



A Study on Consumer Insight on Deodorant Pack Size, Preferences and Usage Occasionally Vs Regularly in Ahmedabad City

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ARTICLE INFO

Keywords: Deodorant Usage Behavior, Consumer Preferences, Pack Size Selection

Received : 12, May

Revised : 20, June

Accepted: 25, July

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ABSTRACT

This study investigates consumer preferences for deodorants, comparing the consumption patterns of frequent and infrequent users in Ahmedabad. Understanding consumer preferences is essential for creating successful product and marketing strategies as the deodorant market grows more diversified and competitive. The findings show that although many customers recognise the benefits and reliability of using deodorant on a regular basis, others only use it infrequently, frequently due to necessity, an occasion, or the weather. Additionally, a sizable percentage of buyers indicated that they preferred mid-size packs that were reasonably priced and long-lasting. The research emphasizes the significance of brand image and scent duration in shaping buying choices, as participants indicated that discounts and recommendations from friends also affect their decisions. The research also tackles issues like the lack of knowledge regarding environmentally friendly choices and the increasing demand for travel-sized alternatives. The results indicate that businesses ought to implement adaptable packaging approaches and focused marketing to address various consumer groups. Future studies might investigate regional differences, trends in long-term loyalty, and new preferences in deodorant product types.

INTRODUCTION

The deodorant market in India has experienced rapid growth over the past decade, driven by rising awareness of personal hygiene, changing lifestyles, and increased disposable income. Among the major FMCG players in this segment, ITC has carved a niche with its range of deodorants catering to diverse consumer needs. This summer internship project, conducted under ITC, focuses on analyzing consumer insights specifically related to deodorant pack sizes, preferences, and usage patterns distinguishing between occasional and regular users in Ahmedabad City.

The core objective of this study is to understand how consumer behaviour varies with respect to deodorant packaging size and usage frequency. The research aims to determine the key factors that influence consumers' choices whether they prefer mini (travel-size) deodorants, standard packs, or value packs and how these choices correlate with usage frequency. By segmenting the users into "occasional" and "regular" categories, the study offers a more granular understanding of buying behavior, brand loyalty, and usage occasions (daily use, gym/workouts, travel, special events, etc.).

Ahmedabad, being a rapidly growing urban center with a mix of working professionals, students, and homemakers, provides a representative market for analyzing urban deodorant consumption trends. The study was carried out through a structured questionnaire distributed to 205 respondents across different age groups, income levels, and occupations. Additional data was collected through store visits, retailer interviews, and competitor product observations.

Preliminary findings suggest that regular users tend to prefer larger, value-for-money packs and are more brand loyal, often sticking to one or two preferred brands. These users value long-lasting fragrance, skin-friendliness, and pricing per spray. On the other hand, occasional users typically students or infrequent users often opt for smaller packs due to affordability and portability. These consumers are more likely to experiment with different brands, scents, and formats (aerosol vs. roll-on).

Another key insight is the role of marketing and availability. Many consumers stated that their choice was influenced by in-store promotions, influencer endorsements, or visibility at the retail shelf. The study also found seasonal variations, with higher sales during summer and festival seasons, which was more prominent among occasional users.

From an industry perspective, these insights are valuable for ITC to align its product offerings, pack size strategy, and marketing efforts. For example, there is potential to introduce combo offers, travel packs, or subscription models for regular users. Simultaneously, brand trials and attractive pricing can help convert occasional users into loyal customers.

In conclusion, the study highlights the importance of understanding consumer segments and their specific needs. For a company like ITC, tailoring product strategies based on pack size preferences and usage frequency can improve market share and consumer satisfaction. The findings from Ahmedabad can serve as a model for similar tier-1 cities

across India, offering actionable insights for product development, pricing, and promotional campaigns in the deodorant category.

RESEARCH OBJECTIVES

- To identify consumer preferences regarding deodorant pack sizes (e.g., travel size, regular size, economy packs) and the factors influencing their choice.
- To study the differences in usage patterns between occasional users and regular users of deodorants.
- To analyze the role of demographic variables (such as age, gender, income, and occupation) in shaping deodorant usage behavior.
- To examine the key factors affecting purchasing decisions such as fragrance, brand, price, packaging, and promotional offers.
- To assess consumer brand loyalty and switching behavior in the deodorant segment.
- To understand the impact of lifestyle and occasions (such as events, seasons, or daily routines) on deodorant usage frequency.
- To provide suggestions to marketers and manufacturers for product positioning, pack size offerings, and promotional strategies based on consumer insights.

