



## **Study of consumer's preference towards hair oil with special reference to Karnal city**

**Suman Rani Pannu**

Asst. Professor, Dyal Singh College, Karnal, Haryana, India

### **Abstract**

A person's likes and dislikes changes from time to time or, says it is very unstable. Anyone having a need and is willing and able to sacrifice money is called consumer. By ignoring the preferences of the consumer the business community cannot possibly fulfill its obligations in a responsible manner. The effect of various external and internal factors on a consumer can be understood by different psychological theories. External factors include social habitat, correspondence and friend circle etc. Internal factors comprise in a consumer psyche and others like lifestyle, trends, personality, motivation etc. have a considerable on the response of the consumer. This research is something about that explains how a buying process begins and the end result of buying decision. With the help of this study the relation of consumer behavior with the product, price, promotion etc is revealed. Thus, it is marketing mix which is indispensable for the promotion of product/services in an organization. Research Paper – The study on hair oils is also trying to find Consumer Preferences about different features of hair oils and how Packaging, Quantity, Easy Availability and Variety are affecting the sale of hair oil's. Continuing scientific discoveries and social changes, over the year been greatly responsible for the developments that have taken place in the industry since, and brought hair oil, once a luxury, within the reach of everyone.

**Keywords:** Consumer preference, Loyalty, Pack size, Brand.

### **1. Introduction**

In India, hair oils became a lifestyle product in urban homes from the 1960s. Despite steady growth, the market penetration of hair oils remained very badly low. Factors such as misconceptions among India's that hair oils are not pure and are refined, bleached and deodorized which damage hair in the long run, and high excise duty in the earlier years, contributed to this. AS per CBEC 8% on small packs of coconut hair oil is implemented the effective duty levy would be on the maximum retail price, post abatement and ess. IF the company is not able to challenge the circular, it will either have to take an average 3.5%--4% like across its coconut oil portfolio on the excise imposition as will have to raise to 200ml pack size to avoid excise and take price hit on packs smaller 200ml. According to an edelweiss Report, coconut oil packs up to size 200ml forms about 22% of Marico's consolidated turnover. What revealed by the current literature is that more focus has been given to customer retention by the researchers and experts. Understanding of the behavior of the consumers and to fully satisfy them by catering their needs and preferences is considered to be very important in order to retain the consumers. Direct actions of the consumers in order to obtain use and dispose of economic goods and services and their decision together constitute consumer behavior. In today's competitive era media is effectively planned and glamour as its main component is designed in such a way as to cater to the needs, wants and emotional demands of the consumers. The main target of the huge expenditure on advertising is to earn more and more consumers. In order to know the main factors that effects the buying behavior/decisions of the consumers the companies today are spending millions. Today companies

have to appoint market researchers to have a bird's eye over the factors that mainly influences the buying decisions of the consumers. This analysis of the consumer's behavior helps to determine the factors that are required to be given more importance in product development and the features of the alternative communication methods etc. The analysis of the consumer's behavior treats consumer one of the variable among several variables in the marketing sequence that is uncontrollable and the products and services are interpreted not only in respect of physical characteristics but the social and psychological setup of the individual consumer or as a group of consumer. It is found out that the main element which influence the buying behavior of the consumer is their emotional attachment with the particular product brand. People would like to buy the products of a particular brand to which satisfy their emotional needs. The undertaken research will provide the evidence regarding how the buying behavior of the consumer is influenced in the local market. Now a day there is no doubt in saying that the target of the aggressive marketing or we can say mass marketing is to rule over the minds or influence the buying behavior of the consumers in the positive manner. It is only through advertising that the consumers can get all the relevant information about the particular product or brand. Advertisements have been designed in such a manner that it has effective appealing effect to the individuals of almost all the income bracket. The way of appealing, the personality and the popularity of the brand ambassador, advertising the product or service. The fundamental factor that determines the value that is attached by the consumer to the organization is the ability of the organization to maintain long term relationship with the

consumers. Consumers switching behavior is sometimes encountered as a major threat in maintaining good relations with the consumers for a long time. The relationship development process should be adopted by the various organizations in order to retain and not only to retain but also to attract more and more consumers. Sometimes a different approach that involves the application of the theory of planned behavior as the application of this theory helps in predicting the switching behavior of the consumers. Theory of planned behavior is based on providing a link between the attitude and the behavior of the consumers.

