A Study on Consumer Preference of Different Brands of Shampoo with Reference to Mannargudi Town.

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Abstract:
Shampoos play a wide role in cosmetic products. Twenty years back, some of the cosmetic items like shampoos were considered as luxuries. But now, they have become as essential commodities to the consumers. Everybody wants to maintain a fair and beautiful hair, so that they are using shampoos which help to maintain a fair and healthy hair. Consumers want to use the shampoos for various purposes, that hair washing, hair conditioning, hair bleaching and hair soft etc. The consumers have a preference to select the brands of shampoos. In this study an analysis has made to know the consumer preference of different brands of shampoos at manargudi town.

Today the shampoo marketplace is very jam-packed and ready for action and so numerous companies are trying to capture the market with their contemporary expertise. Each invention is diverse by excellence, cost, perfume, volume, wrapping and the like. Hence, it becomes extremely necessary to recognize what factors are influencing the clients much towards ameticulous brand name. So, that the market could be reviewed to know the grounds and circumstances inspiring the consumer for preferring a particular brand.

Keywords: Shampoo, Consumer, Preference, Brands, Behaviour

Introduction
Once upon a time, the people were using herbal powders to wash their hair. After invention, and introduction of shampoo, it reached only the high level people. Because, at the beginning stage of introduction of shampoo, it was highly expensive product. But at the end of 20th century Mr.Chinni krishnan – Owner of Velvette Shampoo was introduced the packet shampoo for the first time in India. After the introduction of packet shampoo, it reached all classes of people. Day by day the shampoo users were increasing. Finally it became as an essential commod ities to the consumer.

The ultimate aim of the marketing is selling. Marketing is defined as the managerial process through which products are matched with markets. The success of the business firms greatly depends upon how best they serve and satisfy their customers. Marketing consists of dealing with goods and services. The goods produced or acquired for business purpose may be consumers’ goods like soap, shampoo, hair oils and the like. The shampoo market today is very competitive. This widespread competition results in continuing changes, because a large sum of money is spent by companies in research and development. This accounts for changes in consumer behaviours. The companies, which learn to give more preference for the likes and dislikes of customers alone, will succeed. Therefore, knowing the consumers’ behaviour and what is in the minds of customers is very essential to capture the market.

The people are the best budgeters. All the products for sale are to satisfy some needs of the people. Likewise, shampoo is also to satisfy some needs of people like cleaning their hair and making them attractive and healthy. The manufacturer and the marketer also study the needs of the people and try to produce their products in such a way so that they can give greater and greater satisfaction to the people. One of the few common denominators along all of us no matter whatever education, politics or our commitments - is that, above all we are consumers. It is worth to study about the taste and preferences of consumer. People having their own preferences, are earlier to get what they like. A similar sort of behaviour has been seen in the preference of shampoo.

IMPORTANCE OF THE STUDY
Is consumer the king in the market? Yes, they have the deciding authority. So that all firms are watching the consumer deeply for this purpose, consumer’s research takes a vital part. All firms spend a considerable amount for undertaking consumer research. In most of the organization there is a separate department for marketing research. In the light of this kind of consumer survey gets a special importance.

Marketer must study their target customers’ wants preferences and shopping and buying behaviors. Such states will shopping and buying behaviour such states will provides clues for developing new products. Product features prices, channels and other marketing mix elements. This project will explain the buying preferences dynamics of customers.
SCOPE OF THE STUDY

This research study has a wider scope. It covers various aspects. They are as follows:
- It helps to identify the preference of consumers in the selection of shampoo.
- It shows us which leading brand of shampoo is.
- It shows that the various reasons for selection of a particular shampoo.
- It analysis that how can a firm improve the sales volume of shampoo.

MEANING OF SHAMPOO

The meaning of shampoo in dictionary is the substance used to wash the hair or act of cleaning the hair. The care of the hair has always been considered one of the greatest beauty problems. Hair is harder to keep clean than the face or any other part of the body and dressing hair in the prevailing fashion takes more time and dexterity that most women like cosmetics. Hair dressing may be divided into 3 groups (1) The shampoos and tonics that keep hair and scalp clean and healthy; (2) Lotions that make dressing the hair easier and (3) Hair cosmetics that improve or change the appearance of hair.

Hair dressing includes soapless shampoos (soap leaves a film on the hair) that are actually scented detergent products intended to give gloss and strength to the hair, such as resin - based sprays, brilliantines and pomades (perfumed ointment to the hair), as well as alcohol - based lotions and hair conditioners that are designed to treat damaged hair. Ammonium thyoglycollate is a chemical which is used in shampoos to release hair from its natural set.

