

# The Impact of Packaging and Labelling of Dove Soap on the Customer Preference at Rajakkad Grama Panchayath in Idukki District

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**Abstract--** The study presents the impact of packaging and labelling of Dove soap on customer preference at Rajakkad Grama Panchayath in Idukki District focuses on identifying the level of awareness among customers, the key factors influencing their preference, and the problems they face regarding packaging and labelling. By analyzing these aspects, the study aims to provide valuable insights into consumer behavior and help in improving marketing strategies. Both primary and secondary data were used for the study. Primary data was collected from respondents through questionnaires and Secondary data was collected from various journals, articles, websites, and other publications. The population of the study is the Dove soap users at Rajakkad Grama panchayath in Idukki district. The sample size was limited to 50 Dove soap users selected using convenient sampling method. The tools used for analysis include both descriptive and inferential statistical tools -the descriptive statistical tools include percentage analysis, arithmetic mean and standard deviation, while inferential statistical tools include chi-square test and presented the data through tables and figures. The findings showed that most of the respondents use Dove soap regularly or occasionally on monthly purchase. Quality is the most important factor influencing usage than Price and packaging, while gentleness and fragrance are the most preferred features for purchase of dove soap. Most of the respondents consider labelling is important in dove soap with usage instructions and Ingredients. Most of the respondents do not prefer eco-friendly packaging and are unsure about paying more. Quality has the highest influence on purchase decisions distantly followed by Packaging and labelling. Majority of the respondents believe packaging influences repeat purchase. Nearly two-third of the respondents report no problems with packaging, the remaining faces the problems of Expired products and Labelling and packaging problems. Quality is the main reason for customers loyalty to dove soap followed by Packaging. Thus this study is useful for students and researchers studying consumer behavior and marketing strategies.

**Keywords:** Customer Preference, Factors influencing Customer Preference, Packaging and Labelling

## I. INTRODUCTION

In the modern competitive market, consumer preference plays a crucial role in determining the success of a product. Consumers today are not only concerned about the quality

of the product but also how it is presented to them. Packaging and labelling have become important marketing tools that influence customer perception and purchase decisions. Attractive packaging can create a strong first impression, while clear and informative labelling helps customers understand the product better and make informed choices. The study of consumer preference includes analyzing various factors that influence purchasing decisions and product usage. It helps in understanding how consumers select, use, and evaluate products based on their needs and expectations. Marketing managers can use this understanding to design effective strategies that satisfy customer needs and improve sales performance. Consumers are generally satisfied when the product meets their expectations in terms of quality, price, packaging, and information provided.

Consumer buying behavior is influenced by several factors such as social, cultural, personal, and psychological aspects. Although marketers cannot control these factors, they can consider them while designing marketing strategies. Packaging and labelling are among the controllable factors that companies can use to attract customers and differentiate their products from competitors. In the case of Dove soap, which is a popular personal care product, packaging and labelling play a significant role in attracting customers and building trust. This study attempts to understand how customers in Rajakkad Grama Panchayath respond to these elements and how they influence their buying decisions, satisfaction, and loyalty.

Thus this study presents an overview of consumer preference with special reference to the impact of packaging and labelling of Dove soap on customer preference at Rajakkad Grama Panchayath in Idukki District. It also includes the importance of the study, objectives, scope, research methodology, and profile of the respondents. It also focuses on identifying the level of awareness among customers, the key factors influencing their preference, and the problems they face regarding packaging and labelling. By analyzing these aspects, the study aims to provide valuable insights into consumer behavior and help in improving marketing strategies.



### *1.1 Statement of the Problem*

In the present competitive market, many brands offer similar products with slight variations in quality, price, and features. However, packaging and labelling have become key differentiating factors influencing customer preference. Despite the popularity of Dove soap, it is important to understand whether its packaging and labelling actually influence customers in rural areas like Rajakkad Grama Panchayath. Customers may face issues such as unclear labelling, lack of information, or dissatisfaction with packaging. Therefore, the study aims to analyze the impact of packaging and labelling on customer preference and identify the problems faced by consumers.

### *1.2 Significance of the Study*

This study is vital in understanding how packaging and labelling influence customer preference in rural areas. It provides insights into consumer awareness about product information such as ingredients, expiry date, and usage instructions. It helps marketers and companies improve packaging strategies based on customer expectations. It highlights the importance of eco-friendly packaging in modern consumer decisions. It is useful for students and researchers studying consumer behavior and marketing strategies.

### *1.3 Scope of the Study*

The present study focuses on analyzing the impact of packaging and labelling of Dove soap on customer preference in Rajakkad Grama Panchayath of Idukki District. The study mainly covers the opinions, perceptions, and behavior of consumers regarding the packaging design, labeling information, and overall presentation of the product. Thus the scope of the study is limited in examining the awareness level of customers about Dove soap and its packaging and labelling features. It also attempts to identify the key factors that influence customer satisfaction, such as quality, price, fragrance, packaging, and labelling. Special attention is given to understanding how packaging and labelling affect the purchase decision and repeat buying behavior of customers. Further, the study covers the evaluation of labelling elements like ingredients, expiry date, price, and usage instructions, and how these factors influence customer trust and preference. It also includes the study of customer opinions regarding eco-friendly and biodegradable packaging and their willingness to pay more for such features.

