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## *A Study on the Influence of Advertising on Consumer Brand Preference and Loyalty for Hair Shampoo in Dindigul District*

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*Abstract: When a market has more variety and substitutes for a product, customers have the option to choose the best among alternatives. Majority of companies are trying to pull customers towards them and they use all possible methods. Among them, advertising is the main tool used by almost all companies. This paper aims study on the influence of advertising on consumer brand preference and loyalty for hair shampoo in Dindigul District. This study is based on a survey of 356 customers in Dindigul town.*

*The results show that different age segments and sex of the respondents are not influenced by advertising at the time of purchase of shampoo. Among shampoo brands, Sun Silk, Clinic Plus and Dove are the most preferred brands in Dindigul district. The advantage of advertising is highlighted in the present study. Advertising serves as a key tool for creating product awareness and help potential users to take a final decision to purchase. Celebrity and promotional offer in the advertisement are the influencing factor of the respondents.*

*Keywords: Advertisement, Brand Preference, Brand loyalty, Brand awareness, consumer loyalty.*

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### I. INTRODUCTION

In the current scenario, many producers are chasing many buyers. Companies are trying different tools of promotion mix. One of the most important elements in the promotion mix is advertising. Advertising helps companies to communicate their offerings to present and potential customers. Advertising's main role is to support feelings of satisfaction with brands already bought.

Advertisement depends on its ability to influence consumer not only for purchase but also to continue repurchase and ultimately develop-brand loyalty. Therefore, many organizations spend a huge amount of money on advertising and brand building.

Through advertisement, individual purchaser can recognize and differentiate brands and identify his preferable brand. Identification of different brands and recalling them from their top of the mind and going continuously for the same brand creates brand loyalty.

Advertising is often effective. However, it is not as powerful as is sometimes thought, nor is there any evidence that it actually works by any strong form of persuasion or manipulation. Instead, the sequence, awareness/trial/reinforcement, seems to account for the known facts. Consumers first gain awareness or interest in a product. Next, they may make a trial purchase. Finally, a repeat buying habit may be developed and reinforced if there is satisfaction after previous usage.

The message carried out by the advertisement provides necessary information to the customer's decision making. The message may be one or two sided based on the nature of the product or the strategy of the company, which delivers the advertisement.

Advertisement helps to recognize and where customers have built up favorable attitude towards the product. Individual purchasers will not go for un-known brands and they continued to purchase the known brand/products. Without brands, consumer could not tell one product from another and advertising helps to know about the brands. It could be concluded that the purpose of advertising is to create awareness of the advertised product and provide information that will help the consumer to make purchase decision. As a result, many organizations use a huge amount of money on advertising and brand management.

## II. ADVERTISING, BRAND PREFERENCE AND BRAND LOYALTY

Consumer behavior is 'the mental and emotional processes and the observable behavior of consumers during searching purchasing and post consumption of a product and service (Batra & Kazmi, 2004). Similarly, Engel (et al, 1990) refers consumer behavior as the action and decision process of people who purchase goods and services for personal consumption.

Brand Preference is the selective demand for a company's brand rather than a product; the degree to which consumers prefer one brand over another. In an attempt to build brand preference advertising, the advertising must persuade a target audience to consider the advantages of a brand, often by building its reputation as a long-established and trusted name in the industry. If the advertising is successful, the target customer will choose the brand over other brands in any category.

Brand Loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Consumer behavior is habitual because habits are safe and familiar. In order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits, and reinforce those habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in the future.

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers' goal is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group for communications. (Arens, 1996).

## III. LITERATURE REVIEW

**Kotler (1988)** sees advertising as one of the four communications to target buyers and public noting, "it consists of non-personal forms of communication conducted through paid media under clear sponsorship". According to him, the purpose of advertising is to enhance potential buyers' responses to the organization and its offering, emphasizing, "It seeks to do this providing information, by channeling desire, and by supplying reasons for preferring a particular organization's offer.

Advertising and brand loyalty have a mutually beneficial relationship. **Raj (1982)** found that the loyal users of a brand increased their volume of purchase in response to increased advertising, while non-loyal users did not increase their purchases in spite of the increased advertising.

**According to Smith and Swinyard (1983)**, advertising can influence the formation of brand loyalty by establishing source credibility and setting up a tendency for a favorable usage experience, which would have an effect on subsequent purchases.

