

## A STUDY OF CONSUMER BUYING BEHAVIOR FOR BATH SOAPS IN PUNE CITY

Dr. K.M. Nalawade\*

Ajit Nale\*\*

### **Abstract**

Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. The marketer therefore tries to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment. Consumer buying decision depends on perception, self-concept, social and cultural background, age, family lifecycle, attitude, belief, values, motivation, personality, social class and so on. The present study evaluates factors which influence consumers during purchase of bathing soaps. There were 421 respondents selected from Pune city. The statistical tool used for the purpose of the analysis of this study is simple percentage, weighted average, rank and chi-square test. The study with the help of primary data examines the different factors which influence consumer to buy bath soap such as product attributes and promotional schemes. The study shows that consumers are more aware about different bathing soaps which are available in the market. There is high demand in the market for different bathing soaps such as Lux, Dettol, Dove, Pears, Santoor, Lifebuoy and Moti. The study reveals that promotional scheme (Buy 3 get one free) is more popular in the market. Most of the consumers give preference to Rose and Sandal Fragrance. Consumer mostly considers quality, fragrance and price during purchase decision.

**Key Words:** Consumer behavior, bathing soaps, promotional scheme

\* Associate Professor, D. G. College of Commerce, Satara, Maharashtra, India

\*\* Senior Associate, Maersk Global Services, Pune, Maharashtra, India

## 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.

## Literature Review

Park et al. (2005) had even earlier concluded that unless a store has a distinct product offering or pricing strategy, retailers can distinguish their store by building on the relationship between the store’s atmosphere and the consumer’s emotional state. Even if consumers are in a negative emotional state upon entering a store, they may become emotionally uplifted and spend more than intended. All this implies that impulsive buying may largely be an unconscious buying behavior driven by an affective force beyond the control of the individual. Lee & Collins (2000) studied parent-child shopping behavior and discovered that fathers are more inclined towards sons and feel more comfortable with sons during shopping than daughters. According to Rossiter and Prey (1987), brand awareness precedes all other steps in the buying process. A brand attitude cannot be performed, unless a consumer is aware of the brand. In memory theory, brand

awareness is positioned as a vital first step in building the bundle of associations which are attached to the brand in memory (Stokes, 1985). A family exerts a complex influence on the behaviors of its members. Prior family influence research has focused on intergenerational rather than intergenerational influence in consumer. It has been compellingly demonstrated, parents influence children (Moore, Wilkie, and Lutz 2002; Moschis 1987). Yet, consumption domains clearly exist where sibling efforts may also be exerted.

### **Statement of the 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.

### **Objectives of the Study**

Researcher wants to study following objectives

- 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.

### **Hypothesis of the Study**

Present study put forward following hypotheses to test

- a) There is significant impact on consumers change in preferences and availability of brand.
- b) There is significant relation of consumers purchase decision and external factors.
- c) There is significant influence of promotional schemes on consumer attraction.
- d) The ingredients of the soap have not significant influence on purchasing of soap

### **Research Methodology**

The present investigation has been designed to study the consumer buying behavior for bath soaps in Pune city. In order to fulfill the research objectives, research methodology consists of the following sections: In the present study a sample of 421 respondents has been taken. The respondents have been selected from Pune city. The samples have been selected using non-probability method, i.e. convenience sampling method. The sample consists of both sexes i.e., male and female, respondents from different age groups, having different educational qualifications, and belonging to different areas.

### Sample Profile

Table 1 shows the profile of the respondents with respect to age, education level, occupation and monthly income.

Sr.	Particulars	Number of Respondents	Percentage (%)
1	Age:		
	15 to 25 years	124	30
	26 to 35 years	150	36
	36 to 45 years	82	19
	45 & above	65	15
2	Respondent Education:		
	Illiterate	10	2
	School up to 4 years	15	3
	School up to 5 to 9 years	22	5
	SSC/HSC	37	8
	Some college but not graduate	47	11
	Graduate	125	30
	Post Graduate	172	41
3	Occupation:		
	Student	130	31
	Unskilled worker	48	11
	Skilled worker	139	33
	Petty trader	12	3
	Shop owner	35	8
	Businessman	15	4
	Clerical	25	6
	Supervisory level	10	2
	Middle level executive	5	1
	Senior Level executive	2	1
4	Monthly income		
	Below 15000	199	47
	15000 to 25000	182	43

	25000 & above	40	10
--	---------------	----	----

### Sources of Data:

The study is on both primary and secondary data. The primary data has been collected using a questionnaire and the secondary data has been collected from books, manuals and the internet.

