

A Study on Analyzing Factors to Influence Buying Behaviour of Shampoo Consumers

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Abstract

Consumer behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption. It is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. It is the behaviour that consumers display in searching for, purchasing, using evaluating and disposing of, products and services that they expect will satisfy their needs. It is generally mediated by needs, motives, personality, perception, culture, learning, involvement, attitude, communication, persuasion, reference groups, family & social class. This report shows the consumer's psychology in shampoo marketing, and how consumers view a certain brand as “their” shampoo and are less tempted to stray. Only with consistent, appropriate branding and a high-quality product can a shampoo company hope to build a loyal user base. Shampoo Consumer behaviour research allows shampoo companies to market more effectively by including images and text designed to resonate with a target demographic and by scheduling those commercials during certain shows or time slots. As well, understanding behaviour may lead to changes in the design of a pilot product, a product's packaging or its position within the store. The aim of the research is to research on what are the factors that influences consumers' behaviour.

Key Words: Consumer Behaviour, Consumption, Motives, Personality, Perception, Culture, Learning, Involvement, Attitude, Communication, Persuasion, Reference Groups, Family & Social Class.

Introduction

Consumer behaviour refers to the way of acting or functioning by an individual in the context of surrounding environment. It is generally mediated by needs, motives, personality, perception, culture, learning, involvement, attitude, communication, persuasion, reference groups, family & social class. Consumer behaviour analysis helps to determine the direction that consumer behaviour is likely to make and to give preferred trends in product development. A Consumer gives suggestions to increase the attributes of the product through alternative communication methods. It includes the Study of what they buy, why they buy, when they buy, where they buy, how often they buy it, and how often they use it.

Consumer behaviour study is based on consumer buying behaviour, in which the customer plays the five distinct roles of Initiator, Influencer, Decider, Buyer, and User. Consumer behaviour

includes only the end users and their actions. Consumers do not always act or react as one would suggest. Shampoo consumer of the past reacted to price levels, if price & quality had positive relation. Today, shampoo consumer seeks value for money, less price but with superior features. There was the time when Shampoo product commercials made the picture of long and luxurious tresses that catch the sunshine and the attention of every one. Now the scene has changed. The consumer response indicates that the shift has occurred with the availability of more choice compared to pre-1991 era. In the past, when people only bathed a few times a month, let alone used any sort of soap products, shampoo was marketed solely as a medicinal, cleanliness product. At some point over the last century, shampoo migrated from a cleanliness product to a beauty product. Because shampoo has entered this new category of goods, its marketing placement is more important and influential to the target market. Consumers now view their shampoo choice as one that can make a difference in the way they look, smell, and feel. Under this new weight, shampoo marketers have started positioning consumers as responsible for the health and beauty of their hair. Essentially, consumer behaviour deals with how frequently a person may purchase shampoo from a company. It closely relates to elements of customer service--such as problem resolution and overall satisfaction--and to marketing strategies such as pricing, promotion and product placement.

Objectives

To find out the factors influencing consumer purchase behavior for shampoos.

To know about consumer behavior which gives preferred trends in shampoo product development.

To understand factors by which pricing and promotion strategies can be improved by shampoo manufacturers?

To understand the most preferable packaging style of shape and size according to current market trend.

To study of different buying habits of shampoo consumers.

To know the factors which impact on brand loyal shampoo consumption.

In the present competitive global shampoo market, it has been seen that manufacturers are increasingly focusing on the retention of their existing customers. The main goal of study is to analyze which factors influence consumer behaviour to buy shampoo product. The study is based on the analysis of consumer awareness towards shampoo usage. Consumer behaviour is affected by situation and consumer himself, that is, internal and external which is influenced by flow of information. The study of consumer behaviour provides companies with valuable information about its consumers and prospects, including probable likes and dislikes, spending patterns and motivators to purchase. This information helps companies to decide the appropriate time, and price for product launches, styles of sales promotions, and to schedule customer service staff and

more. Unlike many beauty products, shampoo is one that can be experimented with, since it is a low-cost product that involves little purchase risk. This means that shampoo brands rely on marketing professionals to help them stand out from a wall of similarly-priced products.