Synthetic detergent shampoos may be liquid, powder, paste or cream all made with sulfonate salts (ammonium laureth sulfate and ammonium laury sulfate) that lather profusely in hard or soft water without leaving a lime compound deposit. These preparations are oil soluble and completely decrease the hair, leaving it dry and brittle. This disadvantage may be overcome by including a lanolin derivative in the detergent.

USES OF SHAMPOO

When the shampoo is dusted into the hair and then brushed out, they carry along excess hair oil and dirt have. It leaves an extremely thin oily film. The film makes the hair easier to handle. The shampoo overcomes the disadvantage of soap. It forms sticky curds that dull the hair. It makes the hair silky to touch. Most of them use the shampoo for fragrance, to overcome hair brittling, to avoid unpleasant odour and to clean and revitalize dull, oily, limp hair. It prevents hair breakage, softens rough and dry hair and helps to avoid dandruff. It is easy to wash the hair with less quantity of water.

STATEMENT OF THE PROBLEM

The problem of the study is consumer preference and behaviour towards selecting and using the shampoo. For this purpose, consumer preferential statuses are analysed. This study analysed that, on what basis the consumers prefer their brand and which motivates them to buy such a particular brand and what is the main purpose and reason to buy the particular brands.

OBJECTIVES OF THE STUDY

The following are the important objectives of the study
- To identify the shampoo brand preference of the consumer in mannargudi town.
- To know satisfactory and dissatisfactory aspects of consumers towards shampoo.
- To analyse the factors influencing the purchasing decision.
- To ascertain brand loyalty of consumers.
- To know about the purpose of using shampoo.

METHODOLOGY

This is a sample survey in the field of marketing. An attempt has been made to collect some opinions from consumers in respect of buying and usage of shampoo.

Mannargudi was selected for this study. A pilot study was undertaken among a few consumers as well as some shop keepers in order to know the scope and possibilities for this type of survey. On the basis of experiences and interactions which and shopkeepers during the pilot study. Some important aspects of the present study were determined.

DATA

Primary data were collected from selected group of consumers through a well defined interview schedule. The interview schedule was given a final shape as per the proper. Secondary data were also collected from some books and journals and they played a very little role in this survey.

SAMPLING

As the consumers of shampoo are in each and every house, it is not possible to include the entire population of this town. The town was divided into four sections such as east, west, north and south. From each areas of this town the samples were chosen by personal judgment sampling technique. The respondents were contacted in person, and the interview schedules were distributed.
LIMITATIONS OF THE STUDY
The researcher took all possible care to avoid shortcomings and errors in the collection of data. All possible care and skills were exercised to derive the conclusions and bring out the findings of the study. In spite of all the efforts taken by the researcher in this regard, the present study is subject to the under mentioned limitations.

1. Due to the limitations of budget and time consideration the study was restricted to 50 consumers spread over mannargudi town for the purpose of effective and intensive analysis.
2. Many respondents were unwilling or unable to provide information to investigators with insight into their conscious or unconscious attitudes.
3. The study deals with consumer aspects only and the seller's aspects have been left out due to the poor response of the respondents in giving the necessary details and
4. There may be a chance of receiving biased information from the consumer while getting the data through questionnaire method.

SAMPLE SIZE
50 samples were selected from a large universe of this town.

ANALYSIS OF DATA
The data were classified and presented in various tables and diagrams were drawn properly. Simple arith metric mean was calculated in suitable places.

CONSUMER BEHAVIOUR
Consumer is the king and it is the consumer who determines what a business is. Therefore, a sound marketing programme should start with a careful analysis of the habits, attitudes and needs of consumers. In this section, some of the concepts relating to the subjects of enquiry and consumer behaviour are defined.

MARKET
Market is a place where buyers and sellers meet. Products or services are offered for sale and transfers of ownership occur.

PRODUCT
Alderson defines, “A product is a bundle of utilities consisting of various features and accompanying services”.

BRAND
A brand is a name, term, sign, symbol or design or a consumption of them which is indented to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitions.

CONSUMERS
Consumers are people in families and often kinds of households who buy use products and services in order to satisfy their personal needs and wants.

CONSUMER MARKET
It consists of all the individual and household who buy or acquire goods and services for personal computation.

NEED FOR UNDERSTANDING CONSUMER BEHAVIOUR
10. Need and importance of understanding consumer behaviour are as follo ws:

11. A knowledge of consumer behaviour would render immense help for planning and implementing marketing strategies.

5. Secondly, the proof of establishing consumer orientation in the marketing concepts of the firm depends on how marketing mix adopted satisfies the consumers.

