

THE STUDY ON CONSUMER PREFERENCE TOWARDS VARIOUS BRAND OF SHAMPOO IS CONFINED IN TRICHY

V. David Raj

Head & Assistant Professor in Commerce, Sacred Heart College of Arts and Science, Dindigul

Abstract

A standard model of consumer buyer behavior can be somewhat problematic. While the inputs and the outputs of consumer purchase decision-making can be readily identified and measured, the intangible element which concerns buyer characteristics and choice determinants is often more closure. At best, it can be an imperfect science, but some simple models have been created to assist marketers in gaining a deeper understanding of consumers in order that their custom can be both acquired and retained.

Consumers means any person who buys any goods for a consideration which has been paid or promised or partly paid and partly promised or under any system of deferred payment and includes any user of such goods, but does not includes a person who obtains such goods for resale of for any commercial purpose.

Introduction

In the present scenario a potential customer is offered a wide variety of products to choose in the market, the customer is the king, it is he who determines the growth, prosperity and even existence of a business enterprises.

A standard model of consumer buyer behavior can be somewhat problematic. While the inputs and the outputs of consumer purchase decision-making can be readily identified and measured, the intangible element which concerns buyer characteristics and choice determinants is often more closure. At best, it can be an imperfect science, but some simple models have been created to assist marketers in gaining a deeper understanding of consumers in order that their custom can be both acquired and retained.

Consumer behavior may be defined as “the decision process and physical activities individuals engage in when evaluating, acquiring, using or disposing of goods and services”. The more complex and expensive decisions are likely to involve greater buyer deliberations. In fact, consumer decision process becomes more complicated along with the durability and complexity of a product or service.

In a competitive economy, it is the customer who decides the success or failure of the business. Therefore, every business is directed towards the satisfaction of consumer needs. At present consumers are well informed and they have a wide knowledge of product available, their quality and performance. They are provided with a wider choice of goods and are at a liberty to choose from product alternatives. The customer is thus placed in advantageous position.

Consumers means any person who buys any goods for a consideration which has been paid or promised or partly paid and partly promised or under any system of deferred

payment and includes any user of such goods, but does not include a person who obtains such goods for resale or for any commercial purpose.

According to Walters and Paul, "Consumer behavior is the process whereby individuals decide whether, what, when, where and how and from whom to purchase goods and services. Thus consumers' behavior and preferences is an important limb of marketing.

Statement of the Problem

The consumer is the king in modern marketing. The goods are produced only for the consumer to consume. To analyze, the consumer behavior is the basic foundation on which the future of marketing organization depends.

This study is made to know what are the factors that influence the consumer while purchasing various brands of shampoo and know whether there is awareness among the general public regarding the various brands of shampoo.

Objectives of the Study

1. To find out the various factors that influence the consumer on various brands of shampoo.
2. To study the extent to which consumer preference varies with regard to demographic factors.

Importance of the Study

The shampoo market today is very congested and so many companies are trying to capture the market with sophisticated technologies. Each product is differentiated by quality, price, size, etc. Hence it becomes essential to know what factors attract the consumer much towards a particular brand, so that the market could be accessed to know the reasons and situations motivating consumer for preferring a particular brand. So the researcher has decided to conduct study in this area.

Area of the Study

Tiruchirappalli has been selected as the area of the study. It is situated on the banks of river Cauvery. Tiruchirappalli is the fourth largest city in Tamil Nadu. Tiruchirappalli is a centrally located district of Tamil Nadu with an area of 5.114 sq.km. It lies between 10°-11.30° northern latitude 77° to 45° of eastern longitude.

Methodology

Methodology is a way to systematically solve the research problem. It is the various steps that are generally adopted by a researcher in studying the research problem. The main aim of the study is to know the factors influencing the consumer preference towards the shampoo products. This study was carried out by adapting exploratory cum analytical design. The objective of the study is mainly concerned with consumer preference towards

shampoo products. So, the necessary data for analysis are collected from primary data as well as secondary data.

