

Propensity of Consumer Behaviour towards Shampoo Brands (A Case Study of Sagar City, Madhya Pradesh)

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ABSTRACT:

In this competitive era, people are obsessed with their appearance and look. To improve their appearance & look people especially the youths they used so many products. Traditionally, only females are conscious toward their look & appearance but today, both male & female consumers are conscious towards their appearance. This trend has provided tremendous opportunity for the manufacturers to produce and sell of such products. Shampoo is one of the products, which has popularized from last two decades. Through advertisement, these products popularized even in remote areas of the country. Sagar city of Madhya Pradesh is a small city and almost all the modern products like shampoo is widely used by the residents irrespective of their age and other demographic factors. This paper is an effort to analyse the propensity of consumer of consumer behaviour towards shampoo in Sagar city through survey data. The survey data reveals both male & female are attuned towards shampoo and majority of consumers preferred price discount during the selection of shampoo brand. This paper has also tried to explore the level of consumer satisfaction and conclude that most of the customers are satisfied with their brand but they are looking for more satisfaction.

Keywords: FMCG, GDP, MNCs, Consumer Behaviour

INTRODUCTION:

Today consumer behaviour is changing very fast. Indian consumers have also been responding towards new and modern products introduced in this globalised era. The behaviour of consumers changed with the advent of new psyche, changing lifestyle, income and education level. Apart from new economic policy, globalization, modernization of society & hallow effect have also casted their shadow on behaviour of consumers. In fact, "Consumer is real deciding factor for all economic activities."(Jaswal,2014).With the changing behaviour of the consumers , market is also changing rapidly & is showing unprecedented boom in the market of several products. Companies monitor the change in buying pattern of consumers and change their production and marketing strategy accordingly. They used many sales promotion schemes, effective advertisement, inventing new products to attract consumers. However many companies fails to monitor fast changing consumer behaviour as a result, their products get away from the market."When any organization loses a customer they are not losing future earnings but also incurring the cost of finding new customers" (Thapa 2012).Due to stiff competition, he consumer behaviour plays a very important role in the success of any company or manufacturing firm. Shampoo market is one of the competitive & congested market, various brands are available. In

the fast changing market condition and its reaction on consumer behaviour, it is important to know that how consumers are behaving during the purchase of a particular segment. To know the changing behaviour towards shampoo product, a FMCG product, Sagar city of Madhya Pradesh has been selected for case study. This paper is an effort to know the propensity of consumer behaviour towards shampoo product. "FMCG stands for Fast moving consumer goods are also known as consumer packaged goods sector is an important part of consumption" (Sharma & Mehta 2012).

About the Shampoo Product

Shampoo is an important FMCG product and it is widely used by the majority of the consumers as a hair care. FMCG sector is the corner stone because it is an important contributor in India's GDP. FMCG products are also important as it touches every aspect of consumer's life. India's FMCG sector is the fourth largest sector in the economy. Main components of Indian FMCG industry are Household care, Personal care, Food & Beverages. Today FMCG market is very competitive, several consumer products have been introduced & popularized by passing time. Shampoo is a product which belongs to personal care component. "In the early days a shampoo could be defined as an effective cleansing agent for hair and scalp, but today the shampoo must do much more it must leave the hair easy to comb, lustrous and controllable whilst being convenient and easy to use." (Kazi 2013). The global shampoo market is expected to reach an estimated value of \$ 25.73 billion by 2019. The shampoo market today is very competitive & recorded constantly surge in sale. "Shampoo Market in India is in excess to Rs 4000 cr & has shown more than 15% year on year growth last few years" (Singh & Mishra 2012). Now-a-days shampoo is one of the significant product for both men & women. Many companies launched sachet & small packs of shampoo to target attract more and more consumers especially low level income groups & middle class.

