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**A STUDY ON FACTORS INFLUENCING BUYING BEHAVIOUR OF CONSUMERS TOWARDS PARTICULAR BRAND OF SHAMPOO**

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Mrs. Reshmi Jolly<sup>1</sup>, Mrs. Priyanka V. Mahadik<sup>2</sup>, Ms. Niketa Pillai<sup>3</sup>

Corresponding Author- Mrs. Reshmi Jolly

Email- [priva9mahadik@gmail.com](mailto:priva9mahadik@gmail.com)

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**Abstract**

*In today's global market, consumer awareness of brands plays a critical part in a company's sales turnover. The fmcg sector in india is the fourth largest in the economy, employing millions of people. The indian fmcg business is known for its fierce competition, low per capita consumption, low operational costs, and large distribution network. Household care, personal care, and food and beverages are the three main components of the indian fmcg business. The indian shampoo industry is worth around rs. 4000 crore, and the indian hair care market is predicted to grow at a 7.86 percent cagr from 2018 to 2023. (the forecast period). The shampoo market is progressing due to changing lifestyles and value systems across society. Modern lifestyles are associated with looking beautiful and stylish, as well as image enhancement, which is helping the shampoo business flourish. The information is gathered from both primary and secondary sources. The test analysis show that prevention of hair fall, price, and fragrance shows significant relationship while showing preference towards shampoo. Study is conducted to find preference towards shampoo and what factors drive towards buying the shampoo brand.*

**Key word:** shampoo, consumers behaviour, fmcg

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**Introduction**

The primary goal of marketing is to sell something. Marketing is defined as the managerial process of bringing products and markets together. The success of businesses is largely determined by how well they serve and satisfy their consumers. Dealing with goods and services is what marketing entails. Consumer items such as soap, shampoo, hair oils, and the like may be created or assimilated for business purposes. In today's global climate, the shampoo market is quite significant or competitive. Because corporations invest a large amount of money in research and development, this intense competition results in constant variation and changes. Changes in consumer behaviour are accounted for. Companies that try to prioritise or give preference to customers' likes and dislikes will succeed. As a result, understanding your customers' behaviour and what exactly is on their minds is critical to capturing market share. Consumers are the focal focus of all activities, and their purchasing habits differ from person to person. Consumer purchasing behaviour is linked to consumer attitudes and perceptions. In our global era, consumers respond positively to innovative and modern products. The emergence of new psyche-changing life styles, increased affluence, and higher education levels has modified consumer purchase behaviour. Culture, social, personal, and psychological aspects all

impact consumer purchasing behaviour. Marketers have always been fascinated with consumer behaviour. Researchers have paid close attention to consumer behaviour when it comes to fmcg products. Consumer packaged goods (cpg) is another name for fast moving consumer goods (fmcg). The fourth largest industry in the indian economy is fast moving consumer goods. Soaps, shampoo and conditioner, instant hand sanitizer, after shave, shaving cream, oral care products, hair care products, baby care goods, home cosmetic products, and other personal care products are available in the fmcg industry for consumer usage. Shampoo was chosen as the study's subject since it has become an integral part of our lives. Shampoo is used to remove excess oil, grime, and dandruff from the hair.

**Literature review**

1. According to dr. Sharma and mehta (2012), consumers are more aware of their appearance. They discovered that most customers preferred sachets to bottles.
2. Anju thapa (2013) noted an increase in shampoo usage and repeated purchasing behaviour. She also mentioned a number of factors that influence consumer switching behaviour, including packaging, price increases for current brands, advertising influence, and the desire to try new options influenced by others.

