

# A STUDY OF ASSOCIATION OF ATTRIBUTES FOR VARIOUS SHAMPOO PRODUCTS IN INDIAN RURAL MARKET

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**Abstract** The time has gone when Fast Moving Consumer Goods (FMCGs) companies ignored rural market, they showed no concerns to produce or sell products in rural market in India. It was believed that the necessities of rural consumers are very limited on one hand, and their paying capacity is much lower than the urban consumers on the other. It was the initial stage of FMCG companies in India. Recent trends revealed that rural consumers are increasingly beginning to think and spend like urban consumers in India. The socio-economic status of Indian rural consumers is changing rapidly.

The hair care market in India is estimated at around US\$ 200 million. Hair care products consist of hair oils, shampoos, conditioners and hair colours. The shampoo market is the fastest growing item within personal product category. The Indian shampoo market is estimated at around US\$ 550 million. As per the industry estimates, the urban market penetration of shampoo was about 40% whereas in the rural market usage was of the order of 10 % of the total population. Thus, there is a considerable scope for expansion by converting non-users.

This paper examines the association of attributes for various shampoo products in Indian rural market; and attempts to assess the perception of rural consumers for them. The findings and the implications of the study would not only help the shampoo producing companies and marketers but also set guide lines for future research.

**Key Words** FMCGs, Personal Product Category, Rural Market Penetration, Rural Buyer Behavior, STP Strategy, Differentiation.

## INTRODUCTION

*“The Soul of India Dwells in Villages”- Mahatma Gandhi*

Indian rural market has a vast size and demand base. If we go by statistics, roughly around 72% of the Indian population lives in the rural areas and contributes nearly half of the country's GDP. This rural India spreads in 638,588 villages where 741.6 million people live (Census of India, 2001). At present, the approximate size of rural market ranges from 500-700 million. In coming 20 years, Indian rural market will be larger than the total consumer markets in countries such as South Korea or Canada today, and almost four times the size of today's Indian urban market. Undoubtedly, this increasing immensity of Indian rural market is very lucrative for any marketer. On the other hand, due to competition in the urban market, it is more or highly saturated as most of the capacity of the purchasers has been targeted by the marketers. So, the marketers are looking for extending their product categories to an unexplored market i.e. the rural market. Some companies have even re-engineered products, pricing and packaging to customize features and

value relevant for these markets. For instance, Godrej has introduced *Chotukool* refrigerator; Vortex has launched low cost ATMs and Nokia has developed Life tools - a mobile application that provides access to agricultural, educational and entertainment content. These innovative features and products have facilitated a better lifestyle for the people residing in hinterlands. Some players have developed new communication and distribution channels within the rural agents (HUL's '*Project Shakti*'; Tata Tea's '*Gaon Chalo*') and some have created completely new products.

The time has gone when Fast Moving Consumer Goods (FMCGs) companies ignored rural market, they showed no concerns to produce or sell products in rural market in India as it was believed that the necessities of rural consumers are very limited on one hand and their paying capacity is much lower than the urban consumers. It was the initial stage of FMCGs companies in India. Recent trends revealed that rural consumers are increasingly beginning to think and spend like urban consumers in India. The socio-economic status of Indian rural consumers is changing rapidly. The present

social interaction which is being observed all around today is actually a mix of rural and urban. The rural income trends are also experiencing rapid change. In rural India, 67.3% households were in low income class (Less than annual income of Rs.35,000) in 1989-90 which fell down to 47.9% in 1998-99. In 1989-90, 10.73% households were in middle income class (Between annual income of Rs.35, 001 to Rs. 1, 40,000) which increased to 16.37% in 1998-99 (National Council for Applied Economic Research, 2000). Thus, FMCGs companies have started realigning their thought process for in-cashing the opportunities lying at rural market. The FMCG companies in rural India are tipped to touch US\$ 100 billion by 2025 on the back of “unrelenting” demand driven by rising income levels. Rural India now accounts for more than half of sales in some of the largest FMCGs categories (The Nielson Company, 2010). Over the last five years, some consumer product companies have recognized the potential of rural markets and invested time and resources to tap into this opportunity - understanding and segmenting the consumer, based on their spends and lifestyles.

