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Purchase Patterns Adopted for Hair Care Products by Women in Hyderabad City

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ABSTRACT

Now a day's urban women are more conscious about beauty and beauty products. The present study was carried out to know the awareness and frequency of usage of hair care products by women in Hyderabad city through adopting ex post facto research design. By using simple random sampling technique 60 respondents belonged to the age group of 20-40 and another 60 belonged to the age group of 40-60 years who are using hair care products were selected, thus making a total of 120 respondents. Chi-square test was used to test the association between independent and dependent variables. Results revealed that most of the respondents used hair oil followed by shampoos and conditioners. The least used hair care products were hair spray and hair gel. Around ninety-seven per cent of respondents were aware about hair care products. Herbal hair care products were more preferred followed by Ayurvedic and chemical in case of hair care products. Most of the hair care product users got influenced with quality of the products, family members and quality followed by personal experience, Television advertisements, peer group and brand name.

Introduction

India's cosmetic market was growing with a CAGR of 17.06 per cent over a period of five years. The cosmetic market consists of five segments viz. Skin Care, Hair Care, Fragrance, Colour Cosmetic and Oral Care. Hair Care accounts for majority of the market share, followed by oral care, skin care, fragrance and colour cosmetic. Varieties of cosmetic products are available in the market i.e. chemical, organic and mixed. Consumers now have more options in choosing the cosmetic products.

Brand is playing vital role in influencing the consumers to use the same brand products more loyally. Brand, quality, price are now-a-days making consumers to choose good cosmetic products. Consumers get satisfied with good brand products. Some uneducated consumers remember the product with the help of logo or symbol and consumers are remembering about the product for long time. Consumers tend to maintain brand loyalty after getting satisfaction with the continuous use of same brand.

Extensive research and analysis of the cosmetic industry revealed that the share of hair care market is maximum in the cosmetic industry, with hair oil being the dominant segment. In future, although hair oil is expected to remain the leading product but hair colour will attain the fastest growth rate in the segment.

Pandey and Puntambekar (2016) directed a study on propensity of consumer behaviour towards shampoo brands and found that the most preferred brands were Clinic Plus and Sunsilk by female consumers, and Head and Shoulders by male consumers. Most of the male and female consumers showed more brand loyalty for more than a year. Majority of the male and female respondents were satisfied with their current brand of shampoo and got influenced by the price, discount and free offers.

Prabhakar and Nabirasool (2015) conducted a study on brand loyalty of hair oil among college students in Ananthapur district. The study revealed that majority of the respondents preferred Parachute brand and the reasons for using the hair oil was quality.

Dhevika *et al.* (2014) reported that majority of the respondents (Tiruchirapalli district) preferred VVD Gold hair oil. There was an association between age and customer value. There was a significant difference between the brand preference and customer value. There was also a significant difference between the period of usage of brand and customer value. Customer value was high when the brand was recommended to friends/ relatives.

Karnam *et al.* (2014) analysed the consumer behaviour of urban women for purchase of shampoos in Chittoor town. The study revealed that the most influential factor to purchase a shampoo was price; and majority of the respondents purchased sachet shampoos compared to bottle. Majority of the respondents purchase decision was influenced by their spouses followed by friends, neighbours and relatives. Majority of the respondents were satisfied with their current shampoo brand.

Akarte and Arora (2012) reported about the consumer behaviour with respect to various brands of shampoo in

Nagpur city. In this city, majority of the respondents were using the shampoo and they purchased them twice in a month. Majority of the respondents were aware of Sunsilk and Clinic plus brands, and most of the people used two and more than three brands of shampoos. Price, availability and packaging were the main factors for purchasing shampoo and most of the time parents influenced the purchase. Through advertisements also most of the people got attracted. Gift, extra quantity and discount were the major reasons for buying shampoo. Most of them switched their brand due to the impact of advertisements, scheme of brands and price rise of the current brand. Since Hyderabad is a cosmopolitan city, people from all zones of the country settled here who have varied cultural backgrounds and needs. Hence, the present study was taken up with the following objectives

1. To explore the purchase pattern of Hair care products among women.
2. To study the influence of brand on purchase pattern of Hair care products.
3. To understand the factors affecting the purchasing pattern and brand satisfaction for Hair care products.