### *1.4 Objectives of the Study*

- To assess the customer awareness about Dove soap and its packaging and labeling features.

- To identify the key factor that drive customer satisfaction with Dove soap in Rajakkad grama panchayath.
- To study the problems encountered by the customers with Dove soap packaging and labelling.

### *1.5 Hypotheses of the Study*

#### *1. Awareness & Usage*

H0: There is no significant relationship between awareness of Dove soap and its usage.

H1: There is a significant relationship between awareness of Dove soap and its usage.

#### *2. Packaging & Repeated Purchase*

H0: Attractive packaging does not influence repeated purchase behavior.

H1: Attractive packaging influences repeated purchase behavior

#### *3. Label Information & Buying Decision*

H0: Information on labels does not influence buying decisions.

H1: Information on labels significantly influences buying decisions.

### *1.6 Research Methodology*

Research methodology provides a clear framework for the researcher to carry out the research in a scientific and organized manner and helps in ensuring the accuracy, reliability, and validity of the study. In this study, the research methodology includes the methods and techniques used for data collection, sampling, and analysis.

#### *1.6.1 Sources of data*

Both primary and secondary data were used for the study. Primary data was collected from respondents through questionnaires and Secondary data was collected from various journals, articles, websites, and other publications.

#### *1.6.2 Population of the Study*

The population of the study is the Dove soap users at Rajakkad Grama panchayath in Idukki district.

#### *1.6.3 Sampling Method*

Convenient sampling method was used to collect data.

#### *1.6.4 Sample Size*

The sample size was limited to 50 Dove soap users at Rajakkad Grama panchayath in Idukki district.

#### *1.6.5 Research Design*

The study was descriptive and analytical in nature.

*1.6.6 Tools Used for Analysis*

The study uses both descriptive and inferential statistical tools. The descriptive statistical tools include percentage analysis, arithmetic mean and standard deviation, while inferential statistical tools include chi-square test and presented the data through tables and figures.

*1.7 Literature Review and Research Gap*

Although many studies have examined the impact of packaging and labelling on consumer buying behaviour, several gaps still exist that justify the need for this study. Most previous studies have focused on urban markets or international contexts such as Indonesia, Malaysia, Nigeria, and other regions. There is limited research conducted in rural areas, especially in places like Rajakkad Grama Panchayath in Idukki District, where consumer awareness, preferences, and purchasing behaviour may differ significantly due to socio-economic and cultural factors. Further, earlier research has often analysed packaging along with multiple variables like brand image, product quality, and advertising. However, there is a lack of specific focus on packaging and labelling alone and their direct impact on customer preference, particularly for a single product like Dove soap to understand grassroots-level consumer behaviour. Many studies emphasize general consumer behaviour, but they do not deeply explore: a) Customer awareness of labelling elements such as ingredients, expiry date, and usage instructions

b) The role of packaging in influencing repeat purchase behaviour and c) Consumer opinions on eco-friendly packaging in rural settings.

Finally, there is a gap in understanding the problems faced by consumers regarding packaging and labelling, such as unclear information, inconvenience, or dissatisfaction—especially in the context of commonly used personal care products like Dove soap.

*1.8 Chapterisation*

The study comprised of three chapters as described below;

1. *Introduction* includes the background of the study, statement of the problem, significance of the study, scope of the study, objectives of the study, hypotheses of the study, Research methodology, literature review and research gap and chapterisation.
2. *Results* contains data presentation, statistical analysis, and interpretation of results.
3. *Discussion and Conclusion* encompasses major findings of the study, contribution of the study, recommendations, scope for further study and the overall conclusion.

**II. RESULTS**

This chapter presents the analysis of the data collected using Statistical Package of Social Science (SPSS) and such data was presented using frequency tables, figures and hypothesis testing.

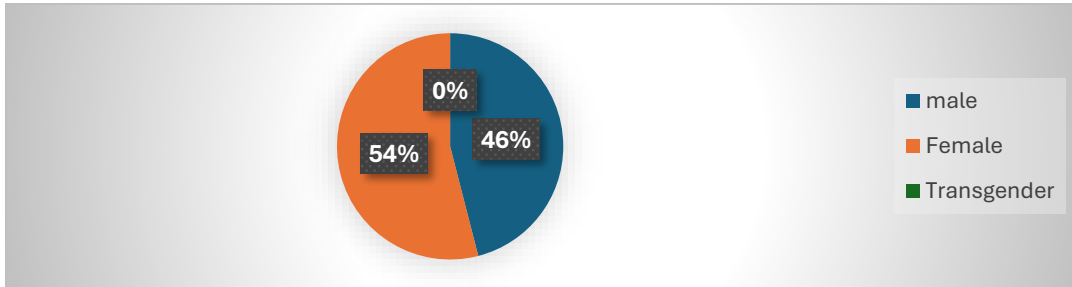
**Table 2.1 Age of the Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
Below 18	8	16.0
18-35	10	20.0
36-45	16	32.0
46-55	9	18.0
Above 55	7	14.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

*Source: Primary data*

Table 2.1 depicts the age of the respondents and most of the respondents are in the 36–45 age group (32%), followed by 18–35 group (20%), 46–55 group (18%), below 18 (16%)

and above 55 (14%) representing more middle-aged respondents than younger and older ones.