### Collection of Data

Collection of data means assembling the data for the point of a particular investigation. One may use one or more of the tools for gathering facts according to the nature and purpose of the study, but questionnaire method is the most suitable and appropriate one for the current study. Therefore, the questionnaire method has been used to collect the required information.

### Tools for analysis

The statistical tool used for the purpose of the analysis of this study is simple percentage technique. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables and figures. Weighted scaling technique and ranking technique has also been used for analyzing the factors influencing consumer buying behavior.

### Limitations

The survey target sample consisted of participants from pune only and does not necessarily represent the entire Indian market.

### Results and Discussion

As per the objectives of the study, the responses obtained through questionnaires have been analyzed by using appropriate techniques such as percentage, weighted average and chi-square method.

**Table 1: Rank of Consumer Awareness for different bathing Soaps**

Sr. No.	Name of Bathing Soap	Number of Respondent	Percentage (%)	Rank
1	Lux	421	100	1
2	Lifebuoy	421	100	1
3	Pears	421	100	1
4	Santoor	421	100	1
5	Dove	380	90	3
6	Rexona	421	100	1

7	Hamam	421	100	1
8	Breeze	421	100	1
9	Godrej No.1	421	100	1
10	Shikakai	395	94	2
11	Cinthol	372	88	4
12	Vivel	320	76	7
13	Superia	215	51	11
14	Nivea	285	68	8
15	Dettol	421	100	1
16	Bacter Shield	120	29	14
17	Savlon	355	84	5
18	Fair Glow	340	81	6
19	Dyna	130	31	13
20	Jo	165	39	12
21	International Camay	122	29	14
22	Chandrika	95	23	15
23	Yardley London	65	15	16
24	Sach	45	11	17
25	Doy care	32	8	19
26	Park Avenue	269	64	9
27	Himalaya	233	55	10
28	Essenza Di Wills	43	10	18
29	Fiama Di Wills	163	39	12
30	Moti	421	100	1

(Source: Primary Data)

Above table depicts that, consumers are aware about Lux, Lifebuoy, Pears, Santoor, Hamam, Breeze, Godrej No.1, Dettol and Hamam, Dove, Shikaki and Cinthol. Most of the consumers are not aware about the brands such as Doy care, Sach, International Camay, Chandrika, Essenza Di Wills, Yardley London, Jo and Dyna.

**Table 2: Percentage of Recent demands for different bathing Soaps**

Sr. No.	Name of Bathing Soap	Recent Demand of bathing Soaps	Percentage (%)	Rank
1	Lux	320	76	3
2	Lifebuoy	282	67	4
3	Pears	230	55	7
4	Santoor	255	61	6
5	Dove	383	91	2
6	Rexona	165	39	10
7	Hamam	183	43	8
8	Breeze	123	29	14
9	Godrej No.1	109	26	16

10	Shikakai	113	27	15
11	Cinthol	127	30	13
12	Vivel	182	43	8
13	Superia	65	15	18
14	Nivea	55	13	19
15	Dettol	395	94	1
16	Bacter Shield	-	-	-
17	Savlon	165	39	11
18	Fair Glow	172	41	9
19	Dyna	-	-	-
20	Jo	-	-	-
21	International Camay	15	4	22
22	Chandrika	27	6	21
23	Yardley London	10	2	23
24	Sach	-	-	-
25	Doy care	-	-	-
26	Park Avenue	132	31	12
27	Himalaya	77	18	17
28	Essenza Di Wills	5	1	24
29	Fiama Di Wills	48	11	20
30	Moti	272	65	5

(Source: Primary Data)

The above table shows that, there is more demand for dettol, Dove, Lux, Lifebuoy, Pears, Santoor, Hamam and Moti Soaps. There is less demand for Fiama Di wills, International Camay, Chandrika, Yardley London and Essenza Di wills. There is no demand for Doy Care, Sach, Jo, Dyna and Bacter shield.

