

A STUDY OF CONSUMER BEHAVIOR WITH RESPECT TO VARIOUS BRANDS OF SHAMPOO IN NAGPUR CITY

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ABSTRACT

'Consumer is king' -the statement carries profound truth in it. Today the success of any firm depends upon the satisfaction of consumers. For satisfying the consumers the firm should know about the behavior of the consumers. In these circumstances understanding consumer is a very difficult task because of the changing technology, innovation, and changes in life style. Researchers conducted many research in this area, and they given only few suggestion, but there is no final conclusion. As per the ideas given by the researchers, there are two factors influencing the consumers such as intrinsic and extrinsic factors. It is difficult to classify consumers by conventional demographic factors and unless their thought process and buying behavior are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced. With the inevitability of change intimidating large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively. This study mainly focus on understanding the external factors like demographic, social, cultural ,price, quality ,product attributes etc for buying Shampoo. The market share of any product is highly determined by the purchasing behavior of the consumers. Following study is conducted by the researcher to find out the behavior of the consumers, to analyze the preference of consumers, & consumer awareness. Descriptive research design was adopted and the data is collected through primary and secondary sources. The method adopted for conducting survey is questionnaire and convenient sampling technique was adopted for selecting the consumers.

Key words: Consumer behavior, Shampoo buying pattern and, Promotion impact

Introduction

Consumer behavior is stated as the behavior that consumer display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas that they expect will satisfy their needs. The study of consumer behavior is concerned not only with what consumers buy, but also with why they buy it, when and how they buy it, and how often they buy it. It is concerned with learning the specific meanings that products hold for consumers. Consumer research takes places at every phase of consumption process, before the purchase, during the purchase and after the purchase. According to Philip Kotler defined consumer behavior as "all psychological, social and physical behavior of potential customers as they become aware of evaluate, purchase, consume and tell other about products and services". The scope of consumer behavior includes not only the actual buyer and his act of buying but also various roles played by different individuals and the influence they exert on the final purchase decision .Individual consumer behavior is influenced by economic, social, cultural,

psychological, and personal factors.

Consumer purchase decision

A decision is the selection of an action from two or more alternative choices. Consumer decision to purchase the goods from the available alternative choice is known as "consumer purchase decision". The various options of the consumer may be classified into five main types of decisions. They are what to buy, how much to buy, where to buy, when to buy, how to buy. The participants in the buying decisions may be classified as the initiator, influencer, decider, buyer and users. The marketing people should initiate the participants in the purchase decision to make the purchases of the product at different marketing strategies. There are number of reasons why the study of consumer behavior developed as separate discipline. Marketers had long noted that consumer did not always act or react, as marketing theory would suggest. The size of the consumer market in the country was vast and constantly expanding: millions of dollars were being spent on goods and services by millions of

people. Consumer preferences were changing and becoming highly diversified.

Review of literature

Consumer behavior

Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. In this study, the researcher emphasizes the importance of lifestyle and its impact on the buyer behavior.

Consumer Personality Factors

There are two factors mainly influencing the consumers for decision making: Risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing (Donthu and Gilliland, 1996). Highly risk adverse consumers need to be very certain about what they are buying. Whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. The second variable, innovativeness, is a global measure which captures the degree to which consumers are willing to take chances and experiment with new ways of doing things (Donthu and Gilliland, 1996). The shopping motivation literature is abound with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donthu and Gilliland (1996) were used to measure innovativeness and risk aversion.

Perception:

Perception is a mental process, whereby an individual selects data or information from the environment, organizes it and then draws significance or meaning from it.

Perceived fit

Perceived fit is an attitudinal measure of how appropriate a certain channel of distribution is for a specific product

.Morrison and Roberts (1998) found that consumer's perception of the fit between a service/product and a channel is very influential in determining whether they will consider using that channel for a specific service. In fact, perceived fit was found to be more important than consumer's preferences for the distribution method or service.