LITERATURE REVIEW

The demand for deodorants has seen a sharp increase as personal grooming becomes more integrated into daily routines, especially in urban markets like Ahmedabad. This review analyzes the existing literature on consumer behavior, retailer perspectives, and market trends in the deodorant industry, forming the foundation for the present study on pack size preferences and usage patterns among occasional and regular users.

1. Consumer Perception and Emotional Associations with Fragrance

Since both deodorants and perfumes require fragrance-based personal care, Harshitha Cn (2024) carried out an extensive study on how consumers perceive perfumes. She discovered that consumers link particular feelings to the floral, woody, and citrus smell categories, and that packaging significantly influences consumer preferences. Using a mixed-methods approach that included both qualitative interviews and surveys, she found that social influence and brand image—including influencer marketing and online reviews—have a big impact on consumer purchasing decisions. This observation lends credence to the notion that deodorant fragrance and packaging should correspond with lifestyle standards.

2. Evolving Consumer Behavior in the Indian Market

N. Pathak (2011) claims that the deodorant market in India has grown rapidly due to shifting consumer perceptions of personal hygiene. The survey indicates that consumers, particularly young people, are starting to form strong preferences for particular product attributes, making deodorants a necessity rather than a luxury. According to the study, contemporary consumers actively look for value in terms of price and long-lasting scent, which is closely related to their preferences for particular pack sizes depending on how frequently they use the product.

3. Retailer Perspective on Deodorant Preferences

Marin Bălan and D. Vasantham (2022) concentrated on what retailers thought about well-known deodorant brands. They determined the most popular deodorant varieties and the elements affecting retail customer selections by administering structured surveys to 85 stores. Price, packaging, and smell are the main factors affecting the sales of fast-moving deodorants, according to statistical data. In order to serve both frequent and infrequent users, brands must segment their market and provide a range of pack sizes and price points.

4. Ingredient Sensitivity and Eco-Conscious Choices

In 2020, Sofia Ödborn and Héloïse Le Levier investigated how Swedish consumers reacted to deodorants that contained aluminum-based chemicals. Even though this study was conducted internationally, Indian urban consumers are becoming more conscious of ingredient safety and sustainability, therefore its conclusions are becoming more and more pertinent. According to their research, there is a market for environmentally friendly deodorants without aluminium that come in sustainable packaging. India is also seeing these trends, particularly among infrequent users searching for cleaner, lighter substitutes for sporadic use.

5. Market Trends and Packaging Innovation in the Deodorant Industry

Kumar and Srivastava's (2018) study examined the impact of container design on customer purchasing decisions in the personal care market. According to their research, customers also link packaging to status, freshness, and brand identification in addition to function. Size, shape, mobility, and spray mechanism are important factors when choosing a deodorant, especially for infrequent users looking for compact, practical, and travel-friendly alternatives. This bolsters the notion that when firms introduce multi-size versions, they must take into account the fact that consumers' perceptions of value go beyond price and encompass both practical design and aesthetic appeal.

6. Youth-Oriented Marketing and Deodorant Consumption Patterns

A study by Reddy & Thomas (2019) concentrated on college students and young professionals, who make up a sizable portion of India's deodorant user population. Their research showed that brand reputation, social media advertisements, celebrity endorsements, and peer pressure all significantly impact consumer choices for products. Most significantly, it was shown that younger consumers are more likely to switch brands in response to special offers and prefer smaller packs because they are more affordable. In addition to confirming that infrequent usage is strongly correlated with situational need, cost, and aspirational brand imagery, this highlights the necessity of dynamic marketing strategies catered to lifestyle-driven preferences.

RESEARCH GAP

Consumer preferences regarding deodorant pack sizes are still poorly understood, despite an increasing amount of research on consumer behaviour and personal care goods, particularly when comparing infrequent versus frequent consumption. The majority of current research is on advertising appeal, fragrance, or brand choice; it does not investigate how frequency of use affects pack size selection or purchase behaviour. This is especially important in metropolitan markets like Ahmedabad, where there are wide variations in consumer lifestyles, the environment, and personal hygiene practices.

