

# FACTORS INFLUENCING THE PURCHASING BEHAVIOR OF SHAMPOO

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## INTRODUCTION

Consumer behavior can be largely classified as the decisions and actions that influence the purchasing behavior of a consumer. The marketer has been studied and analyzed the consumer drives to choose a particular products and most of the selection process involved in purchasing is based on emotions and reasoning.

The study of consumer behavior not only helps to understand the past but even predict the future. The below underlined factors pertaining to the tendencies, attitude and priorities of people must be given due importance to have a fairly good understanding of the purchasing patterns of consumers (Mugeshkannan & Ganapathy, 2019).

Consumer's concern to buy a produce or deal always depends on the willingness to buy and at the same time facility to pay for the creation. Buying decision of consumers depends on because of the influence of various factors such as emotional factors, special factors, cultural factors, public factors, the influence of family members, monetary factors and societal media, etc. An human being who purchases products or services for the function of using for himself/herself is known as an end consumer or consumer or the end user of the product or services is termed as a consumer. Consumer buying behavior all the time reflects why do consumers buy products with an interest. The factors influencing them take purchase decisions. The marketers know about grade of spending and impact of external environment on buyer's decision, etc. (Mugeshkannan et al., 2018) In this study investigated with an objectives to assess the factors influencing Consumer of Karaikudi Town on purchasing behavior of Shampoo.

## REVIEW OF LITERATURE

**N Kiranmayi (2017)** has stated that buyer behavior acting an important role in marketing of FMCGs goods. The consumer behavior is effect by changed factors .In the current situation of globalization consumer needs and requirements are rapidly changing with time. The FMCG segment is playing a vital role in the enlargement of India's GDP. It is very important to identify the changing scope of consumer buying

behavior towards FMCG products. It is necessary and required to identify with customers shopping behavior with regard to select retail outlets. This paper is to highlight the various factors affect consumer behavior towards selected FMCG goods. The main objective of the study is to assess the factor completing in chosen FMCG retail point for shopping. The concluded studies the factors completing in preferred FMCG retail point for shopping.<sup>1</sup>**R. Alamelu, S. T. Surulivel1 (2016)** in their study Indian country is agrarian based and the rural people shared half of the disgusting domestic product of India. To accord with it, this study intend to identify the various factors suggest the purchase of FMCG products in equally rural and urban areas and the level of contact on these factors towards the buy of fake FMCG products. The study findings critical out that urban consumers were subjective by ‘conviction’ and ‘appeal’ factors and the rural customers were influenced by ‘conviction’ and ‘promotions’ through their purchase behavior towards fake FMCG products. Thus, an integrated approach including delegate from corporate firms, retailer forum, sales executives is needed to give power to the rural and urban consumers by way of including consumer instruction, training for administration enforcement officials, research and numerical analysis, public policy analysis and support for policy development and sharing global best practice information. This study has given a new penetration in the field of creating consumer knowledge towards purchasing of fake products among rural people.<sup>2</sup>**N Ramya, SA Mohamed Ali (2016)** in this study Consumer Buying activities refers to the business behaviour of the ultimate consumer. Many factors, specificities and quality influence the human being in what he is and the consumer in his choice making process, shopping habits, purchase behavior, the brands he buys or the retailer he goes. An individual and a consumer is led by his traditions, his subculture, his social class, his strong views groups, his people, his celebrity, his emotional factors, etc.. and is influenced by intellectual trend as well as his social and public environment. By identifying and kind the factors that influence their customers, brands have the prospect to develop a plan, a marketing message (Unique Value Proposition) and marketing campaigns more professional and more in line with the needs and ways of thoughts of their target consumers, a real asset to better meet the needs of its customers and enlarge sales.<sup>3</sup>**Fatimah Furaiji, Malgorzata Łatuszyńska, Agata Wawrzyniak (2012)** in their study contribute to a deeper thoughtful of the impact of different factors on consumer buying activities. It analyses the relationship between several independent variables, such as cultural, social, personal, psychological and selling mix factors, and consumer behaviour in the electric appliance market. The purpose of this study is to verify the factors affecting consumer preference and behaviour in the electric appliances market in Iraq. The major result of the study indicated that, overall, the set of independent variables are strongly associated with the dependent

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<sup>1</sup> Kiranmayi, N. (2017). Factors Affecting the Consumer Behavior with Reference to Select FMCG Retail Outlets. International Journal of Creative Research Thoughts (IJCRT) , 332-334.

