

# PERCEPTION AND SATISFACTION OF YOUTH TOWARDS INDULEKHA HAIR OIL.

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## ABSTRACT

Hair oil is perceived to provide benefit of nourishment, strengthening hair, faster and better growth and reducing the problem of falling hair. Indulekha Bringha hair oil is a popular brand today. In this article a survey has under taken to study perception and satisfaction level of youth towards Indulekha hair oil. It was found that most of the youth are satisfied with Indulekha hair oil and further it was concluded that price, product features and its Ayurvedic ingredients are the motivating factors in purchasing decision.

**Key words-** Hair oil, Purchase behavior, youth, customer- satisfaction..

## INTRODUCTION

Consumers especially youth are more dynamic. There are various hair oil brands in our country. The launching of Indulekha hair oil is a milestone in the field of hair oil industry. Most of the youth are attracted by the Ayurvedic tradition of Indulekha hair oil. The importance of the study should be viewed from various angles. In general the study helps to understand the attitude of youth in buy Indulekha hair oil; data were collected from the youth of Iritty Taluk- Kannur-Kerala- India. The outcome of the study will help the company to know the various factors being considered by youth while purchasing Indulekha hair oil.

## STATEMENT OF THE PROBLEM

There are various companies manufacturing hair oils in the market today and in such a competitive environment, there arises the necessity for concentrating on the taste and influence of youth. Therefore a research is required to study satisfaction level of youth towards Indulekha hair oil.

## REVIEW OF LITERATURE

**Cadogan and Foster (2000)** found that price is probably the most important consideration for the average consumer. Customers with high brand loyalty are willing to pay a premium price for their forward brand, so their purchase intention is not easily affected by price.

**Anumesh Kariappa (2016)** from his study on the customer satisfaction of Indulekha products in Kazarkode market found that customer is the important thing in the marketing concept. Because without satisfying customers a company cannot sustain in the market forever, not only that costumers mind is a changing one.

**Rekha and Gokila (2016)** stated that attitude of customers towards side effect and the chemical is the main reason to switch over to herbal based products.

### **OBJECTIVES OF THE STUDY**

1. To examine perception and satisfaction level of youth towards Indulekha hair oil.
2. To analyze the factors influencing purchasing decision of youth
3. To analyze the most preferred benefit from Indulekha hair oil.

### **PROFILE OF STUDY AREA-IRITTY**

The study was confined only to Iritty Taluk. Iritty is a Municipality and a Taluk in the district of Kannur in the state of Kerala. It is the one of the fastest upcoming towns in Kerala with the distance of 18 km from Kannur international airport and one among five Taluk in Kannur district. Iritty is one of the major town lies between Coorg and Kannur international airport

### **RESEARCH METHODOLOGY**

**Research Design:** To analyze and interpret the data collected from the sample respondents, Descriptive research design was adopted.

**Source of Data:** Both primary and secondary data were used in the study. Survey method was adopted to collect Primary data. Secondary data were collected through various reference, books journals and website.

**Sample size:** The size of the Sample was 50 on the basis of convenience.

**Statistical Tools used:** Tables are used to present the primary data. Simple percentage analysis and chi-square test are the different tools used to analyze the data.

### **HYPOTHESIS**

1. There is no significant association between gander and satisfaction level of the respondents.
2. There is no significant association between age group and buying factors. **LIMITATIONS OF**

#### **THE STUDY**

- The study was conducted on a limited number of samples. So conclusions may not be true.
- Data provided by the respondents need not be always true; their perceptions may change on new experience.
- The study is conducted on a small geographical area. So conclusions are not universally applicable.

**DATA ANALYSIS AND INTERPRETATION****1. Gender of Respondents****Table - 1**

<b>Gender</b>	<b>No of Respondents</b>	<b>% of respondents</b>
Male	22	44
Female	28	56
Total	50	100

Source: Primary data

It is inferred that majority of respondents are female (56%). Male respondents are confined to 44% only.

**2. Age group of the Respondents****Table - 2**

<b>Age group</b>	<b>No. of Respondents</b>	<b>% of Respondents</b>
15-20	12	24
21-25	30	60
26-30	8	16
Total	50	100

Source: Primary data

It can be seen that 60% of respondents belongs to the age group of 21 to 25 years, 24% of the respondents were in the age group of 15-20 years and only 16% of the respondents were in the age group of 26 to 30 years.

**2. Buying factor of the respondents.****Table - 3**

<b>Buying factors</b>	<b>No of Respondents</b>	<b>% of Respondents</b>
Price	7	14
Product features	10	20
Brand image	11	22
Ayurvedic ingredients	12	24
All the above	10	20
Total	50	100

Source: Primary data

From the above table, 24% of the respondents have said that they would see the Ayurvedic ingredients while buying hair oil while 22% respondents said that they would see the brand image. 20% respondents preferred product features and 14% respondents preferred price. Overall, 20% of the respondents have considered all the factors like price, product features, brand image and Ayurvedic ingredients.