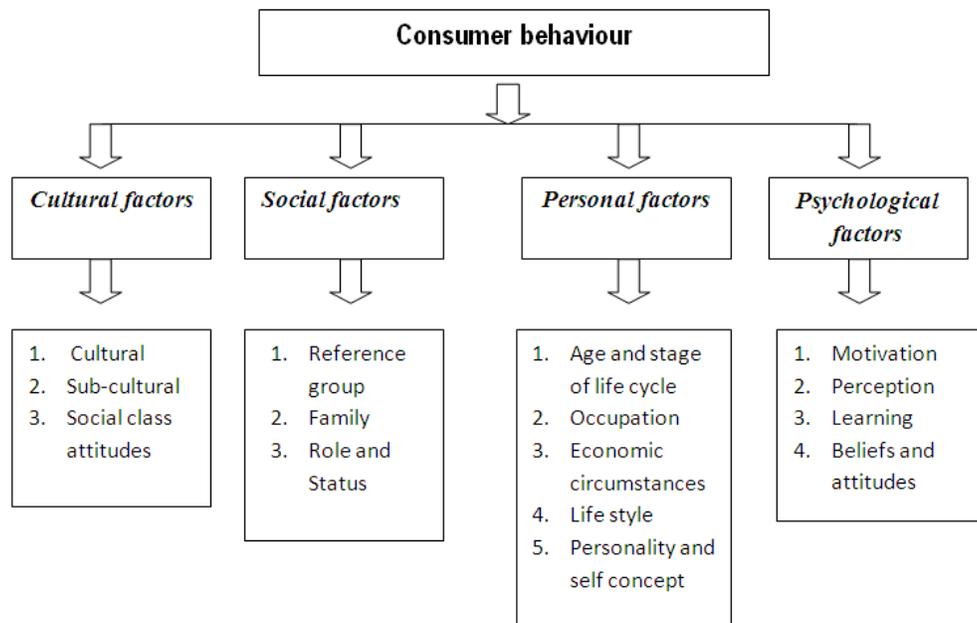
Survey method is followed in the study. The study is concerned with consumer preference towards various brands of shampoo in Trichy district. The information for this study is collected by means of "Questionnaire method" from 75 consumers selected at random in Trichy district. The information collected is analyzed and presented in the form of tables, charts, etc. where ever needed. Statistical averages and percentages have been used for the purpose of analysis. Where ever necessary pictorial representation has been done to exhibit the data presented in tables.

Limitations of the Study

1. The study is confined only to 75 respondents due to cost and time constraints.
2. It does not cover all brands of shampoo.
3. The study is restricted in Trichy district.
4. The area covered is small due to lack of time.

Factors Influencing Consumer Behaviour

Consumers do not make purchase decisions in a vacuum. Their buying behaviour is influenced by cultural, social, personal and psychological determinants factors. Most of these factors are 'uncontrollable' and beyond the hands of the marketer. However, they have to be considered while trying to understand the complex buyer behaviour.



Truth about Shampoos

The care of the hair has always been considered one of the greatest beauty problems. Hair is harder to keep clean than the face or any other part of the body and dressing hair in the prevailing fashion takes more time and dexterity than most women have. Like cosmetics, hair preparations may be divided in to three groups.

- The shampoos and tonics that keep hair and scalp clean and healthy.
- Lotions that make dressing the hair easier.
- Hair cosmetics that improve or change the appearance of hair.

Hair preparations include soap less shampoos that are actually scented detergents. Products that are intended to give gloss to the hair such as resin-based sprays, brilliantine's and pomades, as well as alcohol-based lotions, and hair conditioners that are designed to treat damaged hair. Permanent-wave and hair straightening preparations use a chemical ammonium thyoglycollagte, to release hair from its natural set.

Numerous brands and various formulations of shampoo, touting wide-ranging benefits to our hair, are found on the shelves of our favourite salon, drug or discount store but there is little difference between pricier brands and more cost-effective choices. All shampoos are 80-90% water with 2-8% detergents and foaming agents and about 1% fragrance and preservatives. Shampoos often contain antistatic and detangling agents as well as thickeners, humectants and conditioners.

It is not easy to tell a good shampoo from a poor one. Cost, fragrance and lots of foam are factors that most people consider when purchasing a product. Forming occurs when surfactant (detergent) molecules gather around air instead of oil. Clouds of luxurious foamy lather only mean too much shampoo was used. Excess foam equals waste. Sebum and other oils quickly destroy foam. Ideally, there should be just enough lather to lubricate the scalp and hair.

The major types of surfactants are anionic, cationic, nonionic, and amphoteric. Ions are molecules that have small electrical charges that may be positive or negative opposite charges attract and similar charges repel sodium chloride, common table salt, is a good example. Upon dissolution in water, sodium forms positive ions (cations) and chlorine makes negative ions (anions). Surfactants with a negative charge are called anionic. A surfactant with a positive charge is cationic.

Anionic surfactants are the most widely used detergents in personal hygiene products. They are inexpensive excellent cleaners and rinse easily from the hair.

In general, better-formulated products have longer ingredient lists. Baby shampoos are not designed for cleaning adult hair, especially when a lot of styling products have been used. The only part of the shampoo label that's regulated by the food and a drug administration is the list of ingredients.