**Figure 2.1 Gender of the Respondents**

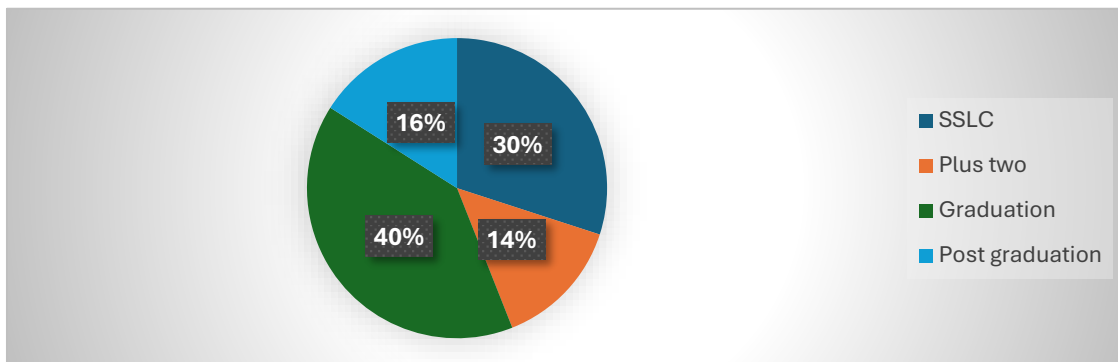
The data shows that females (54%) form the majority of respondents, while males (46%) make up a slightly smaller group. There are no transgender respondents (0%) in the sample.

**Table 2.2 Marital Status of the Respondents**

Marital status	Frequency	Percent
Married	26	52.0
Unmarried	19	38.0
Divorced	4	8.0
Widowed	1	2.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

*Source: Primary data*

Table 2.2 depicts the marital status of the respondents and more than half of the respondents (52%) are married, 38 percent are unmarried, 8 percent are divorced and only 2 percent are widowed.



*Source: Primary data*

**Figure 2.2 Educational Qualification of the Respondents**

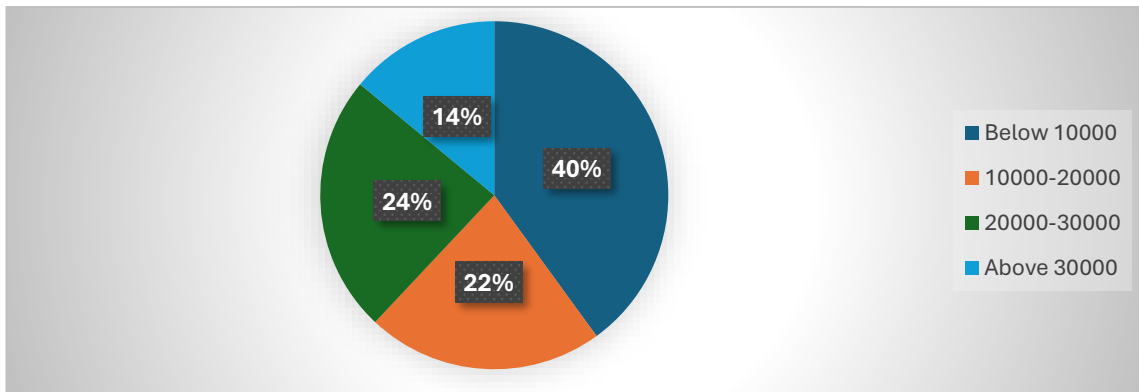
From the above figure, it is clear that 40 percent of the respondents are graduates, 30 percent have completed SSLC, 16 percent are Post graduates and 14 percent Plus Two.

**Table 2.3 Occupation of the Respondents**

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Student	15	30
Employed	11	22
Self employed	17	34
House wife	7	14
<b>Total</b>	<b>50</b>	<b>100</b>

*Source: Primary data*

Table 2.3 exhibits the occupation of the respondents and found that 34 percent of the respondents are self-employed , followed by 30 percent Students , 22 percent Employed people and 14 percent Housewives.



*Source: Primary data*

**Figure 2.3 Monthly Income of the Respondents**

Income wise classification of the respondents showed that 40 percent earns below 10,000, 22 percent earn between 10,000–20,000 , 24 percent earn between 20,000–30,000, and 14 percent earn above 30,000.