<sup>2</sup> R. Alamelu, S. T. (2016). Factors Influencing Purchase of Fake FMCG Products. Indian Journal of Science and Technology .

<sup>3</sup> Ali, N. R. (2016). Factors affecting consumer buying behavior. International Journal of Applied Research , 76-80.

variable. However, the comprehensively analysis found that public factors, material factors, and marketing mix fundamentals are strongly associated with consumer buying behaviour.<sup>4</sup>

## OBJECTIVE OF THE STUDY

To analyse the factors influencing consumers on the purchasing of shampoo in Karaikudi Town.

## METHODOLOGY

The present study is both descriptive and analytical in nature, mainly based on consumer decision about FMCGs. This study is carried out the observation and survey questioning methods which are attributes of descriptive research. The sampling technique involved in convenient sampling. Due to time constraint convenient sample was followed. Sample size is 200 respondents.

Table -1: Analysis of Demographic Variables of the Respondents

| S.no | Characteristics         | Distribution     | Frequency | Percentage |
|------|-------------------------|------------------|-----------|------------|
| 1.   | Gender                  | Male             | 120       | 60%        |
|      |                         | Female           | 80        | 40%        |
| 2.   | Age                     | Less than 20     | 23        | 11.5%      |
|      |                         | 21-30            | 83        | 41.5%      |
|      |                         | 31-40            | 61        | 30.5%      |
|      |                         | Above 40         | 33        | 16.5%      |
| 3.   | Education               | School level     | 26        | 13%        |
|      |                         | UG/ Diploma      | 64        | 32%        |
|      |                         | PG               | 43        | 21.5%      |
|      |                         | Professionals    | 57        | 28.5%      |
|      |                         | Others           | 10        | 5%         |
| 4.   | Occupation              | Student          | 15        | 7.5%       |
|      |                         | Self employed    | 33        | 16.5%      |
|      |                         | Business         | 55        | 27.5%      |
|      |                         | Govt.Employee    | 58        | 29%        |
|      |                         | Private Employee | 39        | 19.5%      |
| 5.   | Family income per month | <10000           | 11        | 5.5%       |
|      |                         | 10001-15000      | 65        | 32.5%      |
|      |                         | 15001-20000      | 59        | 29.5%      |
|      |                         | Above 20000      | 65        | 32.5%      |
| 6.   | Size of Family          | 2 only           | 13        | 6.5%       |
|      |                         | 3-5              | 99        | 49.5%      |
|      |                         | 6 and above      | 88        | 44%        |

(Source: Primary Data)

<sup>4</sup> Fatimah Furaiji, M. L. (2012). An Empirical Study of the Factors influencing Consumer Behaviour in the Electric Appliances Market. Contemporary Economics , 76-86.

From the table-1, it is inferred that the majority of gender of the respondents furnishes, 60% respondents are male. Age of the respondents furnishes that 41.5% respondents are falls 21-30 years. Educational qualification of the respondents shows that majority (28.5%) are professionals. The occupation of the respondents shows that 29% are Govt. Employee. Monthly income of the respondents has been checked, it evidences 32.5% respondents earnings falls under 10001-15001. Size of the family shows that 49.5% are 3-5 members of the family.