**Morden (1991)** is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it.

**Aaker, 1991; Dolak, 2003.** Branding efforts create a feeling of involvement, a sense of higher quality, and a feeling of intangible qualities that surround the brand name, mark or symbol.

**Srinivasan, Park & Chang, 2005.** Brands create perceptions in the mind of the consumer that it is unique and there is no other similar product or service in the market. Therefore, a brand is to say to be strong entity if it is consistent over a long period in providing the product or service, which consumers and prospective purchasers can rely and trust, which will lead to a Brand promise.

Brand loyalty is a complex construct and it should not be assumed that behavioral loyalty involves feelings or positive cognitive processes as experience, brand attitude may be one possible determinant of loyal behavior, but there are others such as distribution, market concentration and promotional activity supporting a brand.

**Ms. Roshni P Sawant (2012)** The world is speeding into information age. Style is taking a seat next to substance and the bar gauge of commerce is shifting to images and perceptions from nuts and bolts. As a result everyone is jumping on the brand wagon. Brands are bigger than ever, but as a result it is also true that more than ever is expected of them. In today's world a brand occupies a space on the consumer landscape much like that of a person. Advertising also provides the necessary support after the consumer has made the purchase. If the consumers experience dissonances or discomforts owing to their purchase decision, then advertisement reduces this feeling of discomforts by providing information on the products attributes. It is even more necessary to neutralize the impact of the advertisements of rival brands. The subsequent paper endeavors to gauge the role of advertising in promoting brand predominantly in the perspective of men's wear.

**Dr. Naheed (2015),** The present marketing era shows large dependence on television advertisements which have created serious social and ethical problems due to their materialistic focus. The results of his study are significant. Findings of our study reflect practical implications for marketers to choose appropriate advertisement themes and styles in observance of cultural values and religious beliefs of local society. The study will be helpful for advertising agencies to prevent them from big losses by making blameless advertisements which are accepted by all of the peoples of our society including the religious minded consumers.

**Abdul Ghafoor Awan (2016),** Advertisement is generally use for creating awareness and promoting products. It is controversial to measure how much advertisement attracts the customers. The objective of this paper is to find out how much advertisement brings effect on the consumer's buying behavior with reference to FMCGs. Results of this study are robust because the evidence shows that advertisements have significant impact on consumers' buying behavior and their choices.

#### IV. RESEARCH METHODOLOGY

##### *Objective of the study:*

- A study on the influence of advertising on consumer brand preference and loyalty for hair shampoo in Dindigul District. This study tries to figure out the influence of advertising on socio economic variables.
- To find out the influence of advertising on consumer buying behaviour
- To study the brand awareness among consumers regarding hair shampoos; and
- To identify the factors influencing the brand loyalty towards hair shampoos.

The *research design* for this study is descriptive in nature. Data were collected on a convenience sampling of 356 respondents of various age groups. The respondents were interviewed and asked to rate their preferred brand of shampoo using a structured questionnaire. This study has its own limitations. There are chances of the respondents' bias involved in the research. As the

research is restricted with Dindigul town of Tamilnadu, India, the results are not applicable to other parts of the District or State or Country.

In this research, substitutes of Shampoos like washing soaps or natural products are not considered.

Also Shampoos locally made and unbranded have not been considered. This research is not covering the reasons of specific shampoo varieties like anti dandruff, Anti hair fall, Shampoo with conditioner, herbal, oil hair, Dry hair or normal hair shampoo. Particularly the traditional attitude of the female respondents was a limiting factor in gaining information in this research.

## V. DATA ANALYSIS AND INTERPRETATION

**Table5. 1- Socio Economic Conditions of the Respondents:**

Categories	Factors	Frequency	Percentage
Age of the respondents	Below 20 years	88	24.7
	20-30years	74	20.8
	30-40 years	81	22.8
	40- 50 years	70	19.7
	50 and above years	43	12.1
	<b>Total</b>	<b>356</b>	<b>100.0</b>
Sex	Male	168	47.2
	Female	188	52.8
	<b>Total</b>	<b>356</b>	<b>100.0</b>
Educational Qualification	SSLC	36	10.1
	Plus 2	113	31.7
	Graduate	40	11.2
	Post Graduate	66	18.5
	Diploma	59	16.6
	Others	42	11.8
	<b>Total</b>	<b>356</b>	<b>100.0</b>
Occupation	Self employed	54	15.2
	Government employed	70	19.7
	Professional employed	73	20.5
	SSI	76	21.3
	Business	59	16.6
	Others	24	6.7
	<b>Total</b>	<b>356</b>	<b>100.0</b>
Marital Status	Single	88	24.7
	Married	154	43.3
	Unmarried	114	32.0
	<b>Total</b>	<b>356</b>	<b>100.0</b>
Monthly Income	Less than 5000 rupees	48	13.5
	5000-10000	62	17.4
	10000-15000	90	25.3
	15000-20000	72	20.2
	20000-25000	50	14.0
	25000 and above	34	9.6
	<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The Table 5.1 table reveals the customer respondents age distribution, Gender difference, marital status, educational qualification and their monthly income.

