

A STUDY ON THE BRAND PREFERENCE FOR SHAMPOOS AMONG FEMALE CUSTOMERS IN COCHIN

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Abstract

The economic growth and development of a nation depends on the functioning of business organisations and establishment of new business ventures. According to the modern marketing concept, customer is the king. He is the one who decides the success or failure of any business organisation. The continuing existence of any concern depends on the behaviour and attitude of consumers. Unlike traditional consumers, those in the present market are challenging in nature. Their satisfaction depends on lots of factors including the features of the product, price, quality, durability, packaging, and further more on its brand name. Branding has evolved as a major function of marketing and all the business houses are trying hard to attain good brand image in the market. Consumers used to prefer branded products over unbranded products in the expectation of getting good quality products. Thus, the study on brand preference is gaining more significance in the present scenario. Female customers are the most vibrant customer group whose preference for various cosmetic products is solely depends on brand name. Hence, this study is all about brand preference for shampoos among female customers.

Keywords

Brand, Customer satisfaction, Brand preference.

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1. Introduction

With the rise in the standard of living and health consciousness of people, the demand for cosmetics is growing very fast. Shampoo is one of such cosmetic products, which find application in our household (both urban and rural household). Demand is still growing very fast as smaller sizes (sachet types) are vigorously promoted by the leading manufacturers and selling it even in the smaller roadside shops. Thus for cleaning and conditioning of hairs shampoos have largely replaced normal bath soap, with the different requirements for different types of hairs viz. Dry, Oily, and the normal, wide varieties of shampoos are in demand. Besides this shampoos enriched with protein sources like egg and almond etc. show exclusive demand.

Every woman values her hair because it is her beauty and pride. It is in this scenario that brand preferences have gained momentum in choosing shampoos. The market for shampoos has expanded and is expected to expand in the near future as well. As the market for shampoos expand, the competition in the field is also increasing. In markets where competition is fierce and where customers may select from among many competitive products, creating an identity through branding is essential. Branding is a powerful and intelligent marketing strategy that enables to create a positive perception and strategic awareness of the product/ brand thereby leading to the creation of an unconquerable preference for the product/brand in the minds of customers. Hence, a study on brand preference becomes necessary. The customers' purchase decision largely depends upon taste, quality, price and the like factors. Here arises the need for a study on brand preference. Hence, the research survey has been conducted in the city of Cochin to identify the brand preference for shampoos among female customers in this locality.

2. Objectives of the study

- To make a general study of various brands of shampoos available in the market.
- To understand the customers awareness and consumption pattern towards shampoos.
- To identify the various factors which influence brand preference.
- To learn the level of brand satisfaction.

3. Research Method

The present study is descriptive in nature. Source of data includes primary data collected from Questionnaires and through a personal interaction with the respondents. It also includes data from various journals and magazines. Statistical tools were used for systematic arrangement and analysis of data. Simple tables, ratios and percentages are used to explain the data. Where ever necessary, appropriate tables and diagrams are used to present the data.

4. Data Analysis

Table 1: Respondent classification according to age

Sl no	Age Group	No. of respondents	Percentage
1	Below 15 year	3	5
2	15 – 25 years	39	65
3	25 – 35 years	12	20
4	Above 35 years	6	10
	Total	60	100

(Source: survey data)

Study reveals that 65% of respondents belongs to the age group of 15 to 25 years.

Table 2: Factors influencing brand preference

Sl no	Factors	No. of respondents	Percentage
1	Price	18	30
2	Fragrance	15	25
3	Free gifts	0	0
4	Quality	12	20
5	Easy availability	9	15
6	Packaging	3	5
7	Variety	0	0
8	Advertisement	3	5
9	others	0	0
	Total	60	100

(Source: survey data)

Out of the major factors influencing brand preference 30 % respondents consider price as main factor.

Table 3: Level of brand satisfaction

Sl no	Level of Satisfaction	No. of respondents	Percentage
1	Highly satisfied	0	0
2	Satisfied	51	85
3	Neutral	9	15
4	Dissatisfied	0	0
5	Highly dissatisfied	0	0
	Total	60	100

(Source: survey data)

From the survey it is inferred that 85 % of respondents are satisfied with their current brand.

Table 4: Brands used by respondents

Sl no	Brands	No. of respondents	Percentage
1	Dove	27	45
2	Pantene	6	10
3	Clinic plus	12	20
4	Garnier	6	10
5	Head&shoulders	3	5
6	Sunsilk	6	10
	Total	60	100

(Source: survey data)

It is inferred that 45 % of respondents prefer Dove shampoos among various brands available.

5. Conclusion

Shampoos are progressing day by day. The market is now moving at greater speed.100s of shampoos are sold day by day. Even though these shampoos are costly,customers still buy these products because of its colour, quality and multiple other features. This study was conducted to

know the brand preference among various shampoos. From this study we got an opportunity to find out the most preferred brand and factors influencing purchase decision. Dove is the most preferred brand, 45% of the respondents demand Dove. By conducting this study we have observed that most of the customers are not preferring for brand switch since they are loyal to brand they are using and it is analysed that 85% of the respondents are satisfied with their respective brands. As per the study price is the major factor that influence the purchase decision of customers. Thus, from the study it is evident that almost most of the customers are preferring to buy branded products that too when concerned with cosmetic products.

Shampoos are increasingly been used in our life. Thus, price should be decreased so that it will become affordable to low or middle- income group also. There must be equitable distribution of the various brands in all localities. Since most of the respondents are aware about the quality of the brands. Thus the companies must try improving the quality of shampoos. More innovative and eye catching ads and celebrity endorsement should be use to induce new customer and retain existing customer. The customer must be provided complete information about the various aspects of shampoos.

6. References

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