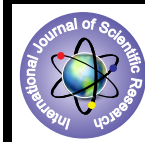


A Study On Consumer Attitude Towards Cinthol Soap with Special Reference to Erode City, Tamilnadu



Management

KEYWORDS : Globalizing, Production, Brands, Attitude, Purchase

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ABSTRACT

In today's globalizing economy competition is getting more and more fierce. That means it becomes more difficult for products and services to differentiate themselves from other offerings than ever before. Not only is the number of competitive offerings rising due to the globalization of production, sourcing, logistics and access to information. Customer attitude and behaviour becomes more hybrid. On one hand, customers are increasingly price sensitive - searching for bargains at marketplaces like ebay or buying their products at discount markets. This paper is to study the customer attitude towards the purchase of Cinthol Soaps. This study is also going to reveal the various motivating as well as influencing factors for the customers purchasing decision.

INTRODUCTION

A consumer is the king of the market. Consumer performance consists of both physical and mental activities. Mental activities involve, perceiving communication, material and learning to prefer a particular brand of product. On the other hand, physical activities involve visiting a shop examining product selection (or) eating / drinking outside that is the actual act of consumption. The consumer market is the sum – total of all goods and services purchased in a given period by the inhabitants of a given country (or) a section there of for the satisfaction of their consumption needs.

The consumer market actually consists of four components

1. People
2. Purchasing Power
3. Needs for a specific products and
4. Willing to fill the need with a given product.

COMPANY PROFILE

Godrej Group is an Indian conglomerate headquartered in Mumbai, Maharashtra. It was founded by Ardeshir Godrej and Pirojsha Godrej in 1897, Lalbaug, Mumbai. It operates in diverse sectors such as real estate, consumer products, industrial engineering, appliances, furniture, security and agricultural products, to name a few. Its turnover is in excess of 3.3 billion dollars.

TIMELINE

- 1897 - Godrej is established in 1897
- 1902 - Godrej makes its first Indian Safe
- 1918 - Godrej Soaps Limited incorporated
- 1961- Godrej Started Manufacturing Forklift Trucks in India
- 1971- Godrej Agrovet Limited began as an Animal Feeds division of Godrej Soaps.
- 1974 - Veg oils division in Wadala, Mumbai acquired
- 1990 - Godrej Properties Limited, another subsidiary, established
- 1991 - Foods business started
- 1994 - Transelektra Domestic Products acquired
- 1995 - Transelektra forged a strategic alliance with Sara Lee USA
- 1999 - Transelektra renamed Godrej Sara Lee Limited and incorporated Godrej Infotech Ltd
- 2001 - Godrej Consumer Products was formed as a result of the demerger of Godrej Soaps Limited. Godrej Soaps renamed Godrej Industries Limited
- 2002 - Godrej Tea Limited set up
- 2003 - Entered the BPO solutions and services space with Godrej Global Solutions Limited
- 2004 - Godrej HiCare Limited set up to provide a Safe Healthy Environment to customers by providing professional pest management services
- 2006 - Foods business was merged with Godrej Tea and

Godrej Tea renamed Godrej Beverages & Foods Limited

- 2007 - Godrej Beverages & Foods Limited formed a JV with The Hershey Company of North America and the company was renamed Godrej Hershey Foods & Beverages Limited
- 2008 - Godrej relaunched itself with a new colorful logo and a fresh identity music
- 2010 - Godrej launched Gojiyo a free, browser based 3D virtual world
- 2011 - Godrej & Boyce shuts down its typewriter manufacturing plant, the last in the world

REVIEWS OF LITERATURE - THE CINTHOL SUPER BRAND

Cinthol, the flagship brand of Godrej Consumer Products Ltd., is now recognized as a Super brand by the Super brands Council, U.K. The criteria for winning this prestigious award were:

- ❖ Perceived brand image
- ❖ Brand mind share
- ❖ Consumer goodwill
- ❖ Consumer loyalty

Trust and emotional bonding with the brand Cinthol, with its rich heritage of more than five decades, has been extremely successful in creating a niche in the consumer's mind. Super brands India had identified 101 Indian brands from 700 entries across 98 sectors for inclusion in the first ever "Indian Consumer Super brands 2004". Today, despite the presence of global corporations, the Cinthol brand has carved out a consumer base of more than 17 million users. The soap market in India is determined to be of the order of Rs. 41.75 billion and Cinthol commands a turnover of Rs 1.05 billion with a market share of 2.5% by value. When needs change, brands need to change as well, to remain contemporary and desirable. Cinthol has kept pace with evolving markets. It has reinvented and resigned its portfolio without compromising on its core values.

