

A Study on Customer Preference Towards Shampoo in Tirunelveli.

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Abstract

Customers prefer the product which they use in their day to day life if the product satisfies them in terms of both quality and price. At the same time, customer never mind spending more for toiletry items since those products help to keep their body clean and fresh. The Shampoo is one of the toiletry items that plays vital role in protecting hair. Today's delight of the consumer is their tomorrows loyalty to the brand at the same time, this become the base for tomorrows expectation from the brand also. The present study has been made to analyses brand preference of shampoo.

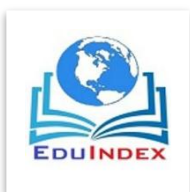
Keywords: Customer preference, customer and market.

INTRODUCTION

Consumers are not usually willing to buy a product if the product does not satisfy them. Generally, customers prefer the product which they use in their day to day life if the product satisfies them in terms of both quality and price. At the same time, customer never mind spending more for toiletry items since those products help to keep their body clean and fresh. The Shampoo is one of the toiletry items that plays vital role in protecting hair. Today's delight of the consumer is their tomorrows loyalty to the brand at the same time, this become the base for tomorrows expectation from the brand also. The present study has been made to analyses brand preference of shampoo. This study further identifies are the factors influencing the choice of brand and brand preference of consumers.

OBJECTIVES OF THE STUDY

- To identify which brand of shampoo is mostly preferred by the customer's in Tirunelveli



- To find the association between social status of the respondents and their attitude towards shampoos
- To find out the factors influencing brand preference of shampoo

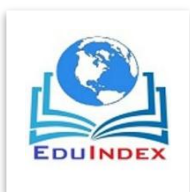
Methodology: The study is based on mainly primary data. The secondary data for the study is only relevant books and journals for reference. 200 customers were surveyed to study their preference on shampoo. Out of the 200 consumer's interviewer, only 177 consumers responded positively. Hence the final sample is restricted to 177. The areas of the study for the research work was Tirunelveli District. Statistical tools are used for the study such as mean, chi-square test, rank, correlation etc.

RESULTS AND DISCUSSION

The sample data is collected on the basis of the following variables; Age, Gender, Marital status, Education, Occupation, Income. The influence of the above –mentioned variables determine customer brand Preference with regard to Shampoo

Table-1: Demographic profile of the respondents

Parameters	classification	No. of respondents N=177	Relative frequency
Age	20	29	16.4
	21-25	23	13.0
	26-30	17	9.6
	31-35	42	23.7
	Above 35	66	37.3
Gender	female	89	50.3
	Male	88	49.7
Marital status	married	112	63.6
	Un married	65	36.7
Education qualification	Illiterate	15	8.5
	Up to Secondary	24	13.6
	Higher secondary	40	22.6
	Graduate	57	32.2
	Professional	41	23.2
Occupations	Gvt employees	52	29.4
	Pvt employees	35	19.8
	Self employed	32	18.1



	Home makers	13	7.3
	Students	45	25.4

Source: Primary data

Table-2: Distribution of Respondents based on mostly preferred Shampoo brand

Brand name	No of Respondents	Total %	Obtained rank
Head & Shoulders	19	10.7	4
Pantene	12	6.8	6
Clinic Plus	36	20.3	2
SunSilk	62	35	1
Chik	23	13	3
Dove	13	7.3	5
Others	12	6.8	6
Total	177	100	

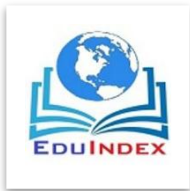
Source: Primary data

From the table, it can be observed SunSilk is the mostly preferred brand. Out of 177, 62 Customers (35.0) have perceived SunSilk as the preferred one. This is followed by Clinic Plus with 36 (20.3-Rank-2), Chick with 23 (13.0%, Rank-3) and Head & Shoulders with 19 respondents (10.7, Rank=4). Fifth preferred brand is Dove (7.3%, Rank-5). Pantene is preferred with "Other" brand positioned at sixth place.

