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A STUDY ON BRAND SWITCHING BEHAVIOUR OF CONSUMERS IN SHAMPOO WHITH REFERENCE TO COIMBATORE CITY

MS. T.R.UMABHARATHI¹, J.GIFTSON SAMUEL²

¹Assistant professor, department of commerce with professional accounting, Sri Krishna Aditya collage of arts and science, kovaipudur, Coimbatore.

²Student of III B.com (PA), Department of commerce with professional accounting, Sri Krishna Aditya collage of Arts and Science, Kovaipudur, Coimbatore.

INTRODUCTION

A brand is any name, design, style, word, or symbols used singularly or in combination that distinguish one product from another in the eyes of the customer. Branding is a set of marketing and communication methods that help to distinguish a company from competitors and create a lasting impression in the minds of customers. Brand switching is the consumer's decision to purchase a product of a brand different from that previously or usually purchased. More and more brands and products are being launched every day.

Customer's switching behaviour is the process exhibited by a consumer, behaving differently to a particular brand and undergoes alteration in the preference of existing product or services. Since, customers are the ultimate end users of any product or services, the success of any organization depends upon the satisfaction of the consumers, if not they will switch to other brands. When any organizations lose a customer, they are not only losing future earnings but also incurring the cost of finding new customers.

STATEMENT OF PROBLEM:

The research aims to investigate the brand switching behaviour of consumers in the shampoo market. Specifically, it seeks to understand the factors influencing consumers' decisions to switch shampoo brands, including dissatisfaction with the previous brand, perceptions of product quality, price sensitivity, and the impact of marketing and promotional strategies. Additionally, the study will explore the demographic characteristics and psychographic traits of consumers who are more likely to engage in brand switching behaviour in the shampoo category.

OBJECTIVES OF THE STUDY:

- To identify the reason for switching different brands in shampoo products.
- To understand the brand image of frequently used hair care product brand in the minds of consumers.
- To find out the promotional strategy used by the shampoo organizations which attracts the consumers.

SCOPE OF STUDY:

The customers always prefer to buy the best products. Meanwhile the marketers also face tough competition to other products, and they always have intentions on how to attract the customers through their products. The research work is concentrated on the analysis of consumer brand switching behaviour of shampoo products. So, the researcher hopes this research will be used by the marketers in shampoo products to understand the customer expectations regarding reasons for brand switching. However, the findings of this study could be applied in the marketing of shampoo products and this study is confined to Coimbatore city.

REVIEW OF LITERATURE

Senthilkumar.K (2018): “The influence of emotional factors in the purchase of children products and”. This investigation was directed in the Coimbatore region to discover the variables that influence the buying decisions and found that age of the consumers was influencing more on buying decisions, which means that when age increases that will increase the appropriateness of decision making or the quality of decision making. Individuals with moderate salaries are rational in decision about purchasing the kid’s items. Generally speaking, the outcomes demonstrated that emotional factors have a greater influence than rational factors in the choice to purchase kid’s items and brands. This implies the purchaser must know about the effect of emotional variables to reduce wise decision making when purchasing items and brands.

Khawaja Mubeenur Rahman and et. al (2014): Carried an analytical study to explore the difference market players of shampoos in India. SWOT analysis and portfolio analysis have been carried among different shampoo brands with employing Baston Consulting Group Matrix. The results reveals that shampoo products industry in India is contributing the considerable portion around 9% of the FMCG sector and some top branded shampoos are placed in “stars” cells in the Baston Consulting Group Matrix

Alhedhaif, Sheroog; Lele, Upendra; Kaifi, Belal.A (2016): “Brand loyalty and factors affecting cosmetics buying behaviour of Saudi female consumers”. Examined the brand preference of Saudi consumers for various cosmetics and cosmetics such as skin care products, make-up products, shampoo products, perfumes, body care products, enamel nails or similar products. This study also attempts to identify the factors that affect the purchase of cosmetics and the impact of brands on purchasing behaviour. The results show that all the above factors have significant impact on the consumer’s purchasing decisions. It was also observed that around 12% to 20% of consumers were “brand neutral” in their purchases of cosmetics; other consumers expressed their loyalty to one or more brands.

COMPANY PROFILE

Globally, shampoo are available in branded as well un-branded with variety of categories. Shampoo products helps the consumers to reduce hair fall and hair loss, to relieve from dry, itchy scalp and dandruff, to make hair silky, shiny and stronger, in order to encourage hair growth and to give life to dull hair. Consumers are using shampoo products to maintain personal hygiene and also to gain personal confidence with stylish appearance. Youngsters are often using shampoo products to attract products opposite gender by the means of improving handsomeness and also to show their social status for the acceptance among peer group and friends. In recent years, at global scenario hair care industry is witnessing a rapid growth in expansion and revenue generation. Indian shampoo products industry is also not the expectation, because the market shares and sales volumes are increasing day by day.

Branding is a vital marketing tool for hair care product manufactures in order to reach prospective consumers. Products possess high brand value will have impact among consumer loyalty as well as consumer purchase consideration aspects. The purchase consideration aspects such as quality, contents, price, performance, advertisements, packaging, fragrance, availability, consistency, suitability, promotions, manageability, medical indications, relief, dynamism, friends and peer groups influence popularity and brand are the predominant aspects determining the shampoo products usage purpose among the consumers.

SHAMPOO BRANDS:

Clinic plus+:

Clinic plus shampoo brand is one of the largest selling shampoo in India, owned by Hindustan Unilever. Hindustan Unilever manufacturing company products also include Wheel detergent, Surf Excel, Lifebuoy soap, Pepsodent toothpaste and Lipton tea. Clinic Plus is India’s Majority penetrated shampoo brand, penetrating 85% of the country annually – 255 million households. The brand is also available in Pakistan, Sri Lanka, Indonesia, Vietnam and Philippines.

Dove:

Dove shampoo nourish and restore your hair. The brand is owned by Unilever and manufactured in India. Daily shine Dove shampoo, Dandruff Care Shampoo and hair fall rescue shampoo are perfect for your hair with needs. Dove is an American personal care brand owned by the British multinational consumer goods company Unilever. Dove products are manufactured in countries around the world. The products are sold in more than 150 countries and are offered for both men, women and babies.

Himalaya:

Himalaya herbals shampoo is another popular shampoo brand of India that contains natural ingredients like henna and amla that help strengthening hair, shine and healthy. Himalaya Wellness Company (formerly Himalaya Drug Company) is an Indian multinational pharmaceutical company based in Bengaluru. It was originally established by Mohammad Manal in Dehradun in 1930. It produces health care products under the name Himalaya Herbal Healthcare whose products include ayurvedic ingredients.