

Chapter 24

A Study on Consumer Preference and Satisfaction Towards Various Brands of Hair Shampoo in Ahmedabad City: Consumer Preference and Satisfaction Towards Hair Shampoo Brands

Nupur Rawal

GLS University, India

Gurmeet Sikh Singh

GLS University, India

ABSTRACT

Hair shampoo plays a wide role in cosmetic products. Healthy roots and tips, daily shine, stronger hairs are the prime factors among the male and female genders driving the hair care product market globally. In this research, consumer preference and satisfaction towards different brands of hair shampoo in Ahmedabad city is studied. Hence, in this research, 26 brands have been taken both national and international brands to identify consumers' brand preference and factors that consumers consider. A total of 200 respondents' data is collected with the aid of a standardised questionnaire, and exploratory factor analysis and cluster analysis are used to analyse it. The result of the study shows that Dove and L'Oreal Paris are the most preferred brands. Brand image and usage experience, ethical and ecofriendly product, brand preference, product quality, and problem solving ability are the five factors which influence the consumer preference towards hair shampoo through factor analysis. Brand attributes and brand perception are the identified cluster groups through regression factor scores.

INTRODUCTION

The Consumer is the King right now. Consumer preference and their satisfaction matters a lot for all organizations whether they are offering any product or services. In India, the market for personal care and cosmetics is anticipated to grow at a 6.5% CAGR between 2022 and 2027 (imarcgroup, 2022). Beauty and personal care products include skin care/sun care, hair care, makeup and colour cosmetics, deodorants and fragrances, oral care and others. Hair Shampoos are included in Hair care segment which includes medicated shampoo, cosmetic shampoo and herbal shampoo out of which Standard shampoo segment in India accounted for market share of 74.3% in 2020 while Anti dandruff accounted for 14.07% of the market share (market research.com, 2021). Hair Shampoo plays a wide role in cosmetic products, It is a simple hair care item under hair care cosmetics representing a viscous liquid created to remove the need for soap when washing your hair and scalp dirt, dust, dandruff and providing intense repair therapy. According to the Reports of Fortune Business Insights, With a predicted CAGR of 3.6% from 2021 to 2028, It is anticipated that the global shampoo market would grow from USD 30.89 billion in 2021 to USD 39.58 billion in 2028.

Consumer brand preference Aaker (1996), towards various hair shampoos varies according to what factors influence them to purchase that particular brand Kapferer (2008). There are in all 26 brands of hair shampoo taken for the study:

L'Oreal Paris, St. Botanica, BBlunt, Schwarzkopf Professional, Dove, Head & Shoulders, Tresemme, Wella Professional, Pantene, Biotique, Matrix, Moroccanoil, Herbal essences, Himalaya, Sunsilk, Garnier, Palmer's, Dabur Vatika, Park Avenue, Nyle, Fiana Di Wills, Patanjali Kesh Kanti, Indulekha, Clinic plus, Palmolive Naturals and Beardo.

The current research is based upon the consumer preference towards hair shampoo brands and factors which influence them to purchase those brands and consumer satisfaction. The study includes the literature review followed by objectives, research methodology, analysis and interpretations, findings, conclusions, limitations, future scope and managerial implications. The study will be focusing upon consumer preferences and satisfaction. Therefore, the study suggested the factors which influence consumer preference towards hair shampoo brands and identified the two cluster groups.

LITERATURE REVIEW

Gohil (2021) focused on the consumer buyer behavior towards personal care products, in this study, the skin care segment is discussed, in which the author has focused upon three cosmeceutical products (Dutta & Nath, 2019). The study also focuses upon consumer preference towards herbal ingredients made from natural origin. Haddad, Awad, Albate, Almashhadani, & Dirani (2020) aimed to investigate female consumers' intention to purchase in Jordan. Brand awareness, brand loyalty and perceived equity are the three selected independent variables for the study to analyze the purchase intention towards eco-friendly products. A total of 107 respondent's data was collected with an online questionnaire and Data analysis was carried out using SPSS software. Multiple regression analysis and descriptive statistics tools were used for finding the results. Lee, Goh, & Mohd Noor (2019) aimed to investigate the factors which affect consumers' intent to purchase skin care products. The four elements that affect a consumer's purchasing intention are brand association, perceived quality, brand loyalty, and brand awareness with perceived quality being the most important factor. In Melaka, Malaysia, local private univer-

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