



ANALYSING THE FACTORS INFLUENCING CONSUMER BEHAVIORAL INTENTION TOWARDS HAIR CARE PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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CHAPTER – I INTRODUCTION OF STUDY

INTRODUCTION

In the rapidly growing and competitive market for personal care products, understanding consumer behavior is critical to the success of businesses aiming to meet the evolving needs of their target audience. Among personal care products, hair care items have gained significant attention due to the increasing importance consumers place on maintaining healthy hair and appearance. The diversity in consumer preferences, product offerings, and the growing influence of social, cultural, and psychological factors make it necessary to investigate the underlying drivers of consumer behavioral intentions toward hair care products.

Consumer behavioral intention refers to the likelihood or predisposition of an individual to take a particular action, such as purchasing a product or service. When it comes to hair care, this behavior is influenced by a complex set of factors that can range from personal needs and experiences to broader social and environmental influences. By understanding these factors, companies can better align their product offerings, marketing strategies, and brand positioning to effectively target and engage consumers.

Several key determinants influence consumer behavioral intention in the hair care sector, each contributing to the decision-making process in unique ways:

Consumer behavior in the hair care market is influenced by a variety of factors. Personal factors like age, gender, income, and self-esteem affect preferences, while product-related factors such as perceived quality, brand reputation, and packaging play a significant role in purchasing decisions. Cultural and social influences, including peer recommendations and social media trends, also shape consumer choices. Price sensitivity and perceived value impact buying behavior, with consumers weighing product benefits against cost. Growing health and environmental concerns lead many to seek natural, organic, and sustainable options. Emotional connections with brands and innovations in product formulations further influence consumer loyalty and purchasing decisions.

1.2 STATEMENT OF THE PROBLEM

Consumer behavior makes changes like "yesterday's luxuries are today's necessities" The market survival depends on consumer satisfaction, the satisfaction need for innovation and new technology will reduce customer's work into simple or convenience to the situation. In the entire process of buying, Consumers are driven by influences such as feelings, motivation, income, lifestyle, opinion, culture, personality etc. So, an attempt was made to study on the factors influencing consumer's behavioral intentions towards hair care products.

1.3 SCOPE OF STUDY

The main purpose of this study will help to analysis the consumer behavior towards the different factors. The reason for selecting hair care products to know about the consumer preference in purchasing hair care products and also to focus on measuring consumer preference of hair care products.

1.4 OBJECTIVE OF THE STUDY

1. To study on accessing the factors influencing consumer behavior intention towards hair care products
2. To determine consumer behavior factors towards the hair care products.

3. To analyze the level of consumer satisfaction towards the hair care products
4. To determine reason why people are using the hair care products.

1.5 LIMITATIONS OF THE STUDY

- The sample size used for research is less.
- The time for collecting response is up to three months

CHAPTER SCHEMES

The chapter scheme in the project report is planned to be as under:

- CHAPTER I Introduction
- CHAPTER II Review of Literature
- CHAPTER III Profile of the Company
- CHAPTER IV Data Analysis and Interpretation
- CHAPTER V Findings and Conclusion

CHAPTER II REVIEW OF LITERATURE

INTRODUCTION:

A literature review identifies, evaluates and synthesizes the relevant literature within a particular field of research. It illuminates how knowledge has evolved within the field, highlighting what has already been done, what is generally accepted, what is emerging and what is the current state of thinking on the topic.

Westgate, G.E., et al., (2022). Reported the prolonged in vitro growth of isolated human hair follicles for at least 9 days. It is also shown that the patterns of keratin synthesis, as determined by [35S] methionine labelling, do not alter with maintenance.

Waldon, D.J, 2021, attempts to solve the problem of follicle degeneration, we cultured follicles at the air-surface interface on a modified collagen matrix (Gel foam). The results show that follicles cultured at the air-liquid interface maintain a better morphology and produced greater hair growth than follicles cultured on tissue culture plastic.

Uno H, Kurata et al., 2020. Analyzed the quantitative sequences of follicular size and cyclic phases, we speculate on the effect of agents on follicular growth. We also discuss the triggering mechanism of androgen in the follicular epithelial-mesenchymal (dermal papilla) interaction.

Saraf S., 2019. The present study is an effort to formulate and evaluate hair growth promoting activity of three polyherbal formulations. Polyherbal formulations were prepared using extract of *Cicer arietinum* Linn., *Ocimum sanctum* Linn. and *Cyperus rotundus* Linn. in various ratios to obtain the best formulation.

