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A STUDY ON CONSUMER BEHAVIOUR AND PERCEPTION TOWARDS VARIOUS BRANDS OF SHAMPOOS IN THANE DISTRICT.

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Abstract

In this Competitive World People are obsessed with their appearance. People, particularly young people, engage in a variety of things to improve their appearance. Traditionally, only women were concerned about their looks, but today, both men and women are concerned about their appearance. This trend has provided manufacturers with a huge chance to make and market such products. Shampoo is one of the things that has become increasingly popular in the last two decades. These products became well-known thanks to Advertising and promotions, even in far-flung parts of the country. Haircare has long been regarded as one of the most vexing issues in the realm of beauty. Hair is more difficult to keep clean than the face or any other part of the body, and covering hair in the present manner requires more time. Residents use shampoo in large quantities, regardless of their age or other demographic considerations. Through survey data, this research attempts to analyse the tendency of customer behaviour toward shampoo. This paper has attempted to investigate the level of customer happiness, customer preference while choosing a brand and perception and to identify the various factors and their level of importance which affects the purchase of a shampoo.

Keywords: Appearance, Shampoo, Hair Care, Customer Happiness, Preference, Perception, Factors.

Introduction

Consumer behaviour is rapidly changing today. In this Globalized era, Indian consumers have also responded positively to new and sophisticated products. Consumer behaviour evolved as a result of the emergence of a new psychology, as well as changes in lifestyle, money, and educational attainment. Aside from new economic policies, globalization, societal modernity, and the hollow effect have all had an impact on consumer behavior. consumer behaviour is critical to any company's or manufacturing firm's performance. The shampoo market is one of the most competitive and crowded, with a wide range of brands accessible. Due to the rapidly changing market conditions and their impact on consumer behaviour, it is critical to understand how customers behave throughout the purchase of a specific segment. The use of a conventional model of customer buying behaviour can be problematic. While the inputs and outputs of consumer purchase decision-making are easily identified and measured, the intangible element of buyer traits and choice determinants is frequently more difficult to quantify. It's an imperfect science at best, but several simple models have been developed to help marketers gain a better knowledge of their customers so that they can be acquired and retained.

In fact, "Consumer is real deciding factor for all economic activities." (Jaswal, 2014). With changing customer behavior, the market is likewise evolving quickly and demonstrating an unparalleled surge in the market for a variety of products. "The decision process and physical behaviours consumers participate in when analysing, acquiring, utilising, or disposing of products and services" is how consumer behaviour is defined. Companies keep track of changes in customer purchasing patterns and adjust their manufacturing and marketing strategies accordingly. To attract customers, they used a variety of sales promotion techniques, clever advertising, and the creation of new products. However, many businesses fail to keep up with rapidly changing consumer behaviour, and as a result, their products fall out of favour. "When any organization loses a customer they are not losing future earnings but also incurring the cost of finding new customers" (Thapa 2012).

To learn about the changing attitudes about shampoo, an FMCG Product. An attempt has been made to study the propensity of Consumer behavior towards Shampoo products. FMCG stands for Fast moving consumer goods are also known as consumer packaged goods sector is an important part of

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.¹**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.²**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.³**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. Dr Sharma, Mehta (2012) in given study revealed that consumers are more conscious towards their appearance. They found most of the consumers preferred sachet as compared to bottles. Anju Thapa (2013) She pointed out increasing usage rate of shampoo & frequent buying behaviour. She also pointed out various factors that influence switching behaviour of consumers such as packaging, price rise of current brand, impact of advertisement, to try new options influence by others etc. Rao, Karnam, Reddy (2014) They stated that frequency of using shampoo among consumers is very low, it is only once in a week & most of the respondents are satisfied with current brand.(Gopalsamy, et al 2010) they stated the importance of knowing consumer behaviour, what is in the mind of consumer is very essential to capture market.(Sigh & Mishra, 2013) They studied about the awareness, attitude, & behaviour of consumers towards major brands. They also stated about tough competition in

FMCG sector (Akarte & Arora 2012). They have focused on satisfaction of consumers. They have also stated that, for satisfying consumers it is essential companies should know about consumer behaviour & analyse all these factors & find out best suitable tools for promoting their shampoo.

Rahman & Kazi (2013) conducted a study on the expectations of consumers from shampoo brands. After analysis, it was found that Hair fall has come out as the top most preferred reason for using a shampoo brand whereas Hair cleaning appears to be the most preferred expectation of customers. Similarly, Fragrance was considered as the least preferred reason whereas Moisture was considered as the least preferred expectation of the customers.

Birjandi & Birjandi (2013) analysed customer segmentation of shampoo in the Iranian market, based on the 'benefit sought approach'. The findings highlighted that in the benefits prioritization of consumers, cleaning power of the shampoo gains the most important rank and color of the shampoo gains the least important rank among all of the benefits.

