

## “IMPACT OF SALES PROMOTION STRATEGIES ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO SOAP & DETERGENT INDUSTRY”

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### ABSTRACT

The marketing scenario in India has undergone vast change since 1991 due to the economic reforms. Post-liberalization, competition intensified in every product line and market, which forced brands to redefine their norms of existence in all industries. In the FMCG industry, especially in toilet soap sector there has been severe competition among the MNCs, national and local players. The toilet soaps can be divided into four price segments: Premium, popular, economy and carbolic soaps. At the same time, penetration level of toilet soaps in urban areas is very high, but per capita consumption levels remain low. In this scenario, it is very important for marketers to know the consumer behavior with respect to toilet soaps, which will be very useful in adopting suitable strategies. This research paper attempts to analyze the impact of demographic factors and switching behavior of consumers regarding the price of soaps and detergent. For the study, the number of items (respondents) is the population of 4 areas of Vindhya region (Rewa, Sidhi, Satna, Sirmour) of Madhya Pradesh. Primary data was collected with the help of structured questionnaire and using 5 point Likert scale. Statistical techniques like chi-square test, correlation, Simple percentage, are used for data analysis and hypothesis testing.

**KEYWORDS:** Promotional Strategies, Marketing Mix, Product Attributes, Toilet Soaps and Detergent