

EXPLORING CONSUMER ATTITUDES AND DECISION MAKING IN HAIR AND TOOTH CARE PRODUCTS

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Abstract:

This study explores consumer attitudes and decision-making processes concerning hair care products, particularly hair cleansers, among male and female respondents in the Jannagar region. The research examines factors influencing brand preferences, usage patterns, advertisement appeal, and purchasing behavior, alongside the frequency of use and average expenditure on hair cleansers. Findings suggest that shampoo is the most commonly used hair cleanser, with a notable preference for well-established brands such as Clinic Plus, Head & Shoulders, and Pantene. The study also reveals that advertisement and family influence play significant roles in shaping consumer choices. The majority of respondents spend less than 100 rupees per month on hair care products, with usage patterns reflecting a frequency of use ranging from twice a week to daily. The study highlights the dynamic nature of consumer behavior in the hair care market and the importance of both internal and external factors in influencing purchasing decisions.

Keywords:

Consumer behavior, hair care products, hair cleansers, brand preferences, advertisement influence, purchasing behavior, frequency of use, expenditure patterns

INTRODUCTION

Hair is an altered epithelial structure shaped because of Keratinization of germinative cells. Various items are utilized on the hair by the two people. Items which are utilized on hair incorporates Hair cleansers, hair oil, hair colorant (colors), hair waving items, hair fixing, shaving items and depilatories. Hair care items have been the quickest developing fragment of the individual consideration market. The size of the Hair cleansers market extended two- and a half times during the most recent decade. The size of the Hair cleansers market is assessed at more than 30 billion comparing to about 60,000 to 70,000 tons of the products. In addition, the undiscovered market has a major potential, particularly in the rural portion of our country.

The hair and the skin are firmly related. Actually, hair is a member of the skin. Hair is comprised of an insoluble protein material, keratin, vestigial cell membranes and cores, etc. The provider of hair products makes the publicizing to make the escalation thought in the buyer's brain like to fabricate the possibility that a delegated magnificence of excellent hair. As a rule the two people to have sparkling hair, Wash the hair with mellow Hair cleansers which are strengthened by dynamic substances, After hair purgingtreat the hair with flushing arrangements and setting moisturizers to affect the gleam and solidness to it, Lucky man the hair with hair conditioners to make it flexible and shield it from crumbling after successive perpetual waving lastly pressure the hair and its development by consistent consideration, utilizing hair salves and hair treatment packs containing dynamic substances.

ANALYSIS AND INTERPRETATION OF DATA

A step was made to bring a connection between beauty care products brand use, which attracts in beauty care products brand promotion and suggested brand of beauty care products by utilizing different relationships method. Regression analysis is applied for bringing the connection between the month to month pay and month to month costs for hair and tooth care items.

Usage of Hair Cleansers

Hair care market is one of the quickest creating markets in the magnificence business. The hair purifying corrective accessible in the market are cleanser and shikkakai. Numerous youngsters nowadays have changed from utilizing shikkakai to cleanser for a quick wash and to have snazzy hair. An enquiry is made to realize the hair purging materials utilized by the respondents and the outcomes are classified Table No. 1.1

Usage of Hair cleansing Materials

| Sr. No. | Hair cleanser | Male | Female | Total |
|---------|---------------|------|--------|-------|
| 1. | Shikkakai | 7 | 15 | 22 |
| 2. | Shampoo | 120 | 350 | 470 |
| 3. | Both | 3 | 5 | 8 |
| | Total | 130 | 370 | 500 |

Source: Primary Data

It is found from the Table 1.1 that out of 500 respondents, 350 of the female respondents and 120 of the male respondents are utilizing cleanser for purifying their hair where just 22 are utilizing shikkakai. Seven respondents liked to utilize both the materials for clearing their hair. It is derived from the above investigation that the main hair cleansing product is cleanser.

