A Study on Buying Behaviour of Females Towards Selected Hair Care Products in Baroda City

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ABSTRACT

This research study is about hair care products used by women. Earlier, women used aritha, shikakai and amla powder to wash their hair and to make their hair smooth and silky. Today, many companies are manufacturing hair care products like shampoo, conditioner, hair gel to wash the hair. Women have switched over from traditional methods to usage of shampoo and conditioner to wash their hair. Hair care market in India consists of shampoos, hair oil, conditioner, hair gel and hair styling products and the demand for hair care products is increasing. Hindustan Unilever ltd, Procter & Gamble, Dabur India Ltd, Marico are dominant players in the hair care market in India. In this paper, an effort has been made to examine consumer buying behaviour of females towards various brands of hair care products used by them in Vadodara city. Brand preference of hair care products, satisfaction level from use of hair care products and factors influencing purchase of hair care products was examined. Primary data was collected from 200 females from urban areas of Baroda and sampling method used was convenient sampling. Chi-square test and ANOVA was applied to test the hypothesis. The study found out that females use hair care products like shampoo, conditioner, hair oil and hair colour. The use most popular brands of hair care products like patanjali, garnier, loreal, dabur amla. The most influencing factors in purchase of hair care products were brand name, quality and price.

Keywords: Brand image, Brand preference, Consumer behaviour, Customer satisfaction, Hair care Products.

INTRODUCTION:

Hair care products are also called as personal care products and they belong to fast moving consumer goods (FMCG) category. FMCG or consumer non-durable goods are those goods which are sold quickly at low cost and are easily available in provision stores, grocery stores, medical stores and shopping malls. These goods are cosmetics, toiletries, grocery, OTC products and perishable products like fruits, vegetables and dairy products.

Earlier, women used to wash their hair with amla, aritha and shikakai powder. But today, many companies are offering shampoos and conditioners to wash the hair and also to make hair smooth and silky. As there are various brands of hair care products available in the market, it becomes essential to conduct a study to examine consumer preferences towards hair care brands available in the market.

According to Philip Kotler, (1998), Marketing is defined as "a social and managerial process by which individuals and groups obtain, what they need and want through creating, offering and exchanging products of value with others."According to Kotler (1998), "consumer behaviour is a study of understanding how individuals, groups and organizations, select, buy, use, and dispose of goods, services, ideas or experiences to

satisfy their needs and desires."According to American Marketing Association, Brand is defined as "a name, term, sign, symbol or design, or a combination of them, intended to identify goods and services of one seller or group of sellers and to differentiate them from those of competitors." (Kotler, 1998)

Consumer Buying Behaviour:
Consumer Behaviour is defined as "the behaviour displayed by consumers in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their need" (Suja Nair, 2013).
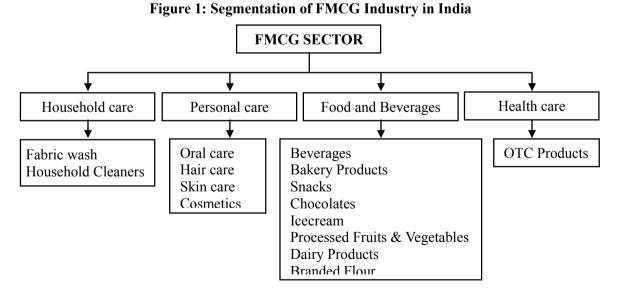
Brand Preference:
Brand preference means desire to purchase a particular company's product or service, when there are equally priced and equally available alternatives. (Amutha and Subbammal, 2015, p.174)

Customer Satisfaction:
Customer Satisfaction depends upon products' performance in relation to buyers' expectations. Customer satisfaction is defined as "a person' feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations." If performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations the customer is highly satisfied or delighted. (Kotler, 1998 p. 40)

Fast Moving Consumer Goods Industry in India:
FMCG Industry is the fourth largest sector in Indian economy. Household and personal care are the leading segment accounting for 50% of overall market in FMCG Industry. The market size of FMCG sector is estimated to grow from US$ 30 billion in 2011 to US dollar 74 billion in the year 2018. FMCG market in India is expected to grow at a CAGR of 2.6% and is expected to reach US$ 103.7 billion by the year 2020 from US$ 49 billion in the year 2016. During the year 2017 HUL's share in FMCG market was 37.4%. Food products is the leading segment in FMCG sector accounting for 43% of overall market. Market share of Hair care products is 23% in FMCG Industry. Increase in population and rising income level are the reasons for expansion of FMCG industry. Leading players in FMCG sectors are Hindustan Lever Ltd., Procter and Gamble Ltd., Dabur India Ltd, Marico Industries and Bajaj Corp Limited.