Quality

It is our aim to provide the best product for the consumer and we believe that if the products have quality the consumer will pay the price, says Amal pramanic, regional business director .Oral-B

Packaging

Packaging establishes a direct link with the consumers at the point of purchase as it can very well change the perceptions they have for a particular brand. A product has to draw the attention of the consumers through an outstanding packaging design. Earlier packaging was considered only a container to put a product in, but today, research in to the right packaging is beginning at the product development stage itself. Packaging innovation has been at the heart of Dabur's attempt to rap with the urban consumers. It spends large sums annually on packaging research. -"We have been laying emphasis on aesthetics, shelf appeal and convenience for consumer" says Deepak Manchandra, manager packaging development

Promotion

The greatest challenge faced by companies today is holding and increasing their market share and value. This is always a strenuous exercise and one of the tools for the same is marketing. There is no specific game rule available for using these marketing tools .The reason is: each promotional tool has its own characteristics.

Familiarity with a channel

Consumer's familiarity with a channel is a measure of the general experience they have with purchasing products through specific channels (i.e.. catalog, internet, and bricks-and-mortar retailer). Through frequent use consumers should become accustomed to using the channel, which reduces their apprehension and anxiety in purchasing products through the channel.

Brand Awareness

According to Rossiter and Prey (1987), brand awareness precedes all other steps in the buying process. A brand attitude cannot be performed, unless a consumer is aware of

the brand. In memory theory, brand awareness is positioned as a vital first step in building the bundle of associations which are attached to the brand in memory (Stokes, 1985).

Family influence

A family exerts a complex influence on the behaviors of its members. Prior family influence research has focused on intergenerational rather than intergenerational influence in consumer generationalisation. As has been compellingly demonstrated, parents influence children. Yet, consumption domains clearly exist where sibling efforts may also be exerted.

Shopping motives

Shopping motives are defined as consumer's wants and needs as they relate to outlets at which to shop. Two groups of motives, functional and nonfunctional, have been proposed by Sheth (1983). Functional motives are associated with time, place, and possession needs and refer to rational aspects of channel choice. Whereas nonfunctional motives relate to social and emotional reasons for patronage. The functional motives included: convenience, price

comparison, merchandise assortment. The nonfunctional motives entail: recreation. The purpose of the study is

1. To examine the external factors influencing purchase decisions
2. To examine the consumer awareness of Shampoo
3. To find out how promotional schemes are influencing the consumers
4. To examine how the product attributes influencing the consumer buying Shampoo

Research Methodology:

Research methodology is the process of solving the problem systematically by research. The objective of the study is to solve the problem by using available data.

Sample technique

Sample is the fraction of the population; sampling is a technique or a method of selection of samples. The researcher in carrying out this research adopted the most appropriate sampling technique for research that is the simple convenient sampling technique.

Data analysis and interpretation

Table-1: Demographic Variable

Demographic variable	Number of respondents	percentage
Age (Years)		
46-18	50	25
16-25	70	35
20-30	50	25
30&above	70	35
Gender		
Male	130	65
Female	90	45
Educational Qualification		
Up to 10+2	60	30
Up to graduation	80	40
PG/Higher education	90	45
Status		
Student	90	45
Professional	70	35
House wife	30	15
Businessman	50	25
Monthly income		
Below 5000	30	15
Rs.5000-Rs.9000	50	25
Rs.9000-11,000	90	45
Above Rs.11,000	70	35

Table-2: Shampoo Usage Rate

Usage rate	Number of respondents	Percentage
Yes	170	85
No	50	25

With a view to find the usage of Shampoo, the data pertaining to this is presented in table 2 based on this survey 85% of the respondents using Shampoo in Nagpur city and 25% using like shikekai and amla etc.