**Table 2.4 Family Size of the Respondents**

<b>Family size</b>	<b>Frequency</b>	<b>Percent</b>
1-2 members	5	10
2-3 members	27	54
3-4 members	14	28
More than 6 members	4	8
<b>Total</b>	<b>50</b>	<b>100</b>

*Source: Primary data*

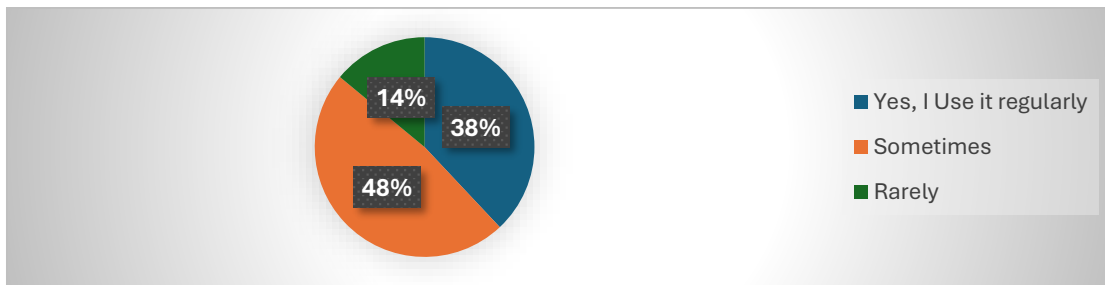
As per Table 2.4,54 percent of the respondents have 2–3 family members , 28 percent have 3–4 members, 10 percent have 1–2 members, and 8 percent have more than 6 members.

**TABLE 2.5 SOURCE OF INFORMATION ABOUT DOVE SOAP**

Source of information	Frequency	Percent
Television	13	26
Social media	25	50
Frends/Family	10	20
Others	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

*Source: Primary data*

Table 2.5 depicted the source of information about Dove soap and 50 percent of the respondents get information through social media, 26 percent through Television, Friends and family contribute 20 percent, and 4 percent rely on other sources.



*Source: Primary data*

**FIGURE 2.4 USAGE OF DOVE SOAP**

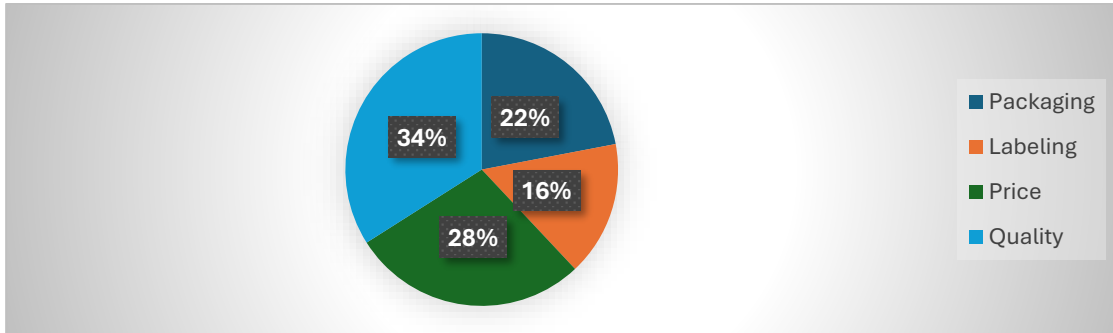
Fig. 2.4 reveals the usage of Dove soap by the respondents and 48 percent use it sometimes, 38 percent use it regularly, and 14 percent use it rarely.

**TABLE 2.6 FREQUENCY OF PURCHASE OF DOVE SOAP**

Purchase frequency	Frequency	Percent
Daily	5	10
Weekly	18	36
Monthly	21	42
Rarely	6	12
<b>Total</b>	<b>50</b>	<b>100</b>

*Source: Primary data*

The above table shows the purchase frequency of Dove soap and revealed that 42 percent use it monthly, 36 percent use it weekly, 10 percent use it daily, and 12 percent use it rarely.



Source: Primary data

**Figure 2.5 Factors Attracting Respondents To Use Dove Soap**

Quality is the most important factor for respondents, with 34 percent considering it the key aspect. Price comes next at 28 percent, showing that cost is also a significant consideration.

Packaging is important to 22 percent, indicating some influence on choice or preference. Labelling is the least influential factor, with 16 percent prioritizing it.

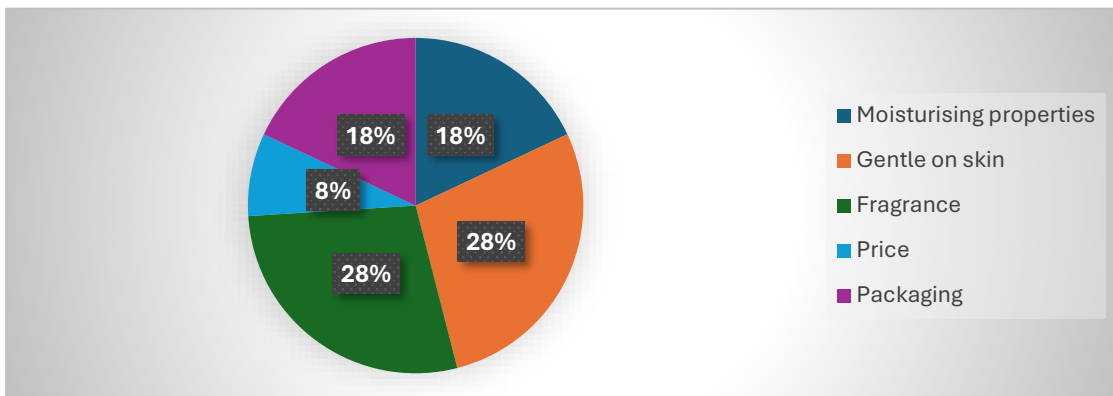
**Table 2.7 Factors Influencing Purchase Decision Of Dove Soap**

