



BUYING BEHAVIOR AND CONSUMPTION PATTERN TOWARDS SHAMPOOS AMONG WORKING WOMEN IN BIDAR CITY

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ABSTRACT

In this fast changing technological and competitive err, people are obsessed with their appearance and look today both male and female are both conscious of their looks and are ready to spend a good amount of money for their personal beauty and care. This trend has provided tremendous opportunity for the manufacturers to produce and sell such products shampoo is one of the products which has popularized from last two decades through advertisement these products are popularize even in remote areas of the country. Bidar city of Karnataka is a small city and almost all the modern product like shampoos are widely used by the residents.

This paper is an effort to study the buying behavior and consumption pattern towards shampoos among working women in Bidar city.



KEYWORDS: Consumption Pattern , fast changing technological and competitive err.

INTRODUCTION

Today consumer behavior is changing very fast. Indian consumers have also been responding towards new and modern products introduced in this globalised era. The behavior of consumers changed with the advent of new psyche, changing lifestyle, income and education level. Apart from new economic policy, globalization, modernization of society & hallow effect have also casted their shadow on behavior of consumers. In fact, “Consumer is real deciding factor for all economic activities. With the changing behavior of the consumers, market is also changing rapidly & is showing unprecedented boom in the market of several products companies monitor the change in buying pattern of consumers and change their products and marketing strategy accordingly. They used many sales promotion schemes, effective advertisement, inventing new products to attract consumers. However many companies fails to monitor fast changing consumer behavior as a result, their products get away from the market. “When any organization loses a customer they are not losing future earning but also incurring the cost of finding new customers” to stiff competition, he consumer behavior plays a very important role in the success of any company or manufacturing firm. Shampoo market is one of the competitive & congested market, various brands are available. In the fast changing market condition and its reaction on consumer behavior, it is important to know that how consumers are behaving during the purchase of a particular segment. To know the changing behavior towards shampoo product, a FMCG product Bidar city of Karnataka her been chosen to the consumer having behavior and consumption pattern towards various shampoo products.

About the Shampoo Product

Shampoo is an important FMCG product and it is widely used by the majority of the consumers as a hair care. FMCG sector is the corner stone because it is an important contributor in India's GDP. FMCG product are also important as it touches every aspect of consumer's life. India's FMCG sector is the fourth largest sector in the economy. Main components of Indian FMCG industry are Household care, Personal care, Food & Beverages. Today FMCG market is very competitive, several consumer product have been introduced & popularized by passing time. Shampoo is a product which belongs to personal care component. " In the early days a shampoo could be defined as an effective cleansing agent for hair and scalp, but today the shampoo must do much more it must leave the hair easy to comb, lustrous and controllable whilst being convenient and easy to use. The global shampoo market is expected to reach an estimated value of \$ 25.73 billion by 2019. The shampoo market today is very competitive & recorded constantly surge in sale. " Shampoo Market in India is in excess to Rs 4000cr & has shown more than 15% year on year growth last few years" Now-a-days shampoo is one of the significant product for both men & women many companies launched sachet & small packs of shampoo to target attract more and more consumers especially low level income groups & middle class.

OBJECTIVES OF THE STUDY :

1. To know the buying behavior and consumption pattern among working women towards shampoos in Bidar city.
2. To study the impact of education and profession on buying behavior towards shampoos.
3. To study the satisfaction level among working women towards shampoos in Bidar city.
4. To study the consumption pattern of Indian and foreign shampoo brands among working women in Bidar city.

REVIEW OF LITERATURE :

1. Dr. Sharma, Mehta (2012) in given study revealed that consumers are more conscious towards their appearance. They found most of the consumers preferred sachet as compared to bottles.
2. Anju Thapa (2013) She pointed out increasing usage rate of Shampoo & frequent buying behavior. She also pointed out various factors that influence switching behavior of consumers such as packing price rise of current brand impact of advertisement to try new options influence by others etc.
3. Rao, Karnam Reddy (2014) They stated that frequency of using shampoo among consumers is very low, it is only once in a week & most of the respondents are satisfied with current brand.
4. Gopalsamy, et al 2010 they stated the importance of knowing consumer behavior, what is in mind of consumer is very essential to capture market.
5. Singh & Mishra, 2013 they studied about the awareness, attitude, & behavior of consumers towards major brands. They also stated about tough competition in FMCG sector.
6. Akarte & Arora 2012 they have focused on satisfaction of consumers. They have also stated that, for satisfying consumers it is essential companies should know about consumer behavior & analyze all these factors & find out best suitable tools for promoting their shampoo.