**Table 5.2 -Number of Persons in the Family**

No. of Persons	Frequency	Percent
0-3	94	26.4
4-6	175	49.2
6 and above	87	24.4

Source: Primary data

The table 5.2 shows that 49.2 percent of the respondents are having 4-6 members in their family. 26.4 and 24.4 percent of the respondents are having 0-3 and 6 and above members in their family respectively.

**Table 5.3 – Awareness of shampoo brands**

Shampoo Brands	Frequency*
Clinic plus	281
Sunsilk	272
Johnson & Johnson	227
Pantene	227
Garnier	222
Head & Solder	183
Meera	128
Himalaya	124
Dove	122
Others(Chik,Vivel)	117
Vatika	113

Source: Primary data \* Multiple response

The table 5.3 shows the awareness of different shampoo brands in Dindigul. Clinic plus is the well-known brand followed by Sun silk, Johnson and Johnson, Pantene and Garnier.

**Table 5.4 - Expectancy from a brand due to advertisement**

Categories	Frequency	Percent
Recognition	55	15.4
Satisfaction	119	33.4
Value for money	95	26.7
Praise from friends	46	12.9
Social acceptability	23	6.5
Other	18	5.1
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The above table shows that how much advertisement can influence the customer to fulfill his expectation from a particular brand of hair shampoo. Advertisement helps the customer to recognize and understand about promotional offers by the company (if any). 33.4% of the respondents said they expects from their brand is Satisfaction. 26.7% and 12.9% of the respondents said they expects from their brand is Value for money and Praise from friends respectively. 6.5% and 15.4% of the respondents said they expects from their brand is Social acceptability and Recognition respectively. 5.1% of the respondents said other attributes like warranty, Prestige etc., from their brand.

**Table 5.5-Factors in selection of a brand**

Categories	Frequency	Percent
Advertisement in the media	121	34.0
Brand name/image	67	18.8
Friends & relatives influence	63	17.7
Current trends	47	13.2
Availability	39	11.0
sales offer	19	5.3
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The table 5.5 shows that 34 % of the respondents select a brand based on Advertisement in the Medias, 18.8 % of the respondents select a product based on brand name/image.17.7% of the respondents select a product based on Friends & relatives

influence. 11% of the respondents select a product based on Availability. 13.2% of the respondents select a product based on current trends, 5.3% of the respondents select a brand based on sales offer.

**Table 5.6-Source of information**

Sources	Frequency	Percent
TV	154	43.3
Radio	28	7.9
Friends & relatives	78	21.9
Print	33	9.3
While shopping	37	10.4
Internet	18	5.1
Others	8	2.2
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

From the above table 44.3 % of the respondents come to know about a brand through TV media, 21.9 % of the respondents come to know about a brand through Friends & relatives. 10.4 % of the respondents come to know about a brand while shopping. 7.9 % of the respondents come to know about a brand through radio. 9.3% of the respondents come to know about a brand through Print media. 5.1 % of the respondents come to know about a brand through internet. 2.2% of the respondents come to know about a brand through others such as word of mouth, Point of Display etc.

**Table 5.7-Attribute in the Advertisement Influence**

Attributes	Frequency	Percent
Appeal	54	15.2
Slogan/jingle/song	34	9.6
Theme/message	41	11.5
Offer	69	19.4
Creativity	65	18.3
Celebrity	93	26.1
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The above table shows that the opinion of the respondent about attribute in the advertisement Influences. Celebrity (26.1%) and Offer (19.4%) are two attributes in the advertisement influences the customers. 15.2% of the respondents were influenced by Appeal in the advertisement. 11.5% of the respondents were influenced by theme/message in the advertisement. 18.3% and 9.6% of the respondents were influenced by creativity and Slogan /Jingle/song in the advertisement respectively.