Methodology

The study was conducted in Hyderabad city of Telangana state. Now a days urban consumers are more conscious about their Hair care. To understand the above mentioned research objectives, an ex-post-facto research design was adopted, to explore on how the brand consciousness of consumers is related to purchase pattern. A total of 120 women respondents who are using Hair care products were selected from Hyderabad city of which 60 respondents belonged to the age group of 20-40 and another 60 belonged to the age group of 41-60 years. Structured questionnaire was developed to collect the data. Data was collected by using simple random sampling technique. Collected data was tabulated and analyzed through frequency and percentages. Pearson's chi-square test was used to show association and comparison of proportions between independent and dependent variables.

Independent variables of the study were age, education, occupation, monthly income, type of the family, marital status and brand name. Dependent variables were brand awareness, brand satisfaction and purchase pattern.

Results and Discussion

The results of the present study were presented and discussed under this section.

Pattern of Hair care products usage by the respondents

Regarding the usage of hair care products, it was found that most of the respondents used hair oil (98.33%) followed by shampoos (95.83%) and conditioners (59.16%).Thirty-seven per cent of the respondents had used hair colorant (Figure 1). The least used hair care products were hair gel (11.66%) and hair spray (9.16%).

Most of the respondents used hair oil and shampoos as they are great hair health boosters. The hair oil protects the hair and makes it smoother, softer and less frizzy. Shampoo removes excess sebum along with all the undesirables that were trapped in our hair.

Purpose of using Hair care products

Respondents were asked to mention the purposes of using various cosmetics and the results are discussed in the Table 1. The reasons quoted for using hair care products were to feel better (44.16%), to look young (40.83%), improving self-image (31.66%) and being fashionable (30%).

Table 1. Distribution of respondents based on the purpose of using Hair care products

Sl. No.	Purposes	Hair care (n=120)	
		F	%
1	Facial care/ glowing Hair	-	-
2	Occupational requirement	23	19.16
3	To look Young	49	40.83
4	Improving self-image	38	31.66
5	Better feeling	53	44.16
6	Medical purpose	20	16.66
7	Suits the Hair type	25	20.83
8	Previous usage results	18	15.00
9	Being fashionable	36	30.00

(*Due to multiple responses the total exceeds 120)

Purchase pattern of the respondents with reference to cosmetics

According to Figure 2, herbal hair care products were more preferred (50%) followed by Ayurvedic (47.50%) and chemical (34.16%) hair care products. Homeopathy based products are used least may be due to the long-time taken to show the results. Organic based products are the new products, which are expensive for the dependent respondents of the study.

Table 2 revealed that majority of the hair care product users were influenced by the quality (60.83%), family members (58.33%), Television Advertisements (52.50%) and least influencing factor was sales person advice (15%).

Table 2. Distribution of respondents based on the sources influencing them to purchase Hair care products

Sl. No.	Influencing Factors	Hair care (n=120)	
		F	%
1	Peer group	45	37.50
2	Family members	70	58.33
3	Work place	31	25.83
4	Brand name	53	44.16
5	Advertisements Television	63	52.50
	Magazines	22	18.33
	News paper	21	17.50
	Radio	21	17.50
	Hoardings	20	16.66
	Internet	27	22.50
	Pamphlets	21	17.50
6	Brand ambassador	28	23.33
7	Quality	73	60.83
8	Packaging and labeling	40	33.33
9	Special offers	31	25.83
10	Advice from sales person	18	15.00
11	Personal experience	62	51.66

(*Due to multiple responses the total exceeds 120)

Table 3 Distribution of respondent's based on Money spent on Hair care products

Sl. No.	Money spent on Hair care products	F	%
1	Below Rs.500	94	78.33
2	Rs. 500 to 1000	20	16.66
3	Rs.1000-1500	1	0.83
4	Rs. 1500-2000	2	1.66

Table 3 depicts that seventy eight per cent of the respondents had spent less than Rs.500 on Hair care products. Around 16.66 per cent of the respondents had spent about Rs.500-1000, only one respondent had spent around Rs.1000-1500, only two respondents had spent in the range between Rs.1500-2000 on Hair care products. Similar result was found with Sabharwal *et al.* (2014) that majority of the respondents spent below Rs.500 on cosmetic products per month.

