

An Empirical Study on the Consumer Behavior with special reference to Shampoo

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Abstract: The study is based on the consumer buying behaviour towards shampoo. The data collected is through a well drafted questionnaire, which has been designed in order to collect precise data. The objective of the study considers the different economic and social background of the respondents using hair care. It also brings considers the influence of many factors over buying the shampoo. The brand, price, availability and other factors are also well considered for the analyses. The statically tool like mean score analysis, chi square test are been used to come up with the analysis of the data. Through this study we can easily understand the factor influencing the buying behaviour of the consumer with reference to shampoo as product.

Keywords – Consumer Behaviour, Shampoo, Recommendation, Brand, Quality

I. INTRODUCTION

As per the India Brand Equity Foundation, India is going to double the contribution the global consumption by 5.8%. Many players like Patanjali, Dabur are focusing and are contemplating of reaching out to rural areas as the spending capacity has increased in many rural regions. Fast moving consumer good know widely as FMCG has put itself in the foray of the fastest growing sector in products. FMCG stand 4th when we talk about sector growth. In FMCS about 50% of products are sold of household and personal care. We see a boom in the retail sector estimated to be US\$ 1.1 trillion in 2020 from the market value in 2017 of US\$840 billion. This is possible with the government allowing 100% FDI in food retail and 51% in multi brand retail. This along with other support from the government, such as implementing GST, where the soap, hair oil and toothpaste come under 18% instead of 22 % as earlier. The market in rural India is also looking at brands in FMCG. The rural FMCG is expected to grow to US\$220 billion by 2025.¹

II. OBJECTIVE OF THE STUDY

Following are the objectives of the study undertaken.

- I. To Study the brand preference between male and female
- II. To understand and study the consumer behaviour of consumers towards shampoo
- III. To study the different factors influencing the purchase decisions
- IV. To understand the recommendation of the shampoo user

III. LITERATURE REVIEW

As per Modern (1997), advertisement plays an important part to create awareness of the product in the mind of the customer. This awareness in turn builds knowledge in the mind of the customer. They also help in differentiating the brand from the competition. The ads help in recognition of the brand and help in building favourable attitude towards the brand and in turn speed the buying process.²

As per Holbrook, et .al (1998), the consumer already has a set preference that confirm their preference. And now a days the companies are focusing more on the creating experience than focusing on attribute and features.³

Sylvie and Saunders (1991) say preference to be a comparative judgement among different entities. the consumer might purchase other brand because of the urge to try something new in the market even though there is a set brand .⁴

The author Batra and homer (2004) say in their work that the brand image has a bigger impact on the brand preference when the consumer attributes match with the product category. They used two celebrities to endorse the product and found that there was a relative change in the purchase decision but only when the attributes of the celebrities matched to the product.⁵

First, we need to understand that the product chosen as a part for this study is a low involvement product when it comes to pricing. However, the consumer is much alert as to choose the right kind of shampoo that meets his/her requirement.

Even though the product is a low involvement product, the people who influence in the buying decision are many.

As per Peterson (1998) the advertisement plays a very crucial part in selection of any brand, as they form the biggest source of information. Some of the other factors where the consumer maintains their level are brand loyalty, quality of the product; which play a very important part in brand. Demographic variables also play a very important part in brand preference of the consumer.⁶

Vineron and Johson (2006) said that the need of the people when it is comes to the way the people appear has reached new level. The consumer has become more conscious of the way they treat themselves. In short, they want to look good. This has created an increase in the demand for cosmetic products. The usage pattern is different with respect to different gender, age and social economics⁷

According to Jamal and Goode (2001), the merchandise now is much more than just merchandise. The consumer just doesn't buy products now, rather they buy brand, which matches their self-esteem and self-expression.⁸

Kumar and Madhvani (2006), say that most of the people prefer brand when it comes to toothpaste, shampoo and soap. They also found that gender plays an important part when it comes to choosing a product. Other factors like price, colour packaging and taste played important part in selecting a brand. ⁹

Mookerjee (2002) said that the customer perceived buying decision comes from the reliability and the confidence of the source.¹⁰ Sinha (2003) in his study said that the Indian shop keepers were more oriented towards entertainment rather than the functional value. It was affected by the type of store and the type of consumer from different socio-economic background would come to the shop.¹¹