Ten factors which are commonly available in the FMCG product were identified to find the weighted average rank among the shampoo. For this research, purchase behavior of shampoo. The respondents asked to rank their preference against the FMCGs product. The researcher has given a weight age of 10<sup>th</sup> for 1<sup>st</sup> rank, 9<sup>th</sup> for 2<sup>nd</sup> rank, 8<sup>th</sup> for 3<sup>rd</sup> rank, 7<sup>th</sup> for 4<sup>th</sup> rank, 6<sup>th</sup> for 5<sup>th</sup> rank, 5<sup>th</sup> for 6<sup>th</sup> rank, 4<sup>th</sup> for 7<sup>th</sup> rank, 3<sup>rd</sup> for 8<sup>th</sup> rank, 2<sup>nd</sup> for 9<sup>th</sup> rank, 1 for 10<sup>th</sup> rank.

**Table-2: Weighted Average Rank**

| S. No | Factors                                   | Weight         |     |     |     |     |     |     |    |    |    | Total | Weighted Average Rank | Rank |
|-------|---|----------------|-----|-----|-----|-----|-----|-----|----|----|----|-------|-----------------------|------|
|       |   | 10             | 9   | 8   | 7   | 6   | 5   | 4   | 3  | 2  | 1  |       |                       |      |
|       |   | Weighted Score |     |     |     |     |     |     |    |    |    |       |                       |      |
| 1.    | Quality (Hair Growth and Dandref Control) | 500            | 360 | 80  | 105 | 120 | 50  | 100 | 24 | 20 | 12 | 1371  | 6.85                  | I    |
| 2.    | Quantity                                  | 400            | 225 | 120 | 105 | 120 | 90  | 88  | 30 | 30 | 20 | 1228  | 6.14                  | VII  |
| 3.    | Price                                     | 450            | 180 | 120 | 126 | 132 | 190 | 92  | 30 | 12 | 3  | 1335  | 6.67                  | II   |
| 4.    | Brand Loyalty                             | 300            | 360 | 160 | 70  | 120 | 75  | 56  | 36 | 38 | 20 | 1235  | 6.17                  | VI   |
| 5.    | Easy Availability                         | 280            | 288 | 240 | 175 | 126 | 90  | 48  | 42 | 20 | 10 | 1319  | 6.59                  | III  |
| 6.    | Convenient                                | 350            | 225 | 224 | 105 | 108 | 110 | 84  | 60 | 18 | 7  | 1291  | 6.45                  | V    |
| 7.    | Discount                                  | 280            | 297 | 216 | 133 | 120 | 75  | 72  | 84 | 14 | 5  | 1296  | 6.48                  | IV   |
| 8.    | Advertisement                             | 200            | 270 | 144 | 119 | 174 | 150 | 104 | 36 | 20 | 8  | 1225  | 6.12                  | VIII |
| 9.    | Offers                                    | 300            | 162 | 176 | 175 | 114 | 105 | 40  | 24 | 34 | 30 | 1160  | 5.8                   | IX   |
| 10.   | Packaging                                 | 250            | 252 | 96  | 112 | 90  | 100 | 112 | 78 | 38 | 11 | 1139  | 5.69                  | X    |

Weighted score=Weight ×No. of respondents    weighted average rank: Total/ sum of weight (Source:

#### Primary Data)

From the above table 2 it is found that Quality has got first rank in factors influencing purchasing behavior of shampoo and Price has got second rank, Easy availability has got third rank and Discount has

got fourth rank, Convenient has got fifth rank and Brand loyalty has got sixth rank, Quantity has got seventh rank and Advertisement has got eighth rank, Falvor has got ninth rank and package has got tenth rank.

Influencing consumers for purchasing shampoo. The factors are categorised and tabulated consequently and presented in table-3.