"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" (Gopalamy, et al. 2013). Few years ago, the soap which used for bath was also used for washing hair. Consumers also used to wash hair with Lassi, Multani, Curd & other home made products, but now shampoo has taken the place of these traditional items. According to the study conducted by AC Nielsen 62 of the top 100 brands are owned by MNCs. Fifteen companies own these 62 brands and 27 of these brands are owned by HUL. The personal care category has the largest number of brands i.e, 21. There are 11 HUL brands in the 21, aggregating Rs 37999 crore or 54% of the personal category. In this modern era, the growth of hair care segment was taken place through shampoos, conditioners, hair gel, hair dyes 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. Right now so many brands are available in market. Hair care or shampoo, has been HUL's mainstay in personal products. The HUL's brands clinic plus, sunsilk, dove, tresemme, the consumers product giant has over 47% of the market worth more than Rs 5200 crore. Nearest rival P & G with a 21% share, has seen its market share shrinking. HUL have been consistently innovating in terms of price & product. HUL is leading overall shampoo market in the country. According to India Brand Equity Foundation report 2013, HUL has 46% share, P& G has 24%, Cavincare & Dabur 10% & 6% share respectively. "The market share of any product is highly determined by the purchasing behaviour of consumers" (Akarte & Arora 2012).

The above mentioned facts reveal the propensity among consumers towards shampoos. Today, consumers are more prudent in choosing product as they want more & more satisfaction. Their taste & preferences are changing & it leads radical transformation in lifestyles, exposure & spending patterns. Their avidity increasing day by day and they also aware about full return of their money. Due to these changing awareness and behaviour, only strong brand sustain in the market & differentiated from rivals. Now, the consumers pay attention only those brands which are relevant to their needs or interest & fitter out irrelevant ones. So it is important to analyse the consumer behaviour in general and regarding a selected brand in particular. With this objective, Shampoo brand of selected companies have been selected for examining the propensity of consumer behaviour.

OBJECTIVES OF THE STUDY:

Following objectives were set for the topic selected for the study:

1. To study brand preference among male & female consumers in Sagar City.
2. To study the buying behaviour of consumers.
3. To study level of satisfaction among male & female consumers.
4. To study factors that influence consumer behaviour.

REVIEW OF LITERATURE:

Several studies were conducted on consumer behaviour and other related issue of brand image in the country and also on the international brands. The research papers, books, articles, surveys also available which represented different aspects of consumer behaviour as well as the purchase in different parts of the country. Following relevant literature has been referred for conducted this case study:

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.

RESEARCH METHODOLOGY:

This study is descriptive in nature and mainly based on primary data. The total 60 samples selected for the study from Sagar city through Random Sampling Method. The data collected on the basis of purposive sampling in which 30 males and 30 females selected for the study to maintain the equal representation of male and female. A questionnaire was framed to collect the primary data and the data so collected was analysed with the help of simple statistical tools. The results were presented and interpreted as per the data obtained from survey.

ANALYSIS AND INTERPRETATION OF PRIMARY DATA

To know the propensity of consumer behaviour towards shampoo in Sagar city of Madhya Pradesh 60 samples were selected on random basis. The data collected on the issue selected for survey has been tabulated and classified under following tables:

1. Age of the respondents:

Age of the consumer is very significant factor in consumer’s interest, preferences, needs, choice and their decision making criteria. Generally youth tend towards appearance & look, and therefore, they prefer the products which helps to look better whereas old people show their scrimp behaviour while choosing product to buy. Following table indicates the age wise distribution of the respondents:

Table No.1 Age wise distribution of the respondents

Age wise respondents	No. of Respondents		Percentage %	
	Male	Female	Male	Female
Age (yrs)				
18 – 30	10	10	33	33
30 – 45	10	09	33	30
40 – 60	08	09	27	30
60 above	02	02	7	7

Source: Survey Data

The above mentioned table reveals that out of 60 respondents, 20 were having the age of 18-30. The ratio of male and female equal in this category. Total 4 (7%) respondents were having age of 60 and above. The other two classifications were 30-45 and 40-60 age group respectively. The male and female respondents were almost same in all categories. The aim to select stratified random samples to include the consumers of shampoo of different age groups in the survey.