Purchase Decision	N	Minimum	Maximum	Mean	Std. Deviation
Quality	50	1.00	3.00	2.48	0.64650
Packaging	50	1.00	3.00	2.24	0.84660
Labelling	50	1.00	4.00	2.22	0.78999
Fragrance	50	1.00	3.00	2.36	0.74942
Price	50	1.00	3.00	2.36	0.66271
<b>Valid N (listwise)</b>	<b>50</b>				

Source: Primary data

The table shows that among the factors influencing the purchase decision of Dove soap, quality (mean = 2.48) has the highest impact, followed by fragrance and price (mean = 2.36 each). Packaging (mean = 2.24) and labelling

(mean = 2.22) have relatively lower influence on consumer decisions indicating that consumers give more importance to product performance and sensory attributes than to packaging and labelling while purchasing Dove soap.



Source: Primary data

**Figure 2.6 Preference Of Features In Dove Soap**

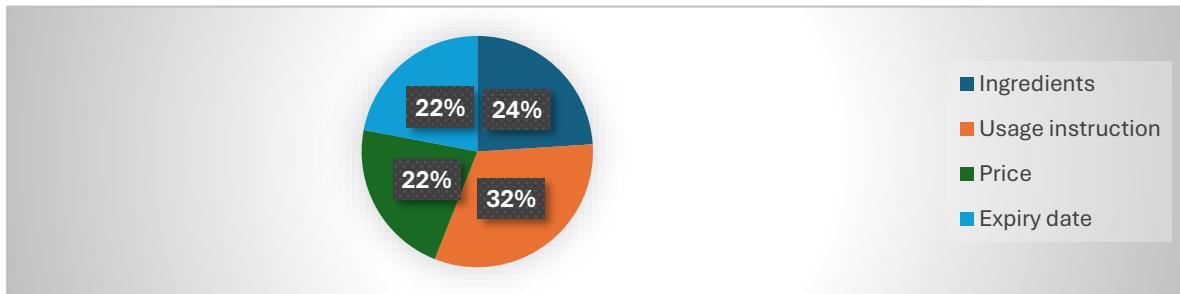
The preference of features in Dove soap among respondents exhibits that 28 percent prefer gentle on skin and fragrance followed by 18 percent moisturising properties and 8 percent on packaging .

**TABLE 2.8 IMPORTANCE OF LABELLING IN DOVE SOAP PACKAGING**

Importance of labelling	Frequency	Percent
Very important	15	30.0
Important	21	42.0
Neutral	10	20.0
Not important	4	8.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

*Source: Primary data*

A majority of respondents (72%) consider this factor important or very important, while 20 percent are neutral and only 8 percent see it as not important. This indicates that the factor plays a significant role in the dove soap.



*Source: Primary data*

**Figure 2.7 Information Preferred On Dove Soap Label**

Most respondents prioritize usage instructions (32%) and ingredients (24%) when choosing a product, while price and expiry date (22% each) are less influential.

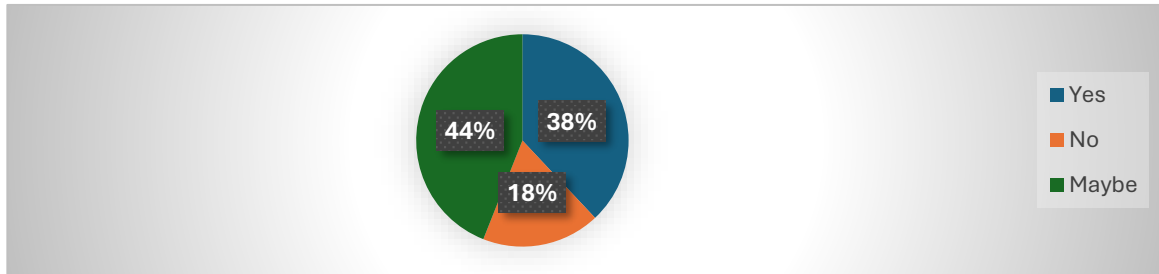
**TABLE 2.9 IS THE PACKAGING OF DOVE SOAP ECO-FRIENDLY?**

Eco-friendly packaging of Dove soap	Frequency	Percent
Yes	12	24
No	21	42
Maybe	17	34
<b>Total</b>	<b>50</b>	<b>100</b>

*Source: Primary data*

Table 2.9 shows respondents' opinions regarding whether the packaging of Dove soap is eco-friendly. Among the 50 respondents, 42 percent stated that the packaging is not eco-friendly, 34 percent were uncertain, and only 24 percent believed that it is eco-friendly.