Irabatti & Irabatti (2013) conducted a research on the satisfaction level derived by Pantene shampoo users in Western Maharashtra. The mean satisfaction scores of different groups of respondents were calculated to find out the highly satisfied group and two-way tables and charts were framed to find out the distribution of respondents of each category concerning their level of satisfaction. The satisfaction level of Pantene shampoo is derived against different elements such as sex group, age group, price, quality, lather, fragrance, packing, and ability to prevent hair fall.

Mohanty (2012) conducted a study on positioning of Indian shampoo brands, where the purpose of the study was to transform consumer judgments of shampoo usage similarity into distances in multidimensional space. The study identified three important dimensions "Brand Image", "Hair care" and "Value for money" to be taken care off by the shampoo industries. Three-dimensional and two dimensional solutions gave the same output and identified "Brand Image" and "Hair care" as the most important factors for the choice shampoo brand.

A study conducted by **Guru Ragavendran (2009)** emphasized in understanding the consumer perception on brand awareness and position of product in the market. It was observed that consumer's expectations were quality, benefits offered and packaging of shampoos. Hence, the present study is specially focused on the perception of women of Kolkata regarding shampoo.

Statement of Problem:

Attitude behaviour connections are important to marketers since they potentially reflect a consumer's perception of an object. One of the numerous aspects influencing a customer's decision to buy a product is their views and attitudes. The purchasing power, brand preference, price, and availability all influence a consumer's purchase decision.

Today's shampoo business is extremely crowded, and a slew of competitors are vying for market share using cutting-edge technology. Each product is distinguished by its quality, price, and size, among other factors. As a result, it's critical to understand what variables draw customers to a certain brand, so that the market may be mined for the reasons and circumstances that drive customers to choose a particular brand. As a result, the researcher has chosen to pursue research in this area. This study also attempts to study customer preferences for shampoo. Consumer preferences vary by brand, depending on quality, usage, pricing, scents, and other factors. There are numerous complexities involved in determining a consumer's reaction. As a result, the desire to learn how customer preferences vary with wealth, age, gender, and other factors led to the selection of this study. This study was conducted to determine what factors impact a consumer's decision to purchase several brands of shampoo.

Objectives

1. To Study Brand Preference and Factors Influencing Purchase of Shampoos.
2. To understand the concept of consumer behavior in general and the behaviour of consumers towards consumables in specific.
3. To study the extent to which consumer preference varies with regard to demographic factors.

Methodology :

Methodology is a method for solving a research problem in a methodical fashion. It refers to the many steps used by a researcher to investigate a research problem. The study's major goal is to discover the elements that influence consumer preferences for shampoo products. The exploratory cum analytical design was used to carry out this investigation. The study's main goal is to find out how consumers feel about certain products.

The study used a Primary survey method. In Thane district, the survey is looking into consumer preferences for several shampoo products. The data for this study was gathered using the "Questionnaire approach" from consumers in Thane district who were chosen at random. Wherever necessary, the data is evaluated and displayed in the form of tables, charts, and other visual aids. For the purposes of analysis, statistical averages and percentages were used. Pictorial representation has been used whenever necessary to display the data contained in tables.

The Descriptive Studies design was employed for this research because the goal of the study is to answer the questions "who, what, when, where, and how" of the buying behaviour of the customers under inquiry by a quantitative analysis of the data obtained.

A structured questionnaire incorporating multiple-choice questions, dichotomous questions, and questions based on the Likert-scale was utilised to obtain the needed data.

Sample Size : 129

Sampling Method : Convenience Sampling.

Tools Used : MS Excel

Limitations of the Study

1. The Study is confined only to 129 respondents due to cost and time constraints.
2. The Study is restricted to Thane district.
3. The Sample Chosen could not be true representative of the population because the sampling process was judgemental.
4. Since the project's time is minimal the research area is constrained.

Findings of the Study:

1. Demographic Classification

Demographic classification is based on demographic factors like age, gender, education.

Table 1: Classification of Respondents Based on their Gender

Sex	No. of Respondents	Percentage
Male	45	34.1
Female	84	65.9
Total	129	100

Source: Primary data

The above table shows the respondents on the basis of sex. The table inferred that of the 34.1% respondents are male and 65.9% 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:
 129 responses

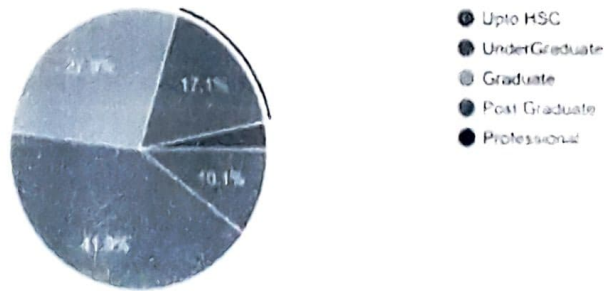


Source: Primary data

The Chart revealed that 45% of the respondents are below 20 years, 28.7% are between 21 to 30 years and 14.7% are above 40 years. Hence it may be understood that majority of the respondents belong to the Youngsters Category and the middle age category who are well experienced.