Figure 1: Segmentation of FMCG Industry in India

Table 1: India's Top Ten FMCG Products Manufacturing Companies

Sr. No.	FMCG Companies
1.	Hindustan Unilever Limited.
2.	Procter & Gamble Hygiene and Health Care
3.	Dabur India Limited
4.	Indian Tobacco Company
5.	Nestle India

Sr. No.	FMCG Companies
6.	Amul Dairy
7.	Asian Paints
8.	Cadbury India
9.	Britannia Industries
10.	Marico Industries

Source: http://info.shine.com/industry/fmcg/6.html

Hair Care Industry in India:

Hair care market is one of the largest market in FMCG sector. Indian Hair care Market is segmented into six categories viz. shampoos, conditioners, hair oils, hair colours, hair gels and hair styling products. Women use hair care products to make their hair silky and soft. Companies manufacturing hair care products are Hindustan Unilever Limited, Procter & Gamble Ltd., Dabur India Ltd., Loreal, Marico Ltd., ITC, Patanjali Ayurved, Himalaya Drug Company and Shahnaz Husain Group etc. According to India Hair care market Outlook, 2021 Hindustan Unilever Limited, Proctor & Gamble, Dabur, Marico and Godrej are the market leaders in the organized hair care market.

Table 2: Hair Care Products Manufacturing Companies in India

Sr. No.	FMCG Companies	Products
1.	Hindustan Unilever Limited	Dove Shampoo, Dove Conditioner, Pure Derm Anti-dandruff Shampoo, Tresemme Shampoo, Clear Anti-dandruff Shampoo.
2.	Procter & Gamble India Limited	Head & Shoulders Shampoo, Pantene Shampoo.
3.	Dabur India Ltd.	Dabur Amla Hair Oil, Dabur Vatika Hair Oil, Dabur Vatika Anti-Dandruff Shampoo, Dabur Vatika Black Shine, Navratna Hair Oil, Dabur Badam Tail, Dabur Almond Hair Oil Mahabhringraj Hair oil.
4.	Patanjali Ayurved	Kesh Kanti, Shampoo and anti-dandruff shampoo, Conditioner and Hair Cleanser, Kesh Hair Oil, Cocunut hair oil, Amla Hair Oil, Sheetal Hair Oil, Kesh Kanti Almond Hair oil, Kesh Kanti Conditioner, Aloe vera conditioner, Olive Almond Conditioner, Kesh Kanti Hair cleanser, Aloe vera hair gel, Kesh Kanti Hair Gel, Taijus Tailum Hair oil.
5.	Marico Limited	Parachute Coconut hair oil, Hair & Care Dry fruit Hair oil, Nihar Coconut Hair oil, Livon Hair Gain Tonic, True Roots Hair Tonic,
6.	Himalaya Drug Company	Himalaya Anti-dandruff shampoo and Conditioner, Anti-dandruff Hair cream, Anti-dandruff hair oil, Anti-hair fall cream, Anti hair-fall shampoo, Anti hair-fall conditioner, Gentle daily care protein shampoo and conditioner, protein hair cream.
7.	Shahnaz Hussain Group	Hair cleanser, hair care kit, Heena Treatment Powder, Colourveda Natural Hair colour
8.	Bajaj Corp Limited	Bajaj almond Drop Hair oil, Brahmi Amla Hair Oil, Bajaj Amla hair oil, Bajaj Amla Shikakai hair oil, Bajaj jasmine Hair oil, Bajaj Kailash Parbat hair oil.

According to a study done by AC Nielsen on Hair Care Industry in India, the size of Indian hair care Industry is more than $ 3 billion. Urban consumers spend more on hair care compared to rural consumers. There is intense competition among giant companies like Hindustan Unilever, Marico, Dabur, Emami, P&G and Bajaj in the Indian market for hair care products. Marico dominates hair oil market with coconut based brand of hair oil i.e. Parachute. Bajaj and Dabur manufactures almond and amla based hair oil. According to AC Nielsen Audit Report, out of 1,611 billion FMCG market in India, hair care products constitute total 8% of hair care market.

Table 3: Topmost Hair care Brands in India

Shampoo	Hair Oil	Hair Colour
Sunsilk	Bajaj Almond Drops	Godrej
Clinic Plus	Parachute	Garner
Dove	Dabur	Loreal
Pantene		Lakme

Source: https://business.mapsofindia.com/top-brands-india/top-shampoo-brands-in-india.html

Top most products in hair care industry is hair oil followed by shampoo, conditioner and then hair colour. Leading player in the hair oil market is Marico accounts for 30% market share for it's parachute coconut hair oil. Leading player in the shampoo market is Hindustan Unilever Limited with 47% market share for sunsilk, clinic plus and dove and also Procter & Gamble India Limited for Pantene. The top shampoo brands in India are Sunsilk, Clinic plus, Dove and Pantene.