### WEIGHTED AVERAGE SCORE ANALYSIS

Weighted average technique was used to find out the weighted average for each category of respondents over several study factors to know factors which influence consumer buying decision for bathing soaps. For this purpose five point scaling technique is used. While using five point scales, score

5-was given to strongly agree 4-was given to agree

3- was given to neither agree nor disagree 2-was given to disagree a little

1-Was given to strongly disagree

**Table 3: Weighted Average of Source of Consumer Awareness for Different Brands of Soaps**

Sr. No.	Source of Awareness	Weighted Average	Rank
1	Television Advertisement	4.77	1
2	News Paper	3.14	4
3	Hoardings	2.53	6
4	Friends Recommendation	2.80	5
5	Family Suggestion	3.26	3
6	Brand Pack in a Store	4.00	2
7	Poster of the Brand in a store	2.18	8
8	Display of the Brand in a store	2.41	7
9	Magazine	2.08	9
10	Shop keeper told me about the Brand	2.18	8
11	Doctor Recommendation	1.81	10

(Source: Primary Data)

Above table shows that consumer gets more awareness about different brands of soaps from television advertisement, brand pack in a store and family suggestion. Table indicates that consumers have less awareness from magazine, poster of the brand in a store and doctor recommendation.

**Table 4: Rank of Promotional Schemes for Bathing Soaps**

Sr. No.	Promotional Schemes	Weighted Average	Rank
1	Buy 3 get one free	4.29	1
2	Super Value Pack	4.02	2
3	Gold Scheme	2.90	4
4	Gifts	3.13	3
5	Chance to meet Celebrity	2.38	5
6	Chance of Abroad Trip	2.38	5

(Source: Primary Data)

Above table depicts that consumer like buy 3 get one free scheme and Super Value pack scheme. The promotional schemes like chance to meet celebrity and chance of abroad trip do not attract consumer.

**Table 5: Product Rank according to attributes**

Sr.No.	Product Attributes	Weighted Average	Rank
1	Quality	4.30	2
2	Availability	3.97	4
3	Price	4.31	1
4	Fragrance	4.02	3



5	Look Design of The Pack	3.66	5
6	Look Design of The Soap	3.63	7
7	Prestige	3.13	9
8	International Brand	3.53	8
9	Nice Advertising	3.64	6
10	Attractive Promotions	2.41	12
11	Production Date	2.69	10
12	Production Country	2.54	11

(Source: Primary Data)

Above table depicts that while purchasing soap from market consumer give more attention to quality of the brand in market, price of soap and fragrance. Consumer pays less attention to soap attribute such as prestige, production date, attractive promotions and production country.

**Table 6: Weighted Average of Fragrance for Bathing Soaps**

Sr. No.	Fragrance	Weighted Average	Rank
1	Rose	4.08	4
2	Jasmine	3.28	2
3	Hibiscus	3.74	5
4	Lavender	4.33	1
5	Sandal	4.25	3

(Source: Primary Data)

