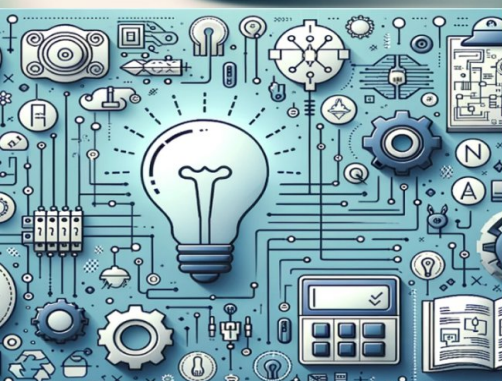


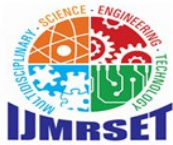
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Marketing Strategy of Soap Brand in FMCG Industry in Buldhana

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ABSTRACT: Marketing strategies play a crucial role in shaping consumer preferences and influencing purchasing decisions in the highly competitive soap industry. Utilizing a combination of theoretical frameworks and empirical analysis, this study examines the various dimensions of marketing strategies adopted by soap brands across different market segments and consumer groups. It further explores how elements such as branding, pricing, advertising, packaging, and promotional activities impact consumer perception and buying behavior.

The findings suggest that effective marketing strategies, including strong brand positioning, targeted advertising, and innovative product differentiation, significantly contribute to increased consumer loyalty and market share. Additionally, the study highlights that consumer responses vary based on demographic and socio-economic factors, leading to differences in brand preference and purchasing patterns.

Addressing these variations through tailored marketing approaches is essential for enhancing brand performance and sustaining competitive advantage. This research contributes to existing literature by offering insights into the dynamic relationship between marketing strategies and consumer behavior in the soap industry, thereby assisting marketers, researchers, and industry practitioners in developing more effective marketing practices.

KEYWORDS: Marketing Strategy, Consumer Behavior, Brand Positioning, Advertising, Soap Industry, Demographic & Socio-economic Factors

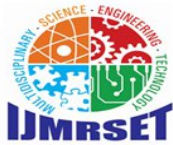
I. INTRODUCTION

The success of soap brands in India is largely influenced by the effectiveness of their marketing strategies. With the rapid expansion of the consumer goods sector and increasing competition, companies must adopt well-planned marketing approaches to attract and retain customers. These strategies guide organizations in understanding consumer needs and making informed decisions regarding product development, pricing, promotion, and distribution.

In India, consumers have traditionally preferred basic and affordable soap products that fulfill essential hygiene needs. However, with rising awareness about personal care, health, and lifestyle, there has been a shift toward specialized soaps such as herbal, medicated, beauty, and premium variants. To cater to this evolving demand, brands must develop a deeper understanding of market trends and consumer behavior.

Moreover, effective marketing strategies help reduce consumer confusion by clearly communicating product benefits and differentiating genuine products from misleading claims. Strong branding, advertising campaigns, and endorsements enhance consumer trust and influence purchasing decisions in a highly competitive marketplace.

Marketing strategies also play a key role in encouraging product adoption and brand loyalty. By leveraging promotional tools, attractive packaging, and competitive pricing, companies can influence consumer preferences and increase market penetration. Innovation and segmentation enable brands to target specific consumer groups more effectively.



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In conclusion, effective marketing strategies enable soap brands to understand consumer preferences, differentiate their products, and achieve sustainable growth. Companies that adopt strategic marketing practices can successfully influence consumer behavior and maintain a competitive edge, supporting the research titled "*A Comprehensive Study on Marketing Strategies of Soap Brands.*"

II. LITERATURE REVIEW

Dr. Pradeep K. Gupta (30 Oct 2021) Highlighted that the consumer goods sector plays a vital role in the growth and development of the economy. The expansion of FMCG markets has significantly increased opportunities for manufacturers, marketers, retailers, and consumers, thereby intensifying competition and the need for effective marketing strategies.