Demographic Classification

Demographic classification is based on demographic factors like age, gender, education, Major Subject and residence were described in Table.

Table 1: Classification of Respondents Based on their Gender

Sex	No. of Respondents	Percentage
Male	20	27
Female	55	73
Total	75	100

Source: Primary data

The above table shows the respondents on the basis of sex. The table inferred that 27% of the respondents are male and 73% of the respondents are Female. Thus, it concluded that majority of the respondents are female.

Table 2: Classification of Respondents Based on their Age

Age Group	No. of Respondents	Percentage
Below 20	23	31
21-30	32	42
31-40	8	11
Above 40	12	16
Total	75	100

Source: Primary data

The table revealed that 42% of the respondents belong to the age group of 21-30years. 31% of the respondents belong to the age group of below 20.16% of the respondents belong to the age group of above 40.Hence it may be understood that majority of the respondents belong to the middle age category, quite mature and well experienced.

Table 3: Classification of Respondents Based on their Marital Status

Marital status	No. of Respondents	Percentage
Married	29	39
Unmarried	46	61
Total	75	100

Source: Primary data

The above table implies that 61% of the respondents were unmarried, remaining 39% of the respondents were married. Thus, the majority of the respondents were unmarried members.

Table 4: Classification of Respondents Based on their Educational Qualification

Educational Qualification	No. of Respondents	Percentage
School level	35	47
Graduates	14	19
Post graduates	21	28
Professional	5	6
Total	75	100

Source: Primary data

The above table reveals that the distribution of respondents on the basis of educational qualification. The table shows that 47% of the respondents are school level. 28% of the respondents are post graduates. 19% of the respondents are Graduates. 6% of the respondents are Professional.

Table 5: Classification of Respondents Based on their Occupation

Occupational Status	No. of Respondents	Percentage
Government employee	5	7
Business man	10	13
Private employee	20	27
Others	40	53
Total	75	100

Source: Primary data

The table revealed that 53% of the respondents are others. 27% of the respondents are private employee. 13% of the respondents are doing own business and 7% of the respondents are Government employee. Hence it may be understood that majority of the respondents are doing other works.

Table 6: Classification of Respondents Based on their Income Level

Income Level	No. of Respondents	Percentage
Below Rs. 5000	30	40
Rs. 5000-Rs.10,000	20	27
Rs. 10,000-Rs.15,000	15	20
Above Rs.15,000	10	13
Total	75	100

Source: Primary data

It is clear from the table 27% of the respondents were earning Rs.5000-Rs.10, 000. 20% of the respondents were earning Rs. 10,000-Rs.15, 000. 13% of the respondents were having earned income above Rs.15, 000. 40% of the respondents fall in the category Below Rs. 5000. Hence, majority of the respondents comes under the category of Below Rs. 5000.

Table 7: Classification of Respondents Based on their Size of Family

Size of Family	No. of Respondents	Percentage
Below 3	7	9
3-6 members	53	71
3-6 members	9	12
8 and above	6	8
Total	75	100

Source: Primary data

The table observed that 71% of the respondents have family with 3-6 members. 12% of the respondents has family with 6-8 members. 8% of the respondents has family with 8 and above. 9% of the respondents have family with below 3. Hence, majority 71% of the respondents have family with 3-6 members.

Table 8: Classification of Respondents Based on their Preference of Shampoo Users

Shampoo	No. of Respondents	Percentage
Clinic plus	22	39
Sun silk	9	12
Head & shoulders	15	20
Chick	29	29
Total	75	100

Source: Primary data

The above table shows that the shampoo used by the respondents.39% of the respondents is using Clinic plus shampoo. 29% of the respondents use Chick shampoo. 20% of the respondents use Head & shoulder shampoo. 12% of the respondents use Sun silk shampoo. Thus it is clear from the above table that the large no. of respondents (39%) are Clinic plus shampoo.

Table 9: Classification of Respondents Based on their Period of Usage of Shampoo

Period	No. of Respondents	Percentage
Below 2 years	22	29
2-3 Years	14	19
3-5 Years	16	21
5 Years & above	23	31
Total	75	100

Source: Primary data

The table observed that 29% of the respondents are using shampoo for a period of below 2 years. 19% of the respondents are using shampoo for a period of 2-3 years.21% of the respondents are using shampoo for a period of 3-5 years.31% of the respondents are using shampoo for a period of 5 years & above. Hence it is clear that majority 29% of the respondents are using shampoo for a period of above 5 years.

