

CONSUMERS' PREFERENCE TOWARDS VARIOUS BRANDS OF SHAMPOO IN TIRUPUR TOWN

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ABSTRACT

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.

INTRODUCTION

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

the 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.

In the earlier times, marketers could arrive at a fair understanding of consumers through the daily experience of selling products to consumers. However, growth in the size of firms and markets has removed many marketing decision makers from direct contact with their consumers. Increasingly marketing managers have to turn to consumers. They are spending more than ever before to study consumers and to understand who buys? How do they buy? When do they buy? & Why do they buy? The studies may help to know the reasons behind consumers' preferences towards the various brands of shampoo in Tirupur town and to find the various attributes that influence the people in the purchases of shampoos. It also helps the manufacturer to know the profile of the consumers and the pattern of use and frequency of purchases.

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 than 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 thyo glycollate 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. 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 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.

OBJECTIVES OF THE STUDY

The present study is conducted with the following objectives.

1. To understand the concept of consumer behavior in general and the behaviour of consumers towards consumables in specific.
2. To identify the extend of brand awareness among the consumers.
3. To study the factors influencing the preference of consumers towards shampoo.
4. To analyze the preference of consumers based on their personal characteristics and
5. To contribute possible suggestions based on inquiry and analysis.

SIGNIFICANCE AND HYPOTHESES OF THE STUDY

Today the shampoo market is very congested and competitive and so many companies are trying to capture the market with their modern technologies. Each product is different by quality, price, perfume,

size, packaging and the like. Hence, it becomes very essential to know what factors influencing the customers much towards a particular brand. So, that the market could be assessed to know the reasons and situations motivating the consumer for preferring a particular brand. This study has been undertaken with a view to analyze the consumer preference for "shampoo" and how consumers select the shampoo and on what basis they are going to select.

In this study, the researcher chooses two null hypotheses (i.e.) 1. There is no significant difference in the brand preference and level of satisfaction in the brand choice of the consumers on the basis of gender, age, income level and family size grouping. 2. There is no significant difference in the perception regarding brand and level of satisfaction in the brand choice based on the gender, age, income level and family size classification.

RESEARCH METHODOLOGY

The methods of data collections are of two types' viz., primary data and secondary data. The primary data are those, which are collected afresh and for the first time, and thus happen to be original in nature. The secondary data, on the other hand, are those which have already been collected by someone else and which have been passed through the statistical process. In this study, primary data are used. The primary data are collected through questionnaire, from the retail shopper etc. First of all the researcher has created a good rapport with the respondents to get the adequate and reliable information. Since the respondents belong to town area, the researcher explains the nature of questions very smoothly. Whenever, they have doubt regarding any question, the researcher clearly explains the purpose and the meanings of the questions. The researcher spends 10 minutes per respondent to get the relevant information. This study covers the months of June 2010 October 2010 to analyze the study on consumers' preference towards various brands of shampoo.

Sampling may be defined as the selection of some part of an aggregate or totality based on which a judgment or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it. The first stage in sampling is to select and finalize the area of sampling for the present study. The town namely, Tirupur is chosen for the study. The familiarity of the researcher with the conditions of town is one of the reasons for the purpose of this selection of the study area. The field

survey technique and questionnaire method were employed to collect data. A sample size of 300 respondents was taken to obtain an accurate study. The respondents were selected using stratified random sampling method from amongst the list of normal residents of Tirupur town. Personal interviews were also conducted with dealers and sales representatives.

The present study is consumers' preference towards the various brands of shampoo by adopting the descriptive and analytical research based on empirical observations and comprehensive survey. The descriptive research means it includes surveys and fact - findings enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In analytical research, the researcher has to use facts or information already available and analyze these to make a critical evaluation of the material. Initially the researcher develops a set of questions relating to the consumers' preference towards various brands of shampoo. Then the questions are developed and reviewed by the subject experts. Some modifications, additions and deletions of questions are made according to the opinion of the experts. Then the pilot study is conducted on a sample of 30 respondents (10% of the sample size) in different streets in different areas. Based on the experience of the pilot study some changes are made by the researcher. The data collected are edited, codified, classified, tabulated, analyzed and interpreted. The collected data are analyzed through Simple Percentages and Chi-square test.