Shadan Khan (2015) Aimed to analyze consumer awareness and brand perception in competitive markets. The study examined the relationship between marketing strategies, consumer knowledge, and perception, and how these factors influence purchasing decisions, especially in everyday products like soaps.

Kamboj Samriti (6 Feb 2023) Emphasized that consumer awareness and education are globally recognized as essential components for improving purchasing decisions. In the context of soap brands, informed consumers are more likely to evaluate product quality, ingredients, and brand value before making a choice.

OUP Oxford (27 Nov 2011) Discussed how increasing market complexity requires consumers to make more informed and sometimes irreversible purchasing decisions. This is particularly relevant in FMCG sectors, where brand differentiation and marketing communication significantly influence consumer choice.

Ananda S. Dharmendra Singh (4 October 2021) Explored strategies for stakeholders to develop and promote products effectively through various channels such as advertising, distribution, and retail networks. The study highlights the importance of integrated marketing approaches in reaching target consumers.

Arup Kumar Sarkar and Tarak Nath Sahu (16 July 2018) Analyzed the relationship between demographic factors, consumer awareness, and attitudes in shaping buying behavior. Their work provides insights into how behavioral theories can be applied to understand consumer preferences in markets like personal care products, including soaps.

III. RESEARCH METHODOLOGY

1. Objectives

1. To analyze the marketing strategies adopted by soap brands
2. To study consumer preferences towards different soap brands
3. To measure the impact of marketing strategies on consumer buying behavior
4. To explore the role of advertising and promotional activities in brand awareness
5. To examine the impact of marketing strategies on sales growth and market share

2. Preparation Tools of Primary Data Collection

Careful planning and execution of primary data collection are essential when researching the impact of marketing strategies on consumer behavior in the soap industry. The following methods and steps can be used:

Data Collection Methods

a. Primary Data Collection

Surveys/Questionnaires:

- Designing structured questionnaires including questions related to brand preference, advertising influence, pricing, packaging, and product quality
- Using digital tools such as Google Forms for data collection

Sampling:

- Defining the target population (e.g., consumers based on age group, income level, gender, and education level)



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Sample Size :

In the present study, a sample of 100 respondents is considered to analyze the impact of marketing strategies on consumer behavior in the soap market.

Total Sample Size – 100 Respondents

Data Analysis:

- Using tools like Microsoft Excel, Power BI, and Tableau for quantitative analysis
- Applying charts, graphs, and percentage analysis to interpret consumer responses

Tools and Software:

- **Survey Creation:**

Google Forms: <https://www.google.com/forms/>

- **Data Analysis:**

Microsoft Excel: <https://www.microsoft.com/en-us/microsoft-365/excel>

Reporting and Interpretation:

- Presenting results through tables, charts, and graphical representations
- Interpreting findings based on research objectives

b. Secondary Data Collection

The following sources are used for collecting secondary data:

- **Academic Journals and Articles:**

Research papers related to marketing strategies, consumer behavior, and FMCG sector available on platforms like Google Scholar, ResearchGate, and JSTOR

- **Company Reports:**

Annual reports and marketing strategies of major soap brands such as Hindustan Unilever Limited, Godrej Consumer Products Limited, and Procter & Gamble

- **Industry Reports:**

Market analysis reports from FMCG industry sources and business publications

IV. HYPOTHESIS

H0: Marketing strategies such as advertising, pricing, and branding have no significant impact on consumer buying behavior towards soap brands.

H1: Marketing strategies such as advertising, pricing, and branding have a significant impact on consumer buying behavior towards soap brands.

V. LIMITATIONS

1. Respondents may not provide completely accurate or honest answers
2. Differences in consumer preferences based on income and demographic factors
3. Limited sample size may not represent the entire population
4. Difficulty in measuring the exact impact of individual marketing strategies
- 5.

Data Analysis & Interpretation

Based on the survey responses, one of the key demographic questions considered in the study titled “Marketing Strategy of Soap Brands” is analyzed below with both qualitative and quantitative insights.