It was observed that as the majority of the respondents were financially dependent they had spent below Rs.500 hair care products. The respondents who were earning more than Rs.50,000 had used credit card while purchasing.

Table 4. Place of purchase of Hair care products (n=120)

Sl. No.	Place of purchase	Hair care	
		F	%
1	Cosmetic store	67	55.83
2	Shopping malls	46	38.33
3	Medical stores	23	19.16
4	Co-operative stores	21	17.50
5	Online shopping	28	23.33
6	Departmental store	16	13.33
7	Beauty saloons	11	9.16
8	Door to door sale	3	2.50
9	Exhibition	8	6.66

(*Due to multiple responses the total exceeds 120)

It was observed in the Table 4 that, Hair care products were purchased by majority from cosmetic stores (55.83%), shopping malls (38.33%), online shopping (23.33%) and least preferred place was door to door sale (2.50%). Parmar (2014) through his study revealed that majority of the respondents preferred nearby shop followed by a cosmetic store.

Figure 3 revealed that, majority of the respondents purchased Hair care products whenever they required i.e. 44.16 per cent. Thirty-three per cent monthly purchase was done by in case of hair care products. Similar results are seen in the study by Sabharwal *et al.* (2014), it was found that majority of the respondents (38.70%) purchased cosmetics once a month followed by once in every three months (18.70%) and once every six months (14%).

About 34 per cent of the hair care product users spent nearly one hour on purchase of products. Very negligible number of the respondents had spent two hours on purchase of Hair care products (Figure 4).

Around 89.16 per cent of the respondents had used cash for the purchase of Hair care products. Thirty per cent of the respondents had used debit card for the purchase of Hair care products. Only 9.16 per cent of the hair care users used credit cards (Figure 5).

Brand preference and Brand satisfaction of the respondents with reference to cosmetics

Figure 6 revealed that around 55 per cent of the Hair care users preferred national cosmetic brands. Very few respondents had preferred international cosmetic brand products but respondents were less aware about the international brands because majority of the cosmetic products used were international brands only. More or less thirty per cent of the Hair care respondents had preferred both brands. Parmar (2014) through study revealed that youngsters preferred international brands over the national brand.

Table 5 proved that henna (38.66%) was the most preferred brand followed by L'Oreal (15.90%) and Anoos (13.63%). Biotique, Matrix and Streak were preferred by an equal percentage of the respondents i.e. 9.09 per cent. Ayur (2.27%) and Banjaras (02.27%) were least preferred brands. Most satisfied hair colorant was Henna (36.66%). Sixteen per cent of the respondents were satisfied with L'Oreal and Anoos (11.36%).Seven per cent of the respondents were satisfied with Methi, Boutique and Amway brands.

Table 5. Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Hair colorant (n=44)

Sl. No.	Hair colorant brands	Most preferred brands		Most satisfied brands	
		F	%	F	%
1	Henna	17	38.66	16	36.66
2	L'Oreal	8	15.90	8	15.90
3	Methi	3	6.81	3	6.81
4	Bioteque	4	9.09	3	6.81
5	Matrix	4	9.09	2	4.54
6	Garnier	3	6.81	1	2.27
7	Ayur	1	2.27	1	2.27
8	Anoos	6	13.63	5	11.36
9	Banjaras	1	2.27	1	2.27
10	Amway	5	11.36	3	6.81
11	Godrej	2	4.54	1	2.27
12	Streak	4	9.09	-	-

(*Due to multiple responses the total exceeds 44)

Table 6. Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Shampoos (n=115)

Sl. No.	Shampoos brands	Most preferred brands		Most satisfied brands	
		F	%	F	%
1	Sunsilk	24	20.86	19	16.52
2	Tresemme	14	12.17	11	9.56
3	Dove	22	19.13	17	14.78
4	L'Oreal	6	5.21	6	5.21
5	Head and shoulder	13	11.30	7	6.08
6	Patanjali	8	6.95	4	3.47
7	Clinic plus	17	14.78	15	13.04
8	Pantene	18	15.65	11	9.56
9	Chick	5	4.34	2	1.73
10	Vatika	12	10.43	6	5.21
11	Wells	1	0.86	-	-
12	Halo	2	1.73	1	0.86
13	Amway	5	4.34	4	3.47
14	Biotique	6	5.21	4	3.47
15	Meera	10	8.69	5	4.34
16	All clear	3	2.60	3	2.60
17	Wow	1	0.86	-	
18	Karthika	2	1.73	1	0.86
19	Herbal essencers	2	1.73	1	0.86
20	Kesh king	2	1.73	-	