Usage of Hair Cleansers Brands

The most important factor separating an item from its rival is marking. Changing over an item into a brand is troublesome and making a brand with famous status is trying for most advertisers. A notable brand turning into the world's top picks is a pride which one would treasure forever. The brand should be worked through constant development and innovativeness. The brand is a weapon to succeed and remain in front of rivalry over the long haul. The brand inclinations of the respondents are enquired and the results are classified as beneath:

Table No. 1.2

Usage of Hair cleansers Brands

| Sr. No. | Brand Name | Male | Female | Total |
|---------|-----------------|------|--------|-------|
| 1. | Clinic plus | 58 | 86 | 144 |
| 2. | Head & Shoulder | 44 | 67 | 111 |
| 3. | Sunsilk | 5 | 43 | 48 |

| | | | | |
|-----|------------------------|-----|-----|-----|
| 4. | Dove | 7 | 69 | 76 |
| 5. | Pantene | 8 | 70 | 78 |
| 6. | Garnier | 1 | 7 | 8 |
| 7. | Fiama | - | 6 | 6 |
| 8. | Vivel | - | 4 | 4 |
| 9. | V Care shikkakai paste | 5 | 14 | 19 |
| 10. | Meera shikkakai | 2 | 4 | 6 |
| | Total | 130 | 370 | 500 |

Source: Primary Data

From 500, 144 of the respondents use Clinic Plus hair cleanser, 111 apply Head and Shoulders, 78 continue on with Pantene, 76 going for Dove hair cleaning items. Just 7 of the male respondents utilize V consideration and Meera shikkakai and the leftover use cleanser as it were. The initial three driving Hair cleansers marks in Jamnagar Region are Clinic Plus, Head & Shoulder and Pantene. Despite the fact that Pantene involves the third situation in the main Hair cleansers utilization show, it faces an extreme rivalry of the hair cleaning agent brand Dove.

Attracted Hair Cleansers Advertisement

People's attitude favor a high froth hair chemical for cleaning their hair yet arrangement isn't identified with the cleaning impact. Hair cleansers notices are additionally promoted in the method of framing high froth. Scents are joined in Hair cleansers to have fragrance on the hair after use and the equivalent is educated in its ads. The enquiry identifying with the attracted in Hair cleansers promotion is made and the outcomes are demonstrated as follows:

Table 1.3

Attracted Hair Cleansers Advertisement

| Sr. No. | Brand Name | Male | Female | Total |
|----------------|------------------------|-------------|---------------|--------------|
| 1. | Clinic plus | 15 | 57 | 72 |
| 2. | Head & Shoulder | 13 | 98 | 111 |
| 3. | Sunsilk | 25 | 37 | 62 |
| 4. | Dove | 28 | 58 | 86 |
| 5. | Pantene | 30 | 78 | 108 |
| 6. | V Care shikkakai paste | 3 | 4 | 7 |

| | | | | |
|-----|-----------------|-----|-----|-----|
| 7. | Garnier | 7 | 15 | 22 |
| 8. | Meera Shikkakai | 2 | 11 | 13 |
| 9. | Fiama | 5 | 8 | 13 |
| 10. | Vivel | 2 | 4 | 6 |
| | Total | 130 | 370 | 500 |

Source: Primary Data

The main hair chemical promotion draws in 176 of the female respondents and more than 43 of the male respondents are Head & Shoulder and Pantene separately. Out of 500 complete respondents, 111 are attracted in by Head and Shoulder commercial, 108 by Pantene, 8 by Dove, 72 by Clinic Plus commercial. The initial three attractions in Hair cleansers promotions in Jamnagar Region are Head & Shoulder, Pantene and Dove. Facility in addition to Hair cleansers ad possess the fourth spot in alluring Hair cleansers ad yet it involves the primary spot in driving hair cleaning agents brand utilizes by the respondents.