**Table-3: Results for Factor Analysis**

| Factors   | Components | Factor loadings |      |  |      | Eigen Value | Variance (%) |
|---|------------|-----------------|------|--|------|-------------|--------------|
|   |            |                 |      |  |      |             |              |
| Quantity<br>Brand loyalty<br>Easy<br>Availability | Q1         |                 |      |  |      | 3.003       | 30.028       |
|   | B1         | .868            |      |  |      |             |              |
|   | E1         | .891            |      |  |      |             |              |
| Discount<br>Offers                                | D1         |                 | .828 |  |      | 1.486       | 14.858       |
|   | F1         |                 | .873 |  |      |             |              |
| Price<br>Convenient                               | P1         |                 |      |  | .725 | 1.302       | 13.021       |
|   | C1         |                 |      |  | .729 |             |              |
| Kaiser-Meyer-Olkin                                |            |                 |      |  |      | 0.710       | Sig .000     |
| Reliability Cronbach' Alpha 0.649                 |            |                 |      |  |      |             |              |

(Source: Primary Data)

The consumer purchasing behaviour factors (1, 2, 3) consisted of three indicators. Every indicator was constrained for load only on the factors. There is no equality constrained on the factors loading were proposed and the factors variance to be analysed. (Ganapathy & Mugesh kannan 2016) Factor analysis has been adopted to the test the three factors influencing on purchasing behavior of shampoo. The brief explanation about each factors are presented below. At the outset three factors (Quantity, Brand loyalty, Easy availability), which is loaded with three components and it's explain 30.028% variance in data with the Eigen value of 3.003. Followed to the three factors (Discount, Flavour) are loaded with three components and it has Eigen value 1.486 and explains 14.858% of variance of the data. Two factors (Convenient, Price) loaded with two components and it has Eigen value 1.302 and explains 13.021% variance of the data.

**Table-4: Regression Analysis**

|                            | Un –standardized coefficients |           | Beta coefficients | t- value | Sign |
|----------------------------|-------------------------------|-----------|-------------------|----------|------|
|                            | B                             | Std.Error |                   |          |      |
| Constant                   | 36.480                        | .074      |                   | 495.513  | .000 |
| <b>Purchasing Behavior</b> | 3.736                         | .074      | .729              | 50.702   | .000 |
|                            | 2.914                         | .074      | .569              | 39.540   | .000 |
|                            | 1.059                         | .074      | .207              | 14.365   | .000 |
| R                          | 0.947                         |           |                   |          |      |
| R square                   | 0.897                         |           |                   |          |      |
| Adjusted R square          | 0.897                         |           |                   |          |      |
| F value                    | 1446.821                      |           |                   |          |      |
| Sig                        | .000                          |           |                   |          |      |

**(Source: Primary Data)**

Table 3 discloses value of  $R^2$  and adjusted  $R^2$  as 0.897 and 0.897 respectively which indicates variation on consumer behavior is explained by three independent variables, first factors are having highest beta coefficient 0.729 and t-value 50.702 that are statistically significant at 1% level. This factor evidences the strong impact on the purchasing behavior of shampoo. Likewise, first factors, second factors and third factors influence possessing positive beta coefficient and statistically significant 5% level. This analysis reveals that all factors in the same way influencing purchasing behavior in this reverence.

In this study presents the various demographic factors of the respondents like Age, Gender, Education, Monthly income, Occupation. The researcher has examined relationship between the factors and consumer purchase behavior for this purpose. Chi-Square test has been applied.

**Table 5: Hypothesis testing: Chi-Square test**

| Hypotheses  | $\chi^2$ value      | DF | Sig. | Result   |
|---|---------------------|----|------|----------|
| Age and Purchasing behaviour of Quality               | 72.635 <sup>a</sup> | 12 | .000 | Rejected |
| Gender and Purchasing behavior of Quality             | 18.856 <sup>a</sup> | 4  | .001 | Rejected |
| Education and Purchasing behavior of Quality          | 71.020 <sup>a</sup> | 16 | .000 | Rejected |
| Occupation and Purchasing behavior of Quality         | 77.969 <sup>a</sup> | 16 | .000 | Rejected |
| Income and Purchasing behavior of Quality             | 40.625 <sup>a</sup> | 12 | .000 | Rejected |
| Size of the family and Purchasing behavior of Quality | 36.425 <sup>a</sup> | 8  | .000 | Rejected |

