

CONSUMER PREFERENCE OF HAIR CARE PRODUCT WITH SPECIAL REFERENCE TO SHAMPOO AT MAYILADUTHURAI TOWN

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ABSTRACT

The shampoo market today is very competitive. The shampoo consumer is confused about the existence of different products with different brand names. The companies that learn to give more preference for likes and dislikes of consumer alone will succeed. Therefore, knowing the consumer preference and what is in the minds of customer is very essential to capture the market. An attempt has been made by the researchers to know the consumer preference regarding brand, price, quality, quantity, availability, colour, attractive smell, advertisement, satisfaction etc.

INTRODUCTION

The success or failure in marketing depends upon the individuals reaction expressed in the form of buying pattern. Marketing is the business process through which product is matched with markets. The success of business firm greatly depends upon the how best they serve and satisfy their customers. When a firm market product or service, it should aim to enjoy consumer satisfaction and profit maximization. The producer or manufacturer take into account many factors such as customer needs, desire, prestige, income, education etc. The ultimate motive of all the marketing activities is consumer satisfaction.

STATEMENT OF THE PROBLEM

The shampoo consumer is confused about the existence of different products with different brand names. In the market for shampoo there is a keen competition among the marketers in every class of product. The present study attempts to know the buyer behavior of shampoo users. An attempt has been made by the researchers to know the consumer preference regarding brand, price, quality, quantity, availability, colour, attractive smell, advertisement, satisfaction etc.

NEED FOR THE STUDY

The shampoo market today is very competitive. The widespread competition results in continuing changes because a larger sum of money is spent by companies on research & development. The companies that learn to give more preference for likes and dislikes of consumer alone will succeed. Therefore, knowing the consumer preference and what is in the minds of customer is very essential to capture the market. Shampoo are also to satisfy some needs of the people like, cleaning the hair from dirt, conditioning the hair which strengthens and smoothen the hair making it soft and shiny and protect the hair from the harmful ultra violet rays of the sun. The manufacturer and marketer have to study the needs of the people and try to their product in such a way that they can give greater satisfaction to them.

OBJECTIVES OF THE STUDY

1. To study consumer preference for the different brands of shampoo.
2. To understand the buying decision of the consumer about different brands of shampoo.
3. To study the various factors influencing the consumer preference of shampoo in the study area.

METHODOLOGY

This study was purely based on primary data. Primary data were collected from the 250 respondents. The data were collected with the help of the questionnaire.

COLLECTION OF DATA

A questionnaire was designed and used as a tool for the collection of data from the respondents. The questionnaire was administered to the head of the family or any other member of the family available at the time of data collection.

ANALYSIS AND INTERPRETATION OF DATA

Data collected through primary sources and analyses with the help of simple percentage technique.

Table-1

BRAND PREFERENCE OF THE RESPONDENTS

S.No.	Brand Preference	No. of respondents	Percentage
1	Clinic Plus	35	14
2	Sun silk	10	04
3	Chick	05	02
4	Pantene	80	32
5	Vatika	05	02
6	Meera	25	10
7	Head & Shoulders	50	20
8	Dove	25	10
9	Clinic all clear	15	06
Total		250	100

Source: Primary Data

The table-1 shows the Brand preference of the Respondents with its percentage. From this it is understood that 32% of the respondents preferred Pantene shampoo followed by Head & Shoulders shampoo with 20%, and the least respondents chosen chick and vatika.

Table - 2

REASONS FOR PREFERRING PARTICULAR BRAND

S.No.	Reason	No. of Respondents	Percentage
1	Price	38	15
2	Quality	143	57
3	Availability	10	04
4	Size	15	06
5	Colour	18	07
6	Attractive smell	20	08
7	Advertisement	06	03
Total		250	100

Source: Primary Data

The table-2 shows that 57% of the respondents preferring the quality of the shampoo, followed by 15% of the respondents preferring the price, 8% of the respondents preferring the attractive smell, 7% of the respondents preferring the colour of shampoo, 6% of the respondents preferring the size, 4% of the respondents preferring the availability and 3% of the respondents are preferring the advertisement.

This analysis clearly exhibit that a vast majority of respondents opined that Quality is the main reason for preferring the particular brand of shampoo.

FINDINGS

The major findings of the study have been abridged here with:

- ❖ This reveals that female is the most users of shampoo.
- ❖ Majority of the respondents purchase the shampoo at the general store.
- ❖ Most of the respondents prefer Pantene shampoo next to Head & Shoulders shampoo.
- ❖ Majority of the respondent's opinion about the price of the shampoo is normal.
- ❖ More or less 3/5th of the respondents opined that quality is the main reason for preferring the particular brand of shampoo.
- ❖ Majority of the respondents are attracted and gathered the information from the television advertisement.
- ❖ It is seen from the above analysis 4/5th of the respondents are satisfied with their brand.

SUGGESTIONS

- ❖ Since the youth have wide variety of shampoo preference and also aware of many shampoo, the products can target this group while introducing new variety of shampoo.
- ❖ The women also have preferred a wide variety of shampoo, which could be used for introducing new shampoos.
- ❖ The shampoo producers can cater to the needs and taste of the men and women shampoo.
- ❖ The shampoo producing companies may improve the quality to satisfy the need of all the customers.
- ❖ They may offer extra quantity for same price of the shampoo.
- ❖ To improve the sales they make use of the advertisement in the power full media such as television, radio, magazines, journals etc.

CONCLUSION

Consumer behavior is a variable in the marketing sequence. It is not only interprets the product but also highly responsible for the image of the product. This study reveals that the marketing different brands of shampoo are influenced by the consumer behavior. Advertisement not only play adequate role in consumer preference. It is understood from the study that, buyer behavior is determined by economic and social, psychological personal and cultural factors. If the marketers may follow the above mentioned suggestions, they can achieve the required goals.

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