The hair care market in India is estimated at around US\$ 200 million. Hair care products consist of hair oils, shampoos, conditioners and hair colors. Shampoos for hair care are comparatively of recent origin in India. The shampoo market in India has changed significantly since the 1960s when it first became a lifestyle product in urban homes. As of 2010, it is a very competitive market with dominant players such as *Hindustan Unilever Ltd.* and *Procter & Gamble*. Competition in the market is intensifying further with the entry of companies such as *ITC* and *Garnier*. The shampoo market is valued at Rs 4.5 billions and has the penetration level of only 13% in India. The market is expected to increase due to increased marketing by players, lower duties, and availability of shampoos in affordable price (The Nielson Company, 2010).

Penetration of shampoos in urban areas has grown from 240 households (hhs) per 1,000 in 1992-1993 to 810 hhs per 1,000 in 2001-2002. In rural India, penetration of shampoos has risen from 50 hhs per 1,000 in 1992-1993 to 239 hhs per 1,000 in 2001-2002. On an average, consumption of shampoos in urban India has increased from 0.18 kg/hhs in 1998-1999 to 0.25 kg/hhs in 2001-2002. Consumption of shampoos in rural India has stood at just 0.05 kg/hhs in 2001-2002 (NCAER, 2002). Therefore, it's obvious that Indian rural market is much promising for shampoo product. The shampoo market is the fastest growing item within personal product category. The Indian shampoo market is estimated at around US\$ 550 million. As per the industry estimates, the urban market penetration of shampoo was about 40% whereas in the rural market usage was of the order of 10 % of the total population. Thus, there is a considerable scope for expansion by converting non-users. As rural shampoo market is getting high attention, it's much needed to understand the typical behavior of the rural consumers.

## REVIEW OF LITERATURE

Rural market especially in India, in recent times, is attracting researchers in many ways. Defining rural market Velayudhan (2002) writes - “The attitude towards the rural markets should be that of an investor. The growing market provides the opportunity and the approach should be one of ‘Market Seeding’. The marketers has to develop a separate marketing programme to meet rural consumer needs. Rural market is, therefore, the set of consumers who are located in rural area and who exhibit behaviour that is different from the behaviour of consumers in urban areas. The marketing issues and, therefore, marketing decisions in serving the rural markets vary considerably compared to marketing for the urban consumers”

Jha (2003) observed that rural buyers were relatively simpler, more forthright, with low to medium aspiration levels, they are influenced by social pressure, rituals and norms, and have moderate to high risk taking ability but are gullible to dream merchants. Developmental marketing with a constructive mindset and not the killing the golden goose mindset is required to be effective in rural market.

Mishra and Sakhivel (2005) observed that majority of rural people prefer product like shampoo, spices, fairness cream and mosquito repellants, which are purchased on weekly basis in sachets. Sachets need to be used as promotional tool, rather than as a packaging strategy.

Commenting on rural buyers, Krishnamachayulu and Ramakrishnan (2006) say “Rural buyers are not brand loyal as they were supposed to be. With improved exposure, increased learning and socialization, and availability of products; they are now becoming comparable to their urban counter parts. Innovation adoption analysis shows the politically powerful (Sarpanchs, Village Development Officers etc.) and the educated (Teachers, Bank Officers, School/ College Youths etc.) are among the adopters of innovation.”

Panda (2006) identified significant differences between urban and rural consumers in terms of source and distribution of income and allocation of expenditure. Marketing infrastructure also varies quite significantly in two markets and is relatively underdeveloped in rural India. Thus, marketing models and assumption based on urban market may not be that successful in rural market.

Studying the shampoo market in India, Shukla (2008) portrayed that if HLL's clinic plus was market leader in shampoo on an all India basis, then Cavin Kare's Chik was Market leader in the rural areas, where Clinic Plus was only distant second.

After a look at available literature on the consumer behavior for various shampoo products in rural market, it was found that there is vacuum of literature pertaining to

the standardized model on the association of attributes for various shampoo products with reference to rural market. To fill this void the present study is undertaken that can be fruitfully used by the researchers, marketers, industrialists and consumers.

## OBJECTIVES OF THE STUDY

The study entitled as “A Study of Association of Attributes for Various Shampoo Products in Indian Rural Market” aims following objectives-

1. To find out the association of attributes for various shampoo products in Indian rural market.
2. To identify the perception of consumers for various shampoo products in Indian rural market.

## RESEARCH METHODOLOGY

### (a) The Study

The study is exploratory-cum-descriptive in nature that provides insights into, and an understanding of, the association of attributes and the concepts related to consumer buying behavior for various shampoo products in Indian rural market.