Bajaj Corp. Ltd. is the leading player in the hair care industry. It manufactures Bajaj Almond Drop hair oil. This brand is hair oil is second largest hair oil brand in India in overall hair care industry. It gains a market share of 61% in Light hair oil market. Perfume and coconut based hair oil constitute 52% of hair oil market. Hair oil constitutes 50% of hair care market in India. As per industry estimates hair oil market size in India is around Rs 8,000 crore with coconut-based oils accounting for 46 per cent. Non coconut or perfumed oil segment has a market size of Rs 4,283 crore.

The growth of hair colour and hair styling products have increased. Indian hair care market has been growing with a CAGR of 16.95% over the last five years and is expected to increase further by the year 2021. Hair colour is used by both men and women. Leading players in the hair colour market are Loreal, Godrej, Avon, Revlon, Proctor & Gamble, Estee Lauder, Matrix, Johnson & Johnson. Godrej hair dye is the leading player in hair colour market in rural India.

Profile of Leading Players in Hair Care Industry:
Hindustan Unilever Limited:
Hindustan Unilever Limited topmost FMCG company in India It is one of the largest fast moving consumer goods company. It is a subsidiary of Unilever company. It was established in the year 1933 and was renamed as Hindustan Unilever in the year June 2007. It is market leader in consumer products It manufactures personal care, home care products like soap, shampoo, conditioner, cream, toothpaste, toothbrush, detergent powder and detergent soap. Most popular brands of Hindustan Unilever Limited are clinic plus, dove, wheel, surf excel, vim, lux, sunsilk, lakme and Ponds. It also manufactures food and beverages like tea, coffee, soup, tomato ketchup.

Bajaj Corp. Limited:
Bajaj Corp Ltd is a part of Bajaj group which is India's largest consumer goods manufacturing company. Jamnalal Bajaj was the founder of Bajaj and the company was established in the year 1930. Mr.Khushagra Bajaj is the chairman of Bajaj Group. It is second largest company in Shishir Bajaj Group of Companies. It is the second largest player in the hair oil market and sells major brand Bajaj Almond Drops hair oil with 52% market share in the light hair oil category. Other brands include Brahmi amla hair oil, Amla hair oil, jasmine hair oil. Bajaj Almond Drops hair oil leads the hair oil market in India.

Procter and Gamble India Limited:
Procter & Gamble is also largest consumer goods company. It is an American multinational organization founded in the year 1937 by William Procter & James Gamble. It offers personal care and hygiene products, healthcare, home care, Baby care and Feminine care and food, snacks and beverages. Procter and Gamble India was established in the year 1964. It's brands are very popular in Indian market which includes Vicks, Arial, Tide, Whisper, Olay, Gillette, Pampers, Pantene, Oral-B and Head & Shoulders. The purpose of P & G is to improve the life of consumers. Pantene is well known brand in shampoo market and Gillete leads razor market in India.

Marico Industries:

Marico Industries is one of the largest consumer goods manufacturing company in India. It was founded on 2nd April, 1990. It offers wide range of products which includes hair care, skin care, edible oils, health foods, and fabric care. Well known and most popular Indian brands of marico are parachute coconut hair oil, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Mediker and Revive. Marico has total 25 brands in hair care, skin care, edible oil, male grooming and fabric care. Parachute coconut hair oil is sold in various countries of the world. It is 100% coconut hair oil. During the year 2018, Marico generated a turnover of Rs. 6,300 crore. During the year 2006 marico launched Nihar naturals coconut hair oil.

LITERATURE REVIEW:

Pandey and Puntambekar (2016) conducted a study in Sagar city of Madhya Pradesh to examine consumer behaviour towards shampoo brands. The objectives of their study were to find out brand preference, factors influencing brand preference and customer satisfaction towards shampoo brands used by respondents. Shampoo is used by women and men both to wash their hair and also to make their hair look shiny and silky. Hindustan Unilever Limited dominates the shampoo brand in Indian market by offering brands like sunsilk, dove, clinic plus, tresemme. A sample of 60 respondents, was selected from Sagar city through stratified random sampling method, in which 30 were males and other 30 were female respondents. Out of total respondents, 33% belonged to age group of 18 to 30 years, 31% belonged to age group 30 to 45 years. 38.5% of them were employees and 18% were students. 38% respondents' monthly expenditure on shampoo was between Rs.200/- to Rs.300/-. Male respondents use shampoo brands like head and shoulders and clinic plus while female respondents use shampoo brands like clinic plus, pantene, sunsilk and dove. The main factors influencing purchase of shampoo brand were quality advertisement and sales promotion schemes. 94% respondents were satisfied from the current brand of shampoo which they use and remaining 6% were not satisfied from current brand of shampoo, which they use.