**Table 5.8- Advertisement Influence on Your Purchase Decision**

Categories	Frequency	Percent
Yes	261	73.3
No	95	26.7
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The table 5.8 shows that 73.3% of the respondents said their Purchase decisions are influenced by advertisement. 26.7% of the respondent said advertisement is not influencing them.

**Table 5. 9-Frequency of Purchase**

Factors	Frequency	Percent
Within a week	53	14.9
Every fortnight	61	17.1
Once in a month	137	38.5
2-6 months	64	18.0
6 months and above	41	11.5

<b>Total</b>	<b>356</b>	<b>100.0</b>
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Source: Primary data

The above table shows that the opinion of the respondents about the frequency of purchase. 38.5% of the respondents said they are purchasing their brand once in a month. 18% said in-between 2 to 6 months. 17.1 % said every fortnight. 14.9% and 11.5% said they are purchasing their brand within a week and 6 months & above respectively.

**Table 5.10-How Much Quantity You Purchase?**

Quantity (in - ml)/Month	Frequency	Percent
Below 50 ml	47	13.2
50ml- 100 ml	83	23.3
100ml-150ml	113	31.7
150ml-200ml	69	19.4
200 ml and above	44	12.4
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The table 5.10 shows that 31.7% of the respondents said 100 ml-150ml shampoo they are purchasing every month. 23.3% and 19.4% of the respondents said 50 ml-100ml & 150 ml-200ml shampoo they are purchasing every month respectively. 13.2% of the respondents said below 50ml shampoo they are purchasing every month. 12.4% of the respondents said 200 ml and above shampoo they are purchasing every month.

**Table 5. 11-How Often You Use Your Hair Shampoo?**

Factors	Frequency	Percent
Everyday	35	9.8
Twice/thrice a week	117	32.9
Once in a week	70	19.6
Once in a fortnight	58	16.4
once in a month	52	14.6
Rarely	24	6.7
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The table 5.11 shows that 32.9 percent of the respondents said, they are using shampoo twice/thrice a week. 19.6 and 16.4 percent of the respondents said once in a week and once in a fortnight respectively. 14.6 percent of the respondents said they are using shampoo once in a month. 9.8 percent of the respondents said they are using shampoo Everyday. 6.7 percent of the respondents said they are using shampoo rarely.

**Table 5.12-Advertisement Influence on Customers**

FACTORS	Advertisement creates awareness		Advertisement influences you to recognize their brand		Advertisement makes to recall the brand		Advertisement influences for repeat purchase	
	Freq	%	Freq	%	Freq	%	Freq	%
Mostly Disagree	16	4.5	22	6.2	24	6.7	20	5.6
Disagree	24	6.7	24	6.7	26	7.3	27	7.6
Neutral	44	12.4	55	15.4	53	14.9	57	16.0
Agree	200	56.2	156	43.8	136	38.2	163	45.8
Mostly agree	72	20.2	99	27.8	117	32.9	89	25.0
<b>Total</b>	<b>356</b>	<b>100.0</b>	<b>356</b>	<b>100.0</b>	<b>356</b>	<b>100.0</b>	<b>356</b>	<b>100.0</b>

Source: Primary data



From the above table, It is clear that 6.2 percent of the respondent agreed that Advertisement creates awareness. 43.8 percent of the respondent agreed that Advertisement influences them to recognize their brand. 38.2 percent of the respondent agreed that Advertisement makes them to recall the brand and 45.8 percent of the respondent agreed that Advertisement influences them for repeat purchase.

**Table 5.13-Consistently Using the Same Shampoo**

Category	Frequency	Percent
Yes	247	69.4
No	109	30.6
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The table 5.13 shows that 69.4 percent of the respondents said they are consistently using the same shampoo. 30.6 percent of the respondents said they are in consistent of using the same shampoo.

**Table 5.14-Factors Influences You to Go For Specific Brand**

Factors	Frequency	Percent
Quality	75	21.1
Reasonable Price	62	17.4
Advertisement	69	19.4
Sales promotional offer	26	7.3
Availability	19	5.3
Design of the container	7	2.0
Durability	16	4.5
Previous experience	38	10.7
shampoo with conditioner(two in one)	33	9.3
others	11	3.1
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The table 5.14 shows that 21.1 percent of the respondents said they are going for a specific brand for its quality. 19.4 percent of the respondents said they are going for a specific brand due to the advertisement. 17.4 percent of the respondents said they are Price conscious. 10.7 percent of the respondents said they are going for a particular brand from their previous experience. 9.3 and 7.3 percent of the respondents said they are going for a particular brand for shampoo with conditioner (two in one) and Sales promotional offer respectively. Availability (5.3 percent), Durability (4.5 percent), and others (3.1 percent) such as herbal, long, or short hair, smell etc., are also factors considered by the respondents to go for a particular brand.