The study is mainly based upon primary data. For this empirical research work, ‘Survey’ method is chosen that systematically gather information from the respondents.

### (b) The Sample

For this research, a sample size of 1000 respondents is taken from 10 villages- Umarikheda (120 respondents), Pigdamber (80 respondents), Bijalpur (60 respondents), Depalpur (80 respondents), Mhow Gaon (120 respondents), Umaria (80 respondents), Choral (60 respondents), Kasturba Gram (120 respondents), Tejaji Nagar (100 respondents) and Rau (180 respondents) in Indore district. All these respondents are the users of shampoo products. ‘Stratified Random Sampling Method’ is used to collect the data. Due to unavailability of total data related to shampoo users in rural market, the exact size of population is difficult to identify. No agencies are available for providing authentic data of total shampoo users in rural market. Therefore, known users are mainly divided into two strata on the basis of their sex –Female (530 respondents) and Male (470 respondents); and then samples are drawn randomly from each stratum. As female users are more than male users for shampoo products, approximately 10% more female are chosen in the stratum. To avoid non response error, the data is collected from at least 650 respondents under each stratum. The extraneous variables which may affect the responses are controlled by

randomization and elimination.

### (c) The Tools

#### For data collection

A self-structured questionnaire is used to collect the primary data. The questionnaire was divided into three parts. The first part had 4 close ended questions to reveal the patterns of consumer buying behavior for various shampoo products in rural market. The second part is consisted of 15 close ended items based on five pointer Likert Scale (from ‘Strongly Agree – 5’ to ‘Strongly Disagree – 1’) used to identify the various factors affecting it. The third part is based on personal profile of the respondents.

#### For data analysis

The analysis of collected data was carried out using Statistical Package for Social Sciences (SPSS 15.0) and MS-Excel where ‘Testing of Hypotheses ( $\chi^2$ )’ is conducted.

### Hypotheses

The hypotheses of the study are as follows:

- H<sub>01</sub>: There is no significant association between the attributes ‘Sex’ of the individuals and ‘Types of Shampoo’ preferred.
- H<sub>02</sub>: There is no significant association between the attributes ‘Sex’ of the individuals and ‘Criterion of Use’ of shampoo.
- H<sub>03</sub>: There is no significant association between the attributes ‘Sex’ of the individuals and ‘Frequency of Use’ of shampoo.
- H<sub>04</sub>: There is no significant association between the attributes ‘Age’ of the individuals and ‘Types of Shampoo’ preferred.
- H<sub>05</sub>: There is no significant association between the attributes ‘Age’ of the individuals and ‘Criterion of Use’ of shampoo.
- H<sub>06</sub>: There is no significant association between the attributes ‘Age’ of the individuals and ‘Frequency of Use’ of shampoo.
- H<sub>07</sub>: There is no significant association between the attributes ‘Income’ of the individuals and ‘Types of Shampoo’ preferred.
- H<sub>08</sub>: There is no significant association between the attributes ‘Income’ of the individuals and ‘Criterion of Use’ of shampoo.

- H<sub>09</sub>: There is no significant association between the attributes 'Income' of the individuals and 'Frequency of Use' of shampoo.
- H<sub>010</sub>: There is no significant association between the attributes 'Criterion of Use' of shampoo and 'Frequency of Use' of shampoo.
- H<sub>011</sub>: There is no significant association between the attributes 'Frequency of Use' of shampoo and 'Size of Container' of shampoo.
- H<sub>012</sub>: There is no significant association between the attributes 'Types of Shampoo' preferred and 'Frequency of Use' of shampoo.

## RESULTS AND DISCUSSION

The study is conducted considering the various attributes of consumers and shampoo products. The attributes of the consumers considered here are 'Sex'-Male and Female; 'Age'-Young (Less than 18 Years), Adult (18-35 Years) and Mature (More than 35 Years); and 'Income'-Low Income (Less than Rs. 36000), Middle Income (Rs. 36000 -1 Lac) and High Income (More than Rs. 1 Lac) while the various attributes of shampoo products are 'Types of Shampoo'-Herbal and Non-herbal; 'Criterion of Use'-Cosmetic, Dandruff, Split End and Hair Fall; 'Frequency of Use'-Daily, Once in a Week, 2-3 Times in a Week and Fortnightly; and 'Size of Container'-Sachets (6 to 15 ml), Small Size Bottle (100 – 250 ml), Medium Size Bottle (More than 250 – 500 ml) and Big Bottle (More than 500 ml).

