A study of consumer preference on hair colouring in Tiruchirappalli Taluk

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ABSTRACT

Hair colour is on a high, accounting for major part of the sale of hair care products and spurring new launches. Hair colour today doesn't necessarily cover strands of gray. A shade of bright burgundy or golden chocolate could well be a fashion statement and colouring hair is definitely a range among urban youth and account for 20 percent growth. The Indian cosmetics market is one segment where the traditional hair treatments sell as much as newer category hairstyling and hair care products. Traditional herbal powders and hair oils for hair conditioning share the same shell with high-end products. The traditional hair care and hair styling methods are changing, which means that buyers are now ready to accept newer product categories. Hence an attempt has been made to study the hair colouring user, their brand preference, whether male or female users more, source of awareness, base of hair colour.

Introduction

Hair colour is on a high, accounting for major part of the sales of hair care products and spurring new launches. Hair colour today doesn't necessarily cover strands of gray. A shade of bright burgundy or golden chocolate could well be a fashion statement and colouring hair is definitely a range among urban youth and account for 20 percent growth. The hair care market in India is going through a major paradigm shift, and the change is evident by consumer behaviour and the speed at which marketers are introducing new product categories and services. Since 2000, the hair care usage patterns have been changing, resulting in an impressive growth rate for the hair care industry. There is increased awareness among all levels of consumers, and mate consumers also have evolved as category.

The Indian cosmetics market is one segment where the traditional hair treatments sell as much as newer category hairstyling and hair care products. Traditional herbal powders and hair oils for hair conditioning share the same sell with high-end products. The traditional hair care and hair styling methods are changing, which means that buyers are now ready to accept newer product categories.

Objectives of the study

➤ To know the socio-economic profile of the respondent.
➤ To find out brand preference for hair colouring.
➤ To analyse the reasons for brand preference.
➤ To study the frequency and purpose of use.
➤ To assess the level of satisfaction.

Methodology

The questions whether selected variables (brands, social and environment friendly stores, social status, age and income) are anyway related with the consumer preference towards hair colouring. Can this relationship be analysed? If yes, than what is impact of this analysis on the course of action the various hair colouring companies? In order to answer these questions this research study has been conducted.

The study has used both primary as well as secondary data to achieve the objectives of the study. Primary data for the study has been collected using interview cum questionnaire approach.

The questionnaire was developed on the basis of review of literature and discussion with the experts in the field. The questions have been checked for their meaning on the words, the frame or reference, the implied alternatives and assumptions and for any biased and leading questions. The questionnaire contained closed-ended (multiple-choice) questions. Alternatively have been kept simple and easy to understand to avoid confusion. The layout of the questionnaire has been kept very simple and logical with no clustering and no branching. Further there no complicated questions also that would cause any sort of ambiguity. The questionnaire was pretested on 25 respondents for checking its reliability and content validity. The suggestions given by the respondents during pretesting of the questionnaire were incorporated in the final questionnaire. Thus the pretested and modified questionnaire has been administered to the 150 respondents. Convenience sampling method has been used to select the sample. The survey was conducted in the Tiruchirappalli Taluk. The respondents' buying frequency of hair colouring varied from once in a week to once in a month. Majority being those who purchased hair colours once in a week or once in a month. The demographic profile has been shown in Table 1.

Product category coverage

The present study covered the following categories of products are Henna, Black Rose, Super Vasmol, Ayur, singh, Renew, Indica, 9Fine, Revlon, Streax and Garnier

Data Analysis and Discussion

The present study reviewed the descriptive statistics of the responses given by the respondents selected for the study. Keeping in view the different variables, different hypothesis are formulate to test their significance and derive inferences relevant for the study. For testing the questions 14 null hypothesis were formulated and tested using Chi Square test. The analysis has been tabulated in Table 2.

Hypothesis 1=H1 = The base of hair colouring do not influence the buying behaviour based on gender. As the calculated value of Chi Square(4.312) is less than the tabulated value(5.99) at 5% level of significance, so null hypothesis is

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accepted. Therefore it can bee concluded that the base of hair colouring do not influence the buying behaviour based on gender.

Hypothesis 2=H2=the purchase of brand preference of hair colouring do not influence the gender. As the calculated value of Chi Square(2.85) is less than the tabulated value(11.10) at 5% level of significance, so null hypothesis is accepted. Therefore it can be conlcuded that the purchase of brand preference of hair colouring do not influence the gender.

Hypothesis 3=H3= The type of skin allergy do not influence the gender. As the calculated value of Chi Square(1.49) is less than the tabulated value(3.84) at 5% level of significance, so null hypothesis is accepted. Therefore it can bee concluded that the type of skin allergy do not influence the gender.

Hypothesis 4=H4= The period of usage of hair colouring do not influence the gender. As the calculated value of Chi Square(3.04) is less than the tabulated value(9.49) at 5% level of significance, so null hypothesis is accepted. Therefore it can bee concluded that the period of usage of hair colouring do not influence the gender.

Hypothesis 5=H5= The level of satisfaction of the respondents do not influence the gender. As the calculated value of Chi Square(0.04) is less than the tabulated value(3.84) at 5% level of significance, so null hypothesis is accepted. Therefore it can bee concluded that the level of satisfaction of the respondents do not influence the gender.

Hypothesis 6=H6= The colour preference of the brand do not influence the gender. As the calculated value of Chi Square(1.09) is less than the tabulated value(5.99) at 5% level of significance, so null hypothesis is accepted. Therefore it can bee concluded that the colour preference of the brand do not influence the gender.