The dearth of regional research that look at deodorant usage in certain Indian cities is another notable gap. A significant portion of the existing literature ignores regional cultural, demographic, and economic aspects that could influence purchase decisions in favour of generalising consumer behaviour at the national level. Few studies thoroughly examine the ways in which pack size preferences may differ based on factors like gender, age, or financial level.

Furthermore, little is known about the impact of the seasons on deodorant use. While it is commonly assumed that deodorant usage spikes in summer, there is limited data on how occasional users differ from regular users across seasons or how pack sizes relate to temporary versus habitual use.

Consumer knowledge and preference for gas-free or environmentally friendly deodorants is another issue that is often ignored. Research is needed to determine if frequent or infrequent users are more inclined to embrace sustainable personal care options, as well as how this affects packaging choices and brand loyalty.

HYPOTHESIS

H₁: There is a significant association between age and how often people use deodorants or body sprays.

H₂: There is a significant association between age and the deodorant brands people use regularly.

H₃: There is a significant association between age and the reason for preferring a particular deodorant pack size.

H₄: There is a significant association between age and the preferred deodorant pack size.

H₅: There is a significant association between age and the reason for preferring a specific deodorant pack size. (Same as H₃ – consider revising or replacing.)

H₆: There is a significant association between age and where people usually buy deodorants.

H₇: There is a significant association between age and the factor that most influences deodorant purchase decisions.

H₈: There is a significant association between age and whether people have ever used a pocket perfume (like Engage On).

H₉: There is a significant association between age and the occasions on which people typically use deodorants.

Table 1: Validation Of Questionnaire

Statements	
I prefer using deodorants regularly as part of my daily grooming routine.	(Saxena & Vidani, 2023)
I buy deodorants only for special occasions or during the summer season.	(Mahajan & Vidani, 2023)
I consider the fragrance of a deodorant more important than its brand.	(Sharma & Vidani, 2023)
The price of the deodorant strongly influences my buying decision.	(Sharma & Vidani, 2023)
I usually stick to one deodorant brand and rarely switch.	(Chaudhary, Patel, & Vidani, 2023)
I buy deodorants more often from offline stores than online platforms.	(Bansal, Pophalkar, & Vidani, 2023)
Advertisements and social media promotions influence my deodorant purchases.	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
I am more likely to buy deodorants when combo offers or discounts are available.	(Vidani, Das, Meghrajani, & Singh, 2023)
I am interested in trying eco-friendly or gas-free deodorant options.	(Vidani & Das, 2021)
I prefer deodorants that come in small, travel-friendly pack sizes.	(Patel, Chaudhary, & Vidani, 2023)

**Source: Author's compilation*

RESEARCH METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	205
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

**Source: Author's compilation*

DEMOGRAPHIC SUMMARY

The demographic summary of the sample reveals key characteristics of the participants. A total of 205 valid responses were recorded, with a significant majority being male (68.3%) and female respondents accounting for 31.7%. Most participants belonged to the 18–25 age group (57.6%), followed by 25–32 years (34.1%), and a smaller portion were above 32 years. In terms of educational qualification, the majority were graduates (48.7%), followed by postgraduates (32.2%). Regarding occupation, a large portion consisted of students (39.5%), while others included working professionals and self-employed individuals. As for monthly income, a notable number of respondents fell under the ₹10,000–₹25,000 bracket. This demographic spread provided a balanced understanding of deodorant usage patterns across different user segments in Ahmedabad city.

CRONBACH ALPHA

Table 3: CRONBACH ALPHA

Cronbach Alpha Value	No. of items
0.818	10

**Source: SPSS Software*

The high Cronbach's alpha value of 0.818 shows that the scale employed in the study demonstrates strong and excellent internal consistency and reliability. With 10 items, this shows that the items are closely associated and access the same understanding construct effectively. The outcome assures that the device is reliable and capable of producing precise, and accurate. Overall, the scale's reliability supports its sustainability for further analysis and use in the research.

