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## *Consumer Behavior of Urban Women towards shampoos: A Study on Chittoor town*

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*Abstract: Shampoo is one of most important products in FMCG category; women use more amount of shampoo than men. Hence a study is undertaken in order to see the factors influencing urban women in the purchase of shampoo, their socio economic profiles, satisfaction towards current shampoo brand are also studied.*

*Keywords: FMCG, Shampoo, Consumer Behaviour, Urban, Women.*

### I. INTRODUCTION

Shampoo is a cosmetic used for the purpose of removal of dirt, environmental pollutants and other unwanted particles accumulated in the hair. Shampoo belongs to Fast Moving Consumer Goods category under marketing concept. A lot of research is undertaken by many researchers to study consumer behavior towards various FMCG products, however these goods have instant utility and quick perish ability compared to consumer durables, so it must be understood that there is a lot of research gap in the field of consumer behavior particularly in FMCG segment.

Women are very much concerned about beauty and thus are known for hygienic practices, shampoos are one of such products which are meant for the hair care. Now days, multiple brands of shampoos are available in the market. Women are known to use more amount of shampoo than men, thus they can also be dynamic while purchase habits of shampoo brand is concerned, so there is a gap to be filled in this regard

In order to fill the above said gap to the extent possible, a study is under taken to know women consumer behavior towards shampoos.

#### **Commonly used ingredients in shampoos**

- Ammonium Chloride
- Ammonium Laurel Sulfate
- Glycol
- Sodium Laureth Sulfate
- Poly sorbate

**Types of Shampoos**

- Normal hair shampoos
- Oily hair shampoos
- dry hair shampoos
- damaged hair shampoos
- baby shampoos
- medicated shampoos

**II. REVIEW LITERATURE****Shampoo & Cosmetic consumer behavior:-**

Alexandra madar et al (2013) studied about ethical purchase intentions of consumers with regard to animal testing issues towards shampoos and found that their intentions are not related with their purchase behavior.

Anuj Thapa (2012) studied about consumer switching behavior with regard to shampoo brands and found that the impact of packing, price rise in current brand, scheme of brands, impact of advertisement etc are the reasons of switching behavior of shampoo consumers.

Anirudda akarta and Amish arora (2012) studied about consumer behavior towards shampoo brands in Nagpur city, the study concluded that consumer awareness towards shampoos is less and percapita consumption of shampoos is very less in India.

Himani Sharma and Shallu Sharma (2012) studied about consumer attitudes towards use of shampoos at sirsa city and found that male frequency in using shampoo is very less compared to females.

Nuntasaree Sukato and Barry Elsey (2009) studied male consumer behavior in purchasing skin care products in Thailand and revealed that beliefs, self-image, and attitudes of male consumers have role in their purchase behavior.

G.Laxmi Prabha (2007) studied about consumer behavior towards bathing soaps and found that advertisements proved to be very useful in selling the products and the study also revealed the importance of brand loyalties.

Kuldeep Singh and Varshney (2003) studied about consumer behavior of toilet soaps and concluded that consumers preferred lower rank brands (economy brands).

Hind Nasir Al-Shudukhi and Raad Abdul Kareem Habeeb (1996) studied about Brand choice as a function of women consumer decision making process with regard to facial makeup brands and found that women limit the evaluation of product attributes to products made from natural extracts and fashionable products

**III. OBJECTIVES OF THE STUDY**

- To study the socio economic profiles of respondents under study
- To study purchase and consumption patterns of respondents
- To study satisfaction levels of shampoo consumers

**IV. RESEARCH METHODOLOGY**

A sample consisting of 100 female shampoo consumers is drawn through simple random sampling in chittoor town of Andhra Pradesh.

**Data collection sources****Primary data**

A questionnaire is administered to the 100 respondents and primary data is extracted by this method

**Secondary data**

Secondary data is collected through articles, websites etc

**Limitations of the study:-**

-Sample size is limited

- Time is a major constraint

**V. ANALYSIS AND INTERPRETATION****Table: 1****Age group of respondents**

18-30	30-40	Above 40
27	54	19

From the above table, it is evident that majority of respondents under study (54%) belong the age group of 30-40 years, 27% of respondents belong to 18-30 years category and the remaining 19% belong to above 40 years category.

**Table: 2****Educational qualification of respondents**

SSC	Intermediate(+2)	Degree	PG	Others
29	24	15	10	22

From the above table, it is found that 29% of respondents are possessing SSC qualification, 24% of respondents are possessing +2 qualification, 22% of respondents are possessing other qualifications, followed by 15 % respondents having degree qualification and 10 % respondents having PG qualification

**Table: 3****Marital status of respondents**

Un Married	Married	Others
12	79	9

From the above table, it is found that 79% of respondents are married, 12% of respondents are unmarried and 9% of respondents belong to other category

**Table 4****Monthly income of family (in rupees)**

Below 10000	10000-20000	20000-30000	Above 30000
27	29	24	20

From the above table it is found that 29% of respondent's monthly income is between 10000 to 20000, 27% respondents have monthly income below 10000, 24 % of respondents have monthly income between 20000-30000 and 20% of respondents have monthly income of above 30000

**Table 5****Current shampoo brand**

Clinic Plus	45
Sunsilk	12
Pantene	8
Dove	11
Himalaya	10
Garnier	4
Fiama Di Wills	4
Others	6

From the above table, it is found that 45% of respondents are using Clinic plus shampoo, 12% of respondents are using sun silk shampoo, 11% of respondents are using dove shampoo, 10% of respondents are using Himalaya shampoos, 8% of respondents are using Pantene shampoo, 6% of respondents are using other brand shampoos, garnier is used by 4% respondents and remaining 4% of respondents are using fiama di wils shampoo

**Table 6****Shampoo usage frequency per week**

Once a week	Twice a week	Thrice a week	More than thrice a week
39	19	27	15

From the above table it is found that 39 % of respondents are using shampoos once a week, 27% of respondents are using shampoos thrice a week, 19% respondents are using shampoos twice a week, remaining 15 % respondents are using shampoos more than thrice a week

**Table 7****Factor influencing the consumer to purchase shampoo brand**

Price	Availability of product	Packaging	Other factors
45	29	17	9

From the above table it is found that 45% of respondents said that price plays an important role in the

**Table 8****Pack of shampoo generally purchased by respondents**

Sachet	Bottle
69	31

From the above table it is found that 69% of respondents are using sachet pack of shampoos, 31% of respondents are using Bottle pack of shampoos

**Table 9****Purchase influences**

Spouse	Friends & Neighbours	Relatives	Others
43	28	19	10

From the above table it is found that 43% of respondents purchase decision of shampoos is influenced by their spouses, 28% of influence is made by friends and neighbors, 19% of respondents are influenced by their relatives, and 10 % of respondents are influenced by others

**Table 10****Satisfaction levels of current shampoo brand**

Highly dissatisfied	Dissatisfied	Satisfied	Highly Satisfied
1	3	86	10

From the above table it is found that 86% of respondents are satisfied with their current shampoo brand, 10 % of them are highly satisfied, 3% are dissatisfied and 1% is highly dissatisfied with their current shampoo brand.

**VI. CONCLUSION**

The above study revealed that shampoos have limited usage in the study area as majority of respondents use it only once in a week and majority of the respondents are having low level of income it is also found that majority of the respondents are satisfied with their current shampoo brand. It can be concluded that shampoo marketers must try to educate consumers for increasing frequency of their usage.

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