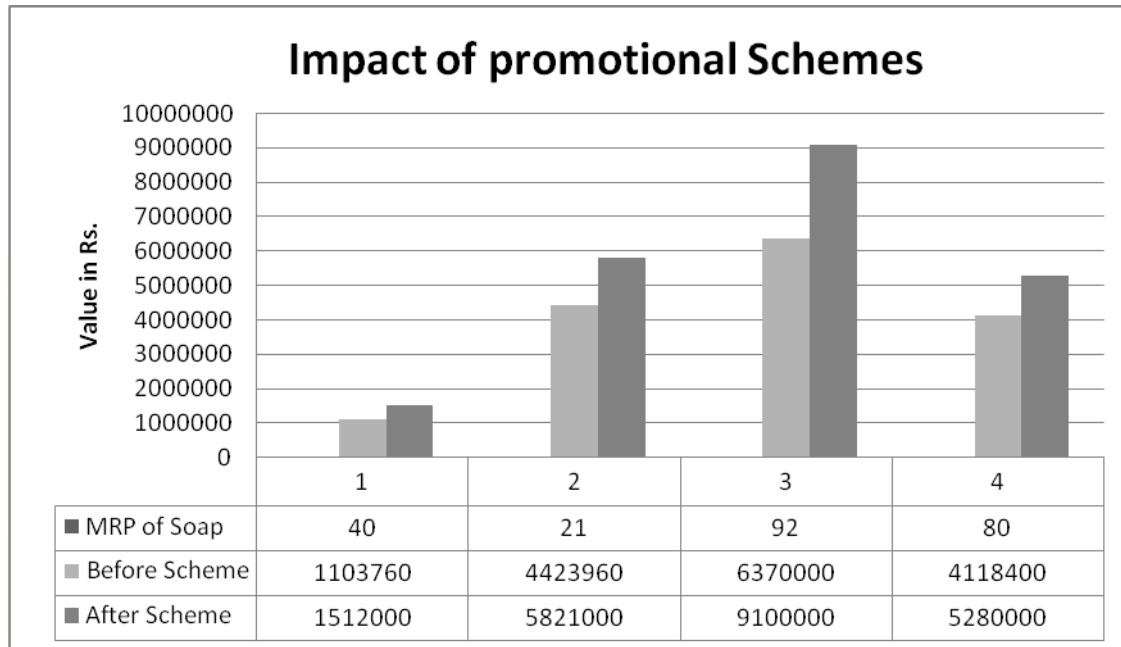
The above table shows consumer like lavender, jasmine and Sandal fragrance. There are few consumers who like hibiscus fragrance.

**Table 7: Impact of Promotional Schemes on Sale of Santoor Soap**

Sr. No.	MRP (Rs.)	Quantity (gms)	Promotional Schemes	Sale before Scheme (Rs.)	Sale After scheme (Rs.)	Increase of Sale (%)
1	40	55	Buy 3 get one free	1103760	1512000	27%
2	21	90	Buy 2 soap get pen free	44,23960	5821000	24%
3	92	110	Buy one soap get pen free	63,70,000	9100000	70%
4	80	90	Super saver pack (Pack of 4 soaps)	41,18,400	5280000	28%

(Source: Secondary data; Wipro Ltd)

**Graph 1: Impact of Promotional Schemes on Consumer Buying Behavior**



Above graph shows that, there is significant impact of Promotional schemes on buying behavior of consumers. Due to offering various promotional schemes such as buy 3 get one free scheme, Buy 3 soap get pen free, buy one soap get pen free and Super saver pack, sale is increased by 27%, 24%, 70% and 28% respectively.

### Testing of Hypothesis

Chi-square test statistics have been used to test the hypothesis.

- Here we test the hypothesis with the help of collected information by using suitable test.

H0: Availability and choice of the brand of soap are independent.

H1: According to availability of brand consumer changes their preferences.

Calculated value of $\chi^2$	Table value of $\chi^2$	Degree of freedom	Significance level	result
0.76	3.841	1	5%	Accept H0

Hence calculated  $\chi^2 < \text{tabulated } \chi^2$  at 5% level of significance.

There is no any influence on the choice due to availability of the brand.

(These two are independent. ) availability and choice of brand are independent.

2) Here we test the hypothesis with the help of collected information by using suitable test.

H0: There will be equal influence of external and internal factors on the purchase decision of the consumers.

H1: There will be unequal influence of external and internal factors on purchase decision.

Calculated value of $\chi^2$	Table value of $\chi^2$	Degree of freedom	Significance level	result
3.41	3.841	1	5%	Accept H0

Hence calculated  $\chi^2 <$  tabulated  $\chi^2$  at 5% level of significance.

There is equal influence of quality and advertisement on purchase decision of the consumers.

## FINDINGS, SUGGESTION & CONCLUSIONS

### FINDINGS

1. The purchasing behavior of costly bathing Soap depends upon income.
2. Student is more aware about different bathing soaps available in the market.
3. Unskilled/illiterate worker mostly consider price factor during purchase of Soap.
4. The middle class and lower class families most of the time buy bathing soap from general stores.
5. Sale of bathing soap is seasonal. There is high sale in summer season and low sales volume in rainy season.
6. Television advertisement is major source of awareness for the consumers. Next important major source is consumers get aware about different soaps from family suggestion and brand pack in a store. Consumer awareness from shop keeper, magazine and doctor recommendation is very less.
7. 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.

