

**RECENT FACETS OF CONSUMER SWITCHING
BEHAVIOUR OF SHAMPOO BRANDS – AN
EXPLORATORY RESEARCH ON CONSUMERS IN
TIRUPPUR DISTRICT**

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ABSTRACT

Consumers are the ultimate destination of any products or services. The study of these individuals, groups, or organizations is what we call Consumer behavior. Since, they are the ultimate end users of any product or services, thus, the success of any organization depends upon the satisfaction of the consumers, if not they will switch to other brands. Due to this reason, the satisfaction of the consumers becomes priority for any organizations. For satisfying the consumers, one has to know about what consumer buy, why they buy it, when they buy it, how and how often they buy it and what made them to switch to other brands. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. The present paper is an attempt to study the shampoo buying patterns among the individuals. The study also examines the various factors which influence the consumers to buy a shampoo of particular brand and reasons for their switching to other brands.

KEYWORDS: Consumer attitude, Shampoo buying patterns and Consumer Switching behavior.

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INTRODUCTION

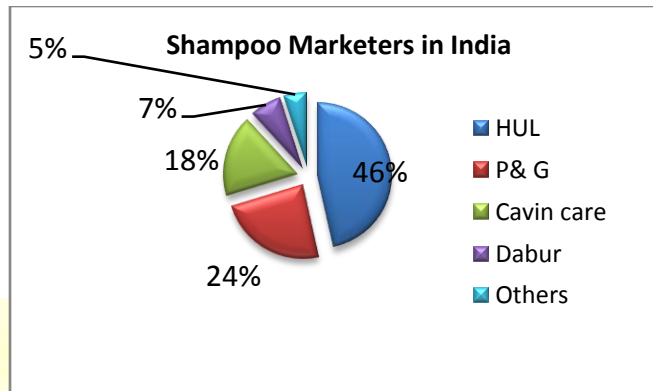
Shampoo is a hair care product that is used for cleaning hair. The goal of using shampoo is to remove the unwanted build-up without stripping out so much sebum as to make hair unmanageable.

1.0 History of shampoo manufacturing

During the early stages of shampoo, English hair stylists boiled shaved soap in water and added herbs to give the hair shine and fragrance. Kasey Hebert was the first known maker of shampoo, and the origin is currently attributed to him. Commercially made shampoo was available from the turn of the 20th century. A 1914 ad for Canthrox Shampoo in American Magazine showed young women at camp washing their hair with Canthrox in a lake; magazine ads in 1914 by Rexall featured Harmony Hair Beautifier and Shampoo.

In 1927, liquid shampoo was invented by German inventor Hans Schwarzkopf in Berlin, whose name created a shampoo brand sold in Europe. Originally, soap and shampoo were very similar products; both containing the same naturally derived surfactants, a type of detergent. Modern shampoo as it is known today was first introduced in the 1930s with Drene, the first shampoo using synthetic surfactants instead of soap. Shampoo is generally made by combining a surfactant, most often Sodium Lauryl Sulfate Or Sodium Laureth Sulfate, With A Co-Surfactant, Most Often CocamidopropylBetainein water to form a thick, viscous liquid. Other essential ingredients include salt (sodium chloride), which is used to adjust the viscosity, a preservative and fragrance.