This indicates that the majority of respondents do not consider Dove soap packaging to be eco-friendly, while a considerable proportion remain unsure about its environmental friendliness.



*Source: Primary data*

**Figure 2.8 Willingness To Pay More For Eco-Friendly Packaging**

Figure 2.8 shows the respondents' willingness to pay more for eco-friendly packaging. A majority of respondents (44%) were uncertain about paying a higher price, while 38 percent expressed their willingness to pay more and 18 percent were unwilling to do so.

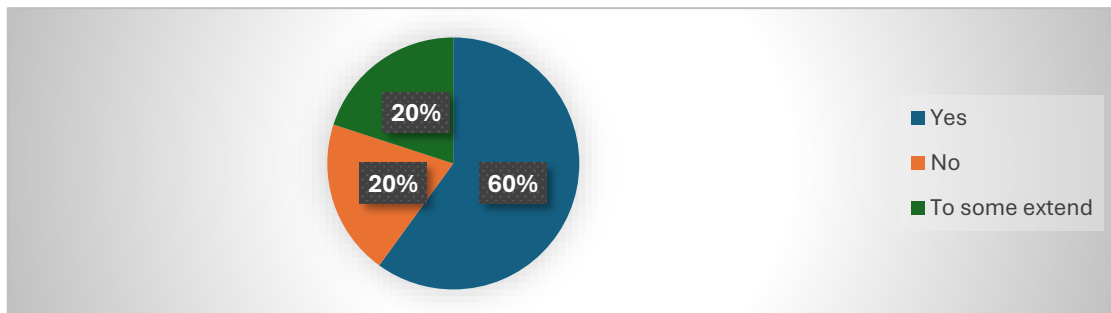
This indicates that although a considerable proportion of consumers are willing to pay extra for eco-friendly packaging, many respondents remain undecided about bearing the additional cost.

**Table 2.10 Rating Of Dove Soap Packaging Compared To Other Brand**

Dove soap rating	Frequency	Percent
Very Good	19	38
Good	9	18
Average	22	44
<b>Total</b>	<b>50</b>	<b>100</b>

*Source: Primary data*

The above table shows the rating of Dove soap packaging compared to other brands and depicted that 44 percent rated the packaging as average, 38 percent rated it as very good, and 18 percent rated it as good.



*Source: Primary data*

**Figure 2.9 Is Attractive Packaging Lead To Repeat Purchase**

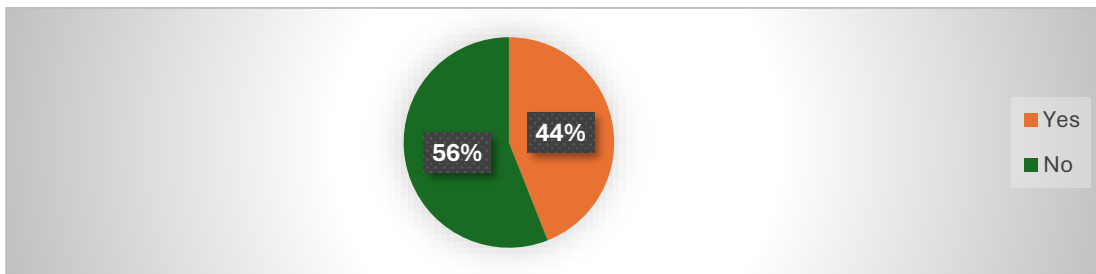
Figure 2.9 shows respondents' opinions on whether attractive packaging leads to repeat purchase of Dove soap and 60 percent agreed while 20 percent disagreed and another 20 percent believed it influences repeat purchase to some extent.

**Table 2.11 Clarity Of Information On Dove Soap Labels**

Label Clarity	Frequency	Percent
Yes	32	64.0
No	4	8.0
Sometimes	14	28.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

*Source: Primary data*

Table 2.11 presents respondents' opinions regarding the clarity of information provided on Dove soap labels and 64 percent stated that the information on the labels is clear, while 28 percent reported only sometimes and 8 percent felt that it is not clear.



*Source: Primary data*

**Figure 2.10 Do You Face Any Problem With Dove Soap Packaging**

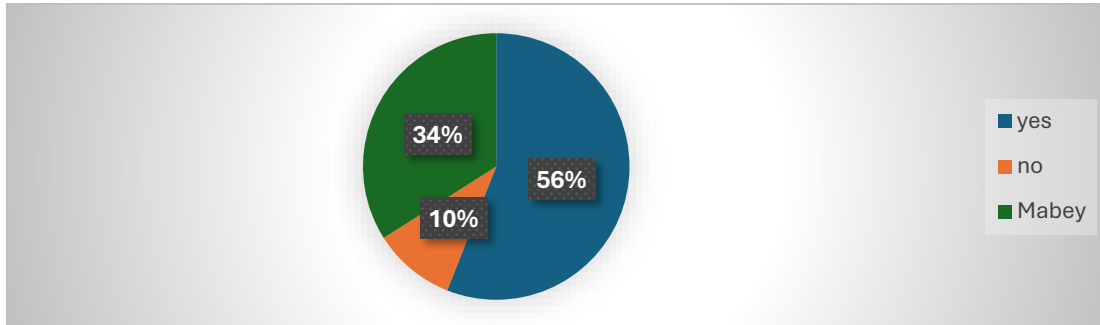
Fig.2.10 depicted that 56 percent of the respondents have no problem with the dove soap packaging, Meanwhile, 44 percent have some problem.

