

Impact on Consumers Preferences Towards the Various Brands of Shampoo in Chennai District

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ABSTRACT

Consumer behavior is stated as the behavior that consumer display in searching for, purchasing, using, evaluating, and Consumer purchase decision disposing of products, services and ideas that they expect will A decision is the selection of an action from two or more satisfy their needs. The study of consumer behavior is alternative choices. Consumer decision to purchase the concerned not only with what consumers buy, but also with goods from the available alternative choice is known as why they buy it, when and how they buy it, and how often "consumer purchase decision". The various options of the they buy it. This paper found that consumer preference towards various brand of shampoo in Chennai district,

Key words: consumer preference, shampoo, hair.

1. INTRODUCTION

In today's world customers are the key persons for every organization. They play an important role in deciding about which product is to be offered, where is to be offered and at what price they are going to purchase it. Accordingly their expectations from the products and organizations are also increasing day by day. In the past the soap which we were using for bath was also used for washing the scalp and hair. Day by day the scenario was changed; it was started with hair soap and Shikakai soap. Then due to industrialization, the growth of hair care segment was taken place through Shampoos, Conditioners, hair gel, hair dyes, herbal remedies for hair etc. Shampoo was introduced for the first time in the market during the 1950s. It came to Indian market as an innovation by Sunsilk in 1964 followed by Clinic Plus in 1971. Right now so many shampoo brands are available in Indian market namely Sunsilk, Clinic Plus, Pantene, Head and Shoulders, Dove, All clear, Dabur, Ayur, Garnier, L'oreal etc

2. REVIEW OF LITERATURE

Mr. S. Gopalsamy , Mr. S. Sannasi and Dr. R. Ganapathi 2010 the concern for hair has for eternity been measured as one of the furthestmost prettiness troubles. Hair is harder to maintain hygienically than the visage or any extra ingredient of the body and covering hair in the current style takes extra time and adroitness that nearly all women have akin to cosmetics. When shampoo is dusted keen on the hair and then brushed out, they hold the length of surplus hair oil and grime have engrossed. It leaves a tremendously slim oily film. The film makes the hair easier to hold. The theme deals with the reading of customer liking for shampoo. The consumer fondness fluctuates from variety to variety based on eminence, procedure, worth, perfumes and the like. The obstacles

undergone to categorize consumer's feedback are many. Consequently, being concerned to be acquainted with the level to which consumer penchant varies with earnings, age, gender, or other distinctiveness persuade the medley of this study. 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 a meticulous brand name. So, that the market could be reviewed to know the grounds and circumstances inspiring the consumer for preferring a particular brand.

Oyeniya and Abiodun, 2010 Consumer behavior has been defined as those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts. The relationship is dynamic and fluid therefore static or predetermined satisfaction analytic packages often miss the most important elements of preference and can create a false sense of security on the part of companies who think that since their customer satisfaction scores are high they must in turn have relatively loyal customers.

3. SIGNIFICANCE OF THE STUDY

The relevance and importance of understanding consumer satisfaction is a must for the market because it helps to solve the basic problems of consumer. The need of two consumers is not the same. Therefore, they buy only those products and services, which satisfy their needs and desires, service in the market, a firm has to maintain innovate and understand the latest consumers needs and taste. Also a study of consumer satisfaction is significant for regulating consumption of goods and thereby maintaining economic stability. It also helps in saving marketing problems in a more effective manner.

4. SCOPE OF THE STUDY

This study has an aim to find out the consumer preference over the various shampoo in Chennai district. Many factors are responsible to decide the consumer preference over the shampoo's. There are various influencing factors such as economic background of the user, cultural background, peer ground influences and marketing promotional activities for any people to select their shampoos. This study attempt to analyze the consumer preference criteria over the shampoos. The price of the product, packaging and style, promotional factors, and hygiene are analyzed to find out the consumer preference over the shampoos in Chennai district.

5. STATEMENT OF THE PROBLEM

The topic deals with the study of consumer preference for shampoo. The consumer preference varies from brand to brand based on quality, usage, price, perfumes and the like. The complications involved in the identification of consumer's reaction are many. Therefore, the interest to know the degree to which consumer preference varies with income, age, gender, or other characteristics induced the selection of this study

6. OBJECTIVES OF THE STUDY

- To find out the consumer preference in shampoos among people of Chennai district
- To find out the market share of shampoo products

7. METHODOLOGY

The methodology adopted for the present study regarding sources of data. Sample size, period of study, data analysis and research tools and techniques.

SOURCES OF DATA

The study is mainly based on the primary data. The required data were collected directly from the general public. The secondary data were also used in the study. They were collected from books, magazines, journals, and period study under source of data.

SAMPLE SIZE AND PROCEDURE

In this study, primary data is collected from the people who belong to Tiruchirappalli Town. In this selected of 150 respondents convenient sampling method is used.

COLLECTION OF DATA

Both primary and secondary data have been collected for the research work

PRIMARY DATA

A well-structured questionnaire schedule was prepared for the purpose of collection of data. The questionnaire related towards the major satisfaction factors considered by the consumer while preference of shampoos.

SECONDARY DATA

Secondary Data was collected from the journals, magazines, research reports and from the companies' websites. He also visited the dealer premises and had a discussion with the dealers, manager and consumer care executive regarding consumer preferences and satisfaction over the selection of shampoos. Their ideas are taken into consideration for drafting final questionnaire.

8. FINDINGS AND SUGGESTIONS

The present study attempts to highlight the marketing of Health Drinks brand in Tiruchirappalli Town. The findings of the present study are summarized below.

9. FINDINGS

79% of the respondents belong to the Age of above 30 years 59% of the respondents are Female, 37% of the respondents having qualified with Professional levels 39% of the respondents belong to the Employed category with monthly income level of 10,000 to 15,000 63% of the respondents are aware of various brands through advertisement 65% of the respondents have purchased Horlicks brands 53% of the respondents feel about the price level is moderate 74% of the respondents are buying the Health Drinks brand monthly ones 52% of the respondents like suggested to others 58% of the respondents are times consume the Health Drinks is daily one

10. SUGGESTIONS

To meet out with the expectations of the end user ^{to} bring innovativeness in product nature such as Hair colour Shampoo this tends to higher percentage of brand Preference. To have a close track on the market and to change the product packaging to make the consumer feel buying an innovated product. Better to use Rainbow pattern in the packaging part. Availability of the new innovative product and awareness about the product has to be publicized.

11. CONCLUSION

The survey helped in understanding the consumer preference and position of product in the market. It was observed that consumer's preferences were based on, Quality, benefits offered and packaging of shampoo product. Based on the results obtained, integrated marketing communication was suggested; preference to the product is based on the availability and percentage of offers provided for the product and the most preferable part by consumer is based on the fulfillment of their expectations such as Hair Cleaning, Anti-dandruff, Nourishment Moisture, Healthy and long hair, Silky hair, Shiny hair, Fragrance, Prevent rough and dry hair, Hair fall

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