

INFLUENCE OF PERCEIVED VALUE ON PURCHASE DECISION OF SHAMPOO IN SALEM DISTRICT

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Abstract

The present research examined the effects of perceived value on purchase decision of shampoo. The aim of the study is to evaluate the reasons behind shampoo purchase decision and the influence of perceived value on purchase decision. The data were collected from 200 shampoo users in Salem district, Tamil Nadu with the help of questionnaire. The percentage analysis, chi-square test and one sample t test were used. The study found that place, occupation, frequency of purchase and purchase decision are influenced the perceived value and product attributes are strongly influencing the perceived value.

Key words: Perceived value, purchase decision, product attributes, frequency of purchase, shampoo market, etc.

1. Introduction

Perceived value enhances the customer's minds by adapting several marketing mix elements such as advertising, promotion, sales force, etc. Many times, the customer is not aware of the cost incurred by the firm in producing the product, but their only care is the final price and how much it varies from the competitor's product. Perceived value is a customer's overall assessment of the utility of a product based on perceptions of what is received and what is given. A shampoo product is an integral part of daily lives which is normally consumed by all age groups. It is the most common of hair treatment to remove dirt, grease and debris from the hair, scalp and other parts of body without damaging the natural gloss of hair. There are different kinds of shampoo products available in market such as clarifying shampoo, neutralizing shampoo, chelating shampoo, keratin shampoo, colour-protecting shampoo, volumizing shampoo and dry shampoo. Now a day, consumers were expecting bouncy, long and luxurious tresses that catch the sunshine and the attention of others. In the current scenario, plenty of products/brands and substitutes are available locally for fulfilling the needs the consumers. Consumers now view their shampoo choice as one that can make a difference in the way they look, smell and feel.

2. Statement of the problem

In the present very focused markets, business is more challenged to increment, or even keep up piece of the pie with the globalization and consistent innovation advancements, shoppers have more prominent access and more buy options and chances to be less store and item steadfast. From the customers' perspective, they hope to acquire in assessing, getting, utilizing and arranging fiscal, time, vitality and mental expenses. To encourage the advertisers give more focus on apparent incentive for customers foresee and repurchase the item.

3. Review of literature

Yi Ching Tsai, et al. (2011) explored the effects of advertising endorser on perceived value and purchase intention. The study found whether advertising endorser has a positive effect on perceived value, whether advertising endorser has a positive effect on purchase intention, whether perceived value has a positive effect on purchase intention and whether perceived value has a moderate effect between perceived value and purchase intention. The primary data were collected from 408 respondents. The study revealed that when consumers buy a product they will compare it. The perceived value is significantly affected to advertise endorser. Advertising endorser is significantly affected to purchase intention. Perceived value is significantly affected purchase intention and advertising endorser has no moderation effect between perceived value and purchase intention. It is concluded that perceived value plays an important role on purchase intention; the purchase intention is influenced through the advertisement.

Demirgunes (2015) found that customers' perceived value can be associated with satisfaction, perceived risk and behavioural intention such as willingness to pay higher price. The data were collected from 400 mobile phone users in the Baskent University in Ankara, Turkey. The study revealed that perceived value dimensions have differential effects on customer satisfaction with the product and behavioural intention.

4. Objectives of the study

1. To evaluate the reasons behind consumer purchase decision.
2. To know the association between demographic factor and perceived value.
3. To identify the perceived value on purchase decision process.
4. To know the influence of perceived value on purchase decision of shampoo.

5. Methodology

The study is descriptive nature. The researchers used quantitative approach in this research to select the respondents. The data were collected from 200 samples of shampoo users in Salem district. The simple random sampling technique was used to select the respondents. The primary data were collected with the help of questionnaire. The secondary data were collected from journals, theses, books, websites and magazines.

6. Statistical tools used

The collected data were analyzed using SPSS. The independent sample t test used to know the overall opinion of customers' purchase decision of shampoo. Analysis of variance was used to identify the agreement level of perceived value and socio-economic factors, and chi-square test was used to explore the influence of perceived value and socio-economic factor.

7. Analysis and interpretations

The demographic variables are the most essential and dynamic basis of differentiating customer groups. In this situation, it is essential to study the demographic details such as place of residence, gender, age, marital status, education, occupation, monthly income, family size, family structure and place of purchase, frequency of purchase, purchase decision and influencing of purchase. The following table describes the socio-economic profile of the respondents:

TABLE 1
Socio-Economic Profile of the Respondents

Socio-Economic Profile		Frequency	Percentage
Place	Rural	88	44
	Semi-urban	74	37
	Urban	38	19
Gender	Male	69	34.5
	Female	131	65.5
Age (years)	Less than 20	40	20
	21-25	50	25
	26-30	34	17
	31-35	27	13.5
	Above 35	49	24.5
Marital status	Married	120	60
	Single	80	40
Education	Illiterate	20	10
	Preliminary study	49	24.5
	Higher study	57	28.5
	Graduate	48	24
	Professional	26	13
Occupation	Government employee	25	12.5
	Private employee	43	21.5
	Home maker	54	27