Table 4: Results of Hypothesis Testing
Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relations hip
1	H₁ : There is a significant association between age and how often people use deodorants or body sprays.	0.397	> 0.05	H01 Accepted (Null hypothesis accepted)	0.852	Strong
2	H₂ : There is a significant association between age and the deodorant brands people use regularly.	0.005	= 0.05	H02 Accepted (Null hypothesis accepted)	0.564	Strong
3	H₃ : There is a significant association between age and the reason for preferring a particular deodorant pack size.	0.001	< 0.05	H03 Rejected (Null Hypothesis is Rejected)	0.001	Weak
4	H₄ : There is a significant association between age and the preferred deodorant pack size.	0.001	< 0.05	H04 Rejected (Null Hypothesis is Rejected)	0.002	Weak
5	H₅ : There is a significant association between age and the reason for preferring a specific deodorant pack size. (Same as H ₃ - consider revising or replacing.)	0.003	< 0.05	H05 Rejected (Null Hypothesis is Rejected)	0.002	Weak

6	H₆: There is a significant association between age and where people usually buy deodorants.	0.220	> 0.05	H06 Accepted (Null hypothesis accepted)	0.674	Strong
7	H₇: There is a significant association between age and the factor that most influences deodorant purchase decisions.	0.002	< 0.05	H07 Accepted (Null hypothesis accepted)	0.009	Weak
8	H₈: There is a significant association between age and whether people have ever used a pocket perfume (like Engage On).	0.117	> 0.05	H08 Accepted (Null hypothesis accepted)	0.395	Weak
9	H₉: There is a significant association between age and the occasions on which people typically use deodorants.	0.592	> 0.05	H09 Accepted (Null hypothesis accepted)	0.995	Strong

**Source: Author's compilation*

DISCUSSION

The focus and goal of this study is to explore consumer behavior towards deodorant pack sizes, especially comparing usage patterns between regular and occasional users in Ahmedabad city. The results from the questionnaire reveal relationships between product preferences, usage frequency, pack size selection, pricing sensitivity, and lifestyle factors, influenced by demographic and personal habits.

Pack Size and Usage Frequency

One of the study's main conclusions is that usage behaviour clearly influences pack size preferences. While infrequent users exhibit a significant preference for smaller or travel-friendly packs, which are more economical and handier, regular users typically favour standard-sized packs (150ml-200ml) since they offer better value and a longer-lasting supply. Consumers' daily schedule, income levels, and frequency of deodorant use all affect these decisions.

Fragrance and Brand Loyalty

The study found that for both user groups, fragrance is a major factor in buying decisions. Because of consistency and happiness, regular users tend to continue with a single brand, but infrequent users are more willing to try new things, displaying less brand loyalty and more reliance on peer recommendations or promotions.

Price Sensitivity and Affordability

Distraction in both home and office setting highlighted as significant Variables in shaping work. While some employees think that in office they feel like more focus on work. That is not same for all. Different nature depends on them. IT sector give employee option to choose it as base on distraction and focus.

Occasional Use and Seasonal Impact

The fact that many infrequent users stated that they only buy deodorants in the summer or on special occasions suggests that seasonality and event-based needs have an impact on their purchasing decisions. In contrast, frequent users who use deodorants consistently throughout the year as part of their grooming regimen exhibit a habitual usage pattern.

Retail Preference and Shopping Mode

Additionally, the report reveals that offline shopping remains the most popular way to make purchases, particularly for frequent customers. Nonetheless, online shopping is becoming more popular among younger, tech-savvy consumers, especially when exclusive brands or package deals are available.

THEORETICAL IMPLICATIONS

This study provides valuable theoretical insights into consumer behavior, particularly focusing on deodorant pack size preferences and usage patterns among regular and occasional users in Ahmedabad city. Through this research, we gain a deeper understanding of consumer decision-making, brand perception, and value evaluation. The study is grounded in key theoretical frameworks that contribute to the growing field of consumer psychology and marketing strategy in the personal care industry.

1. Consumer Decision-Making Process Model

The processes of need identification, information search, alternative appraisal, purchase choice, and post-buy behaviour are all explained by this model. According to the study, both infrequent and frequent users base their decisions on deodorants on factors such brand, price, pack size, and scent, demonstrating a logical and affective assessment prior to purchase.

2. Utility Theory

According to utility theory, customers want to be as satisfied as possible. While infrequent users favour smaller packs for convenience and affordability, regular users go for larger, longer-lasting deodorant packs for greater value. This suggests that perceived utility and convenience are directly correlated with pack size.

3. Segmentation, Targeting, and Positioning (STP) Theory

By distinguishing between two different consumer segments—occasional and habitual users—the study backs up the STP model. Because these groups have varying tastes, brands can create packaging and marketing techniques that are specifically tailored to these groups, improving product positioning in the cutthroat deodorant market.