The data which is collected through self-structured questionnaire is finally represented in form of frequency distribution cross table in *Annexure-1*. Twelve hypotheses that were set are tested; and the results are tabulated in *Annexure-2*.

The result of testing of hypothesis H<sub>01</sub> is showing that the calculated value of  $\chi^2$  (0.2738) is less than the critical value of  $\chi^2$  (3.841) at  $\alpha = 5\%$  with 1 degree of freedom. Thus, hypothesis H<sub>01</sub> is not rejected. This signifies that there is no significant association between attribute 'Sex' and attribute 'Types of Shampoo' i.e. choice for herbal or non-herbal shampoo has nothing to do with sex of the individuals. (See *Annexure-1*; *Cross Table-1: Sex and Types of Shampoo & Annexure-2*)

But the outcome of testing of hypothesis H<sub>02</sub> is showing that the calculated value of  $\chi^2$  (21.96) is much more than the critical value of  $\chi^2$  (7.815) at  $\alpha = 5\%$  with 3 degree of freedom. Thus, hypothesis H<sub>02</sub> is rejected. This signifies that there is strong association between attribute 'Sex' and attribute 'Criterion of Use' i.e. male and female consumers use shampoo for different reasons or purposes. (See *Annexure-1*; *Cross Table-2: Sex and Criterion of Use & Annexure-2*)

The outcome of testing of hypothesis H<sub>03</sub> is illustrating that the calculated value of  $\chi^2$  (6.18) is less than the critical value of  $\chi^2$  (7.815) at  $\alpha = 5\%$  with 3 degree of freedom. Thus, hypothesis H<sub>03</sub> is not rejected. This indicates that there is no significant association between attribute 'Sex' and attribute 'Frequency of Use' i.e. sex of the consumers is independent of their frequency of usage for various shampoo products. (See *Annexure-1*; *Cross Table-3: Sex and Frequency of Use & Annexure-2*)

The result of testing of hypothesis H<sub>04</sub> is illustrating that the calculated value of  $\chi^2$  (0.546) is less than the critical value of  $\chi^2$  (5.991) at  $\alpha = 5\%$  with 2 degree of freedom. Thus, hypothesis H<sub>04</sub> is not rejected. This points out that there is no noteworthy association between attribute 'Age' and attribute 'Preference of Types of Shampoo' i.e. age of the individuals has no role to play in their choice for herbal or non-herbal shampoo. (See *Annexure-1*; *Cross Table-4: Age and Types of Shampoo & Annexure-2*)

The result of testing of hypothesis H<sub>05</sub> states that the calculated value of  $\chi^2$  (4.8223) is less than the critical value of  $\chi^2$  (12.592) at  $\alpha = 5\%$  with 6 degree of freedom. Thus, hypothesis H<sub>05</sub> is not rejected. This points out that there is no notable relationship between attribute 'Age' and attribute 'Criterion of Use' i.e. age of the individuals has no connection with various criterion of usage of shampoo. (See *Annexure-1*; *Cross Table-5: Age and Criterion of Use & Annexure-2*)

The result of testing of hypothesis H<sub>06</sub> states that the calculated value of  $\chi^2$  (7.2774) is less than the critical value of  $\chi^2$  (12.592) at  $\alpha = 5\%$  with 6 degree of freedom. Thus, hypothesis H<sub>06</sub> is not rejected. This points out that there is no remarkable relationship between attribute 'Age' and attribute 'Frequency of Use' i.e. the individuals of various age groups behave equally as for as frequency of use of shampoo is concerned. (See *Annexure-1*; *Cross Table-6: Age and Frequency of Use & Annexure-2*)

The result of testing of hypothesis H<sub>07</sub> states that the calculated value of  $\chi^2$  (5.55) is less than the critical value of  $\chi^2$  (5.99) at  $\alpha = 5\%$  with 2 degree of freedom. Thus, hypothesis H<sub>07</sub> is not rejected. This points out that there is no remarkable relationship between attribute 'Income' and attribute 'Preference of Types of Shampoo' i.e. the income of individuals has nothing to do with types of shampoo preferred by them. (See *Annexure-1*; *Cross Table-7: Income and Types of Shampoo & Annexure-2*)

