

Brand Preference of Female Consumers towards Hair Oil with Special Reference to Select Brands-A Study in Erode City

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Abstract - Hair oil is such kind of consumer goods product where consumer's needs, wants and demands are continuously changing. Competition has been realistic brutal in Fast Moving Consumer Goods (FMCG) product categories because of globalization and consumers' open preferences. These phenomena have given a new aspect in brand positioning which affect to the brand preference. A brand can be positioned in several ways - offering a specific benefit, targeting a specific segment, price or distribution. The present study focuses on the preference towards a brand of female consumers. The factors influencing consumer brand preferences when purchasing hair oil, in order to understand these preferences, and what consumers consider when making such purchases. The rationale of the study was to provide new insights for local marketers into the factors consumers consider most when looking at hair oil brands.

The data are collected from 100 female consumers of hair oil in Erode city using simple random sampling technique. The results were analysed using the Statistical Package for Social Sciences (SPSS) Version 24.0 software. Validity was ensured by conducting a pre-test of the questionnaire, and the study's reliability was measured using Cronbach's Co-efficient Alpha test.

The study findings showed that brand popularity, duration of purchase, price, quality and quantity consumed all effect of hair oil brand preferences amongst consumers. The present study focuses on the preference towards a brand of female consumers. The study finds a Sixty-three percent of the respondents opine that branded products are better than unbranded products. Recommendations are given to industry players to increase their knowledge of these important factors, to aid with the improvement of their brands and increasing their market preference in this highly competitive industry

Keywords: *Brand, Perceptions, Preference, opinion and satisfaction level*

I. INTRODUCTION

Hair oil is an essential product item in modern society and becoming more popular in the consumer world. At present hair oil, market is one of the most competitive markets in the world. The global hair oil market is projected to reach USD 3.9 billion by 2024, registering a CAGR of 4.78 % during the forecast period (2019 - 2024). The growth of market is driven by the fluctuations in hairstyle trends, rapid increase in disposable income, rapid population growth, and a rise in air pollution across the world. In India, the hair care industry is flourishing well with a wide range of brand comprising both popular international, national and regional. The impact of brand preference of hair oil and the factors determining the brand preference is deliberate. The facts on brand preference become necessary. The purchase decision largely depends upon

Taste, Quality, Quantity, Price, Availability and the like. There are many hair oil brands available in the market such as VVD gold, Parachute, Dabur Vatika&Amla, Amlakesh, Dabur amla, Bajaj Almond etc.

The Indian hair care industry has witnessed rapid growth over the last couple of decades. A wide range of hair oil products has emerged during that period. The success of a firm depends largely on its capability to attract consumers towards brand. Mashing a product known in market and getting it registered in customer's mind is not overnight journey. It takes a time for a brand to be popular among particular group of consumers & it has been found in surveys that major share of consumer products consists of hair oil. The hair is a vital element of our body as it is a lined of guard that protects the head from harmful sunrays. This can be made possible by selection of suitable hair oil brands that helps to grow hair rapidly and makes them

stronger. This also used regularly as hairs are subjected to excessive wear & tears from dust, weathers, pollution excessive stress, and poor lifestyle habits. To succeed in branding, the marketer must understand the needs and wants of the customers and prospects. The brand resides within the hearts and minds of customers. It is the sum total of their experiences and perceptions, some of which can be influenced and some cannot be influenced by the marketer. A strong brand is invaluable as the battle for customers intensifies day by day. It is important to spent time investing in researching, defining and building brand. Brand is the source of a promise to the consumer and it is a foundational piece in marketing communication

In present scenario, where the competition is tough, consumer choose preferred brand according to their pleasure. The company can achieve and complete in the market, only when they satisfy the needs of the customer by taking in to account their reason for brand preference.

RESEARCH PROBLEM

Brand leads to greater market share when consumers repeatedly purchase the same brand consequently. The brand is the sole distinguishing factor among competing and similar products. Hence, a study is made on brand preference of Hair oil among female consumers'.