Each customer has his/her vanity, and Shampoo marketers appeal primarily to users' vanity. Each tries to position itself as the shampoo that will make the consumer's hair look, feel, and smell the best. Although depending on the people, different brands may approach this vanity differently; their main objective is to portray hair that is healthy and attractive. Commercials and print advertisements feature attractive, clean models with enviable locks and lifestyles. All these efforts are organized in such a way that it can be easy to understand the psychology of consumers. The consumer's psychology in shampoo marketing shows that how consumers view a certain brand as "their" shampoo and are less tempted to stray. Only with consistent, appropriate branding and a high-quality product can a shampoo company hope to build a loyal user base. Shampoo Consumer behaviour research allows shampoo companies to market more effectively by including images and text designed to resonate with a target demographic and by scheduling those commercials during certain shows or time slots. As well, understanding behaviour may lead to changes in the design of a pilot product, a product's packaging or its position within the store. Understanding why customers buy; what they do; also helps a company to make campaigns/commercials to encourage repeat purchase and referrals. Shampoo is a personal hygiene product that is very essential in our daily needs. It feeds consumers' physiological needs as it cleans the hair and provides other additional benefits such as conditioning, reducing dandruff, moisturizing, nourishing and etc. Usually, consumers purchase shampoo by recognizing the brand and sometimes ignore the fact about quality and price. Imported shampoos dominate the market. The aim of the research is to study what factors influence consumers' behavior.

Consumers make decisions based on different reasons, such as price, style, quality, fragrance
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doctor's suggestion & peer's influence. By being aware of consumers' current behavior, a company has an opportunity to create a competitive edge and to steal business from the competition. This can include strategically timed sales, new designs, improved customer service or even a new channel of distribution.

Availability of Various Brands of Shampoo

In the global market of shampoo market, there are some major brands of shampoo which are able to understand the consumer's psychology & their commercials also describe their mottos. Some of these are mentioned below with their specifications:

Pantene "Strength" Shows women practicing yoga and martial arts interspersed with clips of strong, shiny hair being tied in thick knots. It is used by females of age group of 12-45. It targets modern girls & women whose daily activities display resounding strength. Then, its commercial

gives the message to the target group that use Pantene pro-V and your hair will suffer up to 80% less breakage, plus body and shine.

Johnson & Johnson “Happy Hair targets the mothers of children aged between 0 and 7. Johnson & Johnson's “gentle” baby shampoo commercial implies that you can have the fun at the time of bath.

Head & Shoulders for Men “Fan in the Stands” Desire to be seen as a Tough Man because not many shampoos are marketed specifically to men. Most men don't ask too much from their hair, but they do want freedom from flakes and attention from attractive women. This commercial shows a successful athlete Minnesota Twins player Joe Mauer discusses his amazing hair and healthy scalp with a female fan, claiming that at least some of his success comes from Head & Shoulders. It covers males, ages 13-65.

Determinants for Purchase

The reason for the purchase raises the questions of what the shampoo product purchase should accomplish and for whom. By studying and understanding consumer behaviour, we can all become better consumers. Most of the people are as aware of cosmetic shampoo as herbal & medicated ones. In this regard shampoo manufacturers are adding these features in their products so that the product can appeal with more strength. Besides this; price, availability & packaging of the product also play an important role in buying the shampoo products. The study says that bonding with some prominent shampoo is so high that shampoo lover doesn't want to shift. They believe that their shampoo keeps hair clean, shiny & smooth.

Attributes of a particular brand also play an important role in the purchase. Features like reasonable price, fragrance, quality, & medications play significant role. Consumers in the shampoo market are not much conscious about the price but they are affected by quality. It plays an important role in purchase decision making.