Inaoka et al., 2018, studied on active substances in herbs used for hair treatment. Effects of herb extracts on hair growth and isolation of an active substance from *Polyporus umbellatus* F. In the study it was shown to promote hair growth in mice, and 3,4-dihydroxybenzaldehyde was isolated as an active component.

Takahashi Tet al., 2015, studied the profile of the active fraction of the proanthocyanidins was elucidated by thiolytic degradation and tannase hydrolysis. We found that the constitutive monomers were epicatechin and catechin; and that the degree of polymerization was 3.5. It was demonstrated the possibility of using the proanthocyanidins extracted from grape seeds as agents inducing hair growth.

Kabyashi, Netal., 2010, found the Effects of 70% ethanolic extract from leaves of *Ginkgo biloba* (GBE) on the hair regrowth in normal and high butter diet-pretreated C3H strain mice which posterior hair shaved

were investigated. GBE showed a promoting effect on the hair regrowth. GBE had the inhibitory effects on blood platelet aggregation, thrombin activity and fibrinolysis, GBE inhibited the increase of serum the triglyceride level in high cholesterol diet-treated rats. These results suggested that GBE promotes the hair regrowth and could be used as a hair tonic.

Kalpesh Gaur, et al., 2009, suggested that the hydro-alcoholic extract of *Hibiscus rosa sinensis* Linn. Was found possess significant immunostimulatory action on immune system but ethanolic extract of *Cleome gynandra* Linn. Exhibited significant immunosuppression effect in dose dependent manner when compare with control group.

O.S. Kwon et al., 2007, suggested that EGCG stimulates human hair growth via its proliferative and antiapoptotic effects on DPCs, and may prolong anagen stage.

R.K. Royet al., 2007, concluded from the study that hair growth initiation require further investigation time was significantly reduced to half on treatment with the petroleum ether extracts compared with untreated control animals. The time required for complete hair growth was also considerably reduced. The treatment was successful in bringing a greater number of hair follicles (>70%) to anagenic phase than standard minoxidil (67%). The result of treatment with 2 and 5% petroleum ether extracts were comparable with the standard minoxidil.

Ram Kumar Roy, et al., 2007, studied the Development and evaluation of polyherbal formulation for hair growth-promoting activity and revealed that hair growth initiation time was markedly reduced to one third on treatment with the prepared formulation compared with control animals.

Hirode, D et al., 2005, suggested the hair growth activity of *Hibiscus rosa-sinensis* & *Glycyrrhiza glabra* were evaluated in albino rats. The extract of *Hibiscus rosa-sinensis* (petroleum ether & benzene extract) & *Glycyrrhiza glabra* (alcohol Extract) respectively 0.2% w/v & 2% w/v exhibit maximum hair growth activity as compared to standard group animals as treated with minoxidil solution (2% w/v).

Yoshiyuki Sakai, et al., 2001 performed hair-reconstitution assays in nude mice and observed normal hair follicle morphogenesis, regardless of the VDR status of the keratinocytes and dermal papilla cells. However, follicles reconstituted with VDR-null keratinocytes demonstrated a defective response to anagen initiation. Hence, alopecia in the VDR-null mice is due to a defect in epithelial-mesenchymal communication that is required for normal hair cycling. Our results also identify the keratinocyte as the cell of origin of the defect and suggest that this form of alopecia is due to absence of ligand-independent receptor function.

Roy, R.K., et al., 2006, found that the Petroleum ether extract of *C. reflexa* exhibited promising hair growth promoting activity as reflected from follicular density, anagen/telogen ratio, and skin sections.

Peter, E.M.J., et al., 2006, studied the stress-induced hair growth inhibition can serve as a highly instructive model for exploring the brain-skin connection and provides a unique experimental model for dissecting general principles of skin neuroendocrinology and neuroimmunology.

Ajay Kumar Meena, Ajay Yadav, M M Rao., 2011. Herbal medicines have been used from the earliest times to the present day. The ethnobotanical pharmacology is as old as man himself. Herbal medicines exhibit a remarkable therapeutic diversity. *Calotropis procera* Linn. is an Ayurvedic plant which is used in several traditional medicines to treat a variety of diseases.

Eva Milena J. Peters, Bori Handjisk.I., 2009 aimed at dissecting the role of NGF in stress-triggered hair growth termination in murine model. They suggested that NGF is a central element in the perifollicular neurogenic inflammation that develops during the murine skin response to stress and antagonizing NGF may be a promising therapeutic approach to counter the negative effect of stress on hair growth.