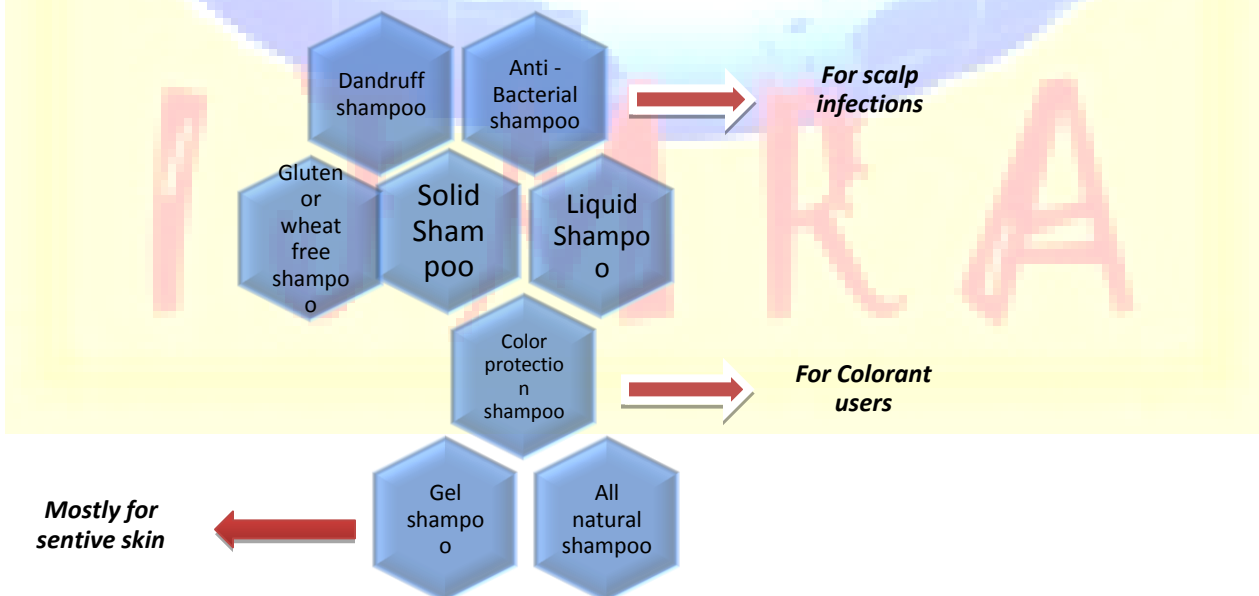
Figure.1 Illustrating the Shampoo Marketers in India



1.1 Types of Specialized shampoos

Dandruff, color-protection shampoos, gluten-free shampoo or wheat free shampoo, all natural shampoo, Baby shampoo, Anti - bacterial shampoo, Gel shampoo and Solid shampoo.

Figure. 2 Illustrating Types of shampoo available in market



1.2 Consumer switching behavior

Consumers or the Customers are valuable assets for any organization. Consumer is an individual or group of individuals who select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. In other words, Consumers are the ultimate destination of any products or services. The study of these individuals, groups, or organizations is what we call Consumer behavior. The processes by which these organizations select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups.

It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. In the present competitive global market, it has been seen that organizations are increasingly focusing on the retention of their existing customers. Thus, Gaining knowledge about customers' switching behavior is substantively important for the sustainability of any organization. Customers' switching behavior is the process exhibited by a customer, behaving differently to a particular brand and undergoes alteration in the preference of the existing product or services. Since, customers are the ultimate end users of any product or services, the success of any organization depends upon the satisfaction of the consumers, if not they will switch to other brands. When any organization loses a customer they are not only losing future earnings but also incurring the cost of finding new customers.

OBJECTIVES OF THE STUDY

1. To examine the consumer awareness of shampoo usage.
2. To study the reasons for consumer switching to other brands.

LIMITATIONS OF THE STUDY

- The sample has been taken only from 150 respondents.
- The study is being conducted by only for selected goods of the result cannot be generalized to whole brands.

REVIEW OF LITERATURE

The consumer in this era is in target of massive media attacks effectively planned, and enlighten with glamour as per the emotions, needs, wants and demands of the consumers. Market researchers and organizations are spending billions of dollars on consumer research and to know the important factors involved in consumer decision making. Consumer behavior analysis helps to determine the direction that consumer behavior is likely to make and to give preferred trends in product development, attributes of the alternative communication method etc. consumer behaviors analysis views the consumer as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or service not only in terms of the physical characteristics, but in the context of this image according to the social and psychological makeup of that individual consumer or group of consumers (Proctor and Stone, 1982).