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 300 consumers spread over Tirupur 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.

ANALYSIS AND INTERPRETATION OF DATA

The results of the analysis of the collected data are presented below. The following Table 1 explains the profile of the surveyed respondents in Tirupur.

TABLE 1

Out of the 300 respondents, majority of 61% of them are female respondents. This shows that female respondents are greater in number than male respondents. Majority i.e. 41.67% of the respondents are in the age group of 21 - 30 years, 38% of the respondents have studied upto HSC level. Majority i.e. 65.33% of buyers are employees. Of the total 36.67% of the respondents have their income level below Rs.2500 per month and 55.67% of the respondents belong to the family size of upto 4 members.

TABLE 2

The consumers' preferences of various brands of shampoo that are available in the market were obtained based on the answer elicited from the questionnaire. About 26% of the consumers opted for Clinic Plus that accounts the maximum number of 78 out of 300 persons contacted. Sun Silk was preferred by 26% of the respondents. 12% of the respondents are preferred Pantene, 9.33% of the respondents are preferred Meera Shampoo and 17.67% of the respondents are preferred Head & Shoulder. It may be concluded that Clinic Plus is the brand preferred by maximum number of consumers followed by consumers who prefer Sunsilk and Head & Shoulder.

TABLE 3

From the above table 3, it is inferred that among 300 respondents 42 percent of the respondents agree that the various brands of shampoo remove the Dandruff and Dryness, while 4.67 percent of the respondents strongly disagree the statement that various brands of shampoo remove the Dandruff and Dryness. 38.66 percent of the respondents (out of 300) strongly disagree that the various brands of shampoo are herbal in nature while 2.67 of the respondents strongly agree that the shampoos are herbal in nature. Among 300 respondents 40 percent of the respondents informed that the shampoos avoid unpleasant odour, while 7 percent of the respondents strongly disagree the view that the shampoos avoid unpleasant odour, 29 percent of the respondents agree that the shampoos revitalize Dull Hair while 15.67

percent of the respondents disagree the above statement., 51.67 percent of the respondents are neutral in agreeing that the shampoos avoid hair bristling while 4 percent of the respondents strongly agree that the various brands of shampoos avoid hair bristling, 40 percent of the respondents informed that shampoos are giving more usage for low price while 8.33 percent of the respondents disagree the usage of the shampoo for low price. 36 percent of the respondents agree the fragrance of the shampoo, 32 percent of the respondents strongly agree the fragrance of the shampoo while 5 percent of the respondents disagree the fragrance of the various brands shampoo. 43.67 percent of the respondents are disagree the statement that the shampoos Control from Hair Fall and Grey Hair, 41.33 of the respondents strongly disagree the statement that is the shampoos control from Hair Fall and Grey Hair, 54 percent of the respondents gave their acceptance for the shampoos are helpful to wash Easily with Less Water, 37.33 percent of the respondents strongly agree the above statement, while 8.67 percent of the respondents are neutral in giving their acceptance for wash Easily with Less Water, 37 percent of the respondents agree the quality of various brands of shampoos, 20 percent of the respondents are neutral in giving their acceptance for the quality of the shampoos, while 7 percent of the respondents strongly disagree the quality of the shampoos. 44.33 percent of the respondents agree the affordable price of the shampoos, 6 percent of the respondents opined that the price of the shampoos are not affordable and strongly disagree the price of the shampoos.48 percent of the respondents opined that the shampoos are purchased fro their brand image,5.33 percent of the respondents disagree the above statement. 38.33 percent of the respondents are neutral in giving their acceptance for the status of the shampoos, 9.33 percent of the respondents disagree the status of the brand of the shampoos in the market.46.67 percent of the respondents agree the perfume quality of the shampoos, 25 percent of the respondents strongly agree the perfume quality of the shampoos, while 2 percent of the respondents disagree the perfume quality in the shampoos.

TABLE 4

Majority i.e. 60% of the consumers like to buy 8 ml packets for their usage. About 17%, 13%, 5.33% and 4.67% of the consumers opt to buy 100 ml, 50 ml, 4 ml and 200 ml packets / tins respectively.