(*Due to multiple responses the total exceeds 115)

Table 6 revealed that Sunsilk (20.86%) was the most preferred brand among shampoos; followed by Dove (19.13%), Pantene (15.65%) and Clinic Plus (14.78%) and Wells and Wow were the least preferred brands. Among shampoos, Sun silk (16.52%) was the most satisfied brand followed by Dove (14.78%), Clinic Plus (13.04%), Tresemme and Pantene (9.56%). Least satisfied brands were Halo and Karthika (0.86%). Dove, Pantene and Clinic Plus were the most preferred shampoo brands (Parmar, 2014).

Majority (68.64%) of the respondents preferred parachute as their oil brand. More or less an equal percentage had preferred Dabur, Vatika hair oil and bajaj almond oil (Table 7). Least preferred hail oil brands were L'Oreal and Hair care (0.84%). Parachute (61.01%) was found to be most satisfied hair oil brand. Eight per cent were satisfied with Dabur, Vatika (6.77%) and Bajaj Almond (6.77%) and least satisfied brands were Hair care, Emami and L'Oreal (0.84%).

Table 7. Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Hair oil (n=118)

Sl. No	Hair oil brands	Most preferred brands		Most satisfied brands	
		F	%	F	%
1	Parachute	81	68.64	72	61.01
2	Dabur	12	10.16	10	8.47
3	Vatika	12	10.16	8	6.77
4	Bajaj Almond	14	11.86	8	6.77
5	Navaratna	5	4.23	2	1.69
6	Hair care	1	0.84	1	0.84
7	Patanjali	7	5.93	4	3.38
8	Ashwini	6	5.08	5	4.23
9	Emami	2	1.69	1	0.84
10	Nuzen	5	4.23	3	2.54
11	KLF nirmal	2	1.69	1	0.84
12	L'Oreal	1	0.84	1	0.84
13	Biotique	4	3.38	2	1.69

(*Due to multiple responses the total exceeds 118)

Table 8. Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Hair Conditioners (n=71)

Sl. No.	Conditioners brands	Most preferred brands		Most satisfied brands	
		F	%	F	%
1	Tresemme	10	14.08	10	14.08
2	Dove	18	25.35	20	28.16
3	Sun silk	12	16.90	12	16.90
4	Livon	5	7.04	5	7.04
5	Ayur	2	2.81	2	2.81
6	L'Oreal	7	9.85	7	9.85
7	Pantene	6	8.45	6	8.45
8	Himalaya	3	4.22	3	4.22
9	Head and shoulder	4	5.63	4	5.63
10	Citrus	1	1.40	-	
11	Patanjali	2	2.81	2	2.81

(*Due to multiple responses the total exceeds 71)

Table 8 found that dove (25.35%) was the most preferred conditioner brand followed by Sun silk (16.90%) and Tresemme (14.08%). Least preferred conditioner was Citrus brand (1.40%). In case of satisfaction Dove (28.16%), Sun silk (16.90%) and Tresemme (14.08%) were the most satisfying brands. Least satisfied brands were Ayur and Patanjali (2.81%). Majority preferred Dove and Pantene among conditioner brands (Parmar, 2014).

Figure 7 reveals that L'Oreal (71.42%) was the most preferred and satisfied hair gel brand and 35.71 per cent of the respondents had preferred and satisfied with Patanjali hair gel.

Table 9. Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Hair spray (n=11)

Sl. No.	Hair spray brands	Most preferred brands		Most satisfied brands	
		F	%	F	%
1	Livon	8	72.72	8	72.72
2	Nova and gold	3	27.27	3	27.27

Table 9 highlighted that Livon was more preferred and satisfied (72.72%) by the respondents. While 27.27 per cent of the respondents preferred and satisfied with Nova and Gold.