S. Gopalsamy et.al (2010) examined brand preference of shampoo in Tirupur city by selecting a sample of respondents through sampling method. The objectives of their study were, to find out brand awareness towards shampoo brand, brand preference and factors influencing brand preference of shampoos. They tested hypotheses that are there any significant difference in respondents' brand preference of shampoo and their demographic characteristics like age, income education and occupation. A sample of size 300 was selected from Tirupur town through stratified random sampling method. The demographic profile of respondents shows that, out of 300 respondents, 61% were females and 39% were males. 42% belonged to the age group of 21 to 30 years. 38% studied up to 12th standard. 65% were employees and 37% earned income of Rs.2,500/- per month. Regarding brand preference of shampoo, 26% use clinic plus, another 26% sunsilk and 18% used head and shoulders. Chi-square test was applied to find out association between demographic profile of respondents and brand preference of shampoo. Chi square results indicated that, no significant relationship was found between gender, age group, education, occupation and income and brand preference of shampoo brand used by respondents.

Ghatule and Chopade (2015), conducted a study to examine customer satisfaction of respondents towards Parachute coconut hair oil in Pandharpur located in Sholapur district in Maharashtra. Primary data was collected from 100 respondents who were users of Parachute hair oil through convenient sampling method. The objectives of their study was to find out various characters of hair oil preferred by respondents. Further, they examined that whether they are facing any problems while using hair oil and their satisfaction level towards hair oil was also measured. Chi-square test was used to test the hypothesis. The demographic profile of respondents revealed that they were young with respect to their age-groups. 44% belonged to age group of 20 to 30 years. 43% were males and remaining 57% were females. 42% were business man and 28% were teachers and other 22% were doing jobs. 40% were in income category of Rs.10,000/- to Rs. 20,000/- monthly. Respondents use various hair care products like hair oil, conditioner, shampoo and hair gel. Respondents were asked that how they liked parachute brand, to which 92% said that parachute is good hair oil. Respondents use parachute hair oil because it is purest form of hair oil and can be easily available in nearby provision stores.

Mohideen et. al (2016), brand preference towards shampoo brands in Theni district in Tamilnadu during the year 2016. Shampoo is used for hair washing, conditioning and to make dry hair soft. Customers have switched over from traditional methods of washing hair with Aritha and Shikakai to shampoo. Today, customers use shampoo to wash their hair. So, many companies offer shampoos in Indian market like Hindustan Unilever Ltd., Garnier, Himalaya, Patanjali and Proctor and Gamble. The main objectives of the study were, to find out brand preference of shampoo among consumers, to know satisfaction level of respondents towards shampoo which they use, and to ascertain factors influencing purchase of shampoo by consumers. Cumbum town in Theni district was selected to conduct this study. 50 respondents were selected through stratified random sampling

method. Simple percentage analysis was used to analyze the primary data. The demographic profile of respondents revealed that, 46% of respondents belonged to age group of 21 to 30 years and other 20% belonged to 15 to 20 years. 66% were males and 64% were females. 54% were married and 46% were unmarried. 40% studied till SSC. 32% were employees. It was found that, respondents are loyal towards their brand of shampoo. They used head and shoulders, Clinic plus and Clinic all clear shampoo brands. They were asked to select reasons for using preferred brand of shampoo, to which 66% said that they use shampoo for conditioning their hair and 14% said to make their hair soft.

Dhevika et. al. (2013), examined brand loyalty towards hair oil among college going students. Brand Loyalty means repeatedly purchasing same brands due to emotional attachment towards the brand. Hence, consumers become loyal towards a particular brand of product. The objectives of the study were to measure brand loyalty of Hair oil among college going students. Primary data was collected from 75 respondents through convenient sampling method in Tiruchirappalli. Respondents use various brands of hair oil like, VVD Gold, Parachute, Amla Kesh and Ashwini Homeo etc. The reasons for using their preferred brand of hair oil was good quality and reasonable price. Quality of the product plays an important role in becoming brand loyal towards the product.

Adrita and Sarker (2013) examined brand preference of hair oil among college going students in Brangladesh. Hair care products are FMCG products. Consumers prefer to use coconut oil in their hair. This study was undertaken to measure brand preference of hair oil by selected 67 students of a university in Bangladesh. Discriminant analysis was done to find out important variables affecting brand preference of hair oil. Primary data was collected through convenient sampling method and sample size consisted of 67 respondents. Respondents use two brands of hair oil i.e. parachute and jui brand. Parachute brand was found to be of good quality and has more brand preference compared to other brands. The various factors influencing brand preference of hair oil were quality, consistency, advertisement and packaging.