1. Age Group

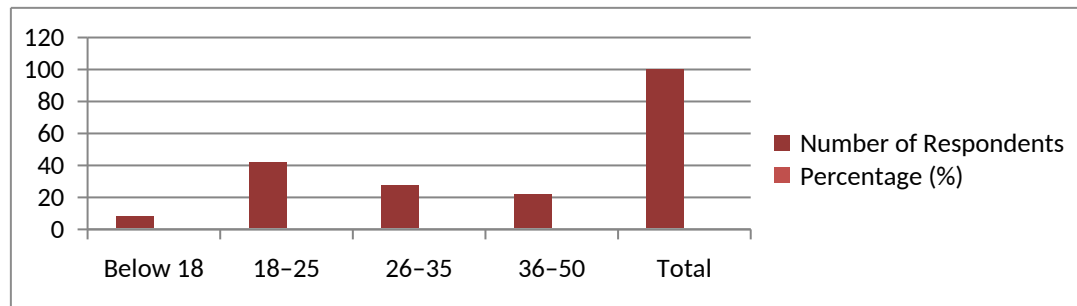
Age Group	Number of Respondents	Percentage (%)
Below 18	10	10%
18–25	45	45%



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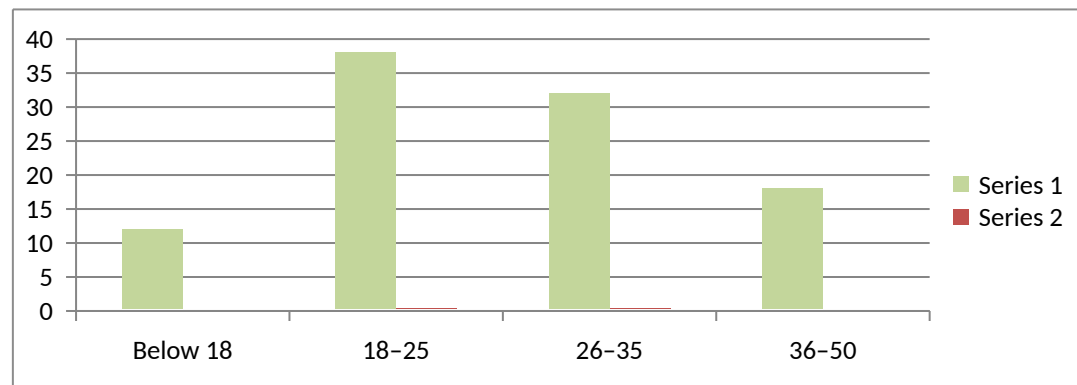
26–35	30	30%
36–50	15	15%
Total	100	100%



Interpretation: Most respondents are aged 18–25 (45%), showing a young target group. Older age groups (36+) have low representation (15%).

2. Gender

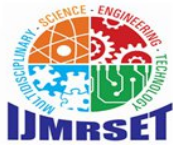
Below 18	12	12%
18–25	38	38%
26–35	32	32%
36–50	18	18%
Total	100	100%



Interpretation: Most respondents are aged 18–25 (38%), indicating a young audience. Older groups (36–50) have the lowest share (18%).

3. Factors while purchasing?

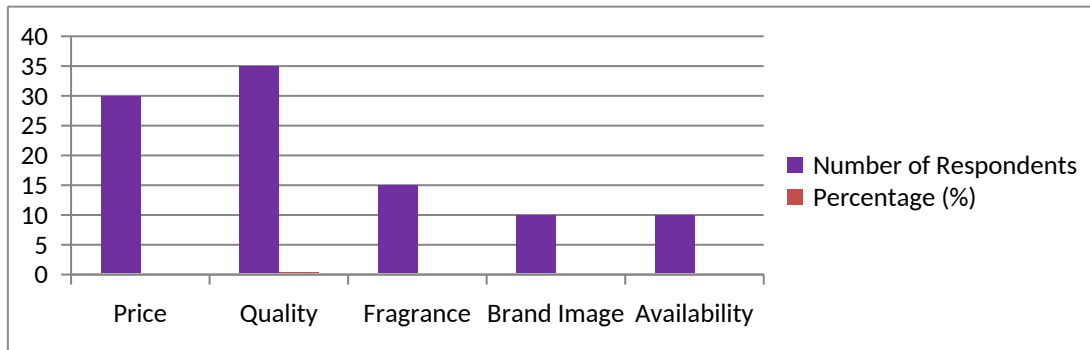
Factor	Number of Respondents	Percentage (%)
Price	30	30%
Quality	35	35%
Fragrance	15	15%
Brand Image	10	10%