**Table 5.15-All the Members Are Using the Same Brand**

Category	Frequency	Percent
Yes	269	75.6
No	87	24.4
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The table 5.15 shows that 75.6 percent of the respondents said their family members are using the same brand. 24.4 percent of the respondents said their family members are using different brands of shampoo.

**Table 5.16- Shows the Brand Preference**

BRANDS	1	2	3	4	5	6	7	8	9	10
Sun silk	82	34	40	36	19	27	39	41	11	27
Dove	29	76	33	25	27	50	41	23	38	14
Garnier	35	22	81	26	49	20	42	16	32	33
Clinic plus	63	34	46	32	29	42	21	23	50	16
Vatika	29	44	18	16	41	32	38	53	30	55
Pantene	39	36	30	24	45	40	42	48	22	30
Head & Solder	23	33	22	52	29	30	36	31	58	42



Meera	17	29	31	58	44	30	50	33	27	37
Johnson & Johnson	16	26	40	49	39	44	21	44	31	46
Himalaya	23	22	15	38	34	41	26	44	57	56

Source: Primary data

Every respondent have his or her own reasons to prefer a specific brand of shampoo. By referring the Garrett's table, the percent position estimated is converted into scores. Then for each factor the scores of each individual are added and then mean values is calculated.

The table5. 16 shows the customers brand preference of shampoo in Dindigul. The customer respondents are asked to rank their preferred brands of shampoo based on their own choice.

Outcome of such ranking have been converted into score value with the help of the following Formula:

$$\text{Percent Position} = 100(R_{ij}-0.5)/N_j$$

Where,  $R_{ij}$  = Rank given for the  $i^{\text{th}}$  factor by the  $j^{\text{th}}$  respondents

$N_j$  = Number of factors ranked by the  $j^{\text{th}}$  respondents.

Table 5.17 - Shows the Brand Preference with Garrett Score

BRANDS	1	2	3	4	5	6	7	8	9	10	Garrett score	Mean score	Rank
Sun silk	6724	2380	2520	2088	988	1296	1638	1517	330	486	19967	56.08	I
Dove	2378	5320	2079	1450	1404	2400	1722	851	1140	252	18996	53.35	III
Garnier	2870	1540	5103	1508	2548	960	1764	592	960	594	18439	51.79	IV
Clinic plus	5166	2380	2898	1856	1508	2016	882	851	1500	288	19345	54.33	II
Vatika	2378	3080	1134	928	2132	1536	1596	1961	900	990	16635	46.72	IX
Pantene	3198	2520	1890	1392	2340	1920	1764	1776	660	540	18000	50.56	V
Head & Solder	1886	2310	1386	3016	1508	1440	1512	1147	1740	756	16701	46.91	VIII
Meera	1394	2030	1953	3364	2288	1440	2100	1221	810	666	17266	48.50	VI
Johnson & Johnson	1312	1820	2520	2842	2028	2112	882	1628	930	828	16902	47.47	VII
Himalaya	1886	1540	945	2204	1768	1968	1092	1628	1710	1008	15749	44.23	X

Source: Primary data

The above table 5.17 shows Garrett's ranking and mean scores. The table highlights Garrett's scores, which help to decide the most important factors adopted by the respondent. The brand sun silk (ranked-1) with a score of 56.08, which is the most preferred brand in Dindigul. Clinic Plus (ranked-2) with a score of 54.33, which is the second preferred brand, third rank, is given to Dove with a score of 53.35 and the lowest rank Himalaya (X) is 44.23. It is inferred from these table that an individual chooses the shampoo based on their own perceptions in order to satisfy their needs.

Table 5.18 -Your Brand Is Not Available- What Will You Do?

Statements	Frequency	Percent
Go for other brand	75	21.1
Go to other shop and purchase my brand	186	52.2
Wait until to get my brand	95	26.7
<b>Total</b>	<b>356</b>	<b>100.0</b>

Source: Primary data

The table 5.18 shows that 52.2 percent would move to some other shop for purchasing the same brand, while 26.7 would prefer to stay and wait for the brand at the same shop. 21.1 percent of the respondents said that they would shift to another brand.

