



E-ISSN: 2278-4136

P-ISSN: 2349-8234

JPP 2018; 7(6): 2259-2260

Received: 13-09-2018

Accepted: 15-10-2018

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Consumer preference for purchase of perfumed shampoo in Kumarganj, Faizabad (Uttar Pradesh)

Poonam Singh**Abstract**

The present paper focuses on understanding of preferences and attitudes of adolescents towards female shampoo. The adolescents included were females of similar age group of 18-22 years. It was found that the adolescents in the four transected age group have a similar buying pattern, price and celebrity brand are two influencing the buyers preferences. The study was conducted through interview schedule reporting for the purchasing behaviours and satisfaction level. 43.3 percent women purchased clinic plus shampoo for use which acquire rank finish whereas 35.8 percent respondent purchased done and only 23.3 percent adolescents tried to purchased head and shoulder and lorial shampoo although 97.5 percent respondents were fully satisfied as for as refreshers after hair cleaning affair. All of the 85 percent adolescents like to purchase perfumed shampoo due to protection of hair falling.

Keywords: Purchasing behaviours, perfumed shampoo, hair protection, buying pattern.

Introduction

Consumers are a person who consumes any commodity or services available to him either from natural resources or through market. Consumer is the largest economic group and central point of all marketing activities with the rise in the income of the people, quantity, quality and sophistication of the consumer goods. The market is flooded with a large and complex variety of perfumed shampoo. Because, modern life is full of stress and strain, as these are the important factors, hence every individual must use them wisely. The consumer must be helped to make to make quick clear cut buying decision for saving his energy and more enjoyable purpose. Human beings are a bundle of wants. All consumers don't consume the same goods and services to satisfy the same wants through they may exhibit similar wants. Jones and Sasses (1995) [3]. Consumers, who are just satisfied, find it easy to switch suppliers when a better offer comes along. As a result, the significance of customer satisfaction is emphasized in markets where competition is intense. According to Sridhar the decision framework suggested that the consumer choice process may be start well before the actual purchased ad that in each phase marketers could do certain things to facilitate or influence the process Crane (2001) [1]. Acknowledged that the increasing attention in the literature devoted to the incorporation of ethical issues had long been involved in consumer's product evaluations, but that there had been little academic investigation of ethics in items of product concepts and theories. Helena and Tselepis (2007). The purpose of this study was to consumer's expectations and evaluation as well as satisfaction relating to the afit as a dimension of quality of her clothes. Results further suggested that this consumer group probably does not have the expertise knowledge and cognitive skills that can enable them, during the evaluation phase of the decision-making process, with the main purpose of giving functional comfort and emotional pleasure during the past purchase experience.

Research Findings and Discussion: Finding of the study, as obtained on the basis of analysis of the data collected through interview schedule are described are discussed in this paper. This paper deals with the base line data i.e. personal family and situational variables. Regarding the purchasing behavior of the respondents for the purchase of shampoo and also deals with satisfaction level of the respondents after using the shampoo.

Table 1: Distribution of respondents according to age group.

S. No.	Age group (years)	Frequency	Percent
1	18 to 20 year	90	75.0
2	20 to 22 year	23	19.2
3	22 to 24 year	1	5.8
	Total	120	100.0

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Tabel-1 shows the distribution of the respondents according to age group and reveals that mostly (75 percent) adolescent girls belonged to age group of 18 to 20 year which was followed by 19.2 percent respondents belonging to age group of above 20 to 22 years and revealed that only minimum 5.8 percent respondents belong to age group of 22 to 24 years.

Figure 2. Shows the distribution of respondents according to the education and reveals that 83.3 per cent adolescent girls were educat3ed up to graduate level followed by 14.2 percent adolescent girls were educated up to postgraduate and only 2.5 percent adolescent girls were educated up to post graduate/ other.