Table 10. Distribution of respondents regarding brands satisfaction about Hair care cosmetic products (n=120)

Sl. No	Cosmetic products	5	4	3	2	1	Total score	Rank
1	Hair colorant (dyes)	8	25	5	4	2	165	4
2	Shampoos	25	68	20	2	-	461	2
3	Hair oil	36	67	10	4	1	517	1
4	Conditioners	16	38	10	1	6	270	3
5	Hair gel	1	7	2	2	2	41	5
6	Hair spray	2	5	2	1	1	39	6

Regarding hair care brand (1^{st} rank) was the most satisfied factor followed by fragrance (2^{nd} rank), look (3^{rd} rank) and least satisfied factor was price (7^{th} rank) (Table 10).

Table 11. Distribution of respondents regarding brands satisfaction for different factors related to Hair care cosmetics (n=120)

Sl. No.	Factors	5	4	3	2	1	Total score	Rank
1	Price	9	48	43	17	3	403	7
2	Quality	15	42	45	15	3	411	6
3	Look	18	46	42	10	4	424	3
4	Durability	22	39	40	15	2	418	4
5	Fragrance	20	52	33	11	4	433	2
6	Brand	24	47	38	5	6	438	1
7	Packaging	16	44	44	11	5	415	5

From table 11, it was found that lip balm brands (1st rank) were most satisfied followed by lip stick (2nd rank), lip gloss (3rd rank) and least was lip liner(4th rank).

Significant association was tested between independent and dependent variables by using a chi square test.

Table 12. Association between age and consumer brand preference - Hair care

Age	Brand preferences – Hair care			Total
	National	International	Both	1.00
Below 40 years	40	9	11	60
Above 40 years	33	5	21	59
Total	73	14	32	119

Pearson Chi-Square=4.931p=.085 (NS)

The result showed that there is no significant association between the age and brand preference for hair care cosmetic products which implies that age has no bar as everyone is concerned about hair as it adds beauty to the face.

Conclusion

This study found that brand name came out as a major factor considered while purchasing the hair care products by women. Most of the respondents used hair oil followed by shampoos and conditioners. The least used hair care products were hair spray and hair gel. Majority of the hair care users have preferred herbal hair care products followed by Ayurvedic and chemical hair care products. Majority of the hair care product users got influenced with quality of the products, family members and quality followed by personal experience, Television advertisements, peer group and brand name. Least influenced factor in case of hair care was newspaper and least influenced factor was sales person advice. The findings would be more helpful to the manufacturers and marketers of hair care products.