Gopisetti and G. Linganna (2017), examined consumer behaviour towards FMCG goods in Nizamabad in Telangana State. FMCG goods are also called as Consumer Packaged Goods. These are non durable goods which are sold quickly at a low cost, in large quantities and are easily available in provision stores and shopping malls. FMCG goods are personal care products, home care, food and snacks, cosmetics, beverages and toiletries. In this research study an attempt has been made to study buying behaviour of consumers towards selected FMCG products. A sample of 200 respondents from both rural and urban areas were selected through non probability convenient sampling method. The products selected to examine buying behaviour was personal care products which included shampoo, hair oil, toothpaste, soap and cosmetics. For shampoo respondents use clinic plus, sunsilk and patanjali. Majority of respondents use Parachute hair oil followed by Dabur Vatika and Patanjali. Toothpaste brands used were Colgate, Close-up and Patanjali. Soap brands preferred were Santoor, Cinthol and Rexona. Cosmetic brands preferred were Ponds', lakme and Fair & Lovely. The important factors influencing purchase of these products were television (88%) quality (82%) and brand loyalty (80%). Respondents were satisfied with the brands of personal care products which they use.

Pradhan and Misra (2015), did a comparative study to measure brand loyalty towards personal care products in rural areas of odisha district and urban areas of Bangalore district by selecting a sample of size 200 from each district through simple random sampling method. Brand Loyalty is defined as "a deeply held commitment to re-buy or re-patronize a preferred product or service in future despite situational influences and marketing efforts having the potential to cause switching behaviour." The purpose of this research study was to measure brand loyalty of consumers towards personal care products, reasons for being loyal and to examine the influence of demographic characteristics on brand loyalty of consumers. Selected personal care products were chosen for the research works which were soap, shampoo, hair oil and cream. From primary data, it was found out that, 65% of rural consumers were brand loyal and 55% of urban consumers were brand loyal towards personal care products. Chi-square test was applied to find out significant differences between demographic characteristics of respondents and their brand loyalty towards personal care products. Null hypothesis was accepted as no significant differences existed between demographic characteristics of respondents and brand loyalty towards personal care products.

RESEARCH METHODOLOGY:

Objectives of the Research Study:
1) To study consumer preferences towards selected hair care products.
2) To study the reasons for purchasing hair care products by females.
3) To study the factors influencing purchase of selected hair care products used by females.
4) To study level of satisfaction towards various brands of hair care products used by them.

Hypothesis of the Study:

Ho$_1$: There is no relationship between age group of respondents and use of hair care brands by them.

Ho$_2$: There is no relationship between occupation of respondents and use of hair care brands by them.

Ho$_3$: Brand Preference of all four Hair care Products among all Respondents and their occupation do not differ.

Ho$_4$: Respondents' opinion regarding factors influencing purchase of Hair care Products on selected criteria do not differ for all factors with respect to their age groups.

Research Design:

The research design used in this study was exploratory and descriptive.

Sources of Data:

Secondary Data: Secondary data for the research study was obtained from journals, magazines, newspapers and internet.

Primary Data: Primary data was collected through structured non disguised questionnaire which was administered to 200 respondents and personal interviews of respondents were also taken.

Sampling Decisions:

Population: All females belonging to age between 18 to 50 years and a resident of Baroda city.

Sampling Frame: All females in the age group of 18 to 50 years and were regular users of hair care products.

Sampling unit: A female belonging to age between 18 to 50 years, residing in Baroda city and who is regularly using selected hair care products.

Sample Size: 200 respondents residing in various areas and belonging to age group 18 to 50 years were selected for the study.

Sampling Method: Non-probability convenient sampling method was used to select the sample size of 200 respondents from population.

Area selected for the study: The study was conducted in urban areas of Baroda city in Gujarat State.

Tools for Data Analysis:

The collected data was analyzed with the help of statistical software which is SPSS Software version 16. Various statistical tools were used to analyze the data viz. Percentage frequency distribution, Mean, Standard Deviation, Average ranking analysis, chi square distribution and one way ANOVA.

Limitations of the Research Study:

1) This research study was carried out only in Baroda city to examine buying behaviour towards hair care products.
2) Sample size of the study was very small i.e. 200 respondents
3) Only few selected aspects of buying behaviour was examined to find out their behaviour towards hair care products.
4) The results of the study cannot be generalized for other products.

DATA ANALYSIS AND INTERPRETATIONS:

Table 4 depicts the demographic profile of respondents. It is observed that respondents are very young in age. 43% belong to 15 to 25 years and 35.5% belong to 26 to 35 years. 48% of them were married and 52% were unmarried. Regarding monthly family income, 35% had income of upto Rs.25,000/- and only 23% had monthly family income of Rs.70,000/- above. Regarding occupation of respondents, 15% were housewives, 41% were doing service and 3% were doing business.