**TABLE 2.12 PROBLEM ENCOUNTERD**

Problems	Frequency	Percent
Damaged packaging	12	24.0
Expired soap	16	32.0
Unclear labelling	14	28.0
Biodegradable	8	16.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

*Source: Primary data*

The data shows that the most common issue reported is expired soap (32%), followed by unclear labelling (28%) and damaged packaging (24%), and the least reported problem is biodegradable (16%).



Source: Primary data

**Figure 2.11 Loyalty Of Respondents Towards Dove**

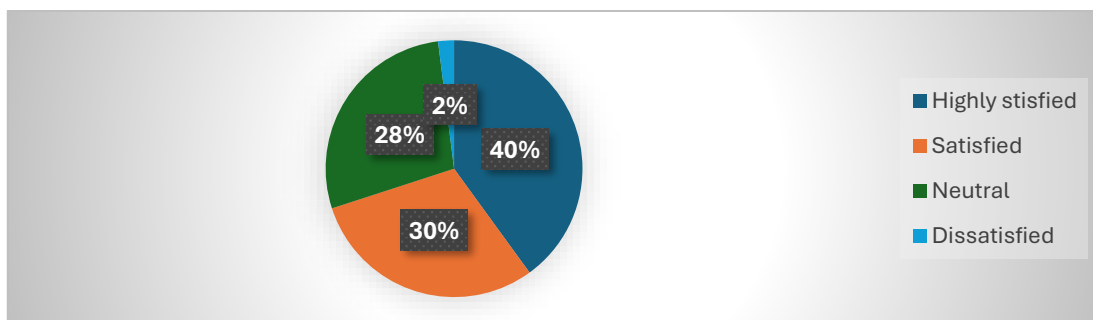
The above figure shows the loyalty of respondents towards Dove soap and among the respondents, 56 percent have loyalty towards Dove, 34 percent have no sure and only 10 percent have no loyalty.

**TABLE 2.13 REASON FOR LOYALTY TOWARDS DOVE**

Reason for Loyalty	Frequency	Percent
Quality	22	44.0
Price	5	10.0
Packaging	15	30.0
Labelling	8	16.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

Source: Primary data

Table 2.13 shows that quality is the most important factor for loyalty of the respondents (44%), Packaging follows 30 percent, Labelling accounts for 16 percent, while price is the least considered factor at 10 percent.



Source: Primary data

**Figure2.12 Satisfaction Level Of Respondents**

The satisfaction level of the respondents towards dove soap showed that 70 percent of the respondents are satisfied while only 2 percent are dissatisfied, but a notable 28 percent have neutralopinion.

*Hypothesis Testing*

*Hypothesis 1*

H0: There is no significant relationship between the awareness and usage of Dove soap.

H1: There is a significant relationship between awareness of Dove soap and its usage.

**TABLE 2.15 Awareness and usage of Dove soap  
Chi Square Test Results**

Test	Value	Degree of freedom	p-value
Pearson Chi-Square	0.573	2	0.751
Likelihood Ratio	0.532	2	0.766
Linear-by-Linear Association	0.531	1	0.446

The Chi-square test shows a p-value of 0.751, which is greater than the significance level of 0.05, indicates that there is no significant relationship between awareness of Dove soap and its regular usage. Although most respondents are aware of Dove soap, their usage frequency (regular, sometimes, rarely) does not significantly depend on their level of awareness. So Null Hypothesis (H<sub>0</sub>) Accepted reflecting no significant relation between the awareness and usage of dove soap.

*Hypothesis 2*

- H<sub>0</sub>: Attractive packaging does not influence repeated purchase behavior of the customers.  
 H<sub>1</sub>: Attractive packaging influences repeated purchase behavior of the customers .

**TABLE 2.16 Influence of attractive packaging on repeated purchase  
Chi-Square Test Table**

Test	Value	Degree of freedom	Asymptotic Significance (p-value)
Pearson Chi-Square	11.015	9	0.275
Likelihood Ratio	14.802	9	0.097
Linear-by-Linear Association	3.072	1	0.080
<b>N of Valid Cases</b>	<b>50</b>	—	—

The Chi-square test shows a p-value of 0.275, which is greater than the significance level of 0.05. This indicates that there is no significant influence of packaging on repeat purchase of Dove soap. Therefore, Null Hypothesis (H<sub>0</sub>) Accepted indicating that attractive packaging does not significantly affect the repeat buying Behaviour of respondents.