4. Theory of Planned Behavior (TPB)

According to TPB, consumer behaviour is influenced by attitudes, perceived control, and social conventions. This study demonstrates that purchasing intentions, particularly among young users, are influenced by personal grooming practices, social influence (such as commercials or peer opinions), and access to various pack sizes.

5. Maslow's Hierarchy of Needs

Using deodorant frequently meets both physiological and self-esteem demands. While infrequent users relate deodorant use to social situations, frequent users identify it with cleanliness and self-assurance. This demonstrates how different needs at different levels of the hierarchy are met by personal care items.

PRACTICAL IMPLICATIONS

For deodorant producers, marketers, and merchants hoping to gain a deeper understanding of customer behaviour in urban marketplaces such as Ahmedabad, the study's conclusions provide insightful information. Businesses can adjust their packaging strategy by acknowledging that frequent users favour standard-sized packs (150–200 ml), while infrequent users tend to favour smaller or more portable options. Combination packs or trial-size versions can draw in infrequent consumers and win their loyalty.

Additionally, marketers want to think about implementing seasonal marketing efforts, particularly during the summer and holiday seasons, to target infrequent users who have a tendency to increase their consumption during these months. The study also emphasises how important fragrance and brand loyalty are to frequent consumers, pointing to the necessity of constant product quality and innovative scents.

Based on this information, retailers—both online and offline—can optimise digital cataloguing and shelf space. Offering discounts and temporary offers can increase sales

because many customers, particularly students and young professionals, are affected by pricing and promotions.

Additionally, the study shows that consumers are becoming more interested in gas-free and environmentally friendly deodorants, which offers a chance for sustainable product development. Lastly, companies may create more individualised and successful marketing tactics that improve customer happiness and brand engagement by segmenting their consumer base according to usage frequency.

The report also highlights the necessity of localised marketing techniques that take into account Ahmedabad's climate and culture. Brands can establish stronger connections with their target audience by being aware of regional preferences. Businesses may address the changing needs of various customer segments and maintain an advantage in a competitive market by utilising consumer insights.

CONCLUSION

This study investigated Ahmedabad city consumers' preferences for deodorant pack sizes, usage patterns, and purchasing habits. The results indicated that young adults are the main users, and that the most important factors were aroma and medium-sized packets. Regular deodorant use is common among both sexes, and internet retailers are becoming a major source of purchases. The increase in the use of pocket perfume indicates a growing need for portability and convenience.

According to the survey, deodorants are now necessary grooming goods rather than sporadic ones. In order to better satisfy customer needs, organisations can use the information acquired to improve their pricing policies, marketing messaging, and product offerings. In addition to providing useful advice to marketers in the very competitive FMCG deodorant sector, this study advances scholarly knowledge of consumer behaviour.

RECOMMENDATIONS

This study provides valuable insights into consumer preferences related to deodorant pack sizes and usage behavior. However, several areas remain open for further exploration to deepen the understanding of evolving consumer needs in the personal care sector.

1. Regional Comparison across Cities and Rural Areas

Ahmedabad city was the subject of this investigation. To find regional and cultural variations in preferences, usage frequency, and buying habits, future studies can examine deodorant usage patterns in tier-2 towns, rural areas, and urban areas.

2. Seasonal Impact on Deodorant Usage

Although this study mentioned that usage occasionally peaks in the summer, further targeted research might examine how festivals and climate affect deodorant use, particularly in areas with harsh weather or deeply ingrained cultural customs.

3. Gender-Specific Marketing Behavior

To assist firms in creating gender-sensitive marketing campaigns and product lines, future research can delve deeper into gender-based distinctions, including expectations for products, preferences for fragrances, and reactions to advertisements.

4. Influence of Digital Marketing and E-commerce

Future research might examine how online reviews, influencer marketing, and targeted advertisements affect deodorant sales, particularly among Gen Z and millennial users, as digital platforms have a greater and greater impact on purchasing decisions.

5. Awareness and Adoption of Eco-Friendly Products

Deodorants that are eco-friendly and gas-free are becoming more and more popular. In order to assist brands in their shift to environmentally friendly solutions, future studies might evaluate consumer knowledge, willingness to pay, and obstacles to adopting sustainable personal care goods.

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