PRODUCT

Today in the market, Cinthol has three distinct variants, borne out of market needs and consumer studies. Cinthol Deodorant & Complexion soap continues to operate in the 'healthy skin' category. The soap offers numerous 'do-good' benefits such as total and complete skin protection. Cinthol Fresh is a strong player in the 'freshness' category. The lime extract provides deep cleansing properties and the excellent long-lasting lime fragrance keeps one feeling fresh. Cinthol Deo Soap is the latest offering from the Godrej stables. This new soap-on-the-block is aimed at satisfying a latent problem: hesitation to get close because of body odor. It has a unique long lasting deo formula that prevents body odor all day long. It comes in four exciting fragrances:

1. Deo Cologne,
2. Deo Sport

3. Deo Classic

4. Fresh

Each of these sub-brands has helped extend the durability and youthfulness of the mother brand.

OBJECTIVES OF THE STUDY

- 1) To identify the brand preference of consumers with regard to soap.
- 2) To analyze the factors which influence the consumer to purchase a particular brand of soap.
- 3) To measure the level of satisfaction of soap users.
- 4) To study the relationship between personal factors & brand preference of soap.
- 5) To give suggestions on the basis of the finding.

Research Methodology

The research design of the study was descriptive in nature, Data can be obtained from two important sources viz,

- Primary Data - A well structured questionnaire / interview schedule was used to collect the primary data from 150 respondents.
- Secondary Data - Research obtained secondary data from journals, magazines and newspaper.

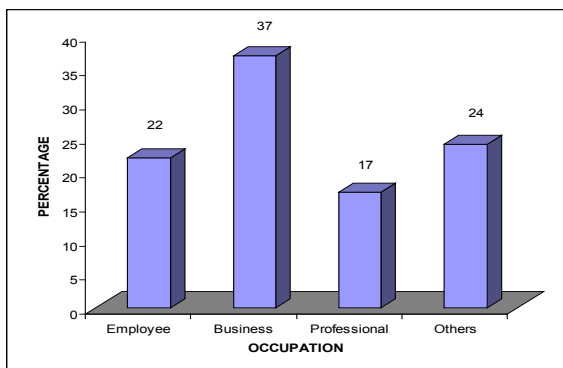
In this study, the raw data collected are classified, edited and tabulated for analysis. The tools which are used to analyze the data are simple percentage analysis with the chart representation. Simple percentage is employed for analyzing the socioeconomic characteristics of the respondents and soap related factors. The period of the research was done during April to June 2013.

ANALYSIS AND INTERPREATION OF DATA

1) Occupation-wise classification of the respondents

A person's occupation influences their consumption pattern. When the respondents were given choice to indicate their occupation it was found that majority of them were businessmen.

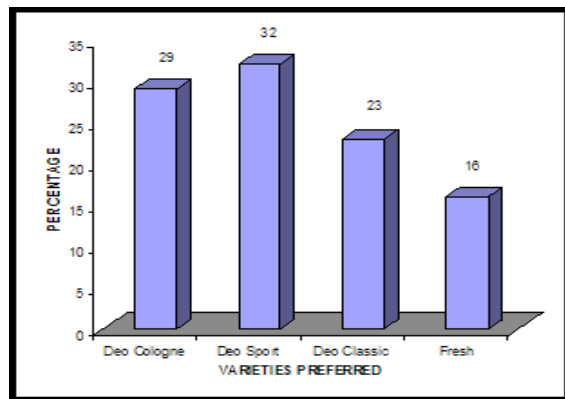
S.No.	Occupation	No. of Respondents	Percentage
1	Employee	33	22
2	Business	56	37
3	Professional	25	17
4	Others	36	24
	TOTAL	150	100



Inference - The above table shows that 37% of the respondents were Businessmen, 24% of the respondents were doing some other work. 22% of the respondents were Employees and remaining 17% of the respondents were Professionals.