3. In his paper, Ranganathan (2006), chairman and managing director, Cavinkare India (Pvt) Ltd, stated that rising rivalry has driven down margins for all FMCG firms in the recent decade. He went on to say that it's time for FMCG companies to innovate not just in products, but also in distribution, packaging, pricing, consumer promotion, communication, and supply chain in order to acquire a competitive advantage and drive their growth..
4. Devendra Saraswat and Jithendra Saraswat (2011) investigated the factors that influence shampoo purchases and brand loyalty. 200 people were surveyed for the primary data. According to the report, young people in rural areas are now spending more on personal care and grooming products. Rural areas are seeing an increase in FMCG penetration of beauty items.
5. V. P. T. Dhevika and O. T. V. Lata Sri (2014) performed research on "customer perceived shampoo value in Tiruchirappalli, district." Customers are satisfied with the shampoo product, and quality is an important factor in consumers' shampoo purchasing decisions.
6. 'Packaging and fast moving consumer goods- with special to shampoos in rural perspectives,' by Neeta Sharma and Sudharani (2014). The study's goals are to learn about customers' perceptions and preferences. Questionnaires with a sample size of 100 respondents were used to obtain primary data. It is concluded that consumers prefer pouches to bottles while purchasing shampoo. The shampoos from Hindustan Unilever Limited were favoured by the majority of consumers, with other shampoo brands receiving less attention.
7. In a study published in 2007, Dr. R. Vijay Kumar, N. Raman, and Prof. P. V. Prabhu attempted to quantify the satisfaction of shampoo brand customers and concluded that the satisfaction level of cleanser brands is influenced by factors such as variety, sex groups, age, time of use, value, quality, and item credits.
8. Quality, benefits supplied, and bundling appeared to be the top three influencers of cleanser brand choice, according to P. Master Ragavendran et al (2009) in their investigation of customer discernment on cleanser brand mindfulness and relative market position of various brands.
9. Kumar, A. (2022). Economically poor purchasers are a promising demographic sector, especially for fast moving consumer

items, because they account for more than half of the world's population and have an annual consumption power of about \$5 trillion (FMCGs). FMCGs are within the purchasing power of the poor, who, in order to meet their basic necessities, spend a significant portion of their income, often more than half, on FMCGs. Ironically, their consumer behaviour in this regard is still in its infancy. By methodically evaluating relevant consumer behaviour literature, this study provides insights into their FMCG purchase pattern. Rather of spinning the wheel, it provides new possibilities for future research by identifying potential gaps in the existing literature.

#### **Statement of the problem**

The study of factors that influence consumer choice for a certain brand of shampoo is the subject of this issue. Consumer preferences vary from one brand to the next based on quality, usage, pricing, scents, and other factors. There are several challenges involved in documenting a customer's response. As a result, knowing the extent to which consumer preferences differ based on wealth, age, gender, or other physiognomies prompted the choice of this study.

**Significance of the study :** Retailers, distributors, marketers, manufacturers, and consumers will benefit greatly from consumer behaviour research. To survive and thrive in this competitive marketing environment, producers and marketers must understand the consumer. Manufacturers will be able to grasp the expectations of women consumers as a result of this research and develop their products accordingly. Knowing what elements influence a consumer's decision to buy a certain brand becomes critical. As a result, this study aids retailers and distributors in gaining insights on customer behaviour, allowing them to fine-tune their activities to meet the needs of consumers. Due to the large range of qualities and brands available, consumers are having difficulty choosing their shampoo brand. The findings of the study may assist consumers in selecting shampoo products.

#### **Research design**

##### **Objectives of the study**

1. To study the buying behaviour of consumers.
2. To study factors that influence consumer behaviour towards the shampoo
3. To offer suggestions and findings of the study

**Hypothesis of the study**

1. H0: there is no significance difference between factors and brand preference of shampoo
2. H1: there is no significance difference between factors and brand preference of shampoo

**Research methodology**

Research methodology is the systematic approach to finding solution to the research problem. Under this study primary data is collected through questionnaire which is filled by seventy sample respondents. And secondary data are collected from various journals and books. Convenience sampling method was adopted. A total 100 sample respondents were considered for the study through structured questionnaires. For the purpose of data analysis frequency & percentage analysis were used and

for testing the hypothesis binary regression was used with the help of spss 21.