Table 4: Demographic Profile of Respondents

Demographic Profile of Respondents	Frequency	Percentage
Age Groups		
15 to 25 Years	86	43
26 to 35 Years	71	35.5
35 to 45 Years	28	14
45 to 55 Years	15	7.5
Total	**200**	**100**

Demographic Profile of Respondents	Frequency	Percentage
Marital Status		
Unmarried	103	51.5
Married	97	48.5
Total	**200**	**100**
Monthly Income of Family		
Up to Rs.25,000/-	70	35
Rs.25,001 to Rs.50,000/-	42	21
Rs.50,000/- to Rs.70,000/-	42	21
Rs.70,001 and above	46	23
Total	**200**	**100**
Educational Qualifications		
Up to 12th	15	7.5
Diploma	2	1.0
Undergraduate	64	32.0
Graduate	34	17.0
Post Graduate	56	28.0
Professional Degree	29	14.5
Total	**200**	**100**
Occupation		
Student	73	36.3
Housewife	30	14.9
Service	82	40.8
Business	6	3.0
Profession	9	4.5
Total	**200**	**100**

Table 5 describes about respondents' awareness regarding various brands of cosmetics available in the market, to which they said that, they were aware of popular brand of cosmetics like Lakme, Godrej, Patanjali, Himalaya and 68.5% were not aware of Jovees, 50.5% were not aware of Colorcosmetics 43% of Coloressence and 47% of Biotique.

Table 5: Respondents' Awareness on Selected Brands of Cosmetics

Indian Brand	Aware		Not Aware		Foreign Brand	Aware		Not Aware	
	Frequency	Percentage	Frequency	Percentage		Frequency	Percentage	Frequency	Percentage
Lakme	200	100	0	0	Revlon	171	85.5	29	14.5
Shahnaz Hussain	153	46	47	24	Maybelline	193	96.5	7	3.5
Patanjali Ayurved	194	97	6	3	Oriflame	181	90.5	19	9.5
Colour Cosmetics	99	49.5	101	50.5	Avon	134	67	66	33
Jovees	63	31.5	137	68.5	Loreal	198	99	2	1
Godrej	188	94	12	6	Garnier	195	97.5	5	2.5
Himalaya Herbals	197	98.5	3	1.5	Olay	179	89.5	21	10.5
Coloressence	114	57	86	43	Nivea	200	100	0	0
Biotique	106	53	94	47	Dove	196	98	4	2
VLCC	180	90	20	10	Estee Lauder	48	24	152	76
Elle 18	170	85	30	15	Mac	139	69.5	61	30.5

Table 6 shows brand preference of respondents towards hair care products viz. shampoo, conditioner, hair oil and hair colour. In case of shampoo, 23.5% use Loreal, 16% use Patanjali and 9% use Himalaya brand. For conditioner respondents prefer Loreal brand (22%), Patanjali (15%) and 10% used Garnier(10%).Regarding hair oil 36% Parachute, 25.5% use Patanjali,7% Dabur Amla and &other 7% use modicare brand of hair oil. Only 34% use hair colour, out of which 10% use Garnier, 7.5% use Loreal and others use Matrix, Patanjali and Godrej brand. Remaining 66% doesn't use hair colour.

Table 6: Brand Preference of Selected Hair Care Products used by Respondents

Hair Care Products								
	Shampoo		Conditioner		Hair Oil		Hair Colour	
Brands	N	%	N	%	N	%	N	%
Lakme	4	2	7	3.5	3	1.5	5	2.5
Oriflame	12	6	9	4.5	8	4	3	1.5
Maybelline	0	0	0	0	0	0	0	0
Loreal	47	23.5	45	22.5	5	2.5	15	7.5
Godrej	5	2.5	2	1	1	0.5	7	3.5
Himalaya	18	9	13	6.5	9	4.5	1	0.5
Garnier	15	7.5	20	10	2	1	20	10
Patanjali	32	16	31	15.5	51	25.5	7	3.5
Avon	1	0.5	2	1	1	0.5	0	0
Clinic Plus	11	5.5	5	2.5	0	0	0	0
Dove	20	10	17	8.5	0	0	0	0
Head & Shoulders	3	1.5	1	0.5	0	0	0	0
Tresemme	6	3	3	1.5	0	0	1	0.5
Pantene	3	1.5	1	0.5	0	0	0	0
Modicare	2	1	1	0.5	0	0	0	0
Sunsilk	5	2.5	5	2.5	0	0	0	0
Parachute	0	0	0	0	72	36	0	0
Dabur Amla	0	0	0	0	14	7	0	0
Modicare	0	0	0	0	14	7	0	0
Trichup	0	0	0	0	2	1	0	0
Matrix	0	0	0	0	0	0	3	1.5
Others	16	8	20	10	18	9	6	3
Not using Product	0	0	18	9	0	0	132	66
Total	200	100	200	100	200	100	200	100

From Table 7, it can be seen that respondents' monthly expenditure on hair care products is Rs.500/- to Rs. 4000/-.

Table 7: Respondent's Monthly Expenditure on Hair Care Products

Monthly Expenditure on Cosmetics	Frequency	Percentage
Upto Rs. 500/-	107	53.5
Rs.500/- to Rs. 2000/-	68	34.0
Rs.2000/- to Rs.3000/-	12	6.0
Rs.3000/- to Rs.4000/-	10	5.0
Rs.4000/- & above	3	1.5
Total	200	100

Table 8 describes that how many times respondents purchase hair care products to which 43% of respondents said that they purchase hair care products once in a month, 7.5% said that they had to purchase weekly and 16.5% purchase hair care products during special occasions only like marriages, functions, parties.