2. Occupation of the respondents:

When we conduct an survey on any of the issue or product, occupation also plays an important role. In the present survey on propensity of consumer behaviour towards shampoo, occupation of the consumer is also important. The following table represents the occupation wise distribution of respondents

Table No.2 Occupation wise distribution of respondents

Occupation respondents	No. of Respondents		Percentage %	
	Male	Female	Male	Female
Student	07	04	23	13
Employee	11	12	37	40
Businessmen	03	11	10	37
Farmers	-	02	-	07
Others	09	01	30	03

Source: Survey Data

Students, employees, businessmen, farmers and other respondents were included in the survey. The above table shows the number of respondents representing their occupations. Total 38 percent employees, 23.33 percent businessmen and 18.33 percent students were included in the survey. 16.67 percent other persons and small representations were also included in the survey. Number of respondents further divided according to their occupation i.e 23% males & 13% females are, 37% males & 40% females are, 10% males & 37% females are, while 30% males & 03% females are involved in others.

3. Income of the respondents:

Income of the respondents is the main factor which influences the purchase decision accordingly the consumer behaviour. Though the companies launched small packs of almost all the products so that consumers of low income levels can also purchase the branded products according to their paying capacity but the income level decides the brand, frequency of purchase and also quality preference. Following table shows the income level of the respondents:

Table 3 Income wise distribution of respondents

Income wise distribution (Monthly)	No. of Respondents		Percentage %	
	Male	Female	Male	Female
Below 10000	02	04	07	13
10000-20000	03	03	10	10
20000-30000	13	07	43	23
30000 above	12	16	40	54

Source: Survey Data

Above table reveals that total 46.67 percent respondents were above the monthly income of Rs 30000. 33.33 percent respondents having monthly income of Rs 20000-30000 and 10 percent respondents were earning the monthly income of Rs 10000-20000 and below 10000 respectively. Though, the respondents were also categorized under male and female but the monthly income normally represents the family income and therefore, it is assumed that male and female both were represented their family income.

4. Use of Shampoo product:

In this modern era, usage rate of modern products has been constantly increasing. Today, many products have become necessity. Shampoo is one of the products which usage rate is increasing. The following table reveals the usage rate of shampoo product in Sagar city:

Table No. 4 Shampoo Usage Rate

Usage Rate	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
Yes	22	27	73	90
No	08	03	27	10

Source: Survey Data

The above table reveals that total 81.67 percent respondents were using shampoo in Sagar city. Further, table indicates that usage rate of shampoo among men and women are 90% and 73% respectively. Only 10% female and 27% male are not using shampoo. The reason for not using shampoo is use of soap in case of male and traditional items in case of females.

5. Trend of using shampoo:

Trend of using shampoo is also very important because the sale volume of product depends upon the frequency of using that particular product. The following table reveals the frequency of using shampoo:

Table No. 5 Frequency of shampoo use

Using Frequency	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
Per day	09	02	4	7
Twice in a week	03	14	14	52
Weekly	06	11	27	41
Monthly	04	0	18	0

Source: Survey Data

Above table reveals that 22.4 percent respondent were using shampoo daily. Among males this percentage was 40.9. 52 percent male and 14 percent females were using shampoo twice in a week while the combined percentage in this category was 35 percent. 27% male & 41% female were using shampoo weekly whereas 18% male were using shampoo monthly. Survey shows that the highest frequency of using shampoo is under weekly and twice in a week category.

6. Family Members using shampoo:

Use of shampoo is also depends upon the number of family members using shampoo. This fact decides the quantity used in a family and brands used in a family. In a family, it may possible that different family member's use different brands. Following table indicates number of family members using shampoo:

Table 6 Number of Family Members Using shampoo

No. of family members	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
1	03	01	14	4
2	05	11	23	41
3	06	05	27	18
More than 3	08	10	35	37

Source: Survey Data

Above table reveals that in 92 percent families, more than 3 members were using shampoo products. 16.67 percent respondent said that in their family 3 members were using shampoo whereas 26.67 percent said that 2 members in their family were using shampoo. It shows that there were very few families in which only one member is using shampoo.