The Table.5 reported that the observed from chi-square statistic for purchasing behavior in Age and purchasing behaviour quality (72.635), Gender and purchasing behavior (18.856), Education and Purchasing behavior (71.020), Occupation and Purchasing behavior (77.969), Income and Purchasing behavior (40.625), Size of family and Purchasing behavior (36.425), The study all result concluded that there was a statistically significant association between the consumer purchasing behavior of FMCGs,  $p < 0.05$ , the Null hypotheses have been rejected that there is a significant relationship between the consumer demographic factors and Consumer purchasing behavior of quality in FMCGs.



**Table 6: Hypothesis testing: Chi-Square test**

| Hypotheses   | $\chi^2$ value      | DF | Sig. | Result   |
|--|---------------------|----|------|----------|
| Age and Purchasing behaviour of Quantity               | 51.757 <sup>a</sup> | 12 | .000 | Rejected |
| Gender and Purchasing behavior of Quantity             | 17.310 <sup>a</sup> | 4  | .002 | Rejected |
| Education and Purchasing behavior of Quantity          | 44.683 <sup>a</sup> | 16 | .000 | Rejected |
| Occupation and Purchasing behavior of Quantity         | 68.543 <sup>a</sup> | 16 | .000 | Rejected |
| Income and Purchasing behavior of Quantity             | 41.483 <sup>a</sup> | 12 | .000 | Rejected |
| Size of the family and Purchasing behavior of Quantity | 23.999 <sup>a</sup> | 8  | .002 | Rejected |

The Table.6 reported that the observed from chi-square statistic for purchasing behavior in Age and purchasing behaviour quantity (51.757), Gender and purchasing behavior (17.310), Education and Purchasing behavior (44.683), Occupation and Purchasing behavior (68.543), Income and Purchasing behavior (41.483), Size of family and Purchasing behavior (23.999), The study all result concluded that there was a statistically significant association between the consumer purchasing behavior of FMCGs,  $p < 0.05$ , the Null hypotheses have been rejected that there is a significant relationship between the consumer demographic factors and Consumer purchasing behavior of quantity in FMCGs.

**Table 7: Hypothesis testing: Chi-Square test**

| Hypotheses  | $\chi^2$ value       | DF | Sig. | Result   |
|---|----------------------|----|------|----------|
| Age and Purchasing behaviour of Price               | 55.869 <sup>a</sup>  | 12 | .000 | Rejected |
| Gender and Purchasing behavior of Price             | 5.451 <sup>a</sup>   | 4  | .002 | Rejected |
| Education and Purchasing behavior of Price          | 111.716 <sup>a</sup> | 16 | .000 | Rejected |
| Occupation and Purchasing behavior of Price         | 67.892 <sup>a</sup>  | 16 | .000 | Rejected |
| Income and Purchasing behavior of Price             | 43.696 <sup>a</sup>  | 12 | .000 | Rejected |
| Size of the family and Purchasing behavior of Price | 32.887 <sup>a</sup>  | 8  | .002 | Rejected |

The Table.7 reported that the observed from chi-square statistic for purchasing behavior in Age and purchasing behaviour price (55.869), Gender and purchasing behavior (5.451), Education and Purchasing behavior (111.716), Occupation and Purchasing behavior (67.892), Income and Purchasing behavior (43.696), Size of family and Purchasing behavior (32.887), The study all result concluded that there was a statistically significant association between the consumer purchasing behavior of FMCGs,  $p < 0.05$ , the Null hypotheses have been rejected that there is a significant relationship between the consumer demographic factors and Consumer purchasing behavior of price in FMCGs.