RESEARCH METHODOLOGY :

This study is descriptive in nature and mainly based on primary data. The total 150 samples selected for the study from Bidar city through random sampling method. A questionnaire was framed to collect the primary data and the data so collected was analyzed with the help of simple statistical tools & techniques, the results were presented and interpreted as per the data obtained from survey.

DATA ANALYSIS AND INTERPRETATION

1. Professional Status by Respondents (N=150)

Sl. No	Profession	Survey Value	%
1	Doctors	40	26.66
2	Teachers	60	40.00
3	Lawyers	15	10.00
4	Nurses	20	13.33
5	Clerks	15	10.00

Source: Primary data

TS = 150

T=100

From the above table it is clear that of the total sample size (N=150) 27% are doctors, 40% are teachers, 10% are lawyers, 13% are Nurses, and 10% are clerks.

2. Shampoo Consumption by profession

Doctors (60)		
Sl. No.	Shampoo Brand	Survey Value
1	Tressmee	10
2	Sunsilk	05
3	Clinic Plus	10
4	Dove	10
5	Pantene	05

Lawyers (15)		
Sl. No.	Shampoo Brand	Survey Value
1	Sunsilk	08
2	Clinic Plus	07

Teachers (60)		
Sl. No.	Shampoo Brand	Survey Value
1	Sunsilk	20
2	Clinic Plus	10
3	Dove	05
4	Patanjali	08
5	Dabar Vatika	12
6	Meera	05

Nurses (20)		
Sl. No.	Shampoo Brand	Survey Value
1	Sunsilk	05
2	Clinic Plus	08
3	Dove	05
4	Patanjali	02

Source: Primary data

Clerks (15)		
Sl. No.	Shampoo Brand	Survey Value
1	Sunsilk	06
2	Clinic Plus	06
3	Dabar Vatika	03

From the above table it is clear that popular brands like Sunsilk, Clinic Plus, Dove are consumed by all the profession groups.

Tressmee is the only premium brand that is consumed by doctors only. Doctors don't consume Indian brands like Dabar Vatika, Patanjali etc.

3. Frequency of shampoo usage by respondents

Sl. No	Frequency	Survey Value	%
1	Weekly once	35	23.33
2	Weekly twice	80	53.33
3	Weekly thrice	20	13.33
4	Bi weekly	15	10.00

Source: Primary data

4. Package Preference by respondents:

Sl. No	Package	Survey Value	%
1	Sachette	60	40.00
2	50ml Bottle	20	13.33
3	100ml Bottle	50	33.33
4	200ml & above	20	13.33

Source: Primary data

From above table it is evident that 40% of the respondents prefer to buy sachette, while 13% like to buy 50ml bottle, 33% like to buy 100 ml bottle, only 13% like to buy 200ml & above bottle for their consumption.

5. Sachettee buying behavior by profession wise:

Sl. No	Profession	Survey Value	%
1	Doctors	NIL	NIL
2	Lawyers	NIL	NIL
3	Teachers	30	20
4	Nurses	15	10
5	Clerks	15	10

Source: Primary data

It is interesting to know, from the above table that doctors & lawyers don't prefer to buy shampoos in sachette form.

6. Motivating factors for Shampoo purchase

Sl. No	Motivating factor	Survey Value	%
1	Popular brand and benefits	90	46
2	Organic nature and benefits.	60	40

Source: Primary data

From the above table, it is clear that, 60% of the respondents purchase shampoos because of their popularity and benefits while 40% of the respondents purchase shampoo because of their natural ingredients and benefits. This implies that 40% of the respondents of don't want to use chemically prepared shampoos for their hair wash.

7. Relationship between good hairs and social image:

Sl. No	Opinion	Survey Value	%
1	Yes	110	73.33
2	No	20	13.33
3	Can't say	20	13.33

Source: Primary data

From the above table it is evident that, 73% of the respondents agree that there is relationship between good hairs and social image while 13% say No and another 13% could not say either.

8. Preference factors considered while buying shampoos

Sl. No	Preference Factors	Survey Value	%
1	Functional Benefits (cleaning / smoothing/ shining/ strengthening)	60	40
2	Brand Image	50	33.33
3	Price	-	
4	Innovation	10	6.60
5	Anti Hair fall & Anti dandruff	30	20.00

Source: Primary data

9. Satisfaction level towards shampoo performance

Sl. No	Satisfaction Level	Survey Value	%
1	Satisfied	110	73.30
2	Fairly satisfied	30	20.00
3	Dissatisfied	10	6.66

Source: Primary data

From the above table, it shows that 73% of the respondents are satisfied with the performance of the shampoos while 20% are fairly satisfied because they have not got full expected benefits like shining of hairs and long hair growth. 7% of the respondents are dissatisfied with the performance of the shampoos totally because they have not got neither functional benefits nor emotional benefits.