Table 3 :Classification of Respondents Based on their Educational Qualification :

Qualification:
 129 responses

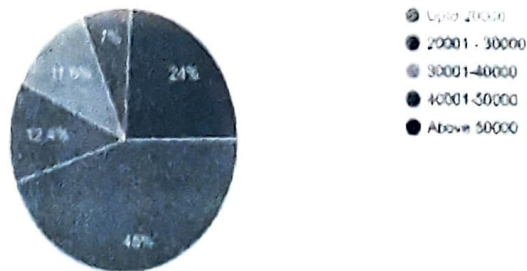


Source: Primary data

41.9% respondents are undergraduates and 27.9% are Graduates.

Table 4: Classification of Respondents Based on their Income Level

Monthly Family Income
 129 responses

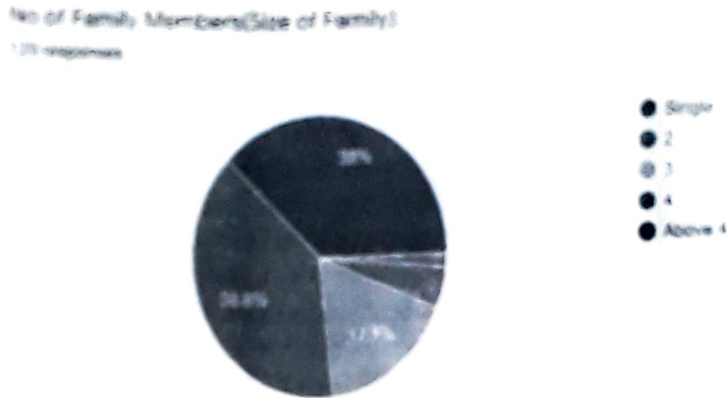


Source: Primary data

It is clear from the chart that 45% of the respondents have their monthly income up 20000,

while 24% have above 50000.

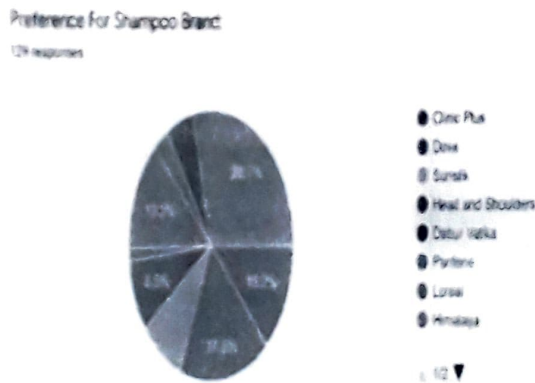
Table 5: Classification of Respondents Based on their Size of Family



Source: Primary data

The Chart shows that more than 38.8% of the respondents have family of above 4 members. 38% have 4 members in the family while 17.1% are 2-3 members in the family.

Table 6 :Classification of Respondents Based on their Preference of Shampoo Users

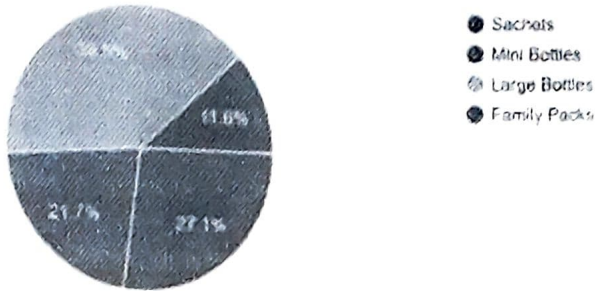


Source: Primary data

The above table shows that the shampoo used by the respondents.28.7% of the respondents are using Garnier shampoo. 17.8% of the respondents use Dove shampoo. 13.2% are using Clinic plus and Loreal Shampoo. Thus it is clear from the above chart that the large no. of respondents favor Garnier Shampoo.