Table-3: Consumer Brushing Pattern

Brushing frequency	Number of respondents	Percentage
Once	130	65
Twice	70	35
Thrice	30	15

With a view to find the brushing frequency of consumer, the data pertaining to this is presented in table 3. An examination of the data reveals that 65% of the consumers washing their hair once, 35% of the consumers washing hair twice, and 15% washing hair thrice. So the frequency of washing hair was less in Nagpur city, but as per the hair dresser's advice 2 times washing hair is compulsory for avoiding hair problem. Normally Indian people are not giving much importance to hair care, so the share of hair care industry is less in India when compare to developed countries

Table-4: Frequency of Purchase

Per month usage	Number of respondents	Percentage
One	50	25
Two	110	55
More than two	70	35

By having a view to find that frequency of purchasing Shampoo, the data pertaining to this is presented in the table 4. An examination of the table reveals that most of the consumers buying Shampoo twice in a month, more than two times in a month, and once in a month. Of the respondents 55% of them purchase twice, 35% of the respondents purchase more than twice and 25% of them purchase once in a month.

Table-5: Awareness of Brands

Brands	Number of respondents	Percentage
Sunsilk	108	54
clinic plus	50	25
Dabur Vatica	12	06
Ayur	08	04
L'Oreal	06	03
Others	16	08

With a view to find that awareness of Shampoo brand, the data pertaining to this is presented in table 5. An examination of the table reveals that most of the people aware of Sunsilk, Clink Plus, Dabur Vatica, Ayur, and L'Oreal. Before some time Sunsilk was the generic name for Shampoo, this is the main reason, most of the respondents (54%) aware of Sunsilk. 25% respondents aware of Clink Plus and ,Dabur Vatica, Ayur, & L'Oreal have a awareness level of 6%,4%,&3% and (8%)respondents aware of by other brands

Table-6: Usage of Shampoo Brands

Usage of brand so far	Number of respondents	Percentage
Two	60	30
Three	100	50
More than three	40	20

To identify the usage of different brand, the data pertaining to that is presented in the table 6. An examination of the table reveals that most of the consumers used 3 brands, two brands, and more than 3 brands. Of the respondents 50% of them used 3 brands, 30% of the respondents used 2 brands, and 20% of them used more than 3 brands.

Table-7: Hair dresser's Recommendation for Buying Shampoo

Hair dresser's Recommendation	Number of respondents	Percentage
I am using Shampoo as per Hair dresser's advice	80	40
Fragrance and color makes me to Change brand	60	30
I am not interested in Hair care	20	10
I feel it is a sales promotion technique	40	20

With a view to find the hair dresser's recommendation for buying Shampoo, the data pertaining to this is presented in table 7. Of the total respondents 40% of the respondents are ready to accept hair dresser's suggestion, 30% of the respondents are changed their brand due to fragrance and color, 10% of the respondents are not interested in hair care, 20% of the respondents felt that this is one of the sales promotion technique backed by the company for increasing sales.

Table-8: Factors Which Makes Consumer to Buy Shampoo

Factors	Number of respondents	Percentage
Price	80	40
Availability	62	31
Packaging	30	15
Others	28	14

With a view to find the reasons to buy Shampoo, the data pertaining to this is presented in table 8. An examination of the table reveals that, consumers are influenced by the price, availability and Packaging. Of the total respondents 40% of them influenced by the price, 31% influenced by the availability, 15% influenced by the packaging, and 14% influenced by other factors

When the respondents were asked to mention the factors which motivate them to buy a particular brand of Shampoo their replies are mostly price and availability.

Table-9: Preference of Shampoo

Preference	Number of respondents	Percentage
Brand	80	40
Quality	60	30
Fragrance & color	40	20
Others	20	10

With a view to find the reason to buy Shampoo, the data pertaining to this is presented in table 9. An examination of the table reveals that, most of the consumers preferred brand, quality, and fragrance & color. In the above table 40% of the respondents preferred brand name, 30% of the respondents preferred quality, 20% of the respondents preferred fragrance & color, and 10% of the respondents preferred other factors. Brand name played a vital role in selection of Shampoo in Nagpur city.