In this aspect, the present study is an attempt to find answers for the following questions:

- What factors influence the female consumers to prefer hair oil brand?
- What is the level of opinion towards hair oil brand?
- What are the problems faced by the consumers in using Hair oil?

II. REVIEW OF LITERATURE

Ram and Ganapathi (2013) studied the Brand Preference and loyalty of women customer towards hair oil Brands. The most of the women customers prefer Dabur Amla brand of hair oil and the factor analysis shows that value, easiness, suitability, quality and familiarity are the factors affecting the purchasing of hair oil brands by the women customers. The result showed a significant association between hair oil brands and the level of satisfaction of women customers.

Dhevika et al., (2013) studied the brand loyalty of hair oil among college students. The study investigate how the respondents are influenced by factors of brand loyalty towards hair oil brands Brand loyalty is important for an organization to ensure that its product is kept in the minds of consumers and prevent them from switching to other brands. Product quality plays a significant role in influencing consumers to be brand loyal customers.

Jagadeesan.S and Vani.G.,(2017) in this analyse titled Consumer Satisfaction Towards Parachute Hair Oil Usage Among College Student's in Salem City. The study

revealed that the quality, value, easy availability, relive dryness, suitable for hair, better shine, attractive package and quantity are the factors influencing the purchasing of hair oil brands by the customers. The most of the customers are satisfied with the hair oil brands and there is a significant difference between hair oil brands and the satisfaction level of customers.

III. METHODOLOGY

Observance in view the hair oil Market in India which is very crowded and charming viable day by day, we decided to study the current scenario of the marketplace. This study is mainly focused on the leading brand preference for hair oil and the attribute of consumers belonging to low, middle and high-income group are taken in Erode city. The scope of the study is restricted to select hair oil brand with the objectives of studying the profile of the respondents, factors influencing on consumers' preference towards selected brands, opinion level of the respondents and problem faced by the respondents towards selected hair oil brands.

OBJECTIVES OF THE STUDY

- To study the demographic and socio-economic status of female consumers using Hair oil.
- To identify the brand preference of hair oil.
- To analyse the influencing factor and usage of hair oil brand.
- To measure the level of opinion towards consumer satisfaction.
- To analyse the problem faced by the respondents while using hair oil.

RESEARCH METHODOLOGY

The success of analysis mostly depends on the methodology in which it is carried out. An appropriate method will improve the validity of the findings. It is necessary for the research and is a systematic way of solving the research problem.

HYPOTHESIS

H₀: There is no significance association between the socio-economic variables (Age, Marital status, Educational qualification, Occupational status, Monthly income, and Size of the family) of the respondents and their level of opinion regarding the various attributes of Hair Oil Brand.

AREA OF THE STUDY

The study has been conducted in Erode city. The place of domicile of the researcher lies within the bounds of the study for it is expected that it would help the researcher for a detailed enquiry with consumers.

PERIOD OF THE STUDY

The field survey has been carried out during the months of December 2019 to January 2020 to collect the primary data. And also relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

SAMPLING DESIGN

The study is based on survey method. In the present study, sample random sampling technique is employed to collect the data from the respondents in Erode City. Accordingly, 100 respondents have been interviewed with a well-structured interview schedule and data are collected regarding brand preference of female consumers towards Hair Oil.

FRAMEWORK OF ANALYSIS

Data collected through questionnaire. In order to analyse and interpret the data, following tools were applied.

- Simple percentage analysis has been done for the profile of the respondents.
- Chi-square test has been applied to establish the relationship between opinion level and independent factors.
- Weighted average ranking score technique is used to determine the ranks of the factors influencing the consumer to purchase hair oil.