Table 7: Classification of Respondents Based on Volume and Size Preference:

Volume and Size Preference:
 129 responses

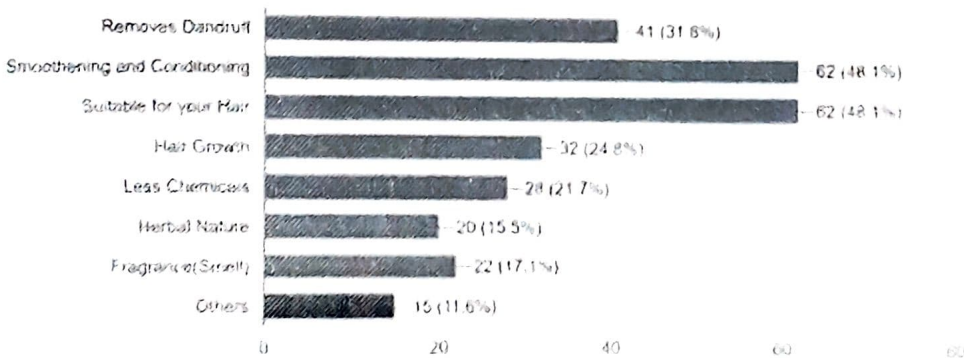


Source: Primary data

The Chart shows that 39.5% prefer Shampoo in Large Bottles while 27.1% purchase in Mini Sachets.

Table 8: Reason for purchase of Particular brand of Shampoo

Reasons for Purchase of Particular brand of Shampoo (You Can Select Multiple Options)
 129 responses



62% respondents buy their brand of shampoo for suitability, smoothing and conditioning of their hair, while 31.8% believe that their shampoo helps in fighting dandruff.

Table 9 :

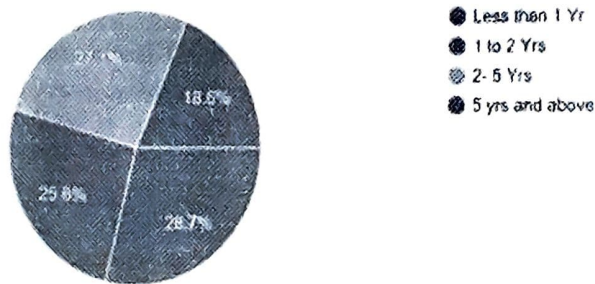
- 29.5% respondents have occasionally changed their shampoo, while others have changed on recommendation of their Doctor, Dermatologists.

You Change your Shampoo
 129 responses



- 25.6% of the respondents have been using their current brand of shampoo for 1 to 2 years, while 18.6% have been using their brand of shampoo for more than 5 years.

Brand Loyalty: Since how long have you been using the current brand of Shampoo
 129 responses



Other Findings :

- 33.3% of the respondents feel price and value for money are important for their buying decisions.
- For 37.2% of the respondents Availability is important.
- 37% of the respondents feel Packaging is an important criteria for decision making.
- Promotional Schemes, Brands and advertisements are also some of the factors for decision making.
- One of the major source of information for decision making is Tv and Advertisement-29.5%.
- For 61.2% respondents Quality of Product is Highly Important

Suggestions

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

The manufacturer may use sales promotion strategies to enhance sales volume, and manufacturers should take the required efforts to improve product quality in response to consumer demand.

To avoid duplicating products, the government should take all necessary efforts.

The government should direct shampoo manufacturers to maintain fair pricing levels that are accessible to all types of individuals.

Symbols and brand names should be given priority in order to minimise duplication.

Future research possibilities: The study might be expanded to include more respondents from a wider geographic area in the future, and the impact of other demographic characteristics on purchase and consumption patterns could be investigated.

Conclusion

Every consumer is unique, according to a study, and it is this uniqueness that makes the job of a marketer more difficult. This uniqueness may also be demonstrated in the shampoo market, where respondents have differing perspectives on the same product. Companies will only be successful if they recognise and cater to their customers' personality, as well as offer products that reflect it.

Consumer behaviour cannot be predicted accurately for a variety of reasons. The term "Consumer is King" appears twice in the survey, meaning that firms should focus on thoroughly examining customer needs in order to please and retain them. Because women place a high value on their physical appearance and beauty, shampoo is a fast-moving consumer item with a high frequency of usage among women. On the market, there are a range of shampoo brands, each with its own set of advantages for various reasons. Because television is the most essential source of information for consumers, marketers must successfully communicate to attract customers and sell their products to the right person at the right time to influence their decision-making process.

As a result, it has been discovered that shampoo consumption and purchase frequency are both high among a specific group of people. When it comes to buying shampoo, the price, brand, availability, and packaging all play a part. Customers' purchasing and switching decisions are heavily influenced by advertisements. Most customers are unfazed by preferred freebies, larger quantities, discounts, or price reductions when purchasing shampoos, according to research. The current study should provide marketers with important information on consumer impressions of different shampoo brands in Thane District.

The different factors that influence the customers were found to be "brand name, availability, price, quality, types of package". Customer considered the Garnier 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. "Brand name, availability, price, quality, and types of package" were discovered to be the various elements that impact customers. When compared to other brands, customers said Garnier shampoo was the best.

The importance of quality in the purchasing process cannot be overstated. Price is another important consideration when making a buy. Female respondents are more likely to place a premium on quality.

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