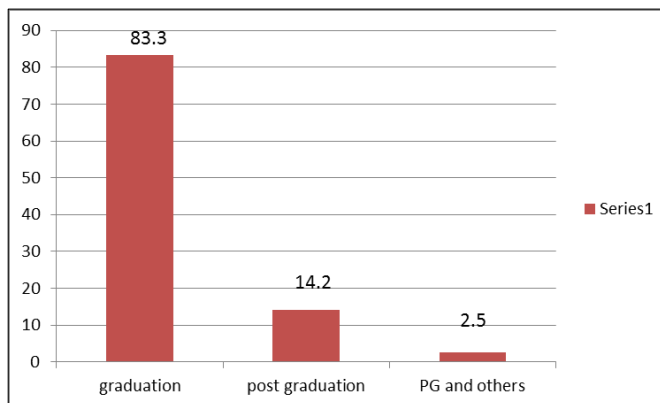


Table 2: Distribution of the respondents according to awareness for purchase of shampoo.

S. No.	Awareness	Yes	No	Mean score	Rank
1	Chemical composition of Shampoo	100 (83.3)	20 (16.7)	1.83	IV
2	Effect of chemical of shampoo	10 (84.2)	19 (15.8)	1.84	III
3	Aware about hair falling	109 (90.8)	11 (9.2)	1.91	I
4	Shampoo suits the hair	106(88.3)	14 (11.7)	1.88	II
5	Effect of herbs with hair	93 (77.3)	27 (22.5)	1.77	V
6	Information about the product	85 (70.8)	35 (29.2)	1.77	VI

Table-2 reveals about the awareness for purchase of shampoo. Majority of adolescent girls (90.8 per cent) preferred these shampoo and girls were also aware about hair falling (rank I) with mean score of 1.91. 88.3 percent adolescent girls were aware about shampoo brand that suits to hair (rank II) with mean score of 1.88. In addition to this, 84.2 per cent adolescent girls were aware about rashes to the hair (rank III) having mean score 1.84. About 83.3 percent adolescent girls

were aware regarding chemical composition of shampoo (rank IV) with mean score of 1.83. Whereas, 77.5 percent adolescent girls were aware regarding score of 1.83. Whereas, 77.5 percent adolescent girls were aware of the use of herbal shampoo which affect the hair post effectively smooth (rank V) with mean score of 1.77. 70.8 percent adolescent girls were aware of information about the product (rank VI) with mean score of 1.7.

Table 3: Distribution of the respondents according to the purchase of branded shampoo (n=120)

S. No.	Brand	Occasionally	Rarely	Never	Mean score	Rank
1	Protein	43 (35.8)	8(6.7)	35 (29.2)	2.49	III
2	Lorial	28 (23.3)	54 (45.0)	1 (7.5)	2.84	II
3	Head & Shoulder	11 (9.2)	18 (15.0)	54 (45.0)	1.88	VII
4	Clinic Plus	36 (30.0)	19 (15.8)	37 (30.8)	2.45	V
5	Dove	58 (48.3)	20 (16.7)	27 (22.5)	2.91	I
6	Ponds	28 (23.3)	36 (30.0)	37 (30.8)	2.46	IV
7	Tresmme	17 (14.2)	18 (15.0)	57 (47.5)	1.96	VI
8	Vatika	17 (9.2)	9 (7.5)	73 (60.8)	1.65	VIII

Table-3 shows distribution of the respondents according to the purchase of branded shampoo and revealed that 48.3 percent adolescent girls were occasionally (rank I) with mean score 2.91, followed by 23.3 percent adolescent girls were preferred L’Oreal Shampoo always and 45 percent occasionally (rank II) with mean score of 2.84; where as 35.8 percent adolescent girls preferred protein shampoo daily, 6.7 percent girls preferred girls preferred occasionally and 28.3 percent girls rarely (rank III) were as 23.3 percent adolescent 23.3 percent adolescent girls preferred ponds shampoo daily for smooth hair and 30 percent girls used occasionally (rank IV) with mean score 2.46 where as 14.2 percent girls used. Tresmme Shampoo daily and 15 percent girls used occasionally (rank VI) with score of 1.9.

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