Table 10: Classification of Respondents Based on their Reason for their Preferring Particular Shampoo

Reason	No. of Respondents	Percentage
Cost	5	7
Quality	57	76
Availability	9	12
Size	4	5
Total	75	100

Source: Primary data

The above table observed that 76% of the respondents preferring particular brand of shampoo for quality, 12% of the respondents preferring particular brand of shampoo for availability, 7% of the respondents preferring particular brand of shampoo for cost, 5% of the respondents preferring particular brand of shampoo for size.Thus it is clear from the above table that majority of the respondent 76% preferring particular brand of shampoo for quality.

Table 11: Classification of Respondents Based on their Mode of Purchasing a Shampoo

Mode of Purchasing	No. of Respondents	Percentage
Family members	20	27
Self	44	59
Friends & relatives	11	14
Neighbors	-	-
Total	75	100

Source: Primary data

The table clearly shows that 27% of the respondents purchase decision is made by the family members, and 59% the respondents take purchase decision on their own and 14% the respondents purchase the shampoo to take decision for their friends and relatives. Therefore majority of the respondents (59%) purchase the shampoo from take decision on their own

Table 12: Classification of Respondents Based on their Purpose for Using the Shampoo

Purpose for using the Shampoo	No. of Respondents	Percentage
To remove dirt	19	25
Hair softening	32	43
Hair conditioning	18	24
To remove hair oil	6	8
Total	75	100

Source: Primary data

From this above table it was observed that out of 75% of the respondents, 25% of the respondents are using shampoo for remove dirt. 43% of the respondents are using shampoo for hair softening.24% of the respondents are using shampoo for hair conditioning.8% of the respondents are using shampoo for remove hair oil.Thus it is clear from the above table that the majority of the respondents (43%) are using shampoo for hair softening.

Table 13: Classification of Respondents Based on their Opinion for Product Cost

Opinion for Product Cost	No. of Respondents	Percentage
Cheap	23	31
Reasonable	25	33
Affordable	8	11
Fair	19	25
Total	75	100

Source: Primary data

The table shows the opinion for product cost among 75 respondents. out of 75 respondents 31% of respondents expressed that the opinion for product cost is cheap.33% of respondents expressed that the opinion for product cost is reasonable.11% of respondents expressed that the opinion for product cost is affordable. 25% of respondents expressed that the opinion for product cost is fair.

Thus it is clear from the above table that a majority of the respondents (33%) expressed that their opinion for product cost is reasonable.

**Table 14: Classification of Respondents Based on their Media Influences
You to Purchase the Shampoo**

Influences of Media	No. of Respondents	Percentage
Television	50	67
Newspaper/magazines	6	8
Hoarding	3	4
Word of mouth	16	21
Total	75	100

Source: Primary data

The above table indicates that 62% of the respondents were influenced by friends, 25% of the respondents through advertisement, 9% of the respondents through family members, 4% of the respondent's knowledge about their brand through window display.

Findings

- The majority of the respondents are female i.e. 73%
- Majority of the respondents fall in the age group of 21-30 i.e. 42%
- Majority of the respondents are unmarried i.e. 61%
- 47% of the respondents are under the educational qualification in school level.
- 53% of the respondents are doing other works.
- 40% of the respondents are earned monthly income of below Rs. 5,000.
- 71% of the respondents are family size is 3-6 members.
- Majority of the respondents are using Clinic plus shampoo i.e. 39%
- Most of the respondents 31% are using this shampoo for period of more than 5 years.
- 76% of the respondents prefer particular shampoo for quality.
- 59% of the respondents are purchase their shampoo on their own.
- Majority of the respondents 43% of the respondents using the shampoo for the purpose of hair softening.
- 33% of the respondents based on their opinion for product cost is reasonable.
- Most of the respondents 67% are influenced by television.
- Majority of the respondents are attracted towards continuous advertisement (i.e. 61%)

Suggestions

- Fragrance may be changed pleasantly to attract more customers.
- More schemes are expected by the customers like discount, offers, free gifts, etc.

- The producer may adopt sales promotion techniques in order to increase the sales volume.
- Manufacturers should take place necessary steps to improve the quality of the products according to the need of consumers.
- Government should take all initiative steps to avoid duplicate products.
- Shampoo manufacturers should be directed by the government to maintain the reasonable price levels that are reached to all kinds of people.
- In order to avoid duplication, importance should be given to symbols and brand name.

Conclusion

This study was conducted to find out consumer preference towards various major brands of shampoo such as clinic plus, sunsilk, head and shoulders and chick shampoo in Trichy city and it was carried out among 75 customers.

The different factors that influence the customers were found to be “brand name, availability, price, quality, types of package”. Customer considered the brand clinic plus shampoo are the best as compared with other brands.

Quality is an important part of the buying decision. Price is also a main factor of the purchase. It is very capable that female respondents are more concentrated on quality.