE STUDY

The field survey has been carried out during the period 2023.

### SOURCES OF DATA

Both the primary and secondary data were used for the study.

## STATISTICAL TOOLS USED FOR DATA ANALYSIS

The rule of statistics in research is to function as a tool in designing research, analysing the data, and drawing its conclusion form. Most research studies result in large volumes of new data that must be suitably reduced so that the same can be read easily and can be used for further analysis.

The tools used are:

- Rank Analysis
- Chi square

## REVIEW OF LITERATURE

**Dr. Sanjay Tekade (2021)** conducted “A study on consumer preference for unbranded Detergent powder at Bhiwandi rural in Thane district”. The main objective of the study is to recognise the factors and forces that induce people to buy unbranded detergent powder.

**Ishpreet Virdi (2021)** conducted “A study on Impact of Perceived Deception on Consumer Behaviour: The Case of Detergent Powder”. The main objective of the study is to access various aspects of perceived deception on Indian consumers in detergent powder market and Identifying the basis of customer perception about deceptive advertising.

**Meena Khetrapal (2020)** Conducted “ A Comparative Study of Detergents in India-A Step towards More Sustainable Laundry” This study makes an attempt to analyse the various factors influencing a consumer while purchasing of quality detergent The insight will help the manufactures to adopt new strategies which would help not only to attract new customer but also maintain the loyalty of the existing customer, as in the present competitive scenario.

## DATA ANALYSIS:

### CHI-SQUARE

### RELATIONSHIP BETWEEN GENDER AND PREFERENCE

GENDER	<i>MOTIVATION TO PURCHASE SOAPS AND DETERGENTS</i>					TOTAL
	Brand Name	Retailers	Attractive Packaging	Attractive Offers	Convenience	
Male	10	13	12	19	5	59
Female	19	20	17	5	5	66
Total	29	33	29	24	10	125

To find out the relationship between gender motivation to purchase soaps and detergents of respondents, Chi-square is used and result is given below.

**HYPOTHESIS**

There is relationship between monthly income and preferred time period.

**CHI SQUARE TEST**

<b>PEARSON CHI- SQUARE</b>	<b>VALUE</b>	<b>DF</b>	<b>TABLE VALUE</b>	<b>REMARKS</b>
<b>GENDER</b>	12.955	4	9.488	REJECTED

**INTERPRETATION**

In the above analysis the calculated value (12.955) is more than the table value (9.488) at the level of 0.05% significance. Hence there is significant relationship between gender and motivation to purchase soaps and detergents.

**MEAN SCORE RANKING ANALYSIS****LEVEL OF SATISFACTION**

<b>Particulars</b>	<b>Mean Score</b>	<b>Rank</b>
<b>Brand</b>	4.096	<b>I</b>
<b>Offer</b>	3.816	<b>III</b>
<b>Quality</b>	3.856	<b>II</b>
<b>Advertising</b>	3.672	<b>V</b>
<b>Price</b>	3.68	<b>IV</b>

**INTERPRETATION**

From the above ranking analysis, it was found that majority of the responses prefer Brand and Ranked as I, next most of the responses prefer Quality and Ranked as II, next most of the responses prefer Offer and Ranked as III, next most of the responses prefer Price of a product and Ranked as IV and next most of the responses prefer Advertising of a product and Ranked as V.

**INFERENCE**

Majority of the responses prefer brand of the product and ranked as i.

## FINDINGS

- From the above Table 4.25 Ranking analysis, it was found that majority of the responses prefer Brand as I, next most of the responses prefer Quality and ranked as II, next most of the responses prefer Offer and ranked as III, next most of the responses prefer Price and ranked as IV, next most of the responses prefer Advertising and ranked as V.
- In the above analysis the calculated value (12.955) is more than the table value (9.488) at the level of 0.05% significance. Hence there is significant relationship between gender and motivation to purchase soaps and detergents.

## SUGGESTIONS

- In this research, majority of the respondents had a positive attitude towards consumer sales promotion. This could perhaps be due to the fact that the companies gave them better deals and put good effort to make a sale to them
- The consumers gave greater preference to quality than to sales promotion while purchasing the product. However, they felt that discounts and free quantity offered were good incentives compared to other sales promotional activities.
- Introduce different package design and size to retain the existing consumer and attract new consumer.
- Most analytical and econometric models of sales promotions assume that monetary savings are the only benefit motivating consumers to respond to sales promotions. So, the sales promotion will be effective only in short run.
- More focus should be given on marketing and promotional activities so as to earn more profits.

## CONCLUSION

It is inferred from the analyses that the regional brands are being best in the quality aspect from the retailers' perception, and they can improvise their promotional strategy to increase their sales further they encourage online sales as of now, this generation people are mostly searching their needs and wants with the usage of internet. They can focus on increase their targeting segments.

The Indian soap and detergent market are characterized by immense competition and high penetration levels. As a result of rapid urbanization, the demand for better quality household product is constantly on a rise. There is a tremendous opportunity for the branded and quality product at a reasonable price to the respective consumer