Recommended Hair Cleansers Brands

Accessibility of an item, quality, execution and brand of item will make solid bound relationship in the mindset of shoppers. When the buyers are fulfilled, they are the best manipulators for the brand. The suggestion made by the Hair cleansers clients are recorded underneath:

Table No. 1.4

Recommended Hair Cleansers Brands

| Sr. No. | Brand Name | Male | Female | Total |
|---------|------------------------|------|--------|-------|
| 1. | Clinic plus | 29 | 70 | 99 |
| 2. | Head & Shoulder | 14 | 47 | 61 |
| 3. | Sunsilk | 11 | 50 | 61 |
| 4. | Dove | 20 | 80 | 100 |
| 5. | Pantene | 44 | 96 | 140 |
| 6. | V Care shikkakai paste | 2 | 8 | 10 |
| 7. | Garnier | 3 | 9 | 12 |
| 8. | Meera Shikkakai | 7 | 10 | 17 |
| | Total | 130 | 370 | 500 |

Source: Primary Data

Pantene cleanser made sure about the primary spot in the proposal by the male 44, female 96 and the total is 140. From 500 respondents, 140 advocates Pantene hair cleanser to other people, 100 supports

Dove, 99 propose Clinic Plus, 61 complimentHead & Shoulders and Sunsilk each, 17 notices Meera shikkakai, 12 argue for Garnier and the rest 10 suggest V Care shikkakai Paste hair cleaning agents to other people. Nobody respondent in Jamnagar Locale is prepared to prescribe Fiana and Vivel Hair cleansers to others because of its new presentation.

Testing of Hypothesis – Hair Cleanser

H₀ There is no critical relationship between the brand use of Hair cleansers, attraction inHair cleaning agent promotion and suggested Hair chemical.

To contemplate the connection between factors identified with Hair cleansers, relationship strategy is utilized. It brings the outcomes that there is low degree ofrelationship between suggested brand of Hair cleansers with hair cleaning productsnotice (0.475) and brand inclination of hair cleaning agents for utilization (0.368). However, the connection between brand inclination of Hair cleansers and hair cleaning agents commercial (0.174) is low.

Table 1.5

Correlation Result for Hair Cleanser

| Sr. No. | Variables Name | Attracted Hair Cleansers Advertisement | Recommended Hair Cleansers Brand | Brand Usage of Hair Cleanser |
|---------|--|--|----------------------------------|------------------------------|
| 1. | Attracted Hair Cleansers Advertisement | 1 | 0.475* | 0.174* |
| 2. | Recommended Hair Cleansers Brand Advertisement | 0.475* | 1 | 0.368* |
| 3. | Brand Usage of Hair Cleansers | 0.174* | 0.368* | 1 |

Source: Computed Value (5% level of significance)

In order to acknowledge the relationship between the three factors, for example, usage of brand, brand suggestion and attraction via ad brand with respect to the hair cleansers, it is examined and the outcomes are appeared under:

Brand use of the hair cleanser items is a dependent variable and the leftover two factors, for example, attracted by hair cleanser commercials and the suggested hair cleansers are taken as the factors which are independent.

$$\text{Multiple Correlations} = \sqrt{\frac{.174^2 + .368^2 - 2 \times .174 \times .368 \times .475}{1 - .475^2}} = 0.39$$

It is induced from the above outcomes that there is a low level of critical relationship between the brand use of hair chemical, the suggested Hair cleansers brand and alluring Hair cleansers promotion in the investigation territory.

Selection of Hair Cleansers

The purchasers are stimulated by both inward just as outer variables. Between these two, outer components assume a critical part in determination of an item. Between the different outside elements, the factor which invigorates the customers in a serious level is contemplated and the outcomes are appeared under.