Table-10: Person who Influenced Consumer to Purchase Shampoo

Persons	Number of respondents	Percentage
Friends	40	20
Kids	30	15
Parents	80	40
Spouse	40	20
Self	10	05

With a view to find the persons who influenced consumer to purchase Shampoo, the data pertaining to this is presented in table 10. An examination of the table reveal that, the people who influenced more are, parents, friends, spouse, kids and self decision. Based on the above data, 15% kids are influencing the parents for buying particular brand, parents are the main deciding authority for buying Shampoo (40%), spouse and friends are equally influencing (20%) and 5% decide them self.

Table-11: To Which Mode of Promotion Consumer gets Attracted

Mode of promotion	Number of respondents	Percentage
Advertisement	90	45
Celebrity	50	25
Banner	40	20
Others	20	10

With a view to find out which mode of promotion consumer gets attracted, the data pertaining to this is presented in table 11. An examination of the table reveals that, most of the consumers preferred advertisement, celebrity, banners. Majority of the respondents 45% preferred advertisements, 25% of the respondents preferred celebrity endorsements, 20% preferred banners, and 10% preferred other mode of promotion. Advertisement creates attention and stimulates the consumer to buy a particular brand.

Table-12: Factors Which Makes Consumer to Buy Shampoo

Promotion tools	Number of respondents	Percentage
Gift	70	35
Discount	40	20
Extra quantity	50	25
Price off	30	15
Others	10	05

By having a view to find the promotion tools preferred by consumer, the data pertaining to this is presented in table 12. An examination of the above data reveals that, most of the consumers preferred gift, extra quantity, discount, price off. Above table indicates that, gift attracted more respondents(35%) 25% of the respondents preferred extra quantity,20% preferred discounts,15% preferred price off and 5% preferred other tools. Sales promotion tool especially gift attracted more respondents.

Table-13: Switching to Other Brand

Reason for switching	Number of respondents	Percentage
Impact of packaging	20	10
Price rise of current brand	32	16
Scheme of brands	36	18
Advertisement impact	40	20
Consumer brand is not available	20	10
To try new option	28	14
Influence by other	24	12

With a view to find the reasons for switching to other brand , the data pertaining to this is presented in table 13. An examination of the table reveals that, most of the consumers switches to other brand due to strong advertisement impact; next factor was scheme available with product like discount, free gift, price off etc. Due to sudden increase in price also makes the respondents to switch; some consumers always have a mindset like laggards to try new options available in the market. Kids also influencing the parents to buy a particular brand, not only kids and also friends, relatives, wife etc. sometimes consumers are attracted by packaging to switch. Non availability of brand is one more reason to brand switching. In this analysis 20% respondents changed to other brand due to advertisement impact, 18% respondents due to scheme (offer), 16% respondents changed due to price rise, 14% respondents switched to other brand to try new options, 12% respondents due to the influence of others, while other 10% respondents switched to other brand due to better packaging, and 10% respondents changed non-availability of product in the market.

Conclusion:

Consumer behavior is not exactly predicted one; somewhat it is predicted with the help of research activity. Starting and ending of the survey ends with only one statement 'consumer is king' .So the companies concentrate in analyzing the requirement of people thoroughly to satisfy and retaining the consumer. This study revealed that consumer awareness of Shampoo is less in Nagpur city. Hair care market offers huge potential as penetration and per capita consumption of hair care product is very low in India. However, rising per capita income and increasing awareness is driving demand of hair care products, the hair dresser's population is also low in India. Manufactures have used advertising campaigns to promote higher consumption of Shampoo. Creating the awareness is a part of social responsibility of the company. Most of the consumers are ready to accept the suggestion of hair dressers. There are some important factors considered by the consumer for decision making. Brand image, advertising, and offer play an important role in purchasing Shampoo, sometimes based on the offer the consumer compare with competitor product and select the best one. Product attribute also analyzed by the consumer for deciding a brand. Switching of one product to other company product is mainly based on advertisement, brand name, packaging availability, and price rise, etc.

So the companies analyze all these factors and find out the best suitable tools for promoting their Shampoos in India.

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