Sharma M, Banerjee PS. 2009. Prime object of present study is to develop and evaluate hair oil absolutely from herbal origin. The time required for complete hair growth was also considerably shortened. The result of treatment with formulated herbal hair oil was comparable with that of minoxidil, which was taken as a standard.

Libecco JF, Bergfeld WF. Finasteride 2004, The seeds of *Tectona grandis* Linn. are traditionally acclaimed as hair tonic in the Indian system of medicine. Hair growth initiation time was significantly reduced to half on treatment with the extracts compared to control animals. The treatment was successful in bringing a greater number of hair follicles (64% and 51%) in anagenic phase than standard minoxidil (49%). The results of treatment with 5% and 10% petroleum ether extracts were comparable to the positive control minoxidil.

Adhirajan N, et al., 2007. Concluded that the leaf extract, when compared to flower extract, exhibits more potency on hair growth. Petroleum ether extract of leaves and flowers of *Hibiscus rosa-sinensis* was evaluated for its potential on hair growth by in vivo and in vitro methods.

Budd D. Himmelberger, 2000. A questionnaire designed specifically to evaluate attitudes to hair loss. Men with greater hair loss were more bothered, more concerned about looking older due to their hair loss, and less satisfied with their hair appearance. Male pattern hair loss has significant negative effects on hair-loss specific measures in men 18 to 40 years of age in France, Italy, Germany and the UK. The degree that hair loss is perceived as noticeable to others appears to be a significant contributor to these negative effects.

Roy RK, Thakur M, Dixit VK., 2006. Studies were therefore undertaken to evaluate petroleum ether and ethanol extracts of *C. colocynthis*, for their effect on hair growth in albino rats. The treatment was successful in bringing a greater number of hair follicles (>70%) to anagenic phase than standard minoxidil (67%). The result of treatment with 2 and 5% petroleum ether extracts were comparable with the standard minoxidil. **Rushton, D. H.**, 2002. The psychological impact of hair loss results in a measurably detrimental change in self-esteem and is associated with images of reduced worth. The main cause appears to be depleted iron stores, compromised by a suboptimal intake of the essential amino acid L-lysine. Correction of these imbalances stops the excessive hair loss and returns the hair back to its former glory. However, it can take many months to redress the situation.

Ranganathan, S. and Shobana, S., 2008. Three month evaluation of a herbal hair oil vs coconut oil was conducted on human volunteers with hair fall problem in a Y. M. T. Ayurvedic Medical College, Kharghar. Combing assay was performed to evaluate the efficacy of the herbal hair oil. The findings of the study show that the test oil was effective in reducing the hair fall.

S. S. Rohet, al., 2002. Dried root of *Sophora flavescens* has outstanding hair growth promoting effect. After topical application of *Sophora flavescens* extract onto the back of C57BL/6 mice, the earlier conversion of telogen-to-anagen was induced.

S. M. Upadhyay et al., 2011. The study was aimed to investigate the efficacy of ethanolic extract of *H.rosa sinensis* flower as hair growth promoter. This study proved that ethanolic extract of *H.rosa sinensis* flower may have potential as hair growth retarding agent so it may use in preparations for hair removing creams.

Kabyashi, N., 2017. Effects of 70% ethanolic extract from leaves of *Ginkgo biloba* (GBE) on the hair regrowth in normal and high butter diet-pretreated C3H strain mice which posterior hair we shaved were investigated. GBE showed a promoting effect on the hair regrowth.

Mohan et al., 2011. The present study was aimed to determine the effect of anthocyanidin fraction of *Hibiscus rosasinensis* (A-HRS: 100 and 300 mg/kg, p.o. or 4 weeks) on hypertension and oxidative stress induced by deoxycorticosterone acetate (DOCA)-salt in rats. A-HRS shows antihypertensive and antioxidant properties in DOCA model of hypertension.

CHAPTER III COMPANY PROFILE

INTRODUCTION:

Hair care product, the concept of personal hygiene and treating applications, includes hair oil, hair masks, shampoos and conditioner. Back to ancient mankind there were all sorts of views on how to wash hand take care of hair. Hair care product consists of Hair oil, Hair mask, Shampoo, Conditioner.

The purpose of hair oil is to moisturize and hydrate the hair, as well as smooth and protect it from all the styling tools. Oil lubricates the outer cuticle and strengthens the inner core by providing moisture to help the bonds strong. Hair mask can help moisturize and nourish the hair.