### 3. Opinion about the price of Indulekha hair oil.

**Table – 4**

Opinion	No of Respondents	% of Respondents
Fair	20	40
High	19	38
Low	11	22
Total	50	100

Source: primary Data

40% of respondents opined that price is fair, 38% opined that price is high and remaining 22% opined as low.

### 5 Opinion about the bottle of selfie Comb.

**Table – 5**

Opinion	No of Respondents	% of Respondents
Useful	38	76
Unuseful	12	24
Total	50	100

Source: primary Data

Above table shows that 76% respondent's opinion about the selfie comb is useful and remaining 24% opinion is unuseful.

### 6. Gender and level Satisfaction

Ho: There is no significant association between Gender and Satisfaction level

**Table – 6.1**

Observed Frequency

Gender	Level of Satisfaction	Total
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	high	medium	low	
Male	3	17	2	22
Female	16	11	1	28
Total	19	28	3	50

**Table – 6.2**Calculation of  $\chi^2$  Value

Observed frequency (o)	Expected frequency (E)	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
3	8.36	-5.36	28.73	3.44
17	12.32	4.68	21.90	1.78
2	1.32	0.68	0.46	0.35
16	10.64	5.36	28.73	2.70
11	15.68	-4.68	21.90	1.39
1	1.68	-0.68	0.46	0.27
Calculation $\chi^2$ Value				9.93

$$\begin{aligned}
 \text{Degree of freedom} &= (r-1)(c-1) \\
 &= (2-1)(3-1) \\
 &= 2
 \end{aligned}$$

Table Value for 2 degrees of freedom at 5% level of significance is 5.991. Here calculated value (9.93) is greater than the table value. So the null hypothesis has been rejected. So, it is concluded that there is significant association between gender of the respondents and their level of Satisfaction.

## 7. Age group and buying factors

Ho: There is no significant association between age group and buying factors

**Table – 7.1**

Observed Frequency

Age group	Buying factors					Total
	price	Product features	Brand Image	Ayurvedic ingredients	All of these	
15-20	2	3	4	1	2	12
21-25	4	4	5	10	7	30

26-30	1	3	2	1	1	8
Total	7	10	11	12	10	50

**Table – 7.2**Calculation of  $\chi^2$  Value

Observed frequency (O)	Expected frequency (E)	O-E	(O-E) <sup>2</sup>	$\frac{(O-E)^2}{E}$
2	1.68	0.32	0.10	0.06
3	2.4	0.60	0.36	0.15
4	2.64	1.36	1.85	0.70
1	2.88	-1.88	3.53	1.23
2	2.4	-0.4	0.16	0.07
4	4.2	-0.2	0.04	0.01
4	6	-2	4	0.67
5	6.6	-1.6	2.56	0.39
10	7.2	2.8	7.84	1.09
7	6	1	1	0.17
1	1.12	-0.12	0.01	0.01
3	1.6	1.4	1.96	1.23
2	1.76	0.24	0.06	0.03
1	1.92	-0.92	0.85	0.44
1	1.6	-0.6	0.36	0.23
Calculated $\chi^2$ Value				6.48

$$\begin{aligned}
 \text{Degree of freedom} &= (r-1)(c-1) \\
 &= (3-1)(5-1) \\
 &= 8
 \end{aligned}$$

Table Value for 8 degrees of freedom at 5% level of significance is 15. 507

Since the Table value is grater than the calculated value (6.48), the null hypothesis has been accepted. Hence, so it is inferred that age group and buying are not associated.

## FINDINGS

- Most of the respondents are satisfied with Indulekha hair oil.
- 56% of the respondents are female

- Majority of the respondents consider Ayurvedic ingredients as motivating factors in purchasing decision. Other relevant factors are brand Image and product features.
- Most preferred benefit of of Indulekha hair oil is hair re-growth.
- Fragrance is one of the main product feature attracted to youth.
- Most of the respondents are influenced by advertisement.
- It is found that the feel regarding advertisement is attractive.
- Majority of the respondents opined that the price is fair.
- The opinion of 73%of respondents is that selfie bottle is useful.

## SUGGESTIONS

- It is better to develop more hair oil products related to males.
- One of the major attractive product features is fragrance. So develop different fragrances with Ayurvedic constituents.
- Most of the respondents are influenced by advertisement. So the manufactures of Indulekha hair oil should try to introduce more informative and innovative advertisements about the product.
- Most of the respondents prefer to purchase 100 ml bottle. It is a medium bottle and easy to carry. So the manufacture should try to bring more 100 ml bottle in to the market.

## CONCLUSION

Consumers of hair oils especially youth are more experimental and always look for variants. The Indian hair oil industry has a great potential for growth in future. To compete with global market, the Indulekha hair oil must attract hair oil users in wide range. From this research study, it concludes that youth are very much attracted to Indulekha hair oil and satisfied with its quality and features. Even the loyal customers of other brands are ready to buy Indulekha. If the company can overcome the limitations as suggested by the respondents, Indulekha can explore the hair oil industry.

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