TABLE 5

In the reasons of consistency, 14% of the respondents

buy for their habitualness, 11.67% of the respondents on the basis of value for money, 8% of the respondents on the basis of health basis and the remaining 5.33% of the respondents on the basis of not liking others. Remaining 17%, 15%, 7% and 22% of the respondents who change their brands of shampoo fall under the categories of like to try other brands, just for a change, doctor's advice and all brands are same respectively.

TABLE 6

Majority of the respondents 42% give more importance to extra quality for the types of sales promotion. About 15% of the respondents expect increase in quantity for constant price. Remaining 11.33%, 9.67%, 9%, and 13% of the respondents give importance to price discount, free gifts, free coupons and free products samples respectively.

TABLE 7

Majority of the consumers 38% fall under the category of below 1 year and 23% of consumers fall under the category of 1 - 5 years. About 28.33% of the consumers fall under the category of 6 - 10 years and the remaining consumers of 10.67% fall under the category of above 10 years.

RELATIONSHIP BETWEEN THE GENDER OF THE RESPONDENTS AND THE BRAND PREFERENCE OF SHAMPOO

The need for brand preference of shampoo is given in table 8 and Chi-square test is applied to find out the association between the gender of the respondents and the brand preference of shampoo.

TABLE 8

As the calculated Chi-square value (2.520) is less than the table value (12.592) at 5% level of significance for 6 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the gender of the respondents and the brand preference of shampoo is not significant.

RELATIONSHIP BETWEEN THE AGE GROUP OF THE RESPONDENTS AND THE BRAND PREFERENCE OF SHAMPOO

In order to find out the association between the age group of the respondents and the brand preference of shampoo is presented in table 9.

TABLE 9

As the calculated Chi-square value (6.429) is less than the table value (28.869) at 5% level of significance for 18 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the age group of the respondents and the brand preference of shampoo is

not significant.

RELATIONSHIP BETWEEN THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND THE BRAND PREFERENCE OF SHAMPOO

In order to find out the association between the educational qualification of the respondents and the brand preference of shampoo is presented in table 10.

TABLE 10

As the calculated Chi-square value (14.904) is less than the table value (36.415) at 5% level of significance for 24 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the educational qualification of the respondents and the brand preference of shampoo is not significant.

RELATIONSHIP BETWEEN THE OCCUPATION OF THE RESPONDENTS AND THE BRAND PREFERENCE OF SHAMPOO

In order to find out the association between the occupation of the respondents and the brand preference of shampoo is presented in table 11.

TABLE 11

As the calculated Chi-square value (30.072) is less than the table value (36.415) at 5% level of significance for 24 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the occupation of the respondents and the brand preference of shampoo is not significant.

RELATIONSHIP BETWEEN THE MONTHLY INCOME OF THE RESPONDENTS AND THE BRAND PREFERENCE OF SHAMPOO

In order to find out the association between the monthly income of the respondents and the brand preference of shampoo is presented in table 12.

TABLE 12

As the calculated Chi-square value (19.578) is less than the table value (28.869) at 5% level of significance for 18 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the monthly income of the respondents and the brand preference of shampoo is not significant.

RELATIONSHIP BETWEEN THE FAMILY SIZE OF THE RESPONDENTS AND THE BRAND PREFERENCE OF SHAMPOO

In order to find out the association between the family size of the respondents and the brand preference of shampoo is presented in table 13.

TABLE 13

Null hypothesis: The association between the family size of the respondents and the brand preference of shampoo is not significant.

As the calculated Chi-square value (2.888) is less than the table value (21.026) at 5% level of significance for 12 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the family size of the respondents and the brand preference of shampoo is not significant.

RELATIONSHIP BETWEEN THE VOLUME OF TINS / PACKETS AND THE BRAND PREFERENCE OF SHAMPOO

In order to find out the association between the volume of tins / packets and the brand preference of shampoo is presented in table 14.

TABLE 14

Null hypothesis: The association between the volume of tins / packets and the brand preference of shampoo is not significant.

As the calculated Chi-square value (20.704) is less than the table value (36.415) at 5% level of significance for 24 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the volume of tins / packets and the brand preference of shampoo is not significant.