6. Thirdly, by gaining a better understanding of the factors that affect buyer behaviour, marketers are in a better position to predict how consumers will respond to marketing strategies finally, consumer is the principle a prior of business. The efficiency with which a free market system of enterprise operates, in the last analysis, depends upon the extent of consumer understanding possessed by the business community.

DATA ANALYSIS AND INTERPRETATION
The primary data for data were used to analysis and interpretation. The answers of questions from interview schedule were taken for data analysis and data interpretation. The information and opinion of consumers were described simply with the help of the tables and charts.
# GENDER WISE CLASSIFICATION OF THE RESPONDENTS

<table>
<thead>
<tr>
<th>SEX LEVEL</th>
<th>NO OF RESPONDENTS</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>33</td>
<td>66</td>
</tr>
<tr>
<td>FEMALE</td>
<td>17</td>
<td>34</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

SOURCE: Primary data.

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# TABLE-2

<table>
<thead>
<tr>
<th>MODE OF PURCHASING</th>
<th>NO OF RESPONDENTS</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family members</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Friends</td>
<td>18</td>
<td>36</td>
</tr>
<tr>
<td>Advertisement</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>Doctor advice</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

SOURCE: Primary data
TABLE- 3
TIME INTERVAL OF BUYING BY THE RESPONDENTS

<table>
<thead>
<tr>
<th>TIME INTERVAL</th>
<th>NO OF RESPONDENTS</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Bi-weekly</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>Weekly</td>
<td>16</td>
<td>32</td>
</tr>
<tr>
<td>Monthly</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

SOURCE: Primary data

CHART - 3
TIME INTERVAL OF BUYING BY THE RESPONDENTS

TABLE- 4
OPINION FOR PRODUCT BUYING BY THE RESPONDENTS

<table>
<thead>
<tr>
<th>OPINION</th>
<th>NO OF RESPONDENTS</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheep</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Reasonable</td>
<td>33</td>
<td>66</td>
</tr>
<tr>
<td>High</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100</td>
</tr>
</tbody>
</table>

SOURCE: Primary data

CHART - 4
OPINION FOR PRODUCT BUYING BY THE RESPONDENTS
FINDINGS
Following is the main finding of the study.

Majority of the respondents are male (66%).

Majority of the respondents (46%) are taking buying decision through advertisement.

Majority of the respondents (42%) are spending Rs. 25 to 40 for shampoo per month.

Majority of the respondents have the opinion about price of shampoo is reasonable (66%).

Majority of the respondents (42%) are using the shampoo bellow 2 years.

SUGGESTIONS
The following are the suggestions.

- The producer may increase the advertisement to motivate the consumer.
- The producer may produce the shampoo with some additional features such as attractive colours and packages.
- The producers have to maintain the quality of shampoo.
- The producer should undertake market survey periodically in order to understand the market conditions.
The producer may preference to produce the shampoos in packets.

Reduction of price may also helps to increase the volume of sales.

Majority of the respondents have the opinion about price of shampoo is reasonable (66%).

Majority of the respondents (34%) are preferring blue colour shampoo.

Majority of the respondents (44%) have the monthly income of Rs. 2000- 5000.

Majority of the respondents (42%) are spending Rs. 25- 40 for shampoo per month.

Majority of the respondents (42%) are using the shampoo bellow 2 years.

Majority of (34%) respondents are preferring head and shoulder.

FINDING FROM THE TESTING OF HYPOTHESES
There is no significant difference between male and female in using purpose of shampoo.

SUGGESTIONS
The following are the suggestions.

The producer may increase the advertisement to motivate the consumer.

The producer may produce the shampoo with some additional features such as attractive colours and packages.

The producers have to maintain the quality of shampoo.

The producer should undertake market survey periodically in order to understand the market conditions.

The producer may preference to produce the shampoos in packets.

Reduction of price may also helps to increase the volume of sales.

CONCLUSION
"Shampoo is a Luxury product" once, there it may be true. But now days, it is an essential goods to the consumer. So, the demand of shampoo is very high. On the other hand, competition is also high. The existing companies introduce new varieties of shampoo and at the same time new companies enter into the market. The consumers have some clear perception regarding the price and quality. So firms try to attract the consumer in many ways. The packet shampoos attract the consumer very much. In future, firms may introduce the shampoo with more attractive features in order to satisfy the consumers. If the consumer satisfaction is possible, the firm will win definitely.

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