In order to supplement the theory of planned behavior, control of perceived behavior, subjective codes and attitude toward the behavior results in "behavioral intention" (Ajzen, 1991). Bansal (1997) measured how one's attitude towards switching behavior, control of perceived behavior (termed as cost of perceived switching) and satisfaction received from the product or service, with the intensity of the consumer to switch. Results confirmed all the three variables exercises a significant influence on switching intentions. It has been confirmed from the existing literature that the needs and preferences of the consumers should be analyzed properly or we can say that understanding the behavior of the consumers is of vital importance for the survival of the organization. Long term sustainability of the organization is very much dependent on the switching behavior of the consumers i.e. The switching behavior of the consumers is of vital, critical importance for the long term sustainability of the organizations. Thus, the present research tries to understand the behavior of Hair oil users and the various reasons behind their switching to other brands.

### **Research Methodology**

The present study research has been carried in the city Karnal in Haryana The city Karnal is chosen for the study as in this city the people the from different religion and cultural background resides here. This study enables us to evaluate the attitude of the selected sample from the population towards the usage of hair oils. This study also reveals the various reasons as to why the consumers switch to other brands. In order to fulfill the predetermined objectives of the undertaken research both the primary and the secondary data have been used. Various books, magazines, journals, websites and the information is also collected from published research papers. Questionnaire is used as a means of collecting the primary data. Personally the Copies of the questionnaire were given to respondents in the sample selected from the Karnal city. The questionnaire comprises a total of 15 items. The respondents are randomly selected and 50 respondents were personally met in order to get their responses. The data that was collected was basically primary in nature.

### **Research Objectives**

1. To study the current market scenario for hair oils.
2. To analyze the relationship between a specific brand and its buying behavior.
3. To assess factors influencing the buying behavior of the consumers.

### **Scope**

The scope of the study covers almost all categories of hair

oils. The whole appraisal of hair oils has been done from the angle of customer satisfaction. Any substitutes of hair oil like desi ghee or natural products have not been considered. Also hair oils locally made by the unorganized sector and which are not branded have not been considered.

### **Limitations**

The first and foremost limitation was time constraint, but still efforts have been made to put the picture as clear and candid as possible. The study was limited to 50 respondents, so it may not stand for universal opinion. Respondent's biasness.

### **Research Methodology**

Keeping in view the hair oil Market in INDIA which is very crowded and becoming competitive day by day, we decided to study the current scenario of the market.

### **Data Collection**

The following techniques were adopted for data collection:

#### **1. Primary Data**

Primary data was collected through face to face interviews while filling up questionnaires. (50 Respondents)

#### **2. Secondary Data**

Relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

#### **3. Communication Approach**

Face to face interviews was taken as the communication approach since it is a better method in cases where slight probing is required.

#### **4. Questionnaire design**

The questionnaire used was a printed, well-structured formalized schedule to obtain and record specified and relevant information with fair accuracy and completeness. The questioning process was face to face interviews and the questionnaire was designed in such a way that it could be understood and answered easily by the respondents. The questionnaire contained both close and open ended questions.

### **Universe**

The main emphasis of the study was the karnal city. The city is a home to various kinds of people hailing from different backgrounds, upbringings and religions. The city has its share of individuals belonging to different social economic classes. Sampling it is process of selecting or choosing the sample or member from the population that well represents the whole population and drawing conclusions about the whole population on the basis of the inferences drawn from the sample.

### **Sample size**

A sample size of 50 consumers was chosen. This sample size was based upon time and affordability approach. The 5 respondents were not able to provide the relevant information due to their unwillingness to answer or some find problems with the questions in the questionnaire.