Consumer behavior has been defined as those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes

that precede and determine these acts (Engel, et al., 1986). Bashir and Malik, (2009), in the given study revealed that consumers considered advertisement as a reliable source of knowledge about any product or services.

Advertisement can affect any income group individuals. Consumers were influenced by the appeal and personality used in the specific brand advertisements. The current literature revealed that experts and researchers have been giving more focus on customer retention. To retain customers, organizations have to understand their behavior and try to satisfy them, by catering their needs and preferences (Oyeniya and Abiodun, 2010).

MEHODOLOGY

The present paper is an attempt to study the shampoo buying patterns among the individuals. The study also examines the various factors which influence the consumers to buy a shampoo of particular brand and reasons for their switching to other brands. For the purpose of the given study primary as well as secondary data has been used. The Secondary data has been collected from various books, journals, published research papers, websites etc. The primary data was collected by means of a questionnaire. In this study is used to convenient sampling. The sample size of the studying is taken as 150. The study was conducted at Tiruppur district for a period of one year i.e., from February.2014 to February.2015.

2.0 Data Analysis and Interpretations: The responses from the respondents were subjected to simple percentage method, in order to know the inferences out of the collected data. The study deals with the analysis of consumer awareness towards shampoo usage.

2.1 The tools used for analysis were:

- Percentage analysis
- Chi-Square Analysis

Table 1. Showing the Classification of Respondents according To Their Demographic Profile & Study Factors

S. No	Variables	Categories	No. of Respondents	Percentage
1	Age	Below 20 years	10	06.7
		20 – 30 years	84	56.0
		31 – 40 years	49	32.6
		Above 40 years	07	04.7
2	Gender	Male	77	51.3
		Female	73	48.7
3	Marital Status	Married	72	48.0
		Unmarried	78	52.0
4	Education	Illiterate	11	07.3
		School Level	29	19.3
		Graduate Level	84	56.0
		PG & Professional	26	17.4
5	Occupation	Agriculture	13	08.7
		Business	32	21.3
		Govt.	27	18.0
		Employed	48	32.0
		Private	30	20.0
		Employed Student		
6	Income	Below Rs.5000	41	27.3
		Rs.5001-10000	53	35.3
		Rs.10001-15000	48	32.0
		Above Rs.15001	08	05.3
7	Brand	Sun silk	34	22.7
		Chick	36	24
		Head &	70	46.7
		shoulder	10	6.6

		Clinic Plus		
8	Usage Period	8Below 1yr	50	33.3
		1 – 3yrs	29	19.3
		3 – 5yrs	40	26.7
		5 – 8yrs	22	14.7
		above 8yrs	09	0.6
9	Advertisement influence	TV	106	70.6
		Newspapers	22	14.7
		Magazines	20	13.3
		Others	02	1.4
10	Attitude	Excellent	71	47.3
		Good	53	35.3
		Average	22	14.7
		Below Average	04	02.7
		Poor	00	00
11	Buying Motive	Quality	108	72
		Advertisement	36	24
		Complements	0	0
		Price	0	0
		Taste	06	4
12	Purchase Decision	Self	49	32.7
		Spouse	20	13.3
		Friends & relatives	29	19.3
		Medias	28	18.7
		Children	24	16

Interpretation

The above table.1 shows that the majority of the respondents are aged 20-30yrs(56% of respondents), the Majority ofthe respondents are male(51.3% of respondents), TheMajority of the respondents areUnmarried(52% ofrespondents),The Majority ofthe respondents are Graduate(56% ofrespondents),The Majorityofthe respondents are PrivateEmployee(32%

of respondents), The Majority of the respondents monthly income are Rs. 5001-10000 (35.5% of respondents), The Majority of the respondents preferred Boost (46.7% of respondents), The Majority of the respondents used Below 1 yr (33.3% of respondents), The Majority of the respondents are Influenced by TV (70.6% of respondents), The Majority of the respondents attitudes is excellent (47.3% of respondents), The Majority of the respondents buying motive is Quality (72% of respondents), The Majority of the respondents purchase decision is Self (32.7% of respondents).