They are especially beneficial for dry, damaged or frizzy hair. Some hair mask may even improve the health of the scalp and boost the strength of the hair.

The purpose of a shampoo is to remove dirt and oil from the surface of the hair fibers and the scalp, while the main purpose of a conditioner is to ensure that the hair is smooth for combing. Some commercial may also have additional components to control dandruff and condition hair.

Some of the 5 Hair oil brands in India:

1. Dabur Amla Hair Oil
2. Bajaj Almond Hair Oil
3. Himalaya Hair Oil
4. Parachute Coconut Hair Oil
5. Nihar Shanti Hair Oil

Dabur Amla Hair Oil:

Dabur amla oil helps in hair growth and encourages fresh hair from root to tip, Dabur is one of world leader in Ayurveda care company of India.

Benefits of using Dabur amla hair:

- Prevent or treat parasitic hair and
- Strengthen the scalp and hair.
- Prevent or treat dandruff and dry scalp.
- Reduce hair loss.
- Stimulate hair growth.
- Reduce premature pigment loss from hair, or greying.

**Bajaj Almond Hair Oil:**

- Almond oil is one of the richest sources of vitamin E.
- Almond oil is an excellent moisturizer. It's great for hair. It nourishes and softens the skin. It also conditions the skin no matter how mature your skin is.
- Almost helps the skin stay healthy and youthful. Almond oil gets absorbed in the quickly, thus will not feel oily on skin after application like other vegetable oils and it can be easily used for oily and combination skin. Its light, non sticky, gets absorbed in the skin fast (but not if you use ridiculous quantity ,3-4 drops are enough)
- Smells great
- A good alternative to regular coconut oil
- Priced well, comes in a lot

**Himalaya Anti Hair-Fall Oil:**

- Prevent Scalp Infections and Keep Hair Healthy
- Nourish The Hair Roots.
- Strengthen Root Shafts.
- Prevents Hair Fall and Stimulates Hair Growth.
- Get thick and lustrous hair with regular use of Himalaya anti hair fall.

**Parachute Coconut Hair Oil:**

Parachute Coconut Oil is 100% pure coconut oil. It is very skin friendly and best for hair. If you want a coconut oil for your hair or skin then it is the number 1 choice for you. It's good for hair growth and also better than any body lotion in the market for specially in winter season , you can also cook food with this oil .

Coconut hair oil is also known for its anti-dandruff action on scalp; reducing dandruff and making your hair softer in one go! Coconut oil helps in exfoliation that removes dryness from the skin and accelerates the removal of dead skin cells.

Parachute oil is extracted and filtered using a multistage process to ensure 100% purity without addition of any preservatives or additives. Parachute coconut oil is raw and preserves the natural goodness of coconut



Nihar Shanti Hair Oil:

Information about Nihar Naturals Shanti Badam Amla Hair Oil. Amla nourishes the scalp from within and strengthens the hair from root to tip. Amla is enriched with antioxidants, Vitamin C, Omega 3 and amino acids. It helps in reducing dandruff and maintaining natural hair color.



Top hair conditioner brands in India:

1. Himalaya
2. Dove
3. Pantene
4. L'Oreal Paris

HIMALAYA

Himalaya is a well-recognized brand in the health and beauty industry trying to improve lives since 1930. Today, I will review the Himalaya Protein Conditioner.

I have very dry, rough and frizzy hair. A conditioner is an indispensable part of my hair care regimen. I have used Dove Conditioner and was quite happy with the result,

but then I saw the Protein Conditioner by Himalaya and was allured by the ayurvedic ingredients in it and decided to give it a shot. It is supposed to repair and regenerate hair while deeply conditioning it. Dove: Dove Regenerative Repair Conditioner: This is one of the best dove conditioners for dry hair, where it not only repairs damaged hair, it also strengthens your hair by nourishing it from within. It doesn't tangle your hair, making your combing session a pleasant one.



Dove



Provides nourishment – Dove shampoos gently cleanse hair and are suitable for daily use. They instantly repair surface damage and nourish the core of strands, to make your hair visibly healthier, stronger and beautiful. Reduces breakages – Dove shampoos help to strengthen hair and reinforce your hair against breakages.