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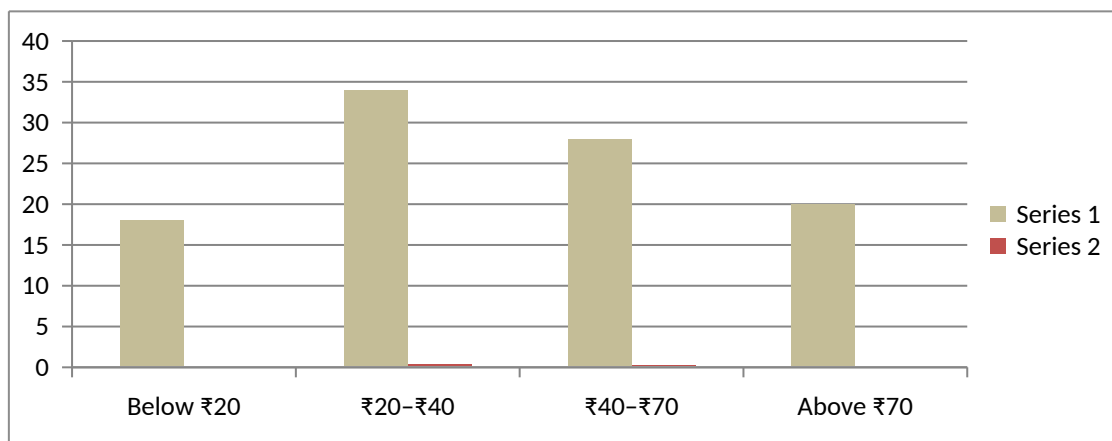
Availability	10	10%
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Interpretation: Quality (35%) is the most important factor influencing purchase decisions. Brand image and availability are least important (10% each).

4. Soap Bars Prices Cost While Purchasing?

Below ₹20	18	18%
₹20–₹40	34	34%
₹40–₹70	28	28%
Above ₹70	20	20%



Interpretation: Most respondents prefer soaps priced ₹20–₹40 (34%), indicating a mid-range preference. Fewer consumers buy very low-priced soaps (18%).

VI. CONCLUSION

Overall, the data indicates that young consumers (mainly aged 18–25) form the primary market, with a preference for mid-range soap prices (₹20–₹40). Quality emerges as the most important factor influencing purchase decisions, followed by price, while brand image and availability have lesser impact. Additionally, a majority of respondents are either strongly or occasionally influenced in their buying behavior, suggesting that external factors like marketing and product features play a significant role in shaping consumer choices.



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VII. SUGGESTIONS

Based on the study “Marketing Strategy of Soap Brands in the FMCG Industry”, the following suggestions are proposed:

1. Examine how effectively different marketing strategies (such as TV advertising, digital campaigns, and influencer marketing) influence consumer awareness and purchasing behavior of soap brands.
2. Examine the differences in gender-based preferences and how they affect the choice of soap brands, helping companies design gender-specific marketing campaigns.
3. Examine how age-related variations in consumer behavior impact the effectiveness of marketing strategies, such as the preference of younger consumers for digital media versus older consumers for traditional advertising.
4. how socio-economic status and cultural backgrounds influence consumer preferences for soap brands, including factors like pricing sensitivity, brand loyalty, and inclination toward herbal or premium products. Interpretation (Optional Add-on for Your Paper) These suggestions highlight that soap brands should use multi-channel marketing strategies. Focus on targeted segmentation (age, gender, income). Adapt to changing consumer trends (digital + herbal products). Send the next section (like objectives, findings, or conclusion), and I'll convert it exactly into your research format with charts if needed.

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