Chi-Square Test

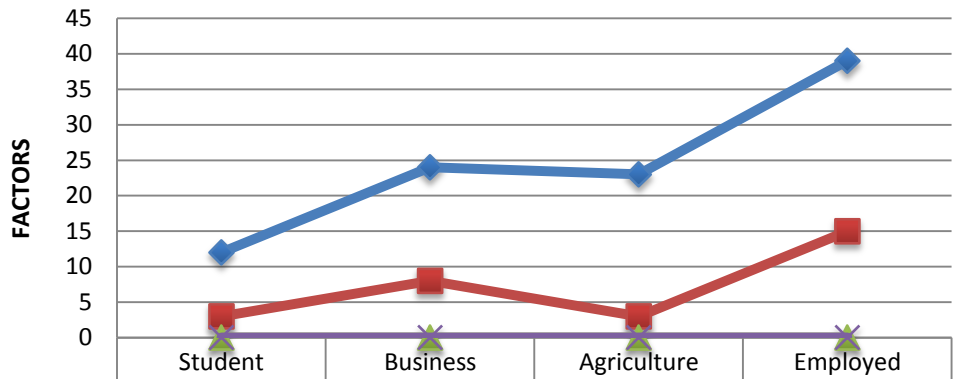
Chi-square test is a non-parametric test. It can be used to determine if categorical data show dependency or the classification are independent. It can also to make comparisons between theoretical populations and actual data.

➤ Relationship Between Occupation And Switching Buying Brands

- ❖ *Null Hypothesis (H₀)* There is no significant relationship between occupation and buying motive.
- ❖ *Alternative Hypothesis (H_a)* There is a significant relationship between occupation and buying motive.

Figure.3 Illustrating The Consumer Switching of Brands

Showing switching of Brands



Quality	12	24	23	39
Advertisements	3	8	3	15
Complements	0	0	0	0
Price	0	0	0	0

Inference

Calculated value = 6.7125

Degree of freedom = (4 - 1) (5 - 1)

= 12

✚ Table value of degree of freedom 12 with 5% level of significance is 21.026.

✚ By comparing the table value and calculated value of X^2 we found that the table value is higher than the calculated value. So, we can accept the hypothesis.

✚ So there is no significant relationship between occupation and buying motive.

FINDINGS

- In chi-square test found that there is no significant relationship between occupation and buying motive.
- 72% of the respondents buying motive is Quality.
- 32.7% of the respondents purchase decision is Self.
- 56% of respondents are belonging the age under 20-30yrs.
- 51% of the respondents are male.
- 52% of the respondents are Unmarried.
- 56% of the respondents are Graduate.
- 32% of the respondents are Private Employed.
- 35.5% of the respondents monthly income are Rs.5001-10000.

SUGGESTIONS

The study revealed that if the following factors are considered by the consumer goods it would improve the positive attitude of the consumer towards the buying of products.

- ✓ On the basis of the opinion of the respondents, it is suggested that the distributor has to take necessary steps to improve the supply of products of fulfill their requirements.
- ✓ The supplies should that takes steps to meet the demand for the product in time by regular supply of goods to the retailers' event to the remote area increase the quantity of the product i.e.,shampoo.
- ✓ Outdoor advertisement campaign should be carried out by the company.

CONCLUSION

The researcher after an in depth study on the consumer behavior towards products has come to the conclusion that among the FMCG manufactured companies. Performance of service may act as motivational factors to other companies engaged in the production and supply of products. It is evident from the study that to have a permanent place in the minds of the consumer. That is brand loyalty; company has to devote my attention to the cardinal factors like quality, pricing, a well-knit distribution network, and incentives to the middlemen and so on. The consumers have expressed their opinion on certain aspects of goods to the extent they are satisfied. The research has revealed that the awareness and satisfaction towards selected products among the Tiruppur District.

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