**Sample Area-** karnal

**Sample Size-** 50

**Valid Sample Size-** 45

**Sample method-** Simple Random Sample

**Data Analysis and Interpretation:**

**To study the consumer preferences towards hair oils.**

**Table 1: Demographic Profile**

Particulars	No. of Respondents	Percentage
Age (Yrs)	Below 22	50
15	22-25	25
30	25-28	48
25	28 & above	15
18	Gender- Male	09
20	Female	36
80	Educational Qualification - Graduation	28
38	Post-Graduation	32
46	M.Phil	70
8	Others	65
9	Research Scholar	15
18	Monthly Family income - Below Rs.25000	18
22	Rs.25000-30000	10
14	Rs.30000-35000	20
25	Above Rs.35.000	30

As revealed from the Table 1, almost half of the respondents (50%) have their below 22 years and 18% have 28 and above years. All the respondents of the given study are females (80%), as the sample selected basically consists of females. About 32% respondents have their qualification as post-graduate, 28% as graduation and others are 9%. It has been seen that 75% respondents are students, 18% are Research Scholars and 22% are professionals. Also, it has been found that about 45% have their monthly family income above Rs. 35,000, 22% respondents have below Rs, 25,000 and 25% ranging between Rs. 30,000- Rs. 35,000 and only 14% respondents have their monthly family income as Rs. 25,000- Rs. 30,000

**Table 2: Sex/ Gender group of respondents**

Particular's	No. of respondents	Percentage
Male	9	20
Female	36	80
Total	45	100

(Source: Survey)

Above table indicates the classification of respondents as Male respondents was 20% and Female 80%.

**Table 3: Age group of respondents**

Particular's	No. of respondents	Percentage
19-20	14	30
21-25	22	50
26-30	9	20
Total	45	100

(Source: Survey)

The above table shows that majority (50%) of the respondents belong to age group 21-25, where as 30% respondents belong to 19-20 age group.

**Table 4: Occupation of the respondents**

Particular's	No. of respondents	Percentage
Professor	2	5
Student	38	85
Shopkeeper	5	10
Total	45	100

(Source: Survey)

From the above table it can be seen that majority of the (85%) respondents were students then 10% shopkeepers.

**Table 5: Monthly income pattern of the respondents**

Income in Rs	No. of respondents	Percentage
Less than 5,000	18	40
5001-10000	9	20
10001-15000	9	20
15001-20000	5	11
20001 and above	4	9
Total	45	100

(Source: Survey)

The above table shows that in terms of the monthly income pattern a majority of the respondents 40% belonged to income level less than 5,000, then in between 5001-10000 and 10001-15000 (20%) equally.

**Table 6: Use of hair oil**

Particular's	No. of respondents	Percentage
Yes	40	90
No	5	10
Total	45	100

(Source: Survey)

From the above table it can be seen that 90% of the respondent's use shampoo whereas only 10% respondents

don't use hair oil.

**Table 7:** Which of the following brands of hair oil have you purchase?

Particular's	No. of respondents	Percentage
Kio karpin	9	20
Brahmi amla	5	10
Parachute coconut	2	5
Hair & care	11	25
Vatica hair oil	4	9
Kesh king	7	15
Almonds hair oil	3	7
Kesh kanti	4	9
Total	45	100

(Source: Survey)

The above table shows that about 25 % of the respondents use Hair&care hair oil and 20% of respondents use kio karpin whereas 15% respondents use kesh king.

**Table 8:** Factors you consider while purchasing a hair oil.

Particular's	No. of respondents	Percentage
Hair type	20	45
Fragrance	2	5
Packaging	0	0
Hair problem	18	40
Price	3	6
Availability	2	4
Total	45	100

(Source: Survey)

From the above table it can be seen that (45%) of the respondents consider their hair type while purchasing hair oil, 40% respondents consider hair problem and 6% consider price whereas 5% consider fragrance while purchasing the same.

**Table 9:** Who influence you to purchase the brand?

Particular's	No. of respondents	Percentage
Family	1	2
Doctor	2	4
Advertisement	9	20
Self	28	64
Friends	5	10
Total	45	100

(Source: Survey)

Above table indicates that majority (64 %) of the respondents are of the opinion that they themselves make the purchase decision not by any another's influence and only 20% respondents are influenced by Advertisement.

**Table 10:** Do you change your hair oil?

Particular's	No. of respondents	Percentage
Frequently	4	8
Occasionally	6	13
Never	14	32
Can't say	21	47
Total	45	100

(Source: Survey)

Above table shows that 47% of the respondents are neutral about their opinion about change of the hair oil brand and 32% respondents Never change their brands whereas 13% of the respondents occasionally change the brand.