Table 8: Frequency of Purchase of Hair Care Products by Respondents

Frequency of Purchase of Cosmetics	Frequency	Percentage
Daily	0	0
Weekly	15	7.5
Once in a month	87	43.5
Once in 6 months	52	26
Once in a Year	12	6
During Special Occasions only	33	16.5
Total	**200**	**100**

Table 9 states that 56% respondents purchase hair care products from shopping malls 51.5% from cosmetic stores and and 22.5% from nearby provision stores.

Table 9: Place of Purchase of Hair Care Products by Respondents

Place of Purchase of Hair care Products	Frequency	Percentage
From Provision stores	45	22.5
From Exclusive Cosmetic Stores	103	51.5
From Medical Stores	29	14.5
From Shopping Malls	112	56
From Beauty Parlours	22	11
From Internet	45	22.5

Table 10 describes sources of information which respondents consider to buy hair care products. It is observed that, 56% respondents consider recommendations from friends, 46% see advertisements in Internet, 30% consider Beautician's recommendations, and other 30% prefer direct marketing channels to purchase hair care products.

Table 10: Sources of Information considered for purchasing Hair Care Products

Sources of Information	Frequency	Percentage
Advertisements in Newspapers	48	24
Advertisements in Magazines	33	16.5
Advertisements in Radio	3	1.5
Advertisements on Internet	92	46
Beauticians' recommendations	60	30
Friends'/Relatives'/Neighbours' Recommendations	112	56
Through Direct Marketing Channels	60	30

Table 11 describes about factors influencing purchase of hair care products by respondents. Respondents were asked to give their opinion on five point rating scale regarding factors which influenced them most in purchasing hair care products. They said that the main factors which influenced them to purchase hair care products were brand name followed by quality and price.

Table 11: Factors influencing purchase of Hair care Products by Respondents

Selected Factors	Respondents' Opinion					TOTAL	Mean	SD
	1	2	3	4	5			
	UI	LI	CS	I	VI			
Brand Name	2	5	7	42	144	200	4.61	0.673
Price	23	17	25	69	66	200	3.69	1.320
Quality	6	14	10	39	131	200	4.37	1.058
Advertisement	31	34	32	52	51	200	3.29	1.413
Celebrity Endorsement	69	42	42	33	14	200	2.40	1.300
Easier Availability	21	40	44	64	31	200	3.22	1.233
Discount	18	33	43	61	45	200	3.41	1.253
Attractive Packaging	41	52	25	40	42	200	2.95	1.459

*Note: UI = Unimportant, LI = Least important, CS = Can't Say, 4 = Important, 5 = Very Important, SD = Standard Deviation

Table 12 describes about satisfaction level of respondents from hair care products which they use. It was found that, 91.5% respondents were satisfied from shampoo brand which they use, 80.5% were satisfied from conditioner, 82.5% were satisfied from Hair oil and 33% were satisfied from hair colour brand which they use.

Table 12: Respondents' Level of Satisfaction from Selected Hair Care Products

Hair Care Products	Satisfied		Dissatisfied		Don't use the Product		Total	
	N	%	N	%	N	%	N	%
Shampoo	183	91.5	17	8.5	0	0	**200**	100
Conditioner	161	80.5	23	11.5	16	8	200	100
Hair Oil	165	82.5	32	16	3	1.5	200	100
Hair Colour	66	33	16	8	118	59	200	100

TESTING OF HYPOTHESIS:

Ho$_1$: There is no relationship between age group of respondents and use of hair care brands by them.
Ho$_2$: There is no significant relationship between occupation of respondents and hair care brands used by them.
Ho$_3$: Brand Preference of all four Hair care Products among all Respondents and their occupation do not differ.
Ho$_4$: Respondents' opinion regarding factors influencing purchase of Hair care products on selected criteria do not differ for all factors with respect to their age – groups.

Ho$_1$: There is no association between age groups of respondents and hair care brands used by them.

From Table 13, it is found that, as calculated value of chi-square is less than table value, we do not reject null hypothesis and conclude that there is no association between age groups of respondents and hair care brands used by them.

Table 13: Chi - Square Distribution of Age Groups and Hair care Brands used by Respondents

Age Groups and Hair Care Brands used by Respondents	Calculated Value of Chi Square	Table Value of Chi Square	Degrees of Freedom	Significant/ Not Significant
Shampoo	27.45	36.415	24	Not Significant
Conditioner	35.40	40.113	27	Not Significant
Hair Oil	18.60	40.113	27	Not Significant
Hair Colour	57.16	36.415	24	Not Significant

Ho$_2$: There is no significant relationship between occupation of respondents and hair care brands used by them.. Table 14 shows calculated value of chi square, which is greater than table value for conditioner and hair colour. So, we reject null hypothesis and conclude that there is significant relationship between occupation of respondents and hair care brands used by them. For shampoo and hair oil, we do not reject null hypothesis and conclude that there is no association between occupation and hair care brands used by respondents.