Benefits of using

- Prevents split ends
- Prevents hair loss due to breakage
- Controls frizz
- Removes excess oil from scalp and hair
- Moisturizes hair and scalp
- Removes dandruff with regular use
- Thoroughly cleanses hair and scalp
- No Paraben

Pantene:

Pantene Pro-V Silky Smooth Care Shampoo deeply nourishes your hair, protecting it from damage and breakage. This smoothing shampoo locks in moisture and shuts out excess humidity to give you soft, silky, and frizz-free hair. Using this shampoo regularly will help you maintain the perfect moisture in your hair. Suffering from severe hair fall? Put an end to it with this Pro-V formula shampoo that claims to reduce hair fall by up to 98%. It contains keratin damage blockers that prevent breakage, resulting in healthy, strong, and thick hair. It strengthens your hair from root to tip and keeps it soft and frizz-free. This anti-hair fall shampoo embeds proteins into your hair cuticles to nourish them from within. Moreover, this shampoo is designed to remove excess oils and dirt from your scalp to aid healthy hair growth. The nutritive oils in this shampoo penetrate through your hair shaft to give you soft, silky, and manageable hair.

Benefits of using

- Does not strip hair of natural oils
- The mild formulation can be used daily
- Adds volume and bounce to hair
- Makes hair shinier



L'Oreal Paris:

Lorealisa French cosmetics company and has its registered office in Paris. It is a familiar brand that has its fans from all parts of the world.

In Loreal Shampoo Ingredients, Benefits and Review article, we will cover the product to its score and maximum depth Packaging, Ingredients and our Expert opinion.

When it comes to shampoo, it is very tough to beat L'Oréal as the shampoo covers it all when it comes to hair care. The benefits of Loreal shampoo are many; it helps combat the 5 signs of damage and hair feel which includes:

Benefits of using

- Stronger.
- Nourished.
- Smooth.
- Shiny.
- Less split ends.



Head and Shoulders:

Head and shoulders Anti Hair fall Shampoo helps in repairing the damaged hair and improves smoothness, relieves dry scalp, and reduces breakage. It is rich and nourishing with three conditioning ingredients and a delightful in-shower scent experience.

Benefits of using

- Removes dandruff from the first wash
- Stops hair fall caused by dandruff
- Cleanses the scalp and hair
- Leaves hair bouncy and lively



SOME OF THE HAIR CONDITIONER BRANDS:

- Dove
- Pantene
- L'Oreal Paris

Dove:

Dove Regenerative Repair Conditioner: This is one of the best dove conditioners for dry hair, where it not only repairs damaged hair, it also strengthens your hair by nourishing it from within. It doesn't tangle your hair, making your combing session a pleasant one.

**Pantene:**

Pantene anti-hair fall conditioner provides long lasting protection to your hair. The fermented rice water with the combination of pro-v reduces the hair fall by strengthening your hair from the roots. It controls the fizziness of your hair, making it much more manageable. It also helps protect your hair from breakage and styling damage with the help of its advanced hair fall solution

**L'Oreal Paris:**

The Deep Nourish Conditioner is part of the L'Oreal Ever Creme range of hair care products. The sulfate-free formula contains apricot oil, which deeply conditions and provides vital nourishment to dry, brittle hair. It imparts a healthy shine and makes your hair silky soft without weighing it down.



Top Hair serum brand in India

- Streaks
- TRESemmé
- Alps Goodness
- Dabur
- Vilva

Streaks Hair Serum

With Streaks Hair Serum, you can say goodbye to frizzy, unmanageable hair and hello to silky, smooth locks that shine with health and vitality. Whether you're looking to tame flyaways, add moisture to dry hair, or simply enhance your natural texture, Streaks Hair Serum is the perfect solution.

Benefits of using streaks

- Nourishes and protects hair
- Hydrates and softens hair
- Reduces frizz and flyaways
- Promotes hair growth
- Strengthens hair roots

Hair mask brands in India:

1. Mama earth hair mask
2. Toni & guy damage repair mask
3. Wow skin science hair mask
4. Home – made hair mask

Mama earth hair mask:

Mamaearth's Onion Hair Mask works on the roots to strengthen your hair, reduce hair fall, and promote overall hair & scalp health. Onion Oil replenishes the scalp, restoring nutrients lost due to exposure to pollution, harsh weather & harmful chemicals used in hair care products. It cools the scalp, reducing itch & irritation. Made from all natural ingredients, Mamaearth's Onion Hair Mask is free of harmful chemicals like Parabens, Mineral Oil, Silicones, etc.