LIMITATIONS OF THE STUDY

- The study is conducted in Erode city only. Hence, general application of the result is not possible.
- The accuracy of the information depends upon the data obtained from the respondents and limitation of the generalisation is applicable.
- Due to time constraint, the sample size is limited to 100 respondents. Therefore, the limitation of a restricted sample size is applicable to the present study.

IV. RESULTS AND DISCUSSION

TABLE 1.1 PERCENTAGE ANALYSIS PROFILE OF THE RESPONDENTS

Demographic Characters	Parameters	% of respondents
Sources of information	Advertisement	33
	Friends & Relatives	36
	Neighbours'	15
	Direct marking	16
Varieties of Brand	One	38
	Two	35
	More than two	27
Period of usage	1 year	42
	1 -2 years	31
	Above 2 years	27
Purchase of Duration	Weekly	24
	Fortnightly	28
	Monthly	48
Quantity consumption	Below 100 ml	32
	100ml to 250 ml	44
	Above 250 ml	24

- Majority (36%) of the respondents are aware through friends & relative.
- Majority (38%) of the respondents prefer only one variety of hair oil.
- Majority (42%) of the respondents are using for about one year.
- Majority (48%) of the respondents are purchasing the hair oil monthly once.
- Majority (44%) of the respondents are purchase 100ml to 250 ml per month.

TABLE NO 1.2 PREFERENCE OF HAIR OIL BRAND

Factors	1	2	3	4	5	6	Total Score	Rank
Amlakeshkanti	96	55	56	27	38	31	303	VI
Parachute	114	95	60	54	44	7	374	II
Dabur Vatika&Amla	90	50	72	81	32	14	339	IV
VVD Gold	132	150	52	27	24	14	399	I
Dabur Amla	102	85	84	57	26	13	367	III
Bajaj almond	60	75	80	51	36	20	322	V

The table above reveals that problem factor influencing the consumers in the VVD Gold first rank. It is followed by second rank Parachute, third rank Dabur amla, fourth rank Dabur Vatika&Amla, fifth rank of Bajaj almond, and sixth rank Amlakeshkanti.

TABLE NO.1.3 FACTORS INFLUENCING CHOICE OF HAIR OIL

Weighted Score Points(w)		6	5	4	3	2	1	Total Score (Σ WX)	Weighted Average Score(Xw)	Rank
Ranks Factors		I	II	III	IV	V	VI			
Quality	X	30	28	21	8	6	7	447	21.29	I
	WX	180	140	84	24	12	7			
Affordable price	X	8	10	25	27	15	15	324	15.43	V
	WX	48	50	100	81	30	15			
No side effect	X	17	20	12	13	14	24	341	16.23	III
	WX	102	100	48	39	28	24			
Easy availability	X	24	15	14	12	21	14	367	17.48	II
	WX	144	75	56	36	42	14			
Attractive package	X	13	16	18	20	10	23	333	15.86	IV
	WX	78	80	72	60	20	23			
Recommend by doctors	X	8	11	10	20	34	17	288	13.71	VI
	WX	48	55	40	60	68	17			

The table 1.3 reveals that out of the various factors, the quality are given the first rank with weighted average score of (21.29) and the second rank is given to easy availability with the score of (17.48). It is followed by no side effect with third rank whose weighted average score is (16.23), the fourth rank is attractive package with the weighted average score of (15.86), the fifth rank as affordable price with weighted average score (15.43), and the sixth rank is secured by recommending by doctors with the weighted average score of 13.71.

TABLE NO.1.4 ASSOCIATION BETWEEN DEMOGRAPHIC VARIABLES AND LEVEL OF OPINION: CHISQUARE ANALYSIS

Factor	Calculated value	Degrees of freedom	P-Value	Result
Age	5.0736	6	12.6	Accepted
Marital Status	8.4985	2	5.99	Rejected
Educational Qualification	6.7656	6	12.6	Accepted
Occupation	33.1185	8	15.5	Rejected
Monthly income	4.3148	6	12.6	Accepted
Size of the family	24.532	4	9.49	Rejected

➤ The chi-Square test results have shown that the demographic factors like age, educational qualification, and monthly income have not significantly influenced the level of opinion of the respondents towards branded hair oil and the factors viz, marital status, occupation and size of the family have significantly influenced the level of opinion of the respondents towards branded hair oil.