Table 14: Chi - Square Distribution of Occupation and Hair care Brands used by Respondents

Occupation and Hair Care Brands used by Respondents	Calculated Value of Chi Square	Table Value of Chi Square	Degrees of Freedom	Significant/ Not Significant
Shampoo	40.72	46.19	32	Not Significant
Conditioner	57.71	50.998	36	Significant
Hair Oil	49.24	50.998	36	Not Significant
Hair Colour	57.93	46.19	32	Significant

Ho$_3$: Brand Preference of all four Hair care Products among all respondents and their occupation do not differ. From Table 15, it can be observed that, p-value is greater than 0.05 in case of shampoo, conditioner and Hair oil. So, we do not reject null hypothesis and conclude that there is no significant relationship between brand preference of shampoo, conditioner and hair oil and the occupation of respondents. As p-value is less than 0.05 for hair colour, we reject null Hypothesis and conclude that significant association exists between hair colour brands used by respondents.

Table 15: ANOVA of Brand Preference of all four Hair care Products used by Respondents and their occupation

Hair Care Products	Degrees of Freedom	F-Calculated Value	p-value	Significant / Not Significant
Shampoo	(4, 195)	0.170	0.953	Not Significant
Conditioner	(4, 195)	0.557	0.694	Not Significant
Hair Oil	(4, 195)	0.422	0.793	Not Significant
Hair Colour	(4, 195)	5.309	0.000	Significant

Ho$_4$: Respondents' opinion regarding factors influencing purchase of hair care products on selected criteria do not differ for all factors with respect to their age groups

Table 16, states that, as p-value is less than 0.05 for price, quality and celebrity endorsement we reject null hypothesis and conclude that age groups of respondents and opinion of respondents regarding these three factors influencing purchase of hair care products are not same. For remaining factors, as p-value is greater than 0.05, we do not reject null hypothesis and conclude that respondents' opinion for rest other factors and their age groups do not differ.

Table 16: ANOVA of Occupation of Respondents and their opinion regarding
Factors Influencing Purchase of Hair Care Products

Selected Factors	Degrees of Freedom	F-Calculated Value	p-value	Significant/ Not Significant
Brand Name	(4, 195)	1.910	0.110	Not Significant
Price	(4, 195)	3.109	0.017	Significant
Quality	(4, 195)	2.605	0.037	Significant
Advertisement	(4, 195)	2.332	0.057	Not Significant
Celebrity Endorsement	(4, 195)	3.411	0.010	Significant
Easier Availability	(4, 195)	2.079	0.085	Not Significant
Discount	(4, 195)	2.093	0.083	Not Significant
Attractive Packaging	(4, 195)	0.861	0.489	Not Significant

FINDINGS AND DISCUSSION:

➢ Respondents were young with respect to their age groups. 35% of them had monthly income of upto Rs.25,000/- and other 21% belonged income group to Rs.25000/- to Rs.50,000/-, and another 21% belonged to income group of Rs.50,000/- to 75,000/-.

➢ Respondents use both Indian brands as well as foreign of hair care products. For shampoo brand they use Loreal, Patanjali and Himalaya brand. For conditioner, they use Loreal, Patanjali and Garnier brand. Parachute, Patanjali and Dabur Amla were most famour hair oil brands used among respondents. For hair colour they used Garnier, Loreal and Matrix brand.

➢ Respondents purchase hair care products like shampoo and hair colour once in a month. They purchase hair care products from shopping malls as well as from cosmetic stores. They consider friend's/ relatives'/ beauticians recommendations, advertisements for searching information about various brands of selected hair care products.

➢ No significant relationship was found between age groups and hair care products used by respondents. This means that respondents use all selected hair care products irrespective of their age. Significant association was found between occupation and hair care product used by women. Working women use hair colour more compared to housewives.

➢ The main factors influencing purchase of hair care products were brand name followed by quality and price. Respondents were satisfied from hair care brands which they use.

CONCLUSION:

Women use various type of hair care products to enhance their looks like shampoo, conditioner, hair colour, Mehndi, hair cream and hair gel. This research study was undertaken on only four hair care products viz. Shampoo, conditioner, hair oil and hair colour. Respondents use well known brand of hair care products. For shampoo and conditioner, they used Loreal, Patanjali and Garnier. For hair oil majority of them use Parachute coconut hair oil. For hair colour they used Garnier, Loreal, Matrix and Godrej. The main factors which influenced females to buy hair care products were brand name, price and quality. They consider beauticians recommendations before purchasing selected hair care products. They preferred to use well known brands of hair care products. This study will be useful for companies manufacturing personal care products.

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