8. 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.
9. Consumers like very much Sandal and Lavender fragrance of bathing soaps. Consumers are less attracted by fragrances such as Jasmine and Hibiscus.
10. From used samples 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 very less aware about bathing Soap such as Doy Care (8%), Sach (11%), Essenza Di Wills (10%) and Yardley London (15%).
11. 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.

### 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.

**Conclusion:**

India is a country with a population of 103 million 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, making it the second largest category in India.

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.

**Scope for Further Research:**

The study was descriptive in nature, and suffered from certain constraints and limitations, such as geographic limitation (mainly Indian scenarios is taken into account). Nevertheless, the above study leaves an immense scope for carrying out further research into following areas:

1. To carry out a similar study from rural area to identify which factors influence consumer to buy bath Soaps.
2. To compare urban and rural consumer on the basis of income, education, influencing factors, promotional schemes and awareness of different brands.
3. To carry out a study on other possible aspects of consumer buying decisions.
4. To carry out studies in other geographical areas to find out whether there is any significant difference in buying behavior that are geographically separated.

### Bibliography

- 1) M.S. Raju;(2005), “Consumer Behavior- Concepts, Applications and Cases”, Vikas Publishing House Private Limited, New Delhi, First Edition.
- 2) K.K. Srivastva and Sujata Khan Dai;(2003), “Consumer Behavior- In Indian Context”, Ashok Galgotia publishing Company, New Delhi, First Edition.
- 3) Kamran Khan;(2010), “Consumer Behavior”, Entile Book Publishing, New Delhi, First Edition.
- 4) M.G. Parameswaran;(2003), “UnderStanding Consumers- Building Powerful Brands using Consumer Research”, Tata McGraw-Hill Publishing Company Limited, New Delhi, First Edition.
- 5) P.C. Jain and Monika Bhatt;(2008), “Consumer Behavior-In Indian Context”, Chand and Company Limited, New Delhi, Second Edition.
- 6) J.S. Panwar;(2004), “Beyond Consumer Marketing”, Sage Publications Limited, New Delhi, First Edition.
- 7) Abdel Basket and I.M. Hasouneh;(2003), “Consumer Behavior”, Sublime Publications, Jaipur, First Edition.
- 8) Leon G. Schiffman and Leslie Lazar Kanuk;(2003), “Consumer Behavior”, Printice Hall of (India) Private Limited, New Delhi, Eighth Edition.
- 9) Bhattacharyya Dipak Kumar;(2006), “Research Methodology”, Excel Books,A-45,Naraina Phase-I. New Delhi, Second Edition.
- 10) C.R. Kothari;(2004), “Research Methodology”, New Age International Private Limited, New Delhi, Second Edition.
- 11) <http://www.udel.edu/alex/chapt6.html> 01-09-2011, 1400 Hrs.
- 12) [www.iiste.org](http://www.iiste.org). 02-06-2012, 1500 Hrs.
- 13) [www.tandf.co.uk](http://www.tandf.co.uk) 05-06-2012, 1800 Hrs.
- 14) <http://www.amsreview.org> 05-06-2012, 1400 Hrs.
- 15) [www.ascusc.org](http://www.ascusc.org) 15-6-2012, 1600 Hrs.
- 16) <http://www.ascusc.org/jcmc/vol5/issue2/hairong.html> 22-07-2012, 1400 Hrs.