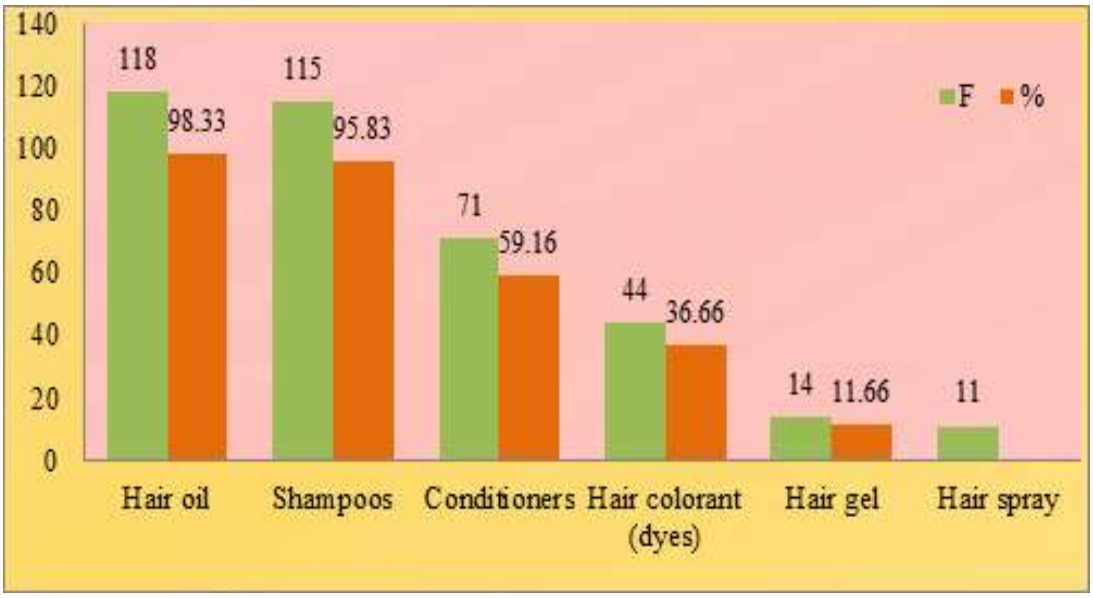

Figure 1. Distribution of respondents based on use of Hair care products

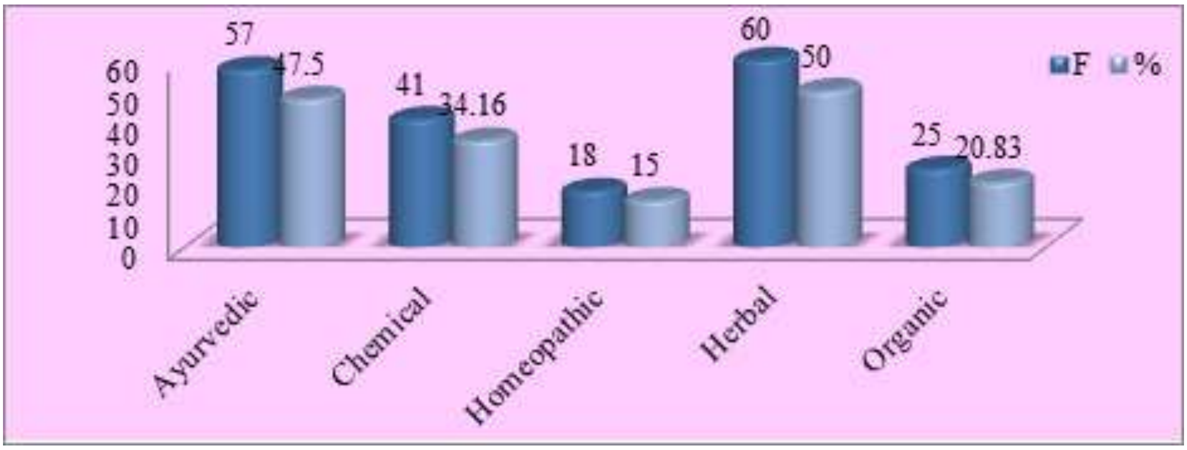

Figure 2. Type of Hair care products purchased by the respondents

(*Due to multiple responses the total exceeds 120)

