



A Study on Consumer Satisfaction towards Usage of Hair Care Products

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1. INTRODUCTION

1.1 INTRODUCTION:

Brand switching is perhaps one of the most ignored and undiscussed issues underlying branding decision which are regularly encountered by manufacturers and products of brand products. This situation may exist due to the nature of the produces or brand owner's goals of objectives. One of which usually is to generalize a positive and sustained brand preference and loyalty.

The advent of branding in the middle ages was according to them as a result of medieval guide efforts to require crafts people to put trade work on their products to protect them and their customers from inferior quality. Today, branding is such a strong force that hardly anything goes unbranded. In developing marketing strategies for products branding has become a major products strategy facing manufacturers and markers of hair care services market in Enugu metropolis.

Hair care is an overall term for hygiene and cosmetology involving the hair which grows from the human scalp, and to a lesser extent facial, pubic and other body hair. Hair care routines differ according to an individual's culture and the physical characteristics of one's hair. Hair may be coloured, trimmed, shaved, plucked or otherwise removed with treatments such as waxing, sugaring and threading. Hair care services are offered in salons, barbershops and day spas, and products are available commercially for home use. Laser hair removal and electrolysis are also available, though these are provided (in the US) by licensed professionals in medical offices or speciality spas.

The living parts of hair (hair follicle, hair root, root sheath and sebaceous gland) are beneath the skin, while the actual hair shaft which emerges (the cuticle which covers the cortex and medulla) has no living processes. Damage or changes made to the visible hair shaft cannot be repaired by a biological process, though much can be done to manage hair and ensure that the cuticle remains intact.

If the scalp is cleaned regularly by those who have rough hair or have a hair-fall problem, it can result in loss of hair. However, not all scalp disorders are a result of bacterial infections. Some arise inexplicably, and often only the symptoms can be treated for management of the condition (example: dandruff). There are also bacteria that can affect the hair itself. Head lice is probably the most common hair and scalp ailment worldwide. Head lice can be removed with great attention to detail, and studies show it is not necessarily associated with poor hygiene. More recent studies reveal that head lice actually thrive in clean hair. In this way, hair washing as a term may be a bit misleading, as what is necessary in healthy hair production and maintenance is often simply cleaning the surface of the scalp skin, the way the skin all over the body requires cleaning for good hygiene.

The sebaceous glands In human skin produce sebum, which is composed primarily of fatty acids. Sebum acts to protect hair and skin, and can inhibit the growth of microorganisms on the skin. Sebum contributes to the skin's slightly acidic natural pH somewhere between 5 and 6.8 on the pH spectrum. This oily substance gives hair moisture and shine as it travels naturally down the hair shaft, and serves as a protective substance by preventing the hair from drying out or absorbing excessive amounts of external substances. Even though sebum serves as a protective substance, too much of this oily substance can cause blockage around hair follicles. This blockage is usually from dandruff or even dead skin. As a result, "blocked or obstructed hair follicles" may prevent hair from producing.[5] Sebum is also distributed down the hair shaft "mechanically" by brushing and combing. When sebum is present in excess, the roots of the hair can appear oily, greasy, and darker than normal, and the hair may stick together.

1.2 STATEMENT OF PROBLEM:

Studies of consumer behaviour revealed that consumers generally exhibit three different kinds of purchase behaviour. They include expensive problem solving, limited problem solving, routine problem solving and these buying behaviour have important marketing implications. The routine problem solving or habitual purchase behaviour connotes a situation where a consumer does not devote much attention to his purchase task, often refer to as low involvement behaviour. According to Howard (1998). This behaviour gives rise to states of decisions repeat purchase and brand loyalty. This is a desirable position for most if not all hair care services manufacturers in Nigeria.

Conversely, in deciding to try a new brand other than a current brand or respond to emotional appeal or environmental appeal as point of purchase display, the consumers are placed with limited problem solving. This situation according to Hawkins et al (1992) gives rise to consumer – exhibition of brand switching behaviour. The response of the consumer to another marketing mix stimuli such as pricing of different brands, distributional strategy impact and effort, product design and quality interplay may also give rise to brand switching behaviour.

1.3 OBJECTIVES:

- To identify and understand the underlying dominant dimension of hair care product usage purpose of male consumer.
- To establish the impact of the marketing mix on the brand switching behaviour of hair care services consumers.
- To determine the factors or variables that promote brand switching among hair care service market consumers.
- To ascertain the effort of brand switching by consumers on the rate of consumption of different brands within the market under survey.
- To remove tangles from the hair.
- To Observe the Presence of lice without the Patient's being aware of it.
- To Preserve or keep the hair in good Condition During illness.

1.4 SCOPE OF STUDY:

This study on brand switching behaviour of consumers in the hair care service will be conducted in Enugu State among consumers of hair care services in the state.

1.5 RESEARCH METHODOLOGY:

This chapter covers research design, study area, the population of the study, sample size, sampling techniques, an instrument for data collection, sources of data collection, the validity of research instrument, reliability of the instrument, administration of the instrument, method of data analysis, and decision rule.

1.5.1 RESEARCH DESIGN:

Haircare products are the first step to realizing a preferred look or hairstyle. One of the primary goods produced by this sector is shampoo. There are many different types of shampoo, for example clarifying and smoothing. Hair conditioner is another basic that comes in many forms. For instance, buyers can find leave-in, rinse out, and deep conditioners. Other hair care products include hair oils, serums, pomades, and hair wax. They also include mousses, sprays, and gels

1.5.2 SAMPLE SIZE:

The sample size is collected from 151 respondents around Coimbatore City. It is a Study on customer's satisfaction towards usage of hair Care Products.

1.5.3 AREA OF STUDY:

The survey was conducted in Coimbatore City with 151 respondents.

1.5.4 DATA COLLECTION:

Data collection is the process of collecting and Analyzing information on Relevant variables in a predetermined, methodical way so that one can respond to Specific research questions, test hypotheses, and assess results.

Data collection is of two types:

- Primary Data
- Secondary Data

1. Primary Data:

Primary Data is the data that has been collected from the respondents who were using Hair Care Products. The research is focused on Satisfaction of the customer.

2. Secondary Data

Secondary data is the data that has been collected from websites, books, journal etc.

1.5.5 STATISTICAL TOOLS:

Tools used for the study were following:

1. Simple Percentage Analysis
2. Chi-square Analysis
3. Ranking Analysis

1.6 LIMITATION OF STUDY:

The demanding schedule of respondents made it very difficult getting the respondents to participate in the survey. As a result, retrieving copies of questionnaire in timely fashion was very challenging. Also, the researcher is a student and therefore has limited time as well as resources in covering extensive literature available in conducting this research. Information provided by the researcher may not hold true for all research under this study but is restricted to the selected respondents used as a study in this research especially in the locality where this study is being conducted. Finally, the researcher is restricted only to the evidence provided by the participants in the research and therefore cannot determine the reliability and accuracy of the information provided.

1.7 CHAPTER SCHEME:

- Chapter 1: It deals with Introduction of the Study
- Chapter 2: It deals with Review of Literature of the Study
- Chapter 3: It deals with Overview of the study
- Chapter 4: It deals with Analysis and Interpretation of collected data
- Chapter 5: It deals Findings, Suggestions and Conclusion