The result of testing of hypothesis H<sub>08</sub> is showing that the calculated value of  $\chi^2$  (31.07) is much more than the critical value of  $\chi^2$  (12.592) at  $\alpha = 5\%$  with 6 degree of freedom. Thus, hypothesis H<sub>08</sub> is rejected. This signifies that there is definite association between attribute 'Income' and attribute 'Criterion of Use' i.e. consumers of particular income group use shampoo for particular criteria. (See *Annexure-1*; *Cross*

Table-8: Income and Criterion of Use &amp; Annexure-2)

The result of testing of hypothesis  $H_{09}$  is showing that the calculated value of  $\chi^2$  (21.96) is much more than the critical value of  $\chi^2$  (12.592) at  $\alpha = 5\%$  with 6 degree of freedom. Thus, hypothesis  $H_{09}$  is rejected. This signifies that there is definite association between attribute 'Income' and attribute 'Frequency of Use' i.e. consumers of particular income groups use shampoo with particular frequency. (See Annexure-1; Cross Table-9: Income and Frequency of Use & Annexure-2)

The result of testing of hypothesis  $H_{010}$  is showing that the calculated value of  $\chi^2$  (65.34) is much more than the critical value of  $\chi^2$  (16.919) at  $\alpha = 5\%$  with 9 degree of freedom. Thus, hypothesis  $H_{010}$  is rejected. This signifies that there is definite relationship between attribute 'Criterion of Use' and attribute 'Frequency of Use' i.e. consumers of shampoo products for specific criteria use shampoo with specific frequency. (See Annexure-1; Cross Table-10: Frequency of Use and Criterion of Use & Annexure-2)

The result of testing of hypothesis  $H_{011}$  is showing that the calculated value of  $\chi^2$  (40.99) is much more than the critical value of  $\chi^2$  (16.919) at  $\alpha = 5\%$  with 9 degree of freedom. Thus, hypothesis  $H_{011}$  is rejected. This signifies that there is definite relationship between attribute 'Frequency of Use' and attribute 'Size of Container' i.e. consumers who use shampoo for specific frequency choose specific size of container of shampoo. (See Annexure-1; Cross Table-11: Frequency of Use and Size of Container & Annexure-2)

The outcome of testing of hypothesis  $H_{012}$  is illustrating that the calculated value of  $\chi^2$  (1.64) is less than the critical value of  $\chi^2$  (7.815) at  $\alpha = 5\%$  with 3 degree of freedom. Thus, hypothesis  $H_{012}$  is not rejected. This indicates that there is no significant association between attribute 'Preference of Types of Shampoo' and attribute 'Frequency of Use' i.e. consumers preference for types of shampoo – herbal or non-herbal has no part to play with their frequency of usage – daily, once in a week, 2-3 times in a week or fortnightly. (See Annexure-1; Cross Table-12: Frequency of Use and Types of Shampoo & Annexure-2)

## CONCLUSION AND SUGGESTIONS

In FMCG market, a well formulated STP strategy is very much crucial as this market is highly vulnerable due to intense competition. This market is imperfect in nature where differentiation is the key factor to be sustained in the market. Amongst all the other differentiation methods – utility based attributes of the products are most important. But there is a requirement of an extra precaution to be taken that focused attribute is hitting the target or not as it differs from person to person; place to place and time to time. After our study it is clear that market of shampoo product in rural India also

prove the same.

Rejection of hypothesis  $H_{02}$ ,  $H_{08}$ ,  $H_{09}$ ,  $H_{010}$  and  $H_{012}$  indicates that amongst various attributes of shampoo products "Criterion of Use" of shampoo is the key attribute, which shows strong association with almost all the important attributes like sex, income and frequency of use of shampoo. Thus, the STP strategy for a product of FMCGs market like shampoo must be judiciously based on utility/utilities of the product.