Lin (2009) said that the satisfaction of the customer has a great impact on the repurchase intention, and higher the level of satisfaction higher the brand loyalty being built.¹²

As per Lovelock(2010) the factors such as the physical appearance of the point of sale, which includes the layout of the store, noise, smell, temperature, shelf space and display, sign, colour, sign, colour and even the appearance of the shop keeper affects the consumer decision making and satisfaction with the cosmetic products.¹³

Well-known brands could easily spread out the benefits of the products and this in turn will lead to higher recall of the endorsement. To add to this customer, have a strong belief in the amount they pay and the benefits they get in return compared to the alternative. Keller (2003)¹⁴

Lee and Lau (2006) said in their study that there are seven factors which influence the customers loyalty towards brand with respect to certain products. The seven factors are brand name, quality of the product, design, price, store, environment, promotion and quality of the service.¹⁵

Russell and Taylor (2006) The quality of the products consists of features and characteristics that can meet the implied needs, which stand to the promise made as in the promotion.¹⁶

IV. RESEARCH METHODOLOGY

The work is completely based on empirical study, where the data collected was through a well-structured questionnaire. The questionnaire was administered to 140 respondents, out of which 79 were female and 61 were male. The data was analysed using SPSS and MS Excel. The analysis is largely based on the study of the mean with respect to the responses.

V. ANALYSIS AND INTERPRETATION

Objective

1. To Study the brand preference between male and female

Gender * Which brand due you prefer Crosstabulation

Count

		Which brand due you prefer										Total
		Pantene	Sunsilk	Fructis	Keshkanti	TRESemm	Head & Shoulders	Himalaya	Dove	Chick	Others	
Gender	Male	19	5	4	3	4	7	6	3	4	6	61
	Female	15	15	12	9	6	5	4	5	2	6	79
Total		34	20	16	12	10	12	10	8	6	12	140

Table 1

As per Table 1 we can see that Pantene and Sunsilk are equally used by female, however when it comes to male users, Pantene is consumed more compared to any other shampoo. Fructis is 3rd largest used shampoo, followed by Keshkanti a product by Patanjali. Shampoos used under Others heading also form a good percentage of the total.

2. To understand and study the consumer behaviour of consumers towards shampoo

How much quantity you buy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sachets	68	48.6	48.6	48.6

10 - 20 ml	8	5.7	5.7	54.3
50 - 75 ml	2	1.4	1.4	55.7
100 ml and above	62	44.3	44.3	100.0
Total	140	100.0	100.0	

Table 2

From table number 2, we get to know that the consumer is almost equally spread to the two ends, that is 68 of the respondents buy sachets, will 62 of them buy shampoo of quantity more than 100 ml.

Frequency of using shampoo

	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	9	6.4	6.4	6.4
Weekly Twice	46	32.9	32.9	39.3
Weekly Once	47	33.6	33.6	72.9
Valid Once in 15 days	16	11.4	11.4	84.3
Monthly Once	16	11.4	11.4	95.7
No set schedule	6	4.3	4.3	100.0
Total	140	100.0	100.0	

Table no 3, helps us understand the usage schedule, and this gives a decent idea of the quantity used. There are large number of consumers, who shampoo weekly twice and weekly once. The higher the frequency the higher is the quantity used. By the above usage pattern, we can say that the purchase of sachets and shampoos of above 100ml justified.

