

Factors Affecting for Consumer Switching Behavior from Toilet Soap to Face Wash in Sri Lanka

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The research problem in the study was to identify the boom in face wash market, to understand what factors have motivated the soap users to switch from soap to face wash in their cleansing purposes. Use of face wash for face cleansing purpose has become the current trend among female segment. The research problem was based on finding factors which have motivated consumers heavily in switching from soap to face wash.

This study was focused on the problem of identifying the factors Influencing on customer switching behavior from soap to face wash in Sri Lanka with special reference to Gampaha District.

150 respondents between ages 18-40 were selected under convenience sampling method, who has switched from soap to face wash. Data were collected through well structured, detailed questionnaire alone with Likert scale questions. Four independent variables were identified according to the previous literature namely Advertising, Word of Mouth, Product related attributes and Celebrity endorsers. The data were analyzed using both descriptive statistics and inferential statistics. Mean, mode, median, and standard deviation is used as descriptive statistics and Pearson Correlation used as inferential statistics.

Data analysis revealed that the celebrity endorser had the most impact on switching behavior from soap to face wash than the other factors. However, all four factors were found significant impact on switching behavior from soap to face wash.

Keywords: *Switching Behavior, Face Wash, Celebrity Endorsers*