

A Study on Buying Progression of Shampoo for Men and Women A Cross Tuticorin District

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Abstract

Consumer attitudes, tastes, and expectations are constantly shifting in the current climate. Additionally, the manufacturers provide a range of goods to satisfy consumer needs, which can differ based on a customer's gender because different genders have different preferences when it comes to shampoo. This study aims to examine shampoo purchasing patterns in the Tuticorin District with respect to gender preferences. The purpose of the study is to determine whether gender influences the brand of shampoo that is purchased as well as whether male and female perspectives on shampoo purchasing differ or are the same. 1152 customers in the Thoothukudi District were surveyed and interviewed in order to gather data for the study. The study plans to look into the variations in consumer opinions based on gender and their preferences while buying shampoo in relation to associated issues.

Keywords: Shampoo, Consumers, Buying Behavior, Attributes, Preferences.

Introduction

Purchasing behavior refers to the thought processes and actions that potential consumers use when making purchases and utilizing goods. The study of consumer behavior with regard to the acquisition, utilization, and disposal of products and services is known as buying behavior. Emotions, attitudes, and preferences of the consumer influence their purchase decisions and behavior. As a result, customer behavior is always changing to reflect these developments. Gender is a key component of a consumer's demographic position. It is crucial in determining the kind of product to choose, and it differs for men and women according to factors including texture, beliefs, and attitudes. The study investigates how customers' purchasing habits and gender relate to shampoo.

Statement of the Problem

A marketing strategy's reaction and behavior from customers have a big influence on every business's ability to succeed. In order to effectively market to various consumer segments, marketers must develop felicitous marketing strategies, which they can only create if they have a deeper understanding of the variables influencing these behavioral variations

in consumers. In recent decades, shampoo sales have skyrocketed in India, where an increasing number of individuals are becoming receptive to the concept of experimenting and trying out various shampoos. It is advertised to families with therapeutic positioning, such as anti-bacterial and germ-killing properties, and is mainly directed at women, who are the primary decision-makers when it comes to shampoo purchases.

In the upcoming years, there is a moderate growth rate anticipated for shampoos that are specifically designed and marketed for men, women, and babies. For every group, these are intended to provide particular advantages. Because babies' hair is so delicate, it's crucial that shampoos for them are soft on it. Male-specific hair problems are addressed by shampoos, while female-specific shampoos are made to cater to the needs of women with thick, long hair. As these are typically the most economical varieties, people of various socioeconomic levels and gender identities can buy them. Here, the research focuses on gender preferences for buying shampoos and perceptions of preferred brands of shampoo. Fundamentally, much as in nature, men and women have distinct bodies and postures, and they have varied preferences for shampoos and other FMCG personal care items. Thus, the study examined the participants' preferred shampoo and gender.

Review of Literature

A study titled "A Study of Consumer Attitudes toward Shampoo Advertisements of Shopping Center Customers" was attempted by (Özilhan and Uysal). The study reveals that, in the very competitive business environment of today, advertising is one of the key means of setting oneself apart from rivals. Apart from guaranteeing that the product has an impact on the advertising consumer, the consumer also makes efforts to encourage them to purchase the product. While measuring consumer attitudes regarding commercials is challenging, there are several techniques that can help. This study examined how marketing affected customer behavior using shampoo commercials as a case study. Consequently, the retail malls that have proliferated in recent years have emerged, and the perspectives of shopping center customers towards shampoo advertisements

have been examined with the SPSS program.

(Rahman and Kazi) addresses the reality that modern consumers have very high standards for both the product and the manufacturing company. For this reason, businesses also constantly solicit customer feedback in order to enhance their offerings. Researchers have also attempted to determine why and what consumers expect when they buy a particular brand of shampoo in this publication. The researchers took into account the ten distinct explanations for this as well as the consumer expectations about shampoo brands. 500 shampoo users in Kolkata City were asked to rate their characteristics on a 10-point scale from least preferred to most favored. After examination, it was discovered that Hairfall has come out as the top most preferred reason for using a shampoo brand whereas Hair cleaning appears to be the most preferred expectation of customers. Similarly Fragrance was considered as the least preferred reason whereas Moisture was considered as the least preferred expectation of the customers.