2) Varieties Preferred by the Consumers

S.No	Varieties Preferred	No. of Respondents	Percentage
1	Deo Cologne	44	29
2	Deo Sport	48	32
3	Deo Classic	34	23
4	Fresh	24	16
	TOTAL	150	100



Inference - The table indicates that 32% of the respondents prefer Deo Sport, whereas 29% of the respondents prefer Deo Cologne. 23% of the respondents prefer Deo Classic and remaining 16% of the respondents prefer Fresh from varieties of Cinthol Soap.

3) Level of Satisfaction towards Various Attributes

S. No	Factors	Highly Satisfied (%)	Satisfied (%)	Neutral (%)	Dissatisfied (%)	Total
1	Price	39 (26)	50 (33)	34 (23)	27 (18)	150
2	Quality	35 (23)	73 (49)	29 (19)	13 (9)	150
3	Quantity	49 (33)	35 (23)	39 (26)	27 (18)	150
4	Fragrance	46 (31)	59 (39)	30 (20)	15 (10)	150
5	Package	57 (37)	34 (23)	27 (18)	32 (21)	150
6	Availability	39 (26)	57 (38)	37 (25)	17 (11)	150

Inference

The above table shows that overall satisfaction level of the respondents with various attributes of Cinthol Soap.

- PRICE - 33% of the respondents were satisfied with the price, whereas 26% of the respondents were highly satisfied with the price, then 23% of the respondents were neutral and remaining 18% of the respondents were dissatisfied.
- QUALITY - 49% of the respondents were satisfied with the quality, whereas 23% of the respondents were highly satisfied with the quality. 19% of the respondents were neutral

and remaining 9% of the respondents are dissatisfied with the quality of Cinthol Soap.

- QUANTITY - 33% of the respondents were highly satisfied with the quantity, whereas 26% of the respondents were neutral with the quantity. 23% of the respondents were satisfied with the quantity and only 9% of the respondents were dissatisfied with the quantity of Cinthol Soap.
- FRAGRANCE - 39% of the respondents were satisfied with the Fragrance, whereas 31% of the respondents were highly satisfied, then 20% of the respondents were neutral and remaining 10% of the respondents were dissatisfied with the Fragrance of Cinthol Soap.
- PACKAGE - 37% of the respondents were highly satisfied with the package, whereas 23% of the respondents were satisfied, then 18% of the respondents were neutral with the package and remaining 21% of the respondents were dissatisfied with the package of Cinthol Soap.
- AVAILABILITY - 38% of the respondents were satisfied with the availability, whereas 26% of the respondents were highly satisfied, then 25% of the respondents were neutral and only 11% of the respondents were dissatisfied with the availability of Cinthol Soap.

FINDINGS

- A majority (55%) of the respondents were male and the majority (47%) of the respondents are belongs to the age group of 21 - 30 years.
- Most of the respondents (37%) were Under Graduates and were doing Business for drawing regular income.
- 43% of respondents were satisfied with the availability of Cinthol Soap and 47% of respondents were purchasing Cinthol Soap fortnightly.
- A higher percentage (56%) of respondents purchase 3 - 5 Soaps once in a while.
- 32% of respondents were considering the Fragrance while purchasing.
- 55% of respondents felt that Cinthol Soap is available at all retail outlets.
- 33% of the respondents were satisfied with the price, 49% were satisfied with the quality, 33% of the respondents were highly satisfied with the quantity.
- A higher percentage (39%) of the respondents was satisfied with the Fragrance.
- 37% of the respondents were highly satisfied with the package and 38% of the respondents were satisfied with the availability.
- A majority (52%) of the respondents has said that television is the best advertising media.
- 33% of the respondents feel that advertisement is the best sales promotion tool.

SUGGESTIONS

- 1. The company has to satisfy all the customers by way of**
 - a) Showing improvement in the quality of Cinthol products.
 - b) Introducing herbal packs instead of ordinary chemical packs.
- 2. The company may increase its sales through**
 - a) Effective advertising program.
 - b) Improving the promotional strategies by giving free samples, advertisements, and discounts.
- 3. The majority of the respondents prefers television as a good media for Advertising.**

So the company must give effective advertisements in preferable media to make awareness among the customers.

Conclusion

It is concluded that the customers are satisfied with the overall performance of Cinthol Soap. The respondents are appalled with the attributes of a brand. The attitude of the customers shows positive response towards the product. The identification of factors that influence the purchase of Cinthol Soap will help the company while going for implementing the promotional strategies. The company may not accept all the suggestions but after making a considerable analysis, some suggestions will be implemented by the company in future to improve its sales.

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