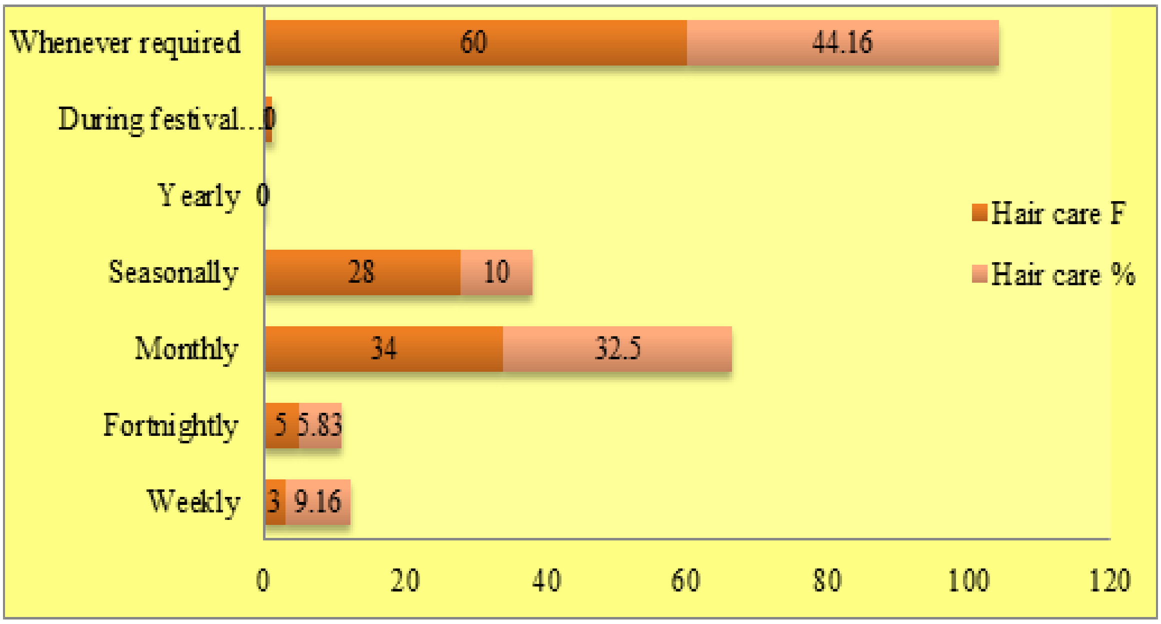

Figure 3. Frequency of purchase of Hair care products

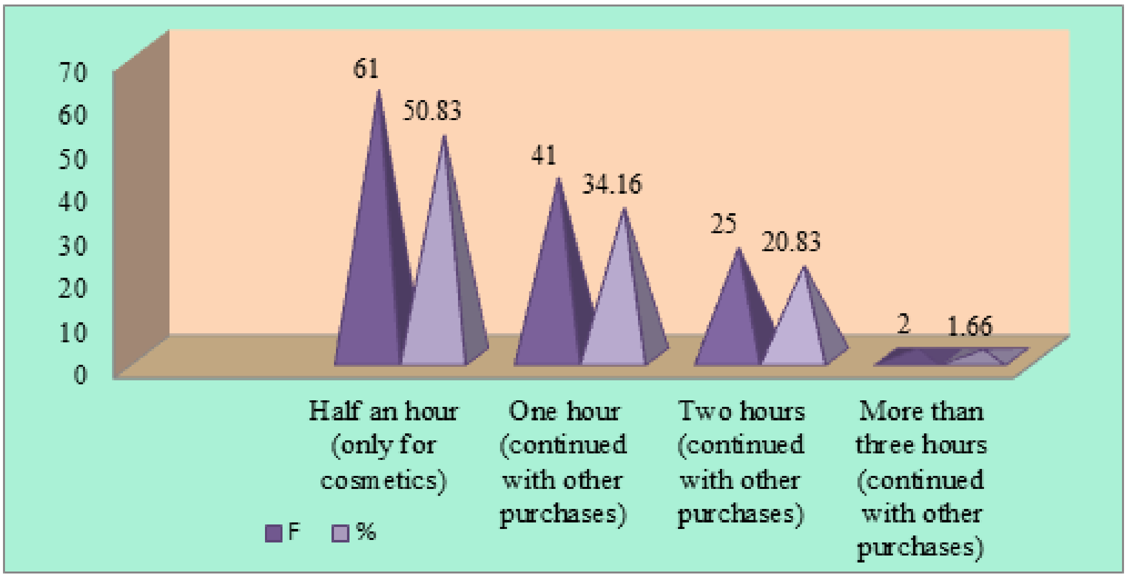

Figure 4. Time spent on purchase of hair care products per month

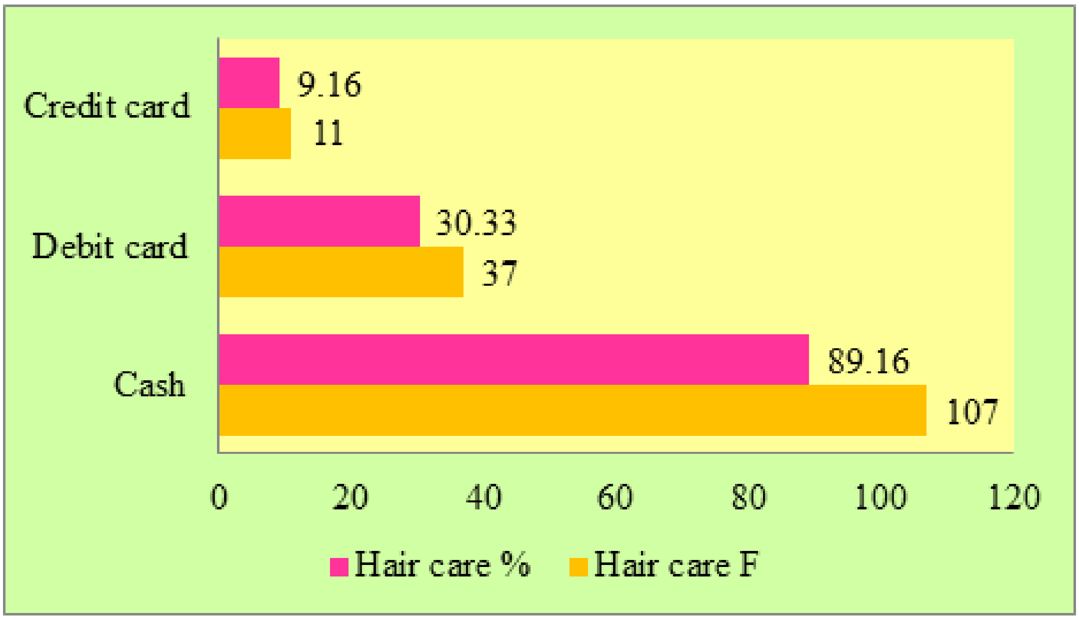

Figure 5. Mode of payment for purchase of Hair care products

(*Due to multiple responses the total exceeds 120)