Objectives of the Study

For present analysis the below objective of the research are depicted as,

- To examine men's and women's shampoo selections, respectively
- To look at gender preferences when selecting a certain brand of shampoo.
- To contrast and compare how men and women behave while purchasing different types of shampoo.
- To imply suitable recommendations in light of the investigation.

Hypothesis of the Study

- There is no significant difference between the Gender and brand preference of shampoo.
- There is no significant difference between the opinion of male and female consumers towards selection of shampoo.

Limitations of the Study

Only the Thoothukudi District is included in the research. Thus, respondents' opinions may differ from place to place, and the researcher

focuses solely on the respondents' preferences for FMCG shampoos. Given that the study is based on primary data collected through questionnaires, socioeconomic background may have a skewed influence on the results. The Thoothukudi District's 1152 Shampoo users make up the study's sample. The population of Shampoo buyers in the district as a whole is far larger than this sample. As a result, substantially higher sample sizes would be needed in research studies to guarantee that the study's conclusions could be appropriately generalized.

Research Methodology

Research Design

The descriptive aspect of the research tries to determine gender preferences and opinions regarding shampoo. A questionnaire and interview schedule are used for the study.

Data Collection Techniques

Inferred from this study are primary and secondary data. Primary data are gathered by means of a consumer survey using a structured questionnaire and interview schedule. Regarding secondary data, material is obtained from a variety of sources, including books, journals, and the internet. The information gathered from the two sources is examined, revised, totaled, and examined.

Sampling Design

The sampling design of the study is made through Thoothukudi District which consists of 8 Revenue divisions in the study area.

Sampling Plan

1.	Sample Size	1152 Respondents
2.	Sampling Units	Respondents from eight revenue divisions
3.	Sampling Methods	Non-Random Sampling
4.	Sampling Area	8 Taluks in Thoothukudi District

Tools for Analysis

In this study the raw data collected are classified, Edited and Tabulated for analysis. Chi-Square test, ANOVA has been used.

Analysis & Interpretation

Gender of the Respondents

Both men and women have different interest in terms of shopping for various products such as apparel, cosmetics, perfumes, shoes etc... The segmentation is based on the gender is important for lots of industries which have portfolios for both male as well as female. The below table explains Gender wise classification of respondents towards Shampoo.

Table 1 Gender Classification of Respondents

S. No	Gender	Frequency	Percentage
1.	Male	504	43.8
2.	Female	648	56.2

Source: Primary Data

The above table clearly explains that, most of their respondents are Female (56.2%), and remaining 43.8% of Respondents are Male.

Gender of Respondents and Brand Preference of Shampoo

The below Table shows the gender of respondents and brand preference of their Shampoo.

Table 2 Gender of Respondents and Brand Preference of Toilet Soap

S. No	Name of Toilet Soap	Male		Female		Total
		Frequency	Percentage	Frequency	Percentage	
1.	Clinic plus	74	15%	108	17%	182
2.	Pantene	88	17%	134	21%	222
3.	Sunsilk	67	13%	102	15%	169
4.	Head & Shoulders	104	21%	123	19%	227
5.	Dove	135	27%	141	22%	276
6.	Others	36	7%	40	6%	76
	Total	504	100%	648	100%	1152

Source: Primary Data

The above table shows that most of the Male respondents which is, 27% are prefer Dove shampoo, followed by 21% of male respondents who prefer Head & Shoulders Shampoo. The Most of the Female respondents (22%) prefer Dove and Pantene shampoo followed by Head & Shoulders shampoo (19%).

Comparison of Gender Preference and the Brand Preference of Shampoo

Chi-Square Test

Chi square test is used to test the gender preference of consumers and the brand preference of Shampoo.

Ho- There is no significant difference between the Gender preference and the Brand preference of Shampoo.