**Table 8: Hypothesis testing: Chi-Square test**

| Hypotheses  | $\chi^2$ value       | DF | Sig. | Result   |
|---|----------------------|----|------|----------|
| Age and Purchasing behaviour of brand loyalty               | 48.183 <sup>a</sup>  | 12 | .000 | Rejected |
| Gender and Purchasing behavior of brand loyalty             | 21.437 <sup>a</sup>  | 4  | .000 | Rejected |
| Education and Purchasing behavior of brand loyalty          | 120.888 <sup>a</sup> | 16 | .000 | Rejected |
| Occupation and Purchasing behavior of brand loyalty         | 86.432 <sup>a</sup>  | 16 | .000 | Rejected |
| Income and Purchasing behavior of brand loyalty             | 106.243 <sup>a</sup> | 12 | .000 | Rejected |
| Size of the family and Purchasing behavior of brand loyalty | 51.504 <sup>a</sup>  | 8  | .000 | Rejected |

The Table.8 reported that the observed from chi-square statistic for purchasing behavior in Age and purchasing behaviour brand loyalty (48.183<sup>a</sup>), Gender and purchasing behavior (21.437), Education and Purchasing behavior (120.888), Occupation and Purchasing behavior (86.432), Income and Purchasing behavior (106.243), Size of family and Purchasing behavior (51.504), The study all result concluded that there was a statistically significant association between the consumer purchasing behavior of FMCGs,  $p < 0.05$ , the Null hypotheses have been rejected that there is a significant relationship between the consumer demographic factors and Consumer purchasing behavior of brand loyalty in FMCGs.

**Table 9: Hypothesis testing: Chi-Square test**

| Hypotheses   | $\chi^2$ value      | DF | Sig. | Result   |
|--|---------------------|----|------|----------|
| Age and Purchasing behaviour of flavor               | 36.559 <sup>a</sup> | 12 | .000 | Rejected |
| Gender and Purchasing behavior of flavor             | 21.774 <sup>a</sup> | 4  | .000 | Rejected |
| Education and Purchasing behavior of flavor          | 72.696 <sup>a</sup> | 16 | .000 | Rejected |
| Occupation and Purchasing behavior of flavor         | 65.452 <sup>a</sup> | 16 | .000 | Rejected |
| Income and Purchasing behavior of flavor             | 47.308 <sup>a</sup> | 12 | .000 | Rejected |
| Size of the family and Purchasing behavior of flavor | 37.378 <sup>a</sup> | 8  | .000 | Rejected |

The Table.9 reported that the observed from chi-square statistic for purchasing behavior in Age and purchasing behaviour flavor (36.559), Gender and purchasing behavior (21.774), Education and Purchasing behavior (72.696), Occupation and Purchasing behavior (65.452), Income and Purchasing behavior (47.308), Size of family and Purchasing behavior (37.378), The study all result concluded that there was a statistically significant association between the consumer purchasing behavior of FMCGs,  $p < 0.05$ , the Null hypotheses have been rejected that there is a significant relationship between the consumer demographic factors and Consumer purchasing behavior of flavor in FMCGs.



## CONCLUSION

In the end it is certain that FMCG companies will have to actually increase in the markets in order to achieve double digit growth targets in expectations. There is huge potential and definitely there is lot of money in India but smart thing would be to weigh in the roadblocks as carefully as possible. The companies entering into market must do so for strategic reasons and not for tactical gains as consumer is still a closed book and it is only through unwavering make a company dent in the market with commitment. Ultimately the winner would be the one with required resources like time and money and also with the much needed innovative ideas to tap the markets. As price influences purchase of FMCG, it is recommended to pursue the low price strategy in marketing. Attaining low price not only requires low cost manufacturing but also performing various marketing activities such as distribution in a cost effective manner. As the study revealed that the rural customers also think about quality, performance, reliability, brand and other critical aspects, it is recommended to promote FMCG in consistency rather than just making low price appeals.

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