RELATIONSHIP BETWEEN THE PERIOD OF USAGE AND THE BRAND PREFERENCE OF SHAMPOO

In order to find out the association between the period of usage and the brand preference of shampoo is presented in table 15.

TABLE 15

Null hypothesis: The association between the period of usage and the brand preference of shampoo is not significant.

As the calculated Chi-square value (19.369) is less than the table value (28.869) at 5% level of significance for 18 degrees of freedom, the null hypothesis is accepted and it could be concluded that the association between the period of usage and the brand preference of shampoo is not significant.

SUGGESTIONS

The following suggestions are given to the manufacturers of shampoo who market them in the study area.

1. Since the consumers in the study area have strong brand loyalty to the brands used by them, manufacturers of shampoo of various brands may take use of this opportunity to maintain the demand by supplying the

shampoo in the same quality.

2. The consumers have viewed quality and price of the shampoo and so manufacturers may pass on concession to the consumers by way of offering extra quality, price discount and other sales promotional methods.
3. The manufacturers of Sunsilk, Clinic Plus and Head & Shoulder face stiff competition from one another and other brands of shampoo marketed. So they shall have to maintain their share by adapting promotional strategies which include extra quality, price discount and other sales promotional techniques.

CONCLUSION

Majority of the consumers prefer Sunsilk, Clinic Plus and Head & Shoulder because they are more used for low price, fragrance, avoidance of unpleasant odour, revitalization of dull hair and their quality. In this study, the researcher has found that the majority of the male and female consumers prefer Sunsilk, Clinic Plus and Head & Shoulder respectively. The higher income level group people prefer Pantene. Normal income level group people prefer Sunsilk and Head & Shoulder and low income level group people prefer Clinic Plus. Even, there is a stiff competition from other brands, Sunsilk, Clinic Plus and Head & Shoulder have the majority of the market share.

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Table I
GENERAL PROFILE OF THE RESPONDENTS

Sl. No.	FACTORS	CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	GENDER	Male	117	39.00
		Female	183	61.00
2.	AGE GROUP	Below 20 years	91	30.33
		21 – 30 years	125	41.67
		31 – 40 years	57	19.00
		Above 40 years	27	9.00
3.	OCCUPATION	Agriculture	15	5.00
		Businessmen	46	15.33
		Employed	196	65.33
		Professional	21	7.00
		Others	22	7.33
4.	EDUCATIONAL QUALIFICATION	Upto HSC	114	38.00
		Under Graduate	78	26.00
		Post Graduate	46	15.33
		Technical	40	13.33
		Professional	22	7.34
5.	MONTHLY INCOME	Below Rs.2,500	110	36.67
		Rs.2,501 – Rs.5,000	97	32.33
		Rs.5,001 – Rs.10,000	66	22.00
		Above Rs.10,000	27	9.00
6.	SIZE OF THE FAMILY	Upto 4 members	167	55.67
		5 – 7 members	118	39.33
		Above 8 members	15	5.00

Table 2
BRAND PREFERENCE BY THE RESPONDENTS

Sl. No.	BRANDS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Sunsilk	66	22.00
2.	Clinic Plus	78	26.00
3.	Pantene	36	12.00
4.	Meera	28	9.33
5.	Head & Shoulder	53	17.67
6.	Chik	27	9.00
7	Power	12	4.00
	TOTAL	300	100.00