**Table 11:** No. of times you oils your hair in a week

Particular's	No. of respondents	Percentage
1 - 2	18	40
3 - 4	22	50
5 - 6	1	2
7 and above	4	8
Total	45	100

(Source: Survey)

Above table shows that 50% of the respondents oils their hair 3-4 times in a week whereas 40% of respondents oils their hair 1-2 times in a week.

**Table 12:** Size of the pack you purchase most often

Particular's	No. of respondents	Percentage
25 ml to 100ml	27	60
100 ml to 250 ml	11	25
Above 250 ml	7	15
Total	45	100

(Source: Survey)

Above table shows that 60% of respondents use 25 ml to 100 ml Bottle whereas 11% respondents use 100 ml to 250 ml Bottles.

**Table 13:** In which media you have seen (audio also) the advertisement of these brands

Particular's	No. of respondents	Percentage
TV	36	80
Magazine	7	15
Newspaper	2	5
Radio	0	0
Total	45	100

(Source: Survey)

Above table shows that majority 80% of the respondents have seen the advertisement in T.V. whereas 15% of the respondents have are favoring magazines for the purpose.

**Table 14:** Frequency of buying per month

Buying Frequency	No. of Respondents	Percentage
Once	22	50
Twice	18	40
Thrice	5	10

Table above indicates the frequency of purchasing hair oil per month by the users. The given data revealed that most of the respondents buying hair oil only once in a month (50%), 40% buy twice in a month and 10% respondents buying hair oil thrice in a month.

**Table 15:** Awareness of Brands

Brands	No. of Respondents	Percentage
Cosmetic	28	60
Herbal	10	21
Medicated	5	11
Others	2	8

Table, examined awareness of the people regarding various brands of hair oils like Cosmetic hair oils, Herbal hair oils, Medicated hair oils and others. Most of the respondents (60%) aware of Cosmetic hair oils. 21% respondents aware of Herbal hair oils, 11% aware of medicated hair oils and 8% constitute others category.

**Table 16:** Usage of hair oil Brands

Usage of brand	No. of Respondents	Percentage
One	36	80
Two	7	15
More than three	2	5

Table identified the different brand used by the respondents. An examination of the data shows that most of the respondents (80%) used only one brand, 5% respondents used more than three brands, and 15% respondents used two brands. Findings the facts that have been revealed from the

above research is that the majority of the respondent's use hair oil, the proportion that doesn't use hair oil is just negligible. Majority of the respondents that favorably uses hair oil belongs to the age group of 21-25 years in comparison to the other age groups. The hair oils preferred by the respondents from among the various alternatives available in to the market are as follows- hair & care, kio karpin, pat Anjali hair oils (kesh-kanti), kesh king. While purchasing the hair oils of various brands in the market respondents gave importance to various factors such as their hair type, hair problem, price and fragrance while purchasing the same. Self-decision has always been preferred by majority of respondents, decision to purchase a particular hair oil is least influenced by others, whereas rarely it might be influenced by Advertisement. A fairly large number of the respondents are neutral about their opinion for change of the brand of hair oil and some respondents do not want to change their hair oil. Analysis shows that about 50% of the respondents oil their hair 3-4 times in a week whereas 40% of respondents oil their hair 1-2 times in a week. Respondents prefer 25 ml bottle first then 100 ml Bottle and then 250 ml Bottles respectively. 80% of the respondents have seen advertisement in T.V. and 0% on Radio. So far as satisfaction is concerned about the use of hair oil majority of the respondents are satisfied by the hair oil then highly satisfied and neutral sign. In case of brand loyalty it is a matter of great concern and respondents are very loyal to their hair oil brand and they can undergo any hardship to get the hair oil of their choice.

**Conclusion**

By analyzing all relevant aspects in deep the researcher come to the conclusion that, young generation highly prefer the use of hair oil as they are highly influenced by the Bollywood celebrities. They want their hairs to like the hairs of their favorite star. The respondents make a their own decision for purchase, use hair oil frequently, rarely want to change their hair oil, preferring pack size are small bottles, media especially T.V. is playing major role in creating great awareness among the respondents, customer satisfaction contributes the majority. Hair oil users are very loyal towards the particular hair oil they are using.

**References**

1. Principles of Marketing-kotler philip