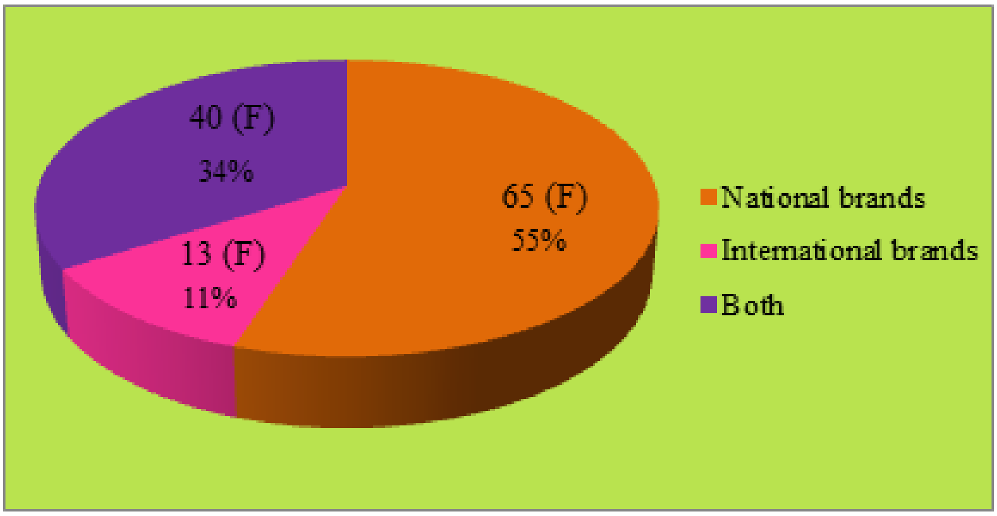

Figure 6. Type of the brand preferred for Hair care products

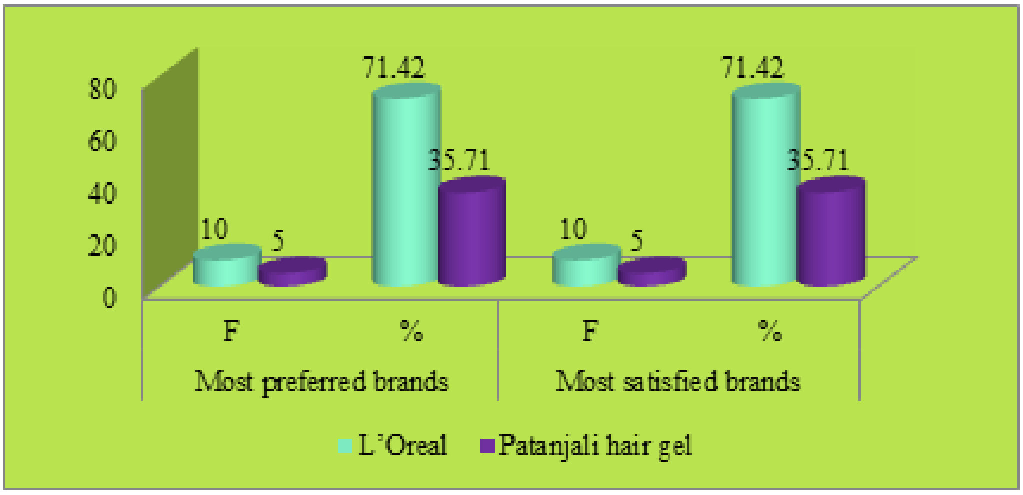

Figure 7. Most preferred and most satisfied brands in the past six months regarding Hair gel (n=14)

(*Due to multiple responses the total exceeds 14)

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