Table-3: Factors influencing the customer to select particular Brand Shampoo

Brands	Parents	Friends	Advertisement	Others	total	X ²
Head & Shoulders	6(11.3)	4(8.9)	6(13.0)	3(9.1)	19(10.7)	30.74 at 5% Df-18
Pantene	3(5.7)	8(17.8)	1(2.2)	0(0.0)	12(6.8)	
Clinic Plus	12(22.6)	9(20.0)	12(26.1)	3(9.1)	36(20.3)	
SunSilk	24(45.3)	11(24.4)	15(32.6)	12(36.4)	62(35.0)	
Chik	3(5.7)	8(17.8)	6(13.0)	6(18.2)	23(13.0)	
Dove	4(7.60)		4(8.7)	4(12.1)	13(7.3)	
others	1(1.90)	4(8.9)	2(4.4)	5(15.2)	12(6.8)	
Total	53(100)	45(100.0)	46(100.0)	33(100)	177(100.0)	

Figures in parenthesis below observed frequency are percentages to column total. X² table value for 18 df @10%=25.99, @5%=28.87 and @1%=34.81. In sum, the finding is that



the preference to particular brand Shampoo in Tirunelveli district is significantly associated with nature of factors influencing them

Table-4: Ranking of the reasons for selecting Shampoo brand

Reasons	No of respondents	Percentage	Rank
Fragrance	37	20.9	3
Quality	46	26.0	2
Brand image	5	2.8	5
Availability	15	8.5	4
Hair care	74	41.8	1
Total	177	100	

Source: Primary data

Regarding reasons for selecting particular brand shampoo, the table 4 shows that hair care (41.8% of the respondents and rank=1) is the primary reason followed by equality (26.0%, rank=2) for selecting particular brand shampoo in Tirunelveli

Table-5: Relationship between Respondents social status and brand preference

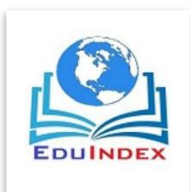
Factors	X ²	Resulted	inference
Age	62.44	Rejected	Significant
Sex	15.19	Rejected	Significant
Education	47.93	Rejected	Significant
Occupation	61.35	Rejected	Significant
Marital status	19.47	Rejected	Significant
Family size	20.43	Rejected	Significant
Household	12.06	Rejected	Significant
Sources of information	9.85	Accepted	Not Significant

It is clear the table 5 shows that, the relationship between social status of the respondents and brand preference of hypothesis is rejected. Hence it is concluded that all the social status have significant influence for brand preference of shampoo.

FINDINGS

A study on "Customer brand preference towards shampoo". 177 Respondents were interviewed for this purpose. After a deep study and analysis the researchers found out the following findings

- With regard to the Age of the respondents the majority of 66 respondents were in the age group of 35 and above
- In the present study out of 177 customers 89 customers are female



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- Out of 177 customers the majority of customers are married
- The major customer Educational level is Graduation
- Among the 125 respondents the maximum Respondents are Government employee
- It is found that Sunsilk is the primary brand shampoo, followed by Clinic plus and Chik Preferred among customers in Tirunelveli
- Televisions plays a vital role in giving information to customers in Tirunelveli regarding selection of a particular brand
- Factors like Age, Sex, Educational qualification, Occupations, marital status, Family Size, Customer household have close relationship with the brand preference. Factors like Sources of information have no relationship with the brand preference

Suggestions

- Adaptations of new advertisement strategies to attract the attention of the customer
- Consumer prefers the shampoos with natural ingredients. So the producers consider this and introduce the shampoo with natural ingredients and avoid chemicals which create problems while using the shampoo
- To avoid consumers switching over from one brand to another brand the quality of the shampoo must get increased.

CONCLUSION: From the study it is concluded that all kind of the people using Shampoos. Mostly female consumers prefer shampoos. Different types of shampoos are being used by the respondents and they give importance to the quality and expiry date of shampoos. Most of the respondents prefer Clinic Plus shampoos

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