**Result and discussions****Descriptive statistics****Introduction**

Frequencies and percentages were calculated for age, gender, education, income, and brand purchase. The most frequently observed category of age was 21-25 ( $n = 72, 72.00\%$ ). The most frequently observed category of gender was male ( $n = 56, 56.00\%$ ). The most frequently observed category of education was post graduate ( $n = 38, 38.00\%$ ). The most frequently observed category of income was no income ( $n = 53, 53.00\%$ ). The most frequently observed category of brand and non-brand purchase was non-branded ( $n = 52, 52.00\%$ ). Frequencies and percentages are presented in table 1.

**Table 1: frequency table for nominal variables**

Variable	N	%
Age		
16-20	16	16.00
21-25	72	72.00
26-30	4	4.00
31-40	8	8.00
Missing	0	0.00
Gender		
Male	56	56.00
Female	44	44.00
Missing	0	0.00
Education		
Hsc pass	23	23.00
Graduate	34	34.00
Post graduate	38	38.00
Professionals	5	5.00
Missing	0	0.00
Income		
No income	53	53.00
Below 10000	10	10.00
10000-20000	20	20.00
20000-30000	8	8.00
30000 above	9	9.00
Missing	0	0.00
Brand and non-brand purchase		
Branded	48	48.00
Non-branded	52	52.00
Missing	0	0.00

*Note.* Due to rounding errors, percentages may not equal 100%.

**H0: there is no significance difference between factors and brand preference of shampoo:** a linear regression analysis was conducted to assess whether fragrance, prevent hair fall, quality, and price significantly predicted brand & non-brand purchase.

**Results**

The results of the linear regression model were significant,  $f(4,95) = 20.70, p < .001, r^2 = .47$ , indicating that approximately 46.56% of the variance in brand & non-brand purchase is explainable by fragrance, prevent hair fall,

quality, and price. Fragrance significantly predicted brand & non-brand purchase,  $b = -0.20$ ,  $t(95) = -3.72$ ,  $p < .001$ . This indicates that on average, a one-unit increase of fragrance will decrease the value of brand & non-brand purchase by 0.20 units. Prevent hair fall significantly predicted brand & non-brand purchase,  $b = -0.09$ ,  $t(95) = -2.11$ ,  $p = .038$ . This indicates that on average, a one-unit increase of prevent hair fall will decrease the value of brand & non-brand purchase by 0.09

units. Quality did not significantly predict brand & non-brand purchase,  $b = -0.06$ ,  $t(95) = -0.97$ ,  $p = .334$ . Based on this sample, a one-unit increase in quality does not have a significant effect on brand & non-brand purchase. Price significantly predicted brand & non-brand purchase,  $b = 0.10$ ,  $t(95) = 2.31$ ,  $p = .023$ . This indicates that on average, a one-unit increase of price will increase the value of brand & non-brand purchase by 0.10 units. Table 3 summarizes the results of the regression model.

**Table 3: results for linear regression with fragrance, prevent hair fall, quality, and price predicting brand & non-brand purchase**

Variable	B	Se	95.00% ci	B	T	P
(intercept)	2.23	0.11	[2.02, 2.44]	0.00	21.15	< .001
Fragrance	-0.20	0.05	[-0.31, -0.09]	-0.47	-3.72	< .001
Prevent hair fall	-0.09	0.04	[-0.18, -0.005]	-0.27	-2.11	.038
Quality	-0.06	0.07	[-0.19, 0.07]	-0.16	-0.97	.334
Price	0.10	0.04	[0.01, 0.18]	0.24	2.31	.023

### Limitations of study

1. The area of the study is limited to Mumbai city
2. Time restriction
3. The study's findings are based on information gathered from respondents.

### Conclusion

The majority of consumers prefer choosing a certain brand of shampoo based on gender comparison, with the most important reasons being the prevention of hair fall, price, quality and the fragrance of the product. The test analysis shows that prevention of hair fall, price, and fragrance shows significant relation while showing preference towards shampoo. The majority of respondents show equal proportion towards preference for the shampoo, whether they are branded or the non-branded one. Producers of the aforementioned items should pay greater attention to this criterion, which will help for more turnover and profitability.

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