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**Annexure 1**

**Cross Table 1 Sex and Types of Shampoo**

Sex	Types of Shampoo		Total
	Herbal	Non-herbal	
Male	100	370	470
Female	120	410	530
Total	220	780	1000

**Cross Table 2 Sex and Criterion of Use**

Sex	Criterion of Use				Total
	Cosmetic	Dandruff	Spilt Hair	Hair Fall	
Male	199	97	35	138	469
Female	279	79	14	159	531
Total	478	176	49	297	1000

**Cross Table 3 Sex and Frequency of Use**

Sex	Frequency of Use				Total
	Daily	Once in a Week	Two- three Times	Fortnightly	
Male	79	68	299	24	470
Female	89	58	367	16	530
Total	168	126	666	40	1000

**Cross Table 4 Age and Types of Shampoo**

Age	Types of Shampoo		Total
	Herbal	Non-herbal	
Young	66	225	291
Adult	80	305	385
Mature	74	250	324
Total	220	780	1000

**Cross Table 5 Age and Criterion of Use**

Age	Criterion of Use				Total
	Cosmetic	Dandruff	Split Hair	Hair Fall	
Young	130	50	13	98	291

Adult	194	63	18	110	385
Mature	154	63	18	89	324
Total	478	176	49	297	1000

**Cross Table 6 Age and Frequency of Use**

Age	Frequency of Use				Total
	Daily	Once in a Week	Two- three Times	Fortnightly	
Young	58	40	182	10	291
Adult	56	43	266	20	385
Mature	54	43	217	10	324
Total	168	126	666	40	1000

**Cross Table 7 Income and Types of Shampoo**

Income	Types of Shampoo		Total
	Herbal	Non-herbal	
Low Income	119	486	605
Middle Income	67	182	249
High Income	34	112	146
Total	220	780	1000

**Cross Table 8 Income and Criterion of Use**

Income	Criterion of use				Total
	Cosmetic	Dandruff	Spilt Hair	Hair Fall	
Low Income	295	125	30	155	605
Middle Income	112	45	9	83	249
High Income	71	6	10	59	146
Total	478	176	49	297	1000

**Cross Table 9 Income and Frequency of Use**

Income	Frequency of Use				Total
	Daily	Once in a Week	Two- three Times	Fortnightly	
Low Income	99	86	383	37	605
Middle Income	38	30	180	1	249
High Income	31	10	101	4	146
Total	168	126	664	42	1000

**Cross Table 10 Frequency of Use and Criterion of Use**

Frequency of Use	Criterion of Use				Total
	Cosmetic	Dandruff	Split Hair	Hair Fall	

Daily	108	42	5	12	167
Once in a week	61	23	6	33	123
Two-three times	287	104	33	245	669
Fortnightly	21	7	5	8	41
Total	477	176	49	298	1000

**Cross Table 11** Frequency of Use and Size of Container

Frequency of Use	Size of Container				Total
	Sachet	Small Bottle	Medium Size Bottle	Big Bottle	
Daily	131	15	19	3	168
Once in a week	123	3	0	0	126
Two- three times	609	31	21	5	666
Fortnightly	40	0	0	0	40
Total	903	49	40	8	1000

**Cross Table 12** Frequency of Use and Types of Shampoo

Frequency of Use	Types of Shampoo		Total
	Herbal	Non-herbal	
Daily	37	131	168
Once in a week	31	95	126
Two- three times	146	520	666
Fortnightly	6	34	40
Total	220	780	1000

**Annexure 2 Tests of Hypotheses**

Hypothesis	Attributes		Degree of Freedom	Calculated $\chi^2$	Tabulated $\chi^2$	H <sub>0</sub> Rejected/Not Rejected
H <sub>01</sub>	Sex	Type of Shampoo	1	0.27	3.841	Not Rejected
H <sub>02</sub>	Sex	Criterion of Use	3	21.96	7.815	Rejected
H <sub>03</sub>	Sex	Frequency of Use	3	6.18	7.815	Not Rejected
H <sub>04</sub>	Age	Type of Shampoo	2	0.55	5.991	Not Rejected
H <sub>05</sub>	Age	Criterion of Use	6	4.82	12.592	Not Rejected
H <sub>06</sub>	Age	Frequency of Use	6	7.28	12.592	Not Rejected
H <sub>07</sub>	Income	Type of Shampoo	2	5.55	5.991	Not Rejected
H <sub>08</sub>	Income	Criterion of Use	6	31.07	12.592	Rejected
H <sub>09</sub>	Income	Frequency of Use	6	25.42	12.592	Rejected
H <sub>010</sub>	Criterion of Use	Frequency of Use	9	65.34	16.919	Rejected
H <sub>011</sub>	Frequency of Use	Size of Container	9	40.99	16.919	Rejected
H <sub>012</sub>	Type of Shampoo	Frequency of Use	3	1.64	7.815	Not Rejected