Table 3 Comparison the Gender Preferences and the Brand Preferences of Shampoo Chi-Square Test

Dependent Variable	Independent Variable	Degrees of Freedom	Significance Level	Hypothesis Accepted/Rejected
Brand Preference of Shampoo	Gender	5	0.208	Rejected

On testing the Hypothesis of Gender preference towards the brand preference of Shampoo, it is concluded that the calculated value is less than 0.05 hence, the Ho is rejected and there is a significant difference between the Gender preference and Brand preference of Shampoo.

Opinions of Male Consumers Regarding Shampoo

As the research made between 1152 respondents, from that 504 respondents are Male the above table explains about the opinion of male respondents towards their brand preference of Shampoo. Various

factors and opinions relating to the Shampoo were analyzed.

The below table identifies the opinions of male respondents for preferring same brand of Shampoo. The likert scale method is used as Strongly Agree was fixed point 5, Agree as point 4, Indifferent as point 3, and Disagree as point 2 and strongly disagrees as point 1. Most of the male respondents are agree towards the opinions that they are purchasing Shampoo to prevent from dandruff, to remove stickiness of hair and to absorb oil.

Table 4 Opinion of Male Respondents Regarding Shampoo

Opinions	SA	A	N	SD	SDA	Total	Mean	Rank
Prevents dandruff	121 (24%)	232 (46%)	133 (26.4%)	15 (3%)	3 (0.6%)	504 (100%)	3.89	1
Soften Hair	90 (17%)	207 (21%)	161 (32%)	43 (8.5%)	3 (0.5%)	504 (100%)	3.67	5
Keep Hair clean	47 (9.3%)	130 (26%)	204 (40.4%)	110 (21.8%)	13 (2.6%)	504 (100)	3.17	9
Healthy hair roots	81 (16.07%)	203 (40.3%)	182 (36.11%)	35 (5%)	3 (0.6%)	504 (100%)	3.64	6
Prevents from grey hair	90 (17.8%)	209 (41.5%)	179 (35.5%)	23 (4.5%)	3 (0.6%)	504 (100%)	3.87	2
Remove stickiness of hair	114 (22.6%)	243 (48.2%)	118 (23.4%)	25 (5%)	4 (0.79%)	504 (100%)	3.72	2
Maintain stylish hair	80 (15.8%)	142 (28.17%)	192 (38.09%)	79 (15.69%)	11 (2.1%)	504 (100%)	3.39	8
Absorb oil	103 (20.4%)	245 (48.61%)	129 (25.6%)	24 (4.7%)	3 (0.6%)	504 (100%)	3.83	3
Feel fresh	74 (14.68%)	192 (38.09%)	161 (31.9%)	59 (11.7%)	18 (3.5%)	504 (100%)	3.48	7

Source: Primary Data

Opinions of Female Consumers regarding Shampoo

As the research made between 1152 respondents, from that 648 respondents are Female the above table

explains about the opinion of female respondents towards their brand preference of Shampoo. Various factors and opinions relating to the shampoo are analyzed.

Table 5 Opinion of Female Respondents Regarding Shampoo

Opinions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	Rank
Prevents dandruff	161 (24.8%)	346 (53.3%)	117 (18.05%)	16 (2.4%)	08 (1.2%)	648 (100%)	3.98	3
Soften Hair	169 (25.08%)	260 (41.5%)	154 (23.7%)	60 (9.2%)	5 (0.7%)	648 (100%)	3.81	5
Keep Hair clean	95 (14.6%)	192 (29.6%)	237 (36.5%)	96 (14.8%)	28 (4.3%)	648 (100)	3.35	8
Healthy hair roots	128 (35.2%)	239 (36.8%)	210 (32.4%)	68 (10.5%)	3 (0.5%)	648 (100%)	3.65	6
Prevents from grey hair	160 (24.7%)	309 (47.7%)	134 (20.7%)	33 (5.09%)	14 (2.2%)	648 (2.2%)	3.88	4
Remove stickiness of hair	210 (32.2%)	299 (46.1%)	120 (18.5%)	19 (2.9%)	0 (0%)	648 (100%)	4.08	1
Maintain stylish hair	132 (20.4%)	233 (36%)	202 (31.2%)	75 (12%)	06 (0.9%)	648 (100%)	3.63	7
Absorb oil	170 (26.2%)	357 (55%)	112 (17.3%)	09 (1.4%)	0 (0%)	648 (100%)	4.06	2
Feel fresh	110 (35%)	225 (35%)	195 (30%)	70 (11%)	48 (7.4%)	648 (100%)	3.43	9