Rationale of Consumers

Shampoo is a personal hygiene product that is very essential in our daily needs. It feeds consumers' physiological needs as it cleans the hair and provides other additional benefits such as conditioning, reducing dandruff, moisturizing, nourishing and etc. Rapid introduction of new brands of shampoo with technological advancement has made the job of studying consumer behaviour more imperative. The consumer would buy only those brands which are perceived to satisfy his needs and wants. It is a multi-million currency industry that contributes largely in the annual GNP (Gross National Product) and GDP (Gross Domestic Product). Usually, consumers purchase the thing by recognizing the brand and sometimes ignore the fact about quality and price. Imported shampoos dominate the market and the aim of the research is to research on what are the factors that influences consumers' behaviour and on a smaller scale, consumers' purchasing pattern and behaviour.

The most challenging and analytical subject which prevails in current scenario is consumer behaviour. It is a study of behavioural aspects of an individual which persuade towards buying decisions. This is about to highlight the factors which create an influential impact on consumer buying behaviour in reference to shampoo products. Targets are those people who use shampoo and trust the shampoo as their best solution for hair care. For understanding consumer behaviour, it is easy to predict consumer satisfaction level.

The study covers mainly six brands of hair shampoo as

- 1 L'oreal
- 2 Dove
- 3 Pantene
- 4 Heads & Shoulder
- 5 Sunsilk
- 6 Clinic Plus.

The whole appraisal of Shampoos is done from the angle of customer satisfaction. Any substitutes of Shampoos like washing soaps or natural products are not considered. Also Shampoos locally made by the unorganised sector and which are not branded have not been considered

.Research Methodology

The study is based on the exploratory as well as explanatory research methods for the research. Most of the questions are close ended. In part of Research Questions from 1 to 11 questions in the form of yes or no, ranking & choosing one alternative out of various alternatives. Only four open-ended questions are taken in the questionnaire because of time constraint. The number of questions related to consumer behavior research is 15. Other 5 questions are related to personal details.

Finding of Facts

- Around 92% people prefer to use shampoo while 8% people are not much aware to use shampoo. It shows that till the date, it can be marketed to make remaining 8% people to convert them into prospects. With the help of promotional tools, market can be explored.
- More than half, people are using their shampoo twice in a week. While only 5% people prefer to use daily shampoo. The number of peacock using shampoo once & thrice in a week is respectively 5% & 35%. This shows that in daily life mostly people are habitual to use shampoo tance in a week. By using the marketing tools they can be motivated to use thrice in a week as we take bath daily as our hair also requires more attention.
- Research report recommends that there are so many options available in the markets which are able to satisfy customers' needs. L'oreal, & Dove are preferred by 25% and 20% respectively. Head & Shoulder shampoo is liked by 15%, Pantene is used by 5%, Sunsilk

is used by 10%, 10% people like Clinic Plus and 15% people used some other shampoo brands which are not listed.

- Data is variable due to the price, quality, consciousness of consumers, their social circles, friends, family trends, satisfaction level & their income status etc.
- Most of the people are suffering from hair falling problem, due to their busy schedule of life, adverse climatic conditions, etc. 55% people use their particular shampoo because of their hair fall problem. 30% people believe in their shampoo due to conditioning level of brand. Some people, i.e. 10% are suffering from dandruff problem, so they are using anti dandruff shampoo. 5% loved the specific fragrance of their shampoo, this leads them to use particular brand.
- 60% of people preferred bottle packing in shampoo, 10% people prefer pouch packing, while 15% of people have no problem with packing style, while 15% have no problem with type of packing
- Almost 50% people are aware about the quality of their shampoo, they are not bothered about the price, but about 45% persons have combined point of view. They are equally aware about the price as well as quality and availability. In this regard 5% people are much concerned about the price of the shampoo; they search cheap products and compromise with quality.
- 5% people are affected by price, 40% people think that their shampoo is superior from others in quality, 10% are influenced because of availability, and 20% concentrate on brand of their shampoo in comparison to others shampoo. 25% are motivated by all the factors together.
- 70% people are sure that they are not planning to switch over their shampoo while 30% consumers are not loyal to their brands.
- As 70% consumers are brand loyal & 30% consumers are not so bonded to their brands, there are so many reasons for that. 15% consumers are affected with prices of their using products, 60% consumers are aware for the quality of their shampoo product. 5% people think about the availability whether 20% are affected by not only price, availability but also quality.
- Almost 35% consumers are not satisfied with their shampoo, they want improvement with their shampoo's quality; 25% people are interested in amendment in their shampoo's price & awareness equally; while 15% want to improve awareness of the shampoo.
- 35%, 30%, & 15% are inspired to purchase shampoo from their family, promotion tools, and friends with 35%, 30%, & 15% respectively. 20% are influenced by some other factors for making the buying decisions.
- Three fourth people of sample size are satisfied & 15% people are not satisfied with their