Toni & guy damage repair mask:

Toni& Guy Damage Repair Mask is an intense treatment for damaged hair, deeply penetrating the fibers & giving a softer, smoother finish. Smooth onto wet hair, leave for 3-5 minutes to allow the formula to penetrate deep into the hair fibers & rinse thoroughly.



Wow skin science hair mask:**Benefits of using wow skin science hair mask:**

- Softening.
- Nourishing.
- Smoothening.
- Hydrating.
- Hair Growth.
- Scalp Cleansing.
- Purifying.
- Moisturizing.

**Home made hair masks:**

- Egg + Lemon Hair Mask (Oily Hair) ...
- Brown Sugar + Olive Oil Hair Mask (Dry Hair) ...
- Banana, Yogurt + Honey Hair Mask (Frizzy Hair) ...
- Coconut Oil, Avocado + Honey Hair Mask (Damaged Hair) ...
- Coconut Oil, Strawberry + Honey Hair Mask



CHAPTER –IV

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1
GENDER OF RESPONDENTS

GENDER	No. of Respondents	% of Respondents
Male	30	34%
Female	82	66%
Total	112	100%

INTREPRETATION:

From the table above, it is clear that 34% of the respondents were male and 66% were female.

INFERENCE

Majority of the respondents 82 (66%) are females.