10. Shampoo consumption on nationality basis

Sl. No	Nationality	Survey Value	%
1	Indian Brands	35	23.33
2	Foreign Brands	115	76.66

Source: Primary data

The above table shows that, only 23% of the respondents use Indian Brands while 77% of the respondents use foreign brands. Which means consumer inclination towards popular MNC Brands are more strong than Indian Brands.

Hypothesis Testing

1. H_0 : Brand preference is independent of profession.
 H_A : Brand preference is not independent of profession.

Contingency Table :-

Brand/Profession	SS	CP	D	Pt	Pa	DV	M	T	Row Total
Doctors	05	10		05		10		10	40
Teachers	20	10	05		08	12	05		60
Lawyers	08	07							15
Nurses	05	08	05		02				20
Clerks	06	06				03			15
Column Total	44	41	10	05	10	25	05	10	150

Expected Frequencies :-

Sl.No	Fo	Fe	$\frac{(f_o - f_e)^2}{f_e}$	f0	fe	x^2	f0	fe	X^2
1	05	11.73	3.86	05	1.33	0.96	-	-	-
2	20	17.6	.33	-	-	-	05	2	4.5
3	08	4.4	2.95	-	-	-	-	-	-
4	05	5.8	.11	-	-	-	-	-	-
5	06	4.4	.58	-	-	-	-	-	-
6	10	10.93	.86	-	-	-	10	2.67	20.12
7	10	16.4	2.5	08	4	4	-	-	-
8	07	4.1	2.05	-	-	-	-	-	-
9	08	5.47	1.17	02	1.33	0.33	-	-	-
10	06	4.1	.88	-	-	-	-	-	-
11	-	-	-	10	6.67	1.66	-	-	-
12	05	4	0.25	12	10.00	0.4	-	-	-
13	-	-	-	-	-	-	-	-	-
14	05	1.33	0.96	-	-	-	-	-	-
15	-	-	-	03	2.5	0.1	-	-	-

$$\sum x^2 = 48.57$$

$$\begin{aligned} \text{Degree of freedom (dof)} &= (r-1) (c-1) \\ &= (5-1) (8-1) \\ &= 4 \times 7 \\ &= 28 \end{aligned}$$

$$\sum x^2 \text{ cal} = 48.57$$

$$X^2_{0.05, 28} = 41.34$$

$$\begin{aligned} \text{Since } x^2 \text{ cal} &> x^2 \text{ critical} \\ 48.57 &> 41.34 \end{aligned}$$

Reject H_0 Accept H_A

i.e Brand preference is not independent of profession

Hypothesis 2 :

H_0 : 70% of respondents buy foreign brand shampoos.

H_A : 70% of respondents do not buy foreign brand shampoos.

i.e H_0 P = 70% = 0.7

P \neq 70%

$$Z = \frac{P-p}{\sqrt{\frac{pq}{n}}}$$

Where P – Sample preparation

P – population

q- 1 – p

n – Sample size

$$P = 0.7666 \quad p = 0.7, \quad q = 1-p = 0.3, \quad n=150$$

$$Z = \frac{0.76-0.7}{\sqrt{\frac{0.76 \times 0.3}{150}}} = \frac{0.06}{\sqrt{0.0017}} = \frac{0.06}{0.041} = 1.46$$

$$|z| = |1.46| = 1.46 < 1.96$$

Hence H₀ is accepted

i.e 70% of the respondents buy foreign brand shampoos.

CONCLUSION :

From the study it is found that working women have become increasingly conscious about their personal care especially hair care. The above study revealed that working women use various brands of shampoos for their hair care which include both Indian and foreign. It is interesting to note that doctors and lawyers used only foreign brands like Tressmee, Dove, Pantene etc. on the other hand teachers, nurses, clerks use Indian brands Patanjali, Dabur vatika, Meera sparingly. The Consumption of Shampoos is more in sachette form. There is shift among consumers from chemical based shampoos to organic based shampoos for natural benefits. Majority of the respondents are satisfied with the performance of the shampoo brands.

The study suggests manufacturing companies to bring innovative and organic based products for the consumers to increase their market share and profits.

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