7. Monthly Expenditure on shampoo:

Expenditure on a particular product shows the spending pattern of consumers. A major portion of monthly budget of consumers spends on essential products. Shampoo has also become a essential goods in a monthly grocery list of most of the families. The following table is showing monthly expenditure on shampoo:

Table No.7 Monthly Expenditure of Shampoo

Monthly Expenditure (Rs)	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
Below 100	05	04	23	15
100-200	05	04	23	15
200-300	07	12	31	44
More than 500	05	07	23	26

Source: Survey Data

It is assumed that the male and female respondents representing families when answering the question like monthly expenditure on shampoo. The table shows that majority of respondent's i.e.31 percent male and 44 percent females informed that their monthly expenditure on shampoo was ranged between 200 to 300. It has been found that in Sagar city, 23% male & 15% female were spending below Rs 100 on shampoo. 23% male and 15% females were spending Rs 100-200 and 23% male and 26% females were spending more than Rs 500 on shampoo.

8. Preference of Brands:

Trend to purchase branded products have increasing day by day .Consumers especially youths believes that brand name is a symbol of quality. Though, various brands available in market but consumers buy only those which are according to desire, needs and their paying capacity. Branded products have also become status symbol. Following table indicates preference of shampoo brands among consumers in Sagar city:

Table No. 8 Preference of Shampoo Brands

Shampoo Brands	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
Dove	02	04	9	15
Tresemme	02	01	9	4
Clinic Plus	03	07	14	26
Head & shoulders	14	02	64	7
Vatika	-	02	-	7
Patene	-	03	-	12
Sunsilk	-	06	-	22
Others	01	02	4	7

Source: Survey Data

Question was asked regarding the preference of respondents shampoo brand. 64 percent male respondents preferred Head & Shoulders shampoo brand. 14 percent of these respondents preferred Clinic plus and 9 percent preferred Dove & Tresemme. Among female respondents, 26% preferred Clinic Plus, 22% preferred Sunsilk, 15% preferred dove, 12% preferred Pantene, 7% preferred Head & shoulders & Vatika, and 4% preferred Tresemme. This trend shows that female consumers are not confined to any one brand while majority of male consumers like Head & Shoulder brand of shampoo.

9. Brand loyalty among consumers:

Brand loyalty of consumer is an important aspect while we analyse the propensity to buy any product. It shows consumer's trust, commitment and repeat purchase behaviour which leads to increasing trend of sales. The following table shows the brand loyalty of the respondents:

Table No. 9 Brand loyalty among consumers

Duration	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
Less than one year	08	07	36	26
More than one year	10	11	45	41
More than five years	01	04	5	15
More than ten years	01	03	5	11
Since now	02	02	9	7

Source: Survey Data

The table data shows that in Sagar city, 42.85 percent respondents were using shampoo brands from more than one year and 30.6 percent respondents were using their brand from less than one year. Respondents using their brand from more than 5 or 10 years were very less. Further, table revealed that 36% males and 26% females were using current brand from less than one year. 45% males and 41% females were using brand above one year. Among females, the percentage of brand loyalty is higher than male respondents especially in respect to using the brand from 5 or 10 years.

10. Various Sources of Information:

Sources of information are also important for buying behavior of a consumer. Consumers' gathers information of the products from different sources such as advertisement, magazines, radio and friends. The following table shows various sources of information from which the respondent of Sagar city has gathered information of shampoo brands:

Table No. 10 Various Sources of Information

Source	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
T.V. Advertisement	14	14	64	52
Newspaper	01	02	4	7
Magazines	02	03	9	11
Friends	05	08	23	30

Source: Survey Data

Above table reveals that 57.1 percent of respondents were influenced by T.V advertisement. This percentage among male and females was 64 percent and 52 percent respectively. About 27 percent were using the brand suggested by their friends. The male –female percentage in this category was 23 percent and 30 percent respectively. The remaining consumers of shampoo in Sagar city was gathered the information from news paper and magazines to select the shampoo brand.