TABLE NO. 1.5 RANKING THE PROBLEMS REGARDING THE BRANDED HAIR OIL USING WEIGHTED AVERAGE RANKING ANALYSIS

Weighted Score Points (w)		8	7	6	5	4	3	2	1	Total Score (ΣWX)	Weighted Average Score (XW)	Rank
Rank		I	II	III	IV	V	VI	VII	VIII			
Change in hair colour	X	2	6	4	2	5	4	3	5	135	3.75	VI
	WX	16	42	24	10	20	12	6	5			
Dandruff	X	6	2	3	3	4	4	6	3	138	3.83	IV
	WX	48	14	18	15	16	12	12	3			
White hair	X	1	4	2	5	10	4	2	3	132	3.66	VII
	WX	8	28	12	25	40	12	4	3			
Hair loss	X	9	4	2	3	3	3	3	5	157	4.36	I
	WX	72	28	12	15	12	9	6	5			
High price	X	4	4	7	6	1	2	2	5	151	4.19	II
	WX	32	28	42	30	4	6	4	5			
Rough hair	X	4	6	3	3	5	1	5	4	147	4.08	III
	WX	32	42	18	15	20	3	10	4			
Scalp itching	X	4	4	4	3	1	7	4	4	137	3.80	V
	WX	32	28	25	15	4	21	8	4			
Split ends	X	2	1	6	6	2	6	6	2	129	3.52	VIII
	WX	16	7	36	30	8	18	12	2			

It is evident from the Table No.1.5 that the most important problem faced by the respondents in using Branded Hair Oil is Hair Loss with a Weighted Average Score of (4.36) followed by High price (4.19), Rough hair (4.08), Dandruff (3.83), Scalp itching (3.80), Chang in hair colour (3.75), White Hair (3.66) and Split Ends (3.52).

V. SUGGESTIONS

The data so collected is scrutinized, tabulated and analysed by the help of some statistical tools and techniques and finally used for the study purpose. Following are the major suggestions are drawn by the researcher

- ✓ The majority of the respondents prefer VVD Gold. Hence, it is recommending that the management focus more on quality and brand image of the product in order to retain their customers and to attract new customers.
- ✓ Most of the respondents are aware of hair oil brand through friends and relatives. So that the company can create more attractive advertisement to gain popularity.
- ✓ Sixty-three percent of the respondents opine that branded products are better than unbranded

products. It is necessary to maintain the brand image, which influence the consumer’s mind.

- ✓ The most important problem faced by the respondents is hair loss. It is suggested that the manufacturers may use ayurvedic ingredients to prevent the hair loss.

VI. CONCLUSION

Brand preference is pivotal for businesses looking to create repeat customers out of their target audience as it creates awareness and helps businesses to develop a strong reputation. And indicates the degree to which a consumer is inclined to use a particular brand’s product instead of a competitor’s and contributes significantly to brand equity. It is significant for businesses to constantly measure and assess their brand preference as it reflects their marketing.

The present study has been undertaken to know the brand preference of female consumers towards hair oil by analysing the profile of the respondents, factors influencing them to choose Hair Oil, level of opinion about various attributes of Hair Oil and problems faced by the respondents in using Hair Oil. It is identified that most of the respondents have medium level of opinion towards the selected hair oil brands. However, the reasonable price, quality and better services always attract and retain more consumers for any type of brand. Survey research helps uncover consumer preferences such as desired brand values, brand perception, and psychographic data, which is useful for building consumer profiles and segments. This information is then used to create brand ideas which can be further adjusted through concept testing to gauge consumer perception.

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