Questionnaire

1. Name of the Respondent: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. Age:

Sr. No.	Respondent Age (years)	(Tick) whichever is applicable
1	15 to 25	
2	26 to 35	
3	36 to 45	
4	45 & above	

6. What are you studying currently / have you studied?

Sr. No.	Respondent Education	(Tick) whichever is Applicable
1	Illiterate	
2	School up to 4 years	
3	School up to 5 to 9 years	
4	SSC / HSC Eg.Eg.gr.	
5	Some college but not graduate	
6	Graduate	
7	Post Graduate	

7. What is your current occupation?

Sr. No.	Respondent Working Status	(Tick) whichever is Applicable
1	Student	
2	Unskilled Worker	
3	Skilled Worker	
4	Petty Trader	
5	Shop Owner	
6	Businessman	
7	Self employed professional	
8	Clerical	
9	Supervisory Level	
10	Middle level Executive	
11	Senior Level Executive	

8. What is your monthly income? If No, mention income of family head

Sr. No.	Income level (Rs.)	(Tick) whichever is Applicable
1	Below 15000	
2	15000 to 25000	
3	25000 & above	

9. How often, do you purchase soap per month?

Sr. No.	Frequency of Purchase	(Tick) whichever is Applicable
1	Once in a Month	
2	Twice in a Month	
3	More than Three times	

10. Where do you usually buy your main Brand?

Sr. No.	Place	(Tick) whichever is Applicable
1	General store	
2	Departmental store	
3	Medical store	

11. If main brand is not available then do you purchase alternative brand?

a) Yes  b) No

12. Have you switched your main brand in the last 12 months? If yes, mention brands?

a) Yes  b) No

13. Which of the Following factors do you consider while buying bathing Soaps? (Tick) whichever is applicable)

a) Only quality  b) Only Advertisement   
 b) Both  d) other than these two



14. Do you consider ingredient while buying Bathing Soaps?

a) Yes  b) No

If yes, which of the following? (Tick) whichever is applicable)

Sodium Palmate		Perfume		Calcined Kaolin	
Sodium Palm Kernelate		Sodium Chloride		Lauric Acid	
Talc		Titanium Dioxide		Peg-8	
Glycerin		Lauric Acid		Milk Lipids	
Sodium Carbonate		Etidronic Acid		Polysorbate 20	

15. How do you get aware about different brands?

Sr. No.	Source of Awareness	Strongly Agree	Agree a little	Neither agree nor disagree	Disagree a little	Disagree Strongly
1	Television advertisement					
2	News paper					
3	Hoardings					
4	Friends recommendation					
5	Family suggestion					
6	Brand pack in a store					
7	Poster of the brand in a store					
8	Display of the brand in a store					
9	Magazine					
10	Shop keeper told me about the brand					
11	Doctor recommendations					

16. Which product attributes influence you to buy Soap?

Sr. No.	Product Attribute	Strongly agree	Agree a little	Neither agree nor disagree	Disagree a little	Disagree Strongly

1	Quality					
2	Availability					
3	Price					
4	Fragrance					
5	Look design of the pack					
6	Look design of the soap					
7	Prestige					
8	International Brand					
9	Nice advertising					
10	Attractive promotions					
11	Production date					
12	Production country					

17. Which promotional schemes do you like?

Sr. No.	Promotional Schemes	Like very much	Like it somewhat	Neither like nor dislike	Dislike it somewhat	Do not like it at all
1	Buy 3 get one free					
2	Super value pack (20% extra)					
3	Gold scheme					
4	Gifts					
5	Chance to meet celebrity					
6	Chance of abroad trip					

18. Which fragrance do you like?

Sr. No.	Fragrance	Like very much	Like it somewhat	Neither like nor dislike	Dislike it somewhat	Do not like it at all
1	Rose					
2	Jasmine					
3	Hibiscus					
4	Lavender					
5	Sandal					

19. Which of the following brands, do you know and you will prefer to buy in future?

(Tick whichever is applicable)

Sr. No.	Name of the Brand	Which of the following Brands do you know?	Which of the following brands will you prefer to buy in future?
1	Lux		
2	Lifebuoy		
3	Pears		
4	Santoor		
5	Dove		
6	Rexona		
7	Hamam		
8	Breeze		
9	Godrej No. 1		
10	Shikakai		
11	Cinthol		
12	Vivel		
13	Superia		
14	Nivea		
15	Dettol		
16	Bacter shield		
17	Savlon		
18	Fair glow		
19	Dyna		
20	Jo		
21	International camay		
22	Chandrika		
23	Yardley London		
24	Sach		
25	Doy care		
26	Park avenue		
27	Himalaya		
28	Essenza De Wills		
29	Fiama Di Wills		
30	Moti		