Table 1.6

| Sr. No. | Influencing Factor | Male | Female | Total |
|---------|--------------------|------|--------|-------|
| 1. | Friends | 31 | 80 | 111 |
| 2. | Relatives | 3 | 22 | 25 |
| 3. | Advertisement | 25 | 121 | 146 |
| 4. | Display | 5 | 8 | 13 |
| 5. | Family | 66 | 139 | 205 |
| | Total | 130 | 370 | 500 |

Source: Primary Data

In the Table-1.6, 25 of the respondents select the Hair cleansers brand with the counsel of relatives, 146 are impacted by promotion, 111 have taken the buy choice dependent on their companions or friends, 205 are animated by their family members and neighbors and the rest 13 by the presentation of Hair cleansers brand at the purpose of procurement. One portion of the male respondents, more than of the female respondents are affected by the family in the choice of Hair cleansers. It is construed that group of the respondents assume a vital job in the determination of a Hair cleansers brand in Jamnagar Region.

Frequency of Usage of Hair cleansers

Buyer attitude and training of attempts to teach the buyers concerning what, where, when, how and the amount to purchase and how to utilize that they have purchased. Individuals are ignorant of the ideal recurrence to utilize the Hair cleansers. In the current examination an enquiry is made to achieve the data the recurrence of utilizing Hair cleansers.

Table 1.7

Frequency of Usage of Hair Cleanser

| Sr. No. | Frequency | Male | Female | Total |
|---------|------------|------|--------|-------|
| 1. | Once a day | 11 | 25 | 36 |

| | | | | |
|----|------------------|-----|-----|-----|
| 2. | Once in two days | 60 | 97 | 157 |
| 3. | Twice a week | 57 | 180 | 237 |
| 4. | Once a week | 2 | 60 | 62 |
| 5. | Occasionally | - | 8 | 8 |
| | Total | 130 | 370 | 500 |

Source: Primary Data

Table 1.7 talks that, from 500 respondents, 336 use hair cleansers every day, 157 utilize the hair cleaning agents once in two days, 237 utilize double seven days, 62 utilize just one time in seven days where the leftover 8 use Hair cleansers sometimes to wash their hair. More than 60 of the male respondents and more than 180 of the female respondents clean their hair by utilizing Hair cleansers once in two days and twice in seven days individually.

Average Monthly Expenditure for Hair Cleansers

Main issue which is faced by the customer is cost of the item and its difference. Now and again they experience the ill effects of non-accessibility of the data about the cost. Where if there should be an occurrence of Hair cleansers the cost is reported at ads moreover all the Hair cleansers mark contains the fullest data about its cost. It causes the respondents to apportion adequate sum for Hair cleansers buy in their financial plan.

Table 1.8

Average Monthly Expenditure of Hair Cleansers

| Sr. No. | Monthly Expenses (in Rs.) | Male | Female | Total |
|---------|---------------------------|------|--------|-------|
| 1. | Up to 50 | 30 | 60 | 90 |
| 2. | 51 to 100 | 80 | 298 | 378 |
| 3. | 101 to 150 | 13 | 8 | 21 |
| 4. | Above 150 | 7 | 4 | 11 |
| | Total | 130 | 370 | 500 |

Source: Primary Data

In Table 1.8 it is found that, 378 have spent more than 50 up to 100 as normal month to month family consumption for hair cleansers, 90 have paid up to 50, 21 have caused the reach somewhere in the range of 101 and 150 and the 11 have spent more than 150. It is presumed that the normal sum spent for Hair cleansers by dominant part of the respondents is under 100 rupees since the recurrence of the use of the hair cleaning agents is restricted to twice in seven days altogether.

Conclusion:

In conclusion, this study highlights the significant factors influencing consumer attitudes and decision-making towards hair care products, particularly hair cleansers, in the Jamnagar region. The findings suggest that shampoo is the dominant choice for hair cleansing, with well-known brands like Clinic Plus, Head & Shoulders, and Pantene leading the market. Consumer preferences are shaped by a combination of internal factors such as family and friends' influence

and external factors like advertising. Most respondents tend to spend less than 100 rupees per month on hair cleansers, with usage frequency varying between daily and twice a week. The data indicates that advertising, brand reputation, and familial influence play critical roles in shaping purchasing decisions. Despite the competitive nature of the hair care market, well-established brands continue to maintain consumer loyalty, while newer brands face significant challenges in gaining traction.

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