Source: Primary Data

Table 3
REASONS FOR PREFERRING VARIOUS BRANDS OF SHAMPOO

Sl. No.	Reasons	Opinion of the Respondents					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
1.	Remove Dandruff and Dryness	69 (23.00)	126 (42.00)	60 (20.00)	31 (10.33)	14 (4.67)	300 (100.00)
2.	Herbal in Nature	8 (2.67)	30 (10.00)	68 (22.67)	78 (26.00)	116 (38.66)	300 (100.00)
3.	Avoid Unpleasant Odour	120 (40.00)	76 (25.33)	50 (16.67)	33 (11.00)	21 (7.00)	300 (100.00)
4.	Revitalize Dull Hair	57 (19.00)	87 (29.00)	51 (17.00)	47 (15.67)	58 (19.33)	300 (100.00)
5.	Avoid Hair Bristling	12 (4.00)	39 (13.00)	155 (51.67)	51 (17.00)	43 (14.33)	300 (100.00)
6.	More Usage for Low Price	71 (23.67)	144 (48.00)	60 (20.00)	25 (8.33)	0 (0.00)	300 (100.00)
7.	Fragrance	96 (32.00)	138 (46.00)	51 (17.00)	15 (5.00)	0 (0.00)	300 (100.00)
8.	Control from Hair Fall and Grey Hair	0 (0.00)	15 (5.00)	30 (10.00)	131 (43.67)	124 (41.33)	300 (100.00)
9.	Wash Easily with Less Water	112 (37.33)	162 (54.00)	26 (8.67)	0 (0.00)	0 (0.00)	300 (100.00)
10.	Quality	54 (18.00)	111 (37.00)	60 (20.00)	54 (18.00)	21 (7.00)	300 (100.00)
11.	Price	60 (20.00)	133 (44.33)	56 (18.67)	33 (11.00)	18 (6.00)	300 (100.00)
12.	Brand	51 (17.00)	144 (48.00)	50 (16.67)	39 (13.00)	16 (5.33)	300 (100.00)
13.	Status	25 (8.34)	57 (19.00)	115 (38.33)	75 (25.00)	28 (9.33)	300 (100.00)
14.	Perfume	75 (25.00)	140 (46.67)	53 (17.67)	26 (8.66)	6 (2.00)	300 (100.00)
15.	Herbal Nature	18 (6.00)	45 (15.00)	71 (23.67)	126 (42.00)	40 (13.33)	300 (100.00)

Source: Primary Data

(Figures in brackets are shown Percentages)

Table 4
VOLUME OF TINS / PACKETS OF SHAMPOO PREFERRED

Sl. No.	VOLUME PREFERRED	NUMBER OF RESPONDENTS	PERCENTAGE
1.	4 ml	16	5.33
2.	8 ml	180	60.00
3.	50 ml	39	13.00
4.	100 ml	51	17.00
5.	200 ml	14	4.67
	TOTAL	300	100.00

Source: Primary Data

Table 5
REASONS FOR CONSISTENCY / CHANGE IN BUYING THE PARTICULAR BRAND OF SHAMPOO

Sl. No.	REASONS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Habitualness	42	14.00
2.	Value for money	35	11.67
3.	Health basis	24	8.00
4.	Don't like others	16	5.33
5.	Like to try other brands	51	17.00
6.	Just for a change	45	15.00
7.	Doctor's advice	21	7.00
8.	All brands are same	66	22.00
	TOTAL	300	100.00

Source: Primary Data

Table 6
TYPES OF SALES PROMOTION

Sl. No.	TYPES OF SALES PROMOTION	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Price discount	34	11.33
2.	Extra quality	126	42.00
3.	Free gifts	29	9.67
4.	Increase in quantity for constant price	45	15.00
5.	Free coupons	27	9.00
6.	Free product samples	39	13.00
	TOTAL	300	100.00

Source: Primary Data

Table 7
PERIOD OF UASGE

Sl. No.	PERIOD	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Below 1 Year	114	38.00
2.	1 – 5 Years	69	23.00
3.	6 – 10 Years	85	28.33
4.	Above 10 Years	32	10.67
	TOTAL	300	100.00

Source: Primary Data

Table 8
GENDER AND BRAND PREFERENCE OF SHAMPOO

Sl. No.	GENDER	BRAND PREFERENCE OF SHAMPOO							TOTAL
		SUNSLK	CLINIC PLUS	PANTENE	MEERA	HEAD & SHOULDER	CHICK	POWER	
1.	Male	9 (25.74)	38 (30.42)	15 (14.04)	11 (10.92)	26 (20.67)	10 (10.53)	8 (4.68)	117
2.	Female	57 (40.26)	40 (47.58)	21 (21.96)	17 (17.08)	27 (32.33)	17 (16.47)	4 (7.32)	183
	TOTAL	66	78	36	28	53	27	12	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the gender of the respondents and the brand preference of shampoo is not significant.