Source: Primary Data

The above table identifies the opinions of female respondents for preferring same brand of shampoo. The Likert scale method is used as Strongly Agree was fixed point 5, Agree as point 4, Indifferent as point 3, & Disagree as point 2 and strongly disagrees as point 1. Most of Female agree towards the opinions that they are purchasing Shampoo to remove stickiness

of hair, to absorb oil and to prevent from Dandruff.

Opinion of Male and Female Respondents towards Brand Preference of Shampoo -ANOVA

ANOVA test is way to find out if survey or experiment results are significant. Here, the opinions of gender preference of respondents towards brand preference of Shampoo are analyzed.

Table 6 Opinion of Respondents Towards Brand Preference – ANOVA

Opinion	Compare	Sum of Squares	Df	Mean Square	F	Sig.
Prevents dandruff	Between Groups	1.938	1	1.938	2.973	.085
	Within Groups	749.617	1150	.652		
	Total	751.555	1151			
Soften Hair	Between Groups	5.893	1	5.893	6.908	.009
	Within Groups	981.103	1150	.853		
	Total	986.997	1151			
Keep Hair clean	Between Groups	9.220	1	9.220	9.117	.003
	Within Groups	1162.999	1150	1.011		
	Total	1172.219	1151			

Healthy hair roots	Between Groups	.013	1	.013	.016	.898
	Within Groups	923.194	1150	.803		
	Total	923.207	1151			
Prevents from grey hair	Between Groups	7.183	1	7.183	9.297	.002
	Within Groups	888.481	1150	.773		
	Total	895.663	1151			
Remove stickiness of hair	Between Groups	12.646	1	12.646	19.105	.000
	Within Groups	761.184	1150	.662		
	Total	773.830	1151			
Maintain stylish hair	Between Groups	15.511	1	15.511	16.136	.000
	Within Groups	1105.426	1150	.961		
	Total	1120.937	1151			
Absorb oil	Between Groups	14.533	1	14.533	25.443	.000
	Within Groups	656.862	1150	.571		
	Total	671.395	1151			
Feel fresh	Between Groups	.875	1	.875	.770	.380
	Within Groups	1306.778	1150	1.136		
	Total	1307.653	1151			

From the above ANOVA table it can be identified that the opinions as to softens hair, keep hair clean, Remove stickiness of hair, Maintain stylish hair, to absorb oil, prevents hair grey for these factors the calculated value is less than the 0.05 so it is identified that, there is no significant difference between the gender preference and opinions towards these.

The factors like Prevents dandruff, healthy hair roots, Feel fresh are identified that the calculated value is greater than the 0.05 so, as for these factors there is a significant difference between the Gender preference and opinions towards these.

Findings of the Study

- The majority of those surveyed are women.
- The majority of male responders preferred Dove, whereas the majority of female respondents preferred both Dove and Pantene shampoo.
- There is a notable distinction between the Shampoo purchase behavior and the gender-wise classification.
- Male participants hold the view that using shampoo to avoid dandruff is a good idea.
- The perspective of female responders is that stickiness in hair can be removed with a shampoo.
- There is a notable distinction in the opinions of men and women regarding shampoo.

Suggestions

Businesses need to exercise extreme caution when manufacturing and promoting shampoo. Regarding the gender perspective, as men and women have different attitudes and perspectives when it comes to choosing shampoo, companies can create unisex shampoo, which can meet the needs of both sexes, or a distinct shampoo for each.

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