	Student	22	11
	Others	52	28
Family monthly income (Rs.)	Below - 10,000	80	40
	10,000 - 15,000	50	25
	15,001 - 20,000	27	13.5
	20,001 - 25,000	13	6.5
	Above 25000	30	15
Family structure	Joint family	54	27
	Nuclear family	146	73
Family size	3 members	38	19
	4 members	75	37.5
	5 members	45	22.5
	6 members & above	42	21
Place of purchase	Grocery shops	114	57
	Petty shops	10	5
	Super market	41	20.5
	From a particular shop	35	17.5
Frequency of purchase	Once in a month	92	46
	Twice in a month	56	28
	Weekly/frequently	52	26
Purchase decision	Spouse	18	9
	Parents	33	16.5
	Children	11	5.5
	Self	138	69
Influencing of purchase	Friends	10	5
	Family members	38	19
	Retailers	16	8
	Promotional activities	136	68

Source: Primary Data

Out of 200 respondents, 44% of the respondents are from rural area and 19% of the respondents are belonging to urban area. 65.5% of respondents are female and 34.5% are male. 25% of the respondents are in the age group of 21 to 25 years and 13.5% of respondents are in the age group of 31 to 35 years. 60% of the respondents are married and 40% of the respondents are unmarried. 28.5% of the respondents are from higher study and of 28% of respondents studied professional courses. 28% of the respondents are doing other business, and 11% of the respondents are students.

40% of the respondents come under the monthly income category of below Rs.10,000 and 6.5% of the respondents belongs to the monthly income group of Rs.20001 to 25000. 73% of the respondents have nuclear family and 27% of the respondents have joint family. 37.5% of the respondents have 4 family members and 19% of the respondents have 3 family members. 57% of the respondents purchase from grocery shop and 5% of the respondents shop at petty shop. 46% of the respondents purchase once in a month and 26% of the respondents purchase once in a week. 69% of the respondents are taking self-decision on purchase and 75.5% respondents are taking children decisions. 68% of the respondents are influenced by promotional activities and 5% of the respondents are influenced by friends.

TABLE 2

Association between the Socio-economic Factors and Perceived Value

Particulars	Chi-Square Value	DF	Sig. Value
Place	41.311	27	0.038
Gender	11.056	9	0.272
Age	27.516	36	0.844
Marital status	11.394	9	0.250
Educational qualification	43.283	36	0.188
Occupation	70.943	45	0.008
Monthly income	59.580	45	0.071
Family structure	11.274	9	0.257
Family members	28.333	27	0.394
Place of purchase	46.154	36	0.120
Frequency of purchase	58.985	36	0.009
Purchase decision	31.724	27	0.242
Influencing of purchase	65.226	36	0.002

Source: Primary Data

The above table reveals that the Pearson chi-square value is tested on socio-economic factor and perceived value. The P value is statistically significant with place (Chi-square value = 41.311, DF = 27, P value=0.038), occupation (Chi-square value = 70.943, DF = 45, P value=0.008), frequency of purchase (Chi-square value = 58.985, DF = 36, P value=0.009) and influencing of purchase (Chi-square value = 65.226, DF = 36, P value=0.002) at 5% level. Hence, the null hypothesis is rejected. Therefore, the place, occupation, frequency of purchase and influencing of purchase of the respondents purchases depends upon the perceived value of the product.

TABLE 3

One Sample statistics

Attributes	N	Mean	Std. Deviation	Std. Error Mean
It gives good fragrance	198	4.21	0.828	0.059
It rinses out easily	198	4.22	0.813	0.058
It is coming with conditioner	198	4.17	0.861	0.061
It gives shine to hair and avoid sickness	198	4.19	0.837	0.059
It provides vitamins and minerals	198	4.18	0.881	0.063

Source: Primary Data

Table 3 shows mean values of five variables of perceived value range from 4.18 to 4.22. The significance of the mean values of the variables are given in Table 4.

TABLE 4
One Sample test

Attributes	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
It gives good fragrance	20.597	197	<0.001**	1.212	1.10	1.33
It rinses out easily	21.153	197	<0.001**	1.222	1.11	1.34
It is coming with conditioner	19.141	197	<0.001**	1.172	1.05	1.29
It gives shine to hair and avoid sickness	19.948	197	<0.001**	1.187	1.07	1.30
It provides vitamins and minerals	18.801	197	<0.001**	1.177	1.05	1.30

Source: Primary Data

The t test values of five variables 20.597, 21.153, 19.141, 19.948 and 18.801 are statically significant at 5 per cent level. Therefore, the customers of shampoo agreed that good fragrance, rinses out easily, coming with conditioner, shine to hair and avoid sickness and it provides vitamins and minerals for scalp.

8. Conclusion

The perceived value plays a major role on purchase behaviour, especially in shampoo purchase. Since the shampoo is a personal hygiene product and it has a larger market. The perceived value influences the people to purchase the product. Nowadays consumers are more concentrated and compare the feature, quality and price of the product. A product with a good brand image and quality will create high satisfaction and confidence and it will create strong perceived value on the product. In this study, the perceived value identified through the attributes of the product such as fragrance, it is coming with conditioner, it gives shine to hair and avoids sickness, it provides vitamins and minerals and it rinses out easily. These influenced the consumers' purchase intention of shampoo.

9. Reference

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