TABLE 9
AGE GROUP AND BRAND PREFERENCE OF SHAMPOO

Sl. No.	AGE GROUP	BRAND PREFERENCE OF SHAMPOO							TOTAL
		SUNSILK	CLINIC PLUS	PANTENE	MEERA	HEAD & SHOULDER	CHICK	POWER	
1.	Below 20 years	22 (20.02)	20 (23.66)	11 (10.92)	10 (8.49)	15 (16.08)	9 (8.19)	4 (3.64)	91
2.	21 – 30 years	30 (27.50)	31 (32.50)	14 (15.00)	10 (11.67)	25 (22.08)	10 (11.25)	5 (5.00)	125
3.	31 – 40 years	8 (12.54)	19 (14.82)	8 (6.84)	6 (5.32)	9 (10.07)	5 (5.13)	2 (2.28)	57
4.	Above 40 years	6 (5.94)	8 (7.02)	3 (3.24)	2 (2.52)	4 (4.77)	3 (2.43)	1 (1.08)	27
	TOTAL	66	78	36	28	53	27	12	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the age group of the respondents and the brand preference of shampoo is not significant.

TABLE 10
EDUCATIONAL QUALIFICATION AND BRAND PREFERENCE OF SHAMPOO

Sl. No.	EDUCATIONAL QUALIFICATION	BRAND PREFERENCE OF SHAMPOO							TOTAL
		SUNSILK	CLINIC PLUS	PANTENE	MEERA	HEAD & SHOULDER	CHICK	POWER	
1.	Upto HSC	24 (25.08)	26 (29.64)	15 (13.68)	10 (10.64)	25 (20.14)	10 (10.26)	4 (4.56)	114
2.	Under Graduate	19 (17.16)	20 (20.28)	10 (9.36)	7 (7.28)	13 (13.78)	7 (7.02)	2 (3.12)	78
3.	Post Graduate	10 (10.12)	14 (11.96)	4 (5.52)	5 (4.29)	7 (8.13)	4 (4.14)	2 (1.84)	46
4.	Technical	10 (8.8)	14 (10.4)	4 (4.8)	3 (3.73)	5 (7.07)	3 (3.6)	1 (1.6)	40
5.	Professional	3 (4.84)	4 (5.72)	3 (2.64)	3 (2.05)	3 (3.89)	3 (1.98)	3 (0.88)	22
	TOTAL	66	78	36	28	53	27	12	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the educational qualification of the respondents and the brand preference of shampoo is not significant.

TABLE 11
OCCUPATION AND BRAND PREFERENCE OF SHAMPOO

Sl. No.	OCCUPATION	BRAND PREFERENCE OF SHAMPOO							TOTAL
		SUNSILK	CLINIC PLUS	PANTENE	MEERA	HEAD & SHOULDER	CHICK	POWER	
1.	Agriculture	4 (3.3)	6 (3.9)	1 (1.8)	1 (1.4)	1 (2.65)	1 (1.35)	1 (0.6)	15
2.	Businessmen	2 (10.12)	18 (11.96)	8 (5.52)	5 (4.29)	10 (8.13)	2 (4.14)	1 (1.84)	46
3.	Employed	51 (43.12)	36 (50.96)	23 (23.52)	20 (18.29)	38 (34.63)	20 (17.64)	8 (7.84)	196
4.	Professional	5 (4.62)	8 (5.46)	2 (2.52)	1 (1.96)	2 (3.71)	2 (1.89)	1 (0.84)	21
5.	Others	4 (4.84)	10 (5.72)	2 (2.05)	1 (2.05)	2 (3.89)	2 (1.98)	1 (0.88)	22
	TOTAL	66	78	36	28	53	27	12	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the occupation of the respondents and the brand preference of shampoo is not significant.

