



IMPACT OF MARKETING TOWARDS BRANDED BATHING SOAPS IN CUDDALORE DISTRICT

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Abstract

The consumption of day to day products keeps on increasing, as one of the most common products is Soap. As no individual in the world has been escaped from using soap in the entire life time, as it has been artificially made it necessary and has become a part of the day to day routine activity. The consumption and different types of brands are keep on increasing, and the respective companies keep on increasing the marketing strategies to retain the consumers and to stand in the market along with various and new competitors. Many general public are getting awareness regarding the brands and the quality preferences towards the soap and its marketing practices. As the soap may look small but the market behind the soap is too big, as every company keep on using various strategies to market their product as good.

Keywords: Soap, Marketing, Marketing strategies, Brands, Day- to Day, Consumption.

Introduction

Fats and oils are mixed with a base to make soap. Marketing is all around us. From time to time, different kinds of ads are thrown at us. To make your soap marketing plan stand out, you need to be precise about how you market it. Marketing is a field that is always changing. The following is a tough field, and companies need to do a lot of research before putting their goods on the market. This will help them sell more. Use smart marketing techniques to get the attention of the people you want to buy your soap, and you're good to go. So, let's look at some ways to get the word out about the soap and boost sales. In 2019, the size of the global soap market was USD 34.09 billion, and it is expected to reach \$ 55.29 billions of dollars by 2027, expanding at an annual rate of 5.0% during the course of the forecast. The soap and bath products industry is made up of businesses that make, sell, and distribute soap and other bath goods like shower gels, bath salts, bubble baths, bath oils, and so on. Industrial customers usually look at how a product smells and how well it moisturizes when deciding whether or not to buy it. Most people say that these qualities are the most important to possible buyers. People have become more aware of what's in their soaps and bath goods in recent years. Because of this, they want goods that are made from natural and organic materials.

Review of Literature:

Balagurusamy (2022), People who didn't pay much attention to discretionary goods before are now paying a lot of attention to the features and benefits that a product offers. With a growing number of adolescents who care more about their skin than other things, the industry has changed its look. But there are still more people living in rural areas, and their selection

criteria are very different. So there are a lot of ways to study consumers. As the tastes, likes, and preferences of customers change often as a result of financial, psychological, social, and other factors. The current study will help the company find out how happy the respondents are with bath soap and different brands of soap. It will also help the company figure out how to match possible market targets alongside combinations of advertising and then choose the most appealing strategies to use. These businesses would be in an advantageous position to develop and implement their marketing plans to get more and more clients.

Gogi Kurniawan (2022), The research objective is to determine the effect of Social Marketing and Corporate Social Responsibility on Brand Image. The population of this research is all consumers of Lifebuoy Bath Soap in the last six months. While the research sample used is 30. The data analysis technique used is multiple linear regression analysis to determine the level of disclosure of Social Marketing and Corporate Social Responsibility and Brand Image. The results of the study can be concluded that Social Marketing and Corporate Social Responsibility simultaneously have a significant influence on the Brand Image of Lifebuoy Bath Soap. Partially, the Social Marketing and Corporate Social Responsibility variables are proven to have a significant effect on the Brand Image of Lifebuoy Bath Soap.

Mahajan (2022), This paper has concentrated its attention on factors liable for consumer's preference of soap usage in Pune city such as price, quantity, quality, size, brand, celebrity endorsement, etc. Which factors are responsible for change of soap preference and finally to check whether there is any change in purchase decisions of such soaps in current pandemic conditions from beauty soaps (lux and dove) to anti- bacterial soaps (Lifebuoy and Dettol).

Mawitjere (2022), Currently, there is so much research discussing the customer satisfaction related to viral products on repurchase intention. Only limited research has examined the common products, which is taken here as a regular product purchase that the customers frequently purchase. This study aims to analyze which customer satisfaction factors namely price, product quality, or efficiency (accessibility of the product), greater affect the repeat purchase intention of dishwashing soap products in sub-district Poigar. Dishwashing soap is taken here as a common product or regular purchase where frequently purchased and low-involvement in the decision-making process. The data were generated by distributed questionnaires and interviews to 100 respondents using purposive sampling with the following requirement: the married women aged 19-60 years old in Poigar. The data was analyzed using the Multiple Linear Regression method. The result of all factors simultaneously positively affects repeat purchase intention. Product quality is the greater factor that affects the repeat purchase intention. Meanwhile, price is a sensitive factor. Therefore, the company and local parties have to set reasonable prices among society, especially those with middle to lower economies.

Importance

The study shows that the soap companies and its marketing strategies are playing vital role in purchasing decisions of soaps. As every offers and marketing strategies are to make the

consumer believe that their product is quality oriented and has very less or no chemical substances. And to enlighten this reality the study has been conducted.

Objective of the study

1. To study the marketing strategies of the seller in soap market.
2. To find best suggested ways for using harmful, chemical based soaps.

Suggestions

1. The best way is to compare the price before purchasing any sort of soap products, also find the ingredient list and make sure the chosen product is harmless especially while using it for babies, kids and young adults.
2. Instead of using soaps, can switch over to natural flours like: Turmeric powder, sandalwood powder, shikakai powder, use of natural handmade soaps from Kadhi, Goat milk, etc.
3. Try to go for soaps which doesn't provide any false advertisements especially irrelevant marketing strategies, eg: bathing from particular brand soap helps in securing good marks for students, etc.

Conclusion

Soaps are playing an important role in our daily life with knowing and unknowingly, as the advancement of globalization has affecting Indian markets and its traditions. As we can see in market there are various soaps for various parts of the body, and it has been indirectly made us to believe to use separate soap for different purposes. Also after covid the soap market has been rapidly increasing its sales by using irrelevant marketing strategies like corona free soap, medicinal soaps, ayurvedic soaps etc. its finally depends upon the individual who is willing to use any sort of soap products as the final user are the one who are ready to spend for any products in the market. Let the consumers think twice before purchasing any types of soaps from the market and should try to avoid not to stuck in any sort of the poor marketing strategies played by the sellers.

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