- 3. To study the different factors influencing the purchase decisions

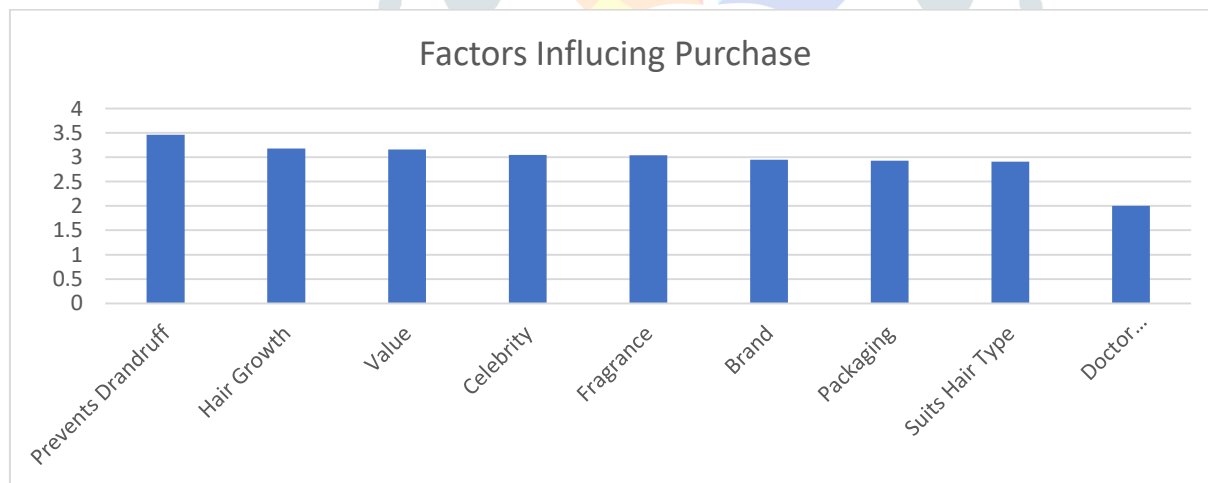


Chart 1

Now a days because of the climate and the lifestyle, most of the people are concerned with the dandruff problem, and the same can be said here, as per chart one, we know that the consumers use the shampoo to prevent dandruff, followed by hair growth. The last of the lot which acts like an influencer is by the doctor’s recommendation. At the same time, we need to also know that the doctor recommended shampoos are usually medicated.

- 4. To understand the recommendation of the shampoo user

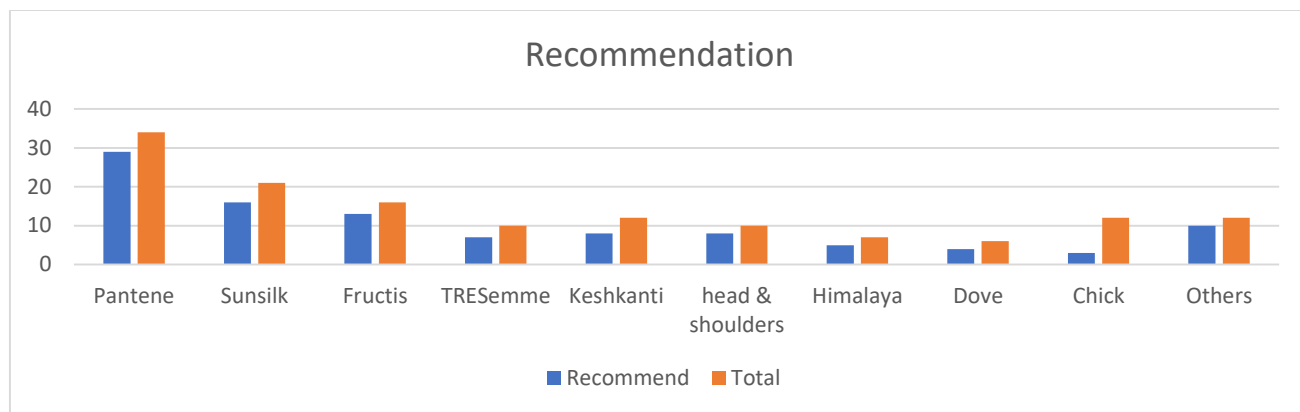


Chart 2

From chart 2 we get to know that out of the total number of users of a particular brand how many are satisfied and hence recommend it to their family or friends, Pantene is the largest used shampoo and also the largest to be recommended, which is followed by Sunsilk and Fructis and other brands.

VI. CONCLUSION

The product taken for the study falls in the daily use or as we know the category is into FMCG. The product is a low involvement product; however, the companies spend a lot in the promotion of this product. In the study we understand that the consumer does not think twice to switch to other brands if not satisfied. The factors influencing the same are many. Over all the companies should be aware of the different influencing factors which would entice the consumer to buy their product and not stay as a 'me too' product. Well the constraints for this study is the time factor, and the geographical area, the scope for further study is always they're in adding up new factors that best suits the study and the region.

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