11. Influencing factors:

Consumer behaviour is influenced by various factors. It depends upon the habits, liking and other conditions of the consumers. Advertisement, packaging, price, quality and sales promotion schemes are main factors which influences the consumers to buy the products. The following table shows the respondents influence towards shampoo:

Table No. 11 Factors Which Influence Consumer to Buy Shampoo Brands

Factors	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
Advertisement	05	09	23	33
Packaging	06	-	27	-
Price	03	-	14	-
Quality	10	14	45	52
Sales promotion schemes	03	04	14	15

Source: Survey Data

The above mentioned table reveals that 49 percent respondents were influenced by the quality of shampoo. 29 percent and 14.2 percent were influenced by advertisement and sales promotion schemes respectively. Surprisingly, the price (6.12%) aspect influence less in comparison to other factors. 45% male respondents and 52% female respondents influenced by quality which shows that most of the respondents influenced by quality & advertisement of shampoo brands.

12. Satisfaction level of consumers:

Satisfaction level of consumers plays key role behind success of any brand whereas consumer's discontent lead to failure of brand. Today consumers are more concerned regarding satisfaction because they want full value of their money. The following table reveals the satisfaction level:

Table No.12 Satisfaction level among consumers with current brand of Shampoo

Satisfaction level	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
Highly Satisfied	03	02	14	7
Satisfied	17	24	77	89
Dissatisfied	02	1	9	4

Source: Survey Data

The above table indicates that most of the respondents (84 percent) were satisfied with their current brand but when they respond that they are they are not highly satisfied, it means they are searching for a better brand. 6.12 percent respondents were dissatisfied with their current brand and it is a negative feature of that particular brand. It was found that 77% males and 89% females were satisfied with current brand which shows that retention of consumer with a particular brand is possible but efforts should be made to make the consumers highly satisfied.

13. Sales Promotion tools and consumer's response:

Promotion tools are incentives to pull new customers, for retaining existing customers, increasing sales. It also helps in rendering advertising and personal selling more effective. Promotion tools are very essential in present stiff competition especially in FMCG products. The respondents were asked about their views and choice of sales promotion tools. Following table shows some promotional tools which motivates consumer to buy shampoo:

Table No.13 Sales promotion tools and consumer's response

Promotional tools	No. of Respondents		Percentage (%)	
	Male	Female	Male	Female
Price discount	10	08	45	30
Free offer	04	07	18	26
One get one free	02	03	10	11
Distribution samples	-	06	-	22
More quantity	05	01	23	4
Others	01	02	4	7

Source: Survey Data

The above table shows that most of the respondents (37 percent) preferred price discount and free offer(22.2 percent) . About 10 to 12 percent respondents preferred one get one free, distribution samples and more quantity at same price. Data reveals that 45 percent male and 30 percent females preferred price discount and 18% males & 26% females preferred free offers when they buy shampoo. Though, the cost of sales promotion schemes normally included in the

price of the product itself but it influences the consumers psychologically to buy the shampoo and therefore, the companies introduces such schemes in a certain time interval.

CONCLUSION:

This study revealed that usage rate of shampoo among males & females has been high, most of the males (64%) prefer Head & Shoulders brand whereas most of the females (26%) are preferring Clinic Plus. Though, the other brands of the shampoo are also selling in the city but the liking rate is lower i.e. 22% for Sunsilk, 15% for Dove, 12% for Pantene. Females consumers of Sagar city are more scattered towards various brands as compared to the males consumers. It has been found that majority of female respondents not focused towards a particular brand. Most of the respondents are not very brand loyal. This indicates the switching, alluring and swinish behaviour of consumers in the city. It has been seen that T.V advertisement has played a significant role in purchasing shampoo. Most of the respondents are eager towards price, quality and sales promotion schemes. This study also depicts some influencing factors such as price discount, free offers, one get one free, distribution of samples which motivated consumers towards brands but majority of consumers preferred price discount. It is also found that majority of respondents are satisfied with current brand but not highly satisfied and they are looking for more satisfaction. In this stiff competitive era, it is imperative that the manufacturers should keep constant watch on the consumer behavior for not only retaining existing customers but also to alluring new customers for the products.

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