Hypothesis 7=H7= The base of hair colouring do not influence the age of the respondents. As the calculated value of Chi Square(9.22) is less than the tabulated value(12.6) at 5% level of significance, so null hypothesis is accepted. Therefore it can bee concluded that the base of hair colouring do not influence the age of the respondents.

Hypothesis 8=H8= The reason for purchase of particular hair colouring do not influence the age of the respondents. As the calculated value of Chi Square(26.87) is higher than the tabulated value(25.00) at 5% level of significance which means that the reason for purchase of particular hair colouring have the differential impact across the age of the respondents, so null hypothesis is rejected.

Hypothesis 9=H9= The nature of hair colouring do not influence the age of the respondents. As the calculated value of Chi Square(23.76) is higher than the tabulated value(12.6) at 5% level of significance which means that the nature of hair colouring have the differential impact across the age of the respondents, so null hypothesis is rejected.

Hypothesis 10=H10= The mode of package do not influence the age of the respondents. As the calculated value of Chi Square(18.09) is higher than the tabulated value(16.9) at 5% level of significance which means that the mode of package have the differential impact across the age of the respondents, so null hypothesis is rejected.

Hypothesis 11=H11= Monthly amount spent on hair colouring do not influence the age of the respondents. As the calculated value of Chi Square(16.94) is less than the tabulated value(21.0) at 5% level of significance, so null hypothesis is accepted. Therefore it can bee concluded that the monthly amount spent on hair colouring do not influence the age of the respondents.

Hypothesis 12=H12=Monthly income do not influence the using the same hair colouring of the respondents. As the calculated value of Chi-square(18.13) is less than the tabulated value(21.0) at 5% level of significance, so null hypothesis is accepted. Therefore it can be concluded that the monthly income of the respondents do not influence the uses of same hair colouring.

Hypothesis 13=H13=Monthly income does not influence the mode of package of teh hari colouring. As the calculated value of Chi-square(9.86) is less than the tabulated value(16.9) at 5% level of significance, so null hypothesis is accepted. Therefore it can be concluded that the monthly income of the respondents do not influence the mode of package of hair colouring.

Hypothesis 14=H14=Monthly income do not influence the requirement of purchase of hair colouring. As the calculated value of Chi-square (16.52) is less than the tabulated value(16.9) at 5% level of significance, so null hypothesis is accepted. Therefore it can be concluded that the monthly income of the respondents do not influence the requirement of purchase of hair colouring.

Main findings

➢ 55 percentage of the respondents using hair colouring are female.

➢ 35 percentage of the respondents receive a monthly income of above Rs.15,000.

➢ 58.7 percentage of the respondents percentage of the respondents.

➢ 21 percentage of the respondents use the brand Garnier which is chemical based.

➢ 45 percentage of the respondents prefer their brand for its good quality.

➢ 66 percentage of the respondents are aware of their producer producing their hair colouring.

➢ 59 percentage of the respondents source of media are through television.

Suggestions

❖ More awareness should be created by the producers to familiarize their company name in the minds of user.

❖ Testing the skin allergy can be made more popular to the hair colour user by the companies.

❖ Care must be taken by the producer for manufacture of hair colour which suits all types of users.

❖ Awareness about hair colouring meant for women and men can further be emphasized by the companies.

❖ Users do not know the difference in semi-permanent and demi-permanent and permanent hair colours. Hence the company should educate them.

❖ Companies like Godrej, Revlon and Streax can concentrate on television media as Garnier company does.

Conclusion

This paper is concluded from the research that the most preferred hair colouring brand were 'Garnier' for the reason 'good quality'.

Frequency of usage of hair colour were once in a week and the purpose of colouring being 'grey hair'.

Almost 97 percentage of respondents were satisfied with their brand.

The hair colouring companies can improve their market if the above suggestions are considered.

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Table 1: Demographic Profile of the Respondents

	Variable	Percentage of Respondents
Gender	Male	45
	Female	55
	Total	100
Age Group	Upto 20 years	19
	21-40yers	42
	41-60years	33
	Above 60years	06
Monthly Income	Upto Rs.5000	19.3
	5001-10000	28.0
	10001-15000	17.3
	Above 15000	35.3
Frequency of buying	Weekly	30
	Fortnightly	06
	Once in a month	55
	When needed	09

Table 2: Chi-Square Test

Hypothesis	Calculated Chi-Square value	Tabulated Chi-Square value	Degrees of freedom (r-1)*(c-1)	Result
H1	4.312	5.99	2	Null Hypothesis Accepted
H2	2.85	11.10	5	Null Hypothesis Accepted
H3	1.49	3.84	1	Null Hypothesis Accepted
H4	3.04	9.49	4	Null Hypothesis Accepted
H5	0.04	3.84	1	Null Hypothesis Accepted
H6	1.09	5.99	2	Null Hypothesis Accepted
H7	9.22	12.6	6	Null Hypothesis Accepted
H8	26.87	25.00	15	Null Hypothesis Rejected
H9	23.76	12.6	6	Null Hypothesis Rejected
H10	18.09	16.9	9	Null Hypothesis Rejected
H11	16.94	21.0	12	Null Hypothesis Accepted
H12	18.13	21.0	12	Null Hypothesis Accepted
H13	9.86	16.9	9	Null Hypothesis Accepted
H14	16.52	16.9	9	Null Hypothesis Rejected