shampoo. Some of them are dissatisfied due to raising prices of their brand, some are hurt by falling quality & some are unhappy because they didn't get right solution of their hair problem. Besides this 10% people are neutral about their satisfaction level.

- 80% consumers are not impressed with the way of advertising and the brand ambassador for changing the buying preference. They are very conscious about their quality of the shampoo product. They make their decisions with their own rational. 10% people admitted that there is no factor playing a important role to make their buying decisions, while 10% consumers not influenced with the image of brand ambassador. A good & effective image of brand ambassador can change their mood to purchase the old brand of their shampoo.
- Almost 95% people are very much aware about their product's ingredients which make it a quality product. They are conscious to know the content, while 5% are not bothered to know about ingredient of their shampoo.
- 10% for consumers price matters but not at the cost of quality. Maximum Consumers are quality aware, so they are not affected with any change of price in their product whether the price are increased. 5% are admitted that they can shift from the product that they are using to that product which has comparatively low price, while 10% say that price matters but not at the cost of quality.

Limitations

- i. The students may be not brand loyal as they are impressed by friends prominently.
- ii. It is a time consuming process to get the exact view of students.
- iii. The funky attitude of the students is likely to be a limiting factor in gaining information.
- iv. Samples are randomly selected as per convenience, so error may creep in the observation.
- v. Due to incompletely filled questionnaires, unwillingness and carelessness on the part of the students, it is a challenge to get real reaction toward the product.

Conclusion

Shampoo is a personal hygienic product and has a large market. So, it is important to determine the factor which plays the pivotal role to influence the consumer purchasing behaviour. In this project, major factors are quality, theory of consumer ethnocentrism, and the social influence on their buying behavior. These variables form a combination to produce an impact as to manifest different behavior of a consumer. Conclusion of survey reveals that the consumer behavior depends on the following reasons: - product quality, family & friend circle influence. The doctor's prescription, advertisement, hair problem, price of the product, and self belief in the particular brand.

The consumers of shampoo are very sensitive and very much aware of the products. Awareness about the product regarding the ingredients is very high in the consumers. Influence in the purchase of the shampoos mainly depends on the hair problem. Influence of doctor and family is also very high.

Attributes of a particular brand also play an important role in the purchase. Attributes like reasonable price, fragrance, quality, & medications play a significant role. By the analysis it can be concluded that consumers in the shampoo market are not much conscious about the price but its quality plays important role. However, this leads to a culture in which very few people are shampoo loyalists, instead changing brands every time they buy a new bottle. Thus, one of the most effective ways for shampoo marketers to increase sales is to acquire more brand-loyal customers. There are several factors that influence loyalty to a shampoo: perceived quality, brand awareness, advertising attitudes, and distribution intensity.

This study shows the importance of psychology in shampoo marketing, and how consumers view a certain brand as “their” shampoo and are less tempted to stray. Only with consistent, appropriate branding and a high-quality product can a shampoo company hope to build a loyal user base. With the right marketing strategy, people will begin to move toward a signature shampoo in the same way they gravitate toward a signature perfume or cologne

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