TABLE 12
MONTHLY INCOME AND BRAND PREFERENCE OF SHAMPOO

Sl. No.	MONTHLY INCOME	BRAND PREFERENCE OF SHAMPOO							TOTAL
		SUNSILK	CLINIC PLUS	PANTENE	MEERA	HEAD & SHOULDER	CHICK	POWER	
1.	Below Rs.2,500	10 (24.2)	23 (28.6)	13 (13.2)	14 (10.27)	30 (19.43)	14 (9.9)	6 (4.4)	110
2.	Rs.2,501 – Rs.5,000	31 (21.34)	27 (25.22)	10 (11.64)	9 (9.05)	10 (17.14)	7 (8.73)	3 (3.88)	97
3.	Rs.5,001 – Rs.10,000	20 (14.52)	18 (17.16)	10 (7.92)	3 (6.16)	9 (11.66)	4 (5.94)	2 (2.64)	66
4.	Above Rs.10,000	5 (5.94)	10 (7.02)	3 (3.24)	2 (2.52)	4 (4.77)	2 (2.43)	1 (1.08)	27
	TOTAL	66	78	36	28	53	27	12	300

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null hypothesis: The association between the monthly income of the respondents and the brand preference of shampoo is not significant.

TABLE 13
FAMILY SIZE AND BRAND PREFERENCE OF SHAMPOO

Sl. No.	MONTHLY INCOME	BRAND PREFERENCE OF SHAMPOO							TOTAL
		SUNSILK	CLINIC PLUS	PANTENE	MEERA	HEAD & SHOULDER	CHICK	POWER	
1.	Upto 4 members	40 (36.74)	40 (43.42)	18 (20.04)	16 (15.59)	31 (29.50)	15 (15.03)	7 (6.68)	167
2.	5 – 7 members	23 (25.96)	34 (30.68)	16 (14.16)	11 (11.01)	20 (20.85)	10 (10.62)	4 (4.72)	118
3.	Above 8 members	3 (3.3)	4 (3.9)	2 (1.8)	1 (1.4)	2 (2.65)	2 (1.35)	1 (0.6)	15
	TOTAL	66	78	36	28	53	27	12	300

Source: Primary Data
(Figures given in the brackets represent the Expected Frequency)

TABLE 14
VOLUME OF TINS / PACKETS AND BRAND PREFERENCE OF SHAMPOO

Sl. No.	VOLUME OF TINS / PACKETS	BRAND PREFERENCE OF SHAMPOO							TOTAL
		SUNSILK	CLINIC PLUS	PANTENE	MEERA	HEAD & SHOULDER	CHICK	POWER	
1.	4 ml	2 (3.52)	5 (4.16)	2 (1.92)	1 (1.49)	4 (2.83)	1 (1.44)	1 (0.64)	16
2.	8 ml	48 (39.6)	37 (46.8)	20 (21.6)	16 (16.8)	35 (31.8)	18 (16.2)	6 (7.2)	180
3.	50 ml	10 (8.58)	10 (10.14)	5 (4.68)	4 (3.64)	5 (6.89)	3 (3.51)	2 (1.56)	39
4.	100 ml	3 (11.22)	22 (13.26)	7 (6.12)	6 (4.76)	7 (9.01)	4 (4.59)	2 (2.04)	51
5.	200 ml	3 (3.08)	4 (3.64)	2 (1.68)	1 (1.31)	2 (2.47)	1 (1.26)	1 (0.56)	14
	TOTAL	66	78	36	28	53	27	12	300

Source: Primary Data
(Figures given in the brackets represent the Expected Frequency)

TABLE 15
PERIOD OF USAGE AND BRAND PREFERENCE OF SHAMPOO

Sl. No.	PERIOD OF USAGE	BRAND PREFERENCE OF SHAMPOO							TOTAL
		SUNSILK	CLINIC PLUS	PANTENE	MEERA	HEAD & SHOULDER	CHICK	POWER	
1.	Below 1 year	23 (25.08)	23 (29.64)	22 (13.68)	15 (10.64)	15 (20.14)	12 (10.26)	4 (4.56)	114
2.	1 – 5 years	18 (15.18)	20 (17.94)	4 (8.28)	5 (6.44)	14 (12.19)	5 (6.21)	3 (2.76)	69
3.	6 – 10 years	20 (18.7)	26 (22.1)	6 (10.2)	5 (7.93)	18 (15.02)	7 (7.65)	3 (3.4)	85
4.	Above 10 years	5 (7.04)	9 (8.32)	4 (3.84)	3 (2.99)	6 (5.65)	3 (2.88)	2 (1.28)	32
	TOTAL	66	78	36	28	53	27	12	300

Source: Primary Data
(Figures given in the brackets represent the Expected Frequency)