*Hypothesis 3*

- H<sub>0</sub>: Information on labels does not influence buying decisions.  
 H<sub>1</sub>: Information on labels significantly influences buying decisions.

**TABLE 2.17 Influence of labelling on buying decision of the respondents**  
 Chi-Square Test Table

Test	Value	Degree of freedom	Asymptotic Significance (p-value)
Pearson Chi-Square	23.566	12	0.023
Likelihood Ratio	21.800	12	0.040
Linear-by-Linear Association	0.788	1	0.375
<b>N of Valid Cases</b>	<b>50</b>	—	—

The Pearson Chi-Square test shows a p-value of 0.023, which is less than the significance level of 0.05 exhibits that there is a statistically significant relationship between information on labels and buying decisions of respondents. It means that label details such as ingredients and expiry date play an important role in influencing consumer purchase behaviour. Therefore, Alternative Hypothesis (H1) Accepted showing that the respondents consider labelling information while making buying decisions.

### III. DISCUSSION AND CONCLUSION

*Major findings of the study are summarised below;*

- Majority of the respondents belong to the 36–45 age group, representing middle-aged consumers.
- Females are slightly out number males showing a nearly balanced gender distribution.
- A majority of respondents are married and have 2–3 family members expressing small family size.
- On occupational classification, Self-employed respondents form the largest group, followed by students whereas Housewife’s are the least represented.
- Most of the respondents earn below ₹10,000 p.m. representing the dominance of low-income groups.
- Most of the respondents are graduates and aware about Dove soap, indicating a strong brand awareness.
- Though social media is the main source of information, Traditional and personal sources also play a smaller role.
- Most of the respondents use Dove soap regularly or occasionally on monthly purchase.

- Quality is the most important factor influencing usage than Price and packaging, while gentleness and fragrance are the most preferred features for purchase of dove soap.
- Most of the respondents consider labelling is important in dove soap with usage instructions and Ingredients.
- Most of the respondents do not prefer eco-friendly packaging and are unsure about paying more.
- Quality has the highest influence on purchase decisions distantly followed by Packaging and labelling.
- Majority of the respondents believe packaging influences repeat purchase.
- Nearly two-third of the respondents report no problems with packaging, the remaining faces the problems of Expired products and Labelling and packaging problems.
- Quality is the main reason for customers loyalty to dove soap followed by Packaging.

### IV. CONTRIBUTION OF THE STUDY

This study is vital in understanding how packaging and labelling influence customer preference in rural areas along with the insights into consumer awareness about product information such as ingredients, expiry date, and usage instructions. It helps marketers and companies improve packaging strategies based on customer expectations. It highlights the importance of eco-friendly packaging in modern consumer decisions and useful for students and researchers studying consumer behavior and marketing strategies.

#### V. RECOMMENDATIONS OF THE STUDY

- The company should focus more on improving product quality and consistency, as it is the most important factor influencing purchase and loyalty.
- More effective use of social media marketing should be adopted, as it is the main source of awareness among consumers.
- The company should improve packaging quality, especially to avoid issues like damage and expired products.
- Greater attention should be given to clear and detailed labelling, particularly usage instructions and ingredient information.
- Awareness programs should be conducted to educate consumers about eco-friendly packaging, as many respondents are unaware or uncertain.
- The company should introduce affordable eco-friendly options to encourage more consumers to adopt sustainable packaging.
- Since many users purchase monthly, the company can offer discounts or combo packs to increase frequent buying.
- Efforts should be made to convert occasional users into regular users through promotions and product benefits.
- The company should maintain and enhance customer satisfaction levels by continuously improving product features like fragrance and skin-friendliness.
- Special strategies can be developed to target low and middle-income groups, as they form the majority of the respondents.
- The company should strengthen brand loyalty programs to convert uncertain customers into loyal ones.
- Improvements in packaging design can help increase repeat purchase behavior, as it influences buying decisions.

#### VI. CONCLUSION

The study concludes that Dove soap has a strong position in the market with high awareness and a generally positive perception among consumers. The findings highlighted that product quality is the most important factor influencing consumer preference, purchase decision, and brand loyalty. Features such as gentleness on skin and fragrance are highly valued, while price is considered less important.

Although packaging and labelling have comparatively lower influence, they still play a meaningful role in attracting customers and affecting repeat purchase Behavior. The study also showed that consumers are generally satisfied with Dove soap, certain issues like unclear labelling, damaged packaging, and expired products need attention. Additionally, awareness and acceptance of eco-friendly packaging are still limited, indicating scope for improvement. Overall, the study suggests that while Dove has a strong customer base and positive brand image, there is a need for continuous improvement in packaging, labelling, and sustainability practices to enhance customer satisfaction and strengthen long-term loyalty.

#### VII. SCOPE FOR FURTHER STUDY

- ✧ Comparative study of customer preference of Dove soap with other soaps.
- ✧ Impact of packaging and labelling on customer preference of Dove soap in different districts of Kerala.
- ✧ Problems and prospects of Dove soaps in Idukki districts.
- ✧ Factors influencing the customer preference in Idukki/ Kerala.

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