**Table 5.19- Advertisement Influence on Socio Economic Variables of the Respondents**NULL HYPOTHESIS ( $H_0$ ): The socio economic variables have no relationship with Advertisement influence.

S.no	Demographic Variables	Chi square			Result (P<.05)		
		Calculated Value (CV)	Degrees of Freedom	Table value (TV)	Inference	Asymp. Sig	Null Hypothesis
1	Age	9.044	4	9.48	CV<TV	0.060	Accepted
2	Sex	0.079	1	3.84	CV<TV	0.779	Accepted
3	Education	15.845	5	11.07	CV>TV	0.007	Rejected
4	Occupation	15.075	5	11.07	CV>TV	0.010	Rejected
5	Monthly Income	5.046	5	11.07	CV<TV	0.410	Accepted
6	Marital Status	11.230	2	5.99	CV>TV	.004	Rejected

Source: Primary data

The above table shows that NULL HYPOTHESIS ( $H_0$ ): The socio economic variables have no relationship with Advertisement influence.

It is evident from the table 5.19 that the hypothesis is accepted in three cases and in other cases, the hypothesis is rejected. It is concluded that respondent's age, sex and monthly family income are not significantly influenced by advertisement. However, Education, Occupation and Marital status are significantly related with the advertisement.

**Table 5.20-Consistently using the same shampoo Advertisement Influences to go for repeated purchase**

Advertisement influences you to go for repeat purchase	Consistently using the same shampoo		Total
	Yes	No	
Mostly Disagree	19	1	20
Disagree	19	8	27
Neutral	44	13	57
Agree	118	45	163
Mostly agree	47	42	89
Total	247	109	356

Source: Primary data

The table 5.20 shows that Consistently using the same shampoo Advertisement Influences to go for repeated purchase.

$H_0$  = There is no significant relationship between the advertisement and consistently using the same shampoo (repeated purchase).

$H_1$  = There is a significant relationship between the advertisement and consistently using the same shampoo.

$X^2$  Calculated value: 20.031      df: 4      Asymp. Sig. (2-sided): 0.000

Table value at 5% significant level (P<.05): 9.488

$X^2$  Calculated value: 20.031 > Table value 9.488. Since  $H_0$  – Rejected

Hence, there is a significant relationship between consistently using the same shampoo with the advertisement influence.

## VI. FINDING AND DISCUSSION

- Advertisements in the Medias, Particularly TV and friends & relatives (word of mouth) are creating awareness to the respondents about the shampoo brands.

- Most of the customers purchase shampoo once in a month and they prefer to buy 100ml- 150ml pack. Customers using shampoo twice/thrice a week. This study reveals that educated, married and working customers are influenced by advertisement at the time of their purchase towards shampoo.
- 72.3 percent of the respondents said advertisement has strong influence on their purchase decision. Sun silk, Clinic plus, Dove are mostly preferred brands in Dindigul. These brands are having high loyal customers. Celebrity and promotional offer in the advertisement are the influencing factor of the respondents. Quality, Previous experience, and Price are also influencing the customers to go for a specific shampoo brand.
- It is found that the distinction between repeat purchases and actual brand loyalty. A repeat purchase behavior is the actual re-buying of a brand whereas loyalty includes previous experience or a reason or fact occurring before the behavior.
- It is observed that dandruff removal, value for money, brand image and shine were the most important factors considered by the respondents. In the study at Dindigul reveals the same attitude of the respondents. Satisfaction and worth (value for money) are the two important factors considered by the respondents from their shampoo.
- 52.2 percent of the respondents would move to some other shop for purchasing the same brand if their regular brand is not available in the shop. While 26.7 would prefer to stay and wait for the brand available in the same shop and shows the brand loyalty towards their preferred brands of shampoo. This shows strong brand loyalty behaviour of the customers in the shampoo market.

## VII. CONCLUSION

The success of the businesses depends on their ability to create and sustain the customer loyalty. Brand loyalty of the customers provides strong shielded effects to the particular brand than its competitive brand.

In this study, it was observed that how advertisement influences the customers for brand choice and brand loyalty. Celebrities, Offer, Quality and Price are the considerable factors in the shampoo market. Therefore, this study reveals how a customer approaches a product and how he/she made his/her decision towards the purchase of a shampoo.

Hence, information provided from this study will help those companies in the Hair care market, in shaping their marketing strategies and serving their customers better.

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