CHART 4.1
GENDER OF RESPONDENT

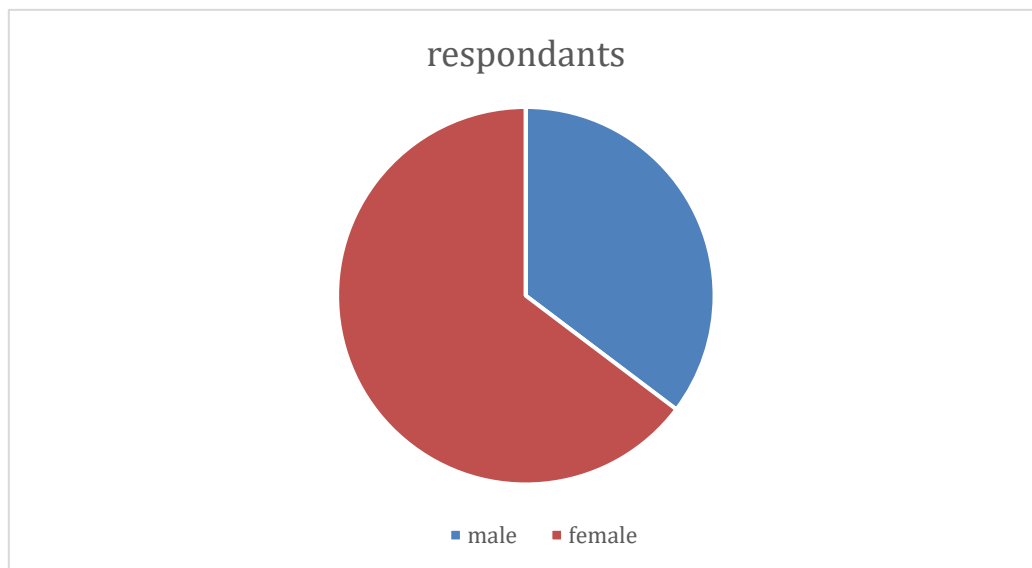


TABLE 4.2
AGE OF RESPONDENT

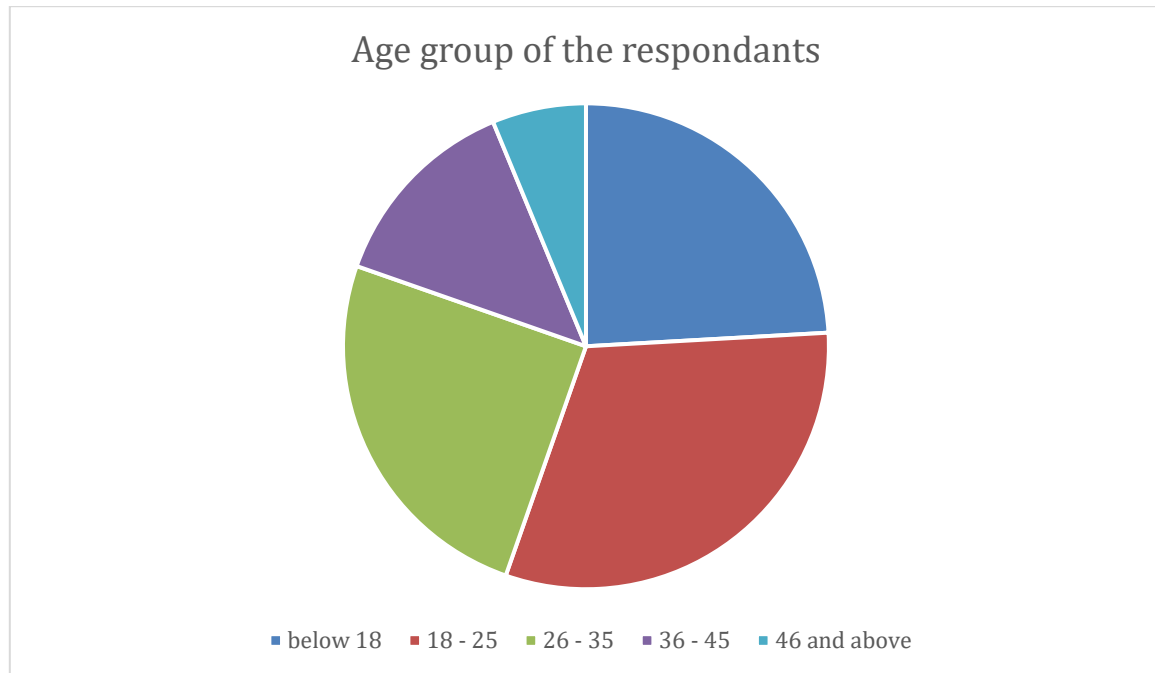
Age group	No. of Respondents	% of Respondents
below 18	27	24
18 – 25	35	31
26 – 35	28	26
36 – 45	15	13
46 and above	7	6
Total	112	100%

INTREPRETATION:

From the table above, it is clear that 24% of the respondents' ages were below 18, 31% of the respondents were 18-25, 26% of the respondents' ages were 26-35, 13% of the respondents' ages were 36-45, and 6% of the respondents' ages were 46 and above.

INFERENCE:

Most of the respondents 35 (31) are in between the age of 18-25

CHART 4.2**AGE OF RESPONDENT****TABLE 4.3****EDUCATION LEVEL OF RESPONDENT**

Education	No. of Respondents	% of Respondents
high school	27	24
under graduate	35	31
post graduate	28	25
Other	22	20
Total	112	100%

INTREPRETATION:

From the table above, it is clear that 24% of the respondents are high school graduates, 31% are undergraduates, 25% are postgraduates, and 20% fall into other categories..

INFERENCE:

Most of the respondents 35 (31) are under graduates

CHART 4.3
EDUCATION LEVEL OF RESPONDENT

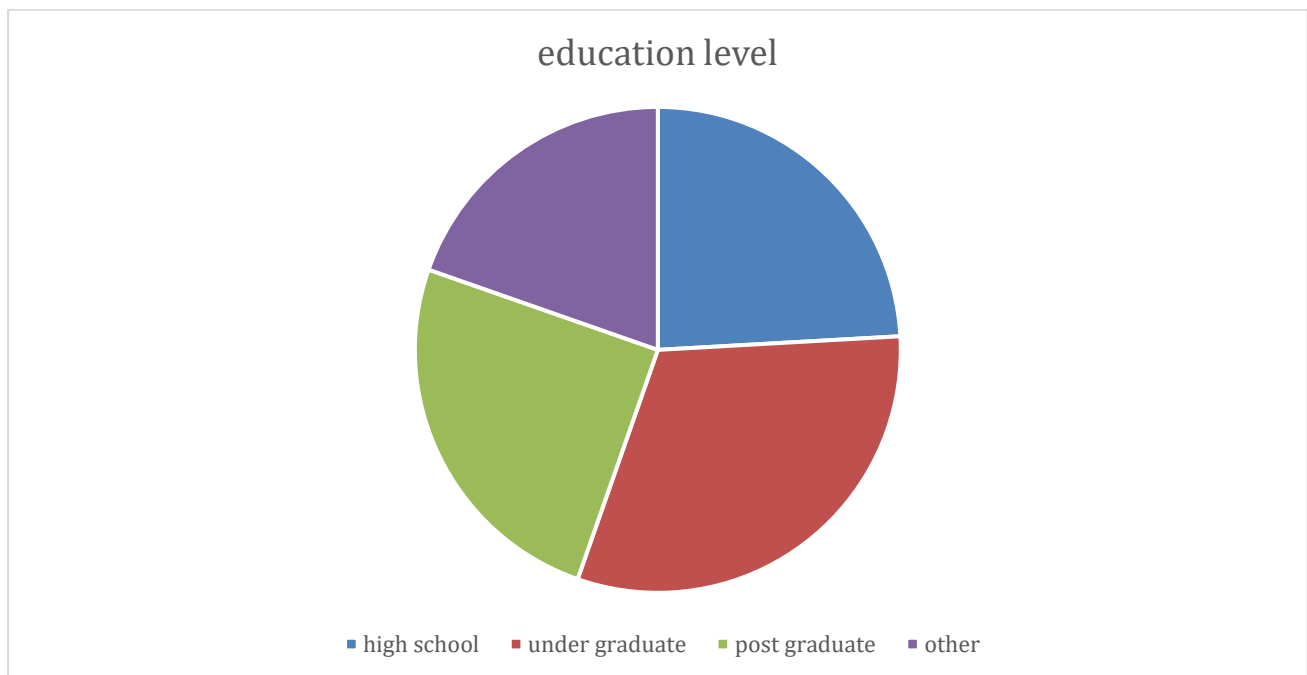


TABLE 4.4
OCCUPATION OF RESPONDENT

Occupation	No. of Respondents	% of Respondents
Student	90	77
working professional	10	9
Business	7	8
home maker	3	3
Other	2	2
Total	112	100%

INTREPRETATION:

From the table above, it is clear that 77% of the respondents are students, 9% are working professionals, 8% are business owners, 3% are homemakers, and 2% have other occupations.

INFERENCE:

Majority of the respondents 90 (77) are students

CHART 4.4
OCCUPATION OF RESPONDENT

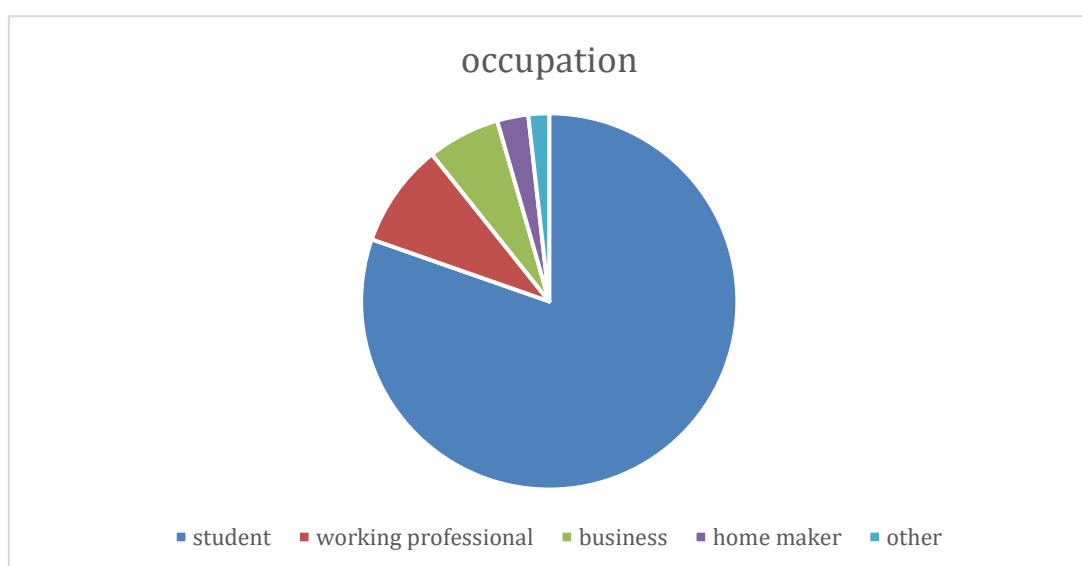


TABLE 4.5
MONTHLY INCOME OF THE RESPONDENT

Salary per month	No. of Respondents	% of Respondents
below 10000	97	85
10000 – 30000	10	10
30000 – 50000	3	3
50000 and above	2	2
Total	112	100%

INTREPRETATION:

The above table indicates that 85% of the respondents' salaries are below 10,000, 10% of the respondents' salaries are between 10,000 and 30,000, 3% of the respondents' salaries are between 30,000 and 50,000, and 2% of the respondents' salaries are above 50,000.

INFERENCE:

Majority of the respondents 97 (85) earns below 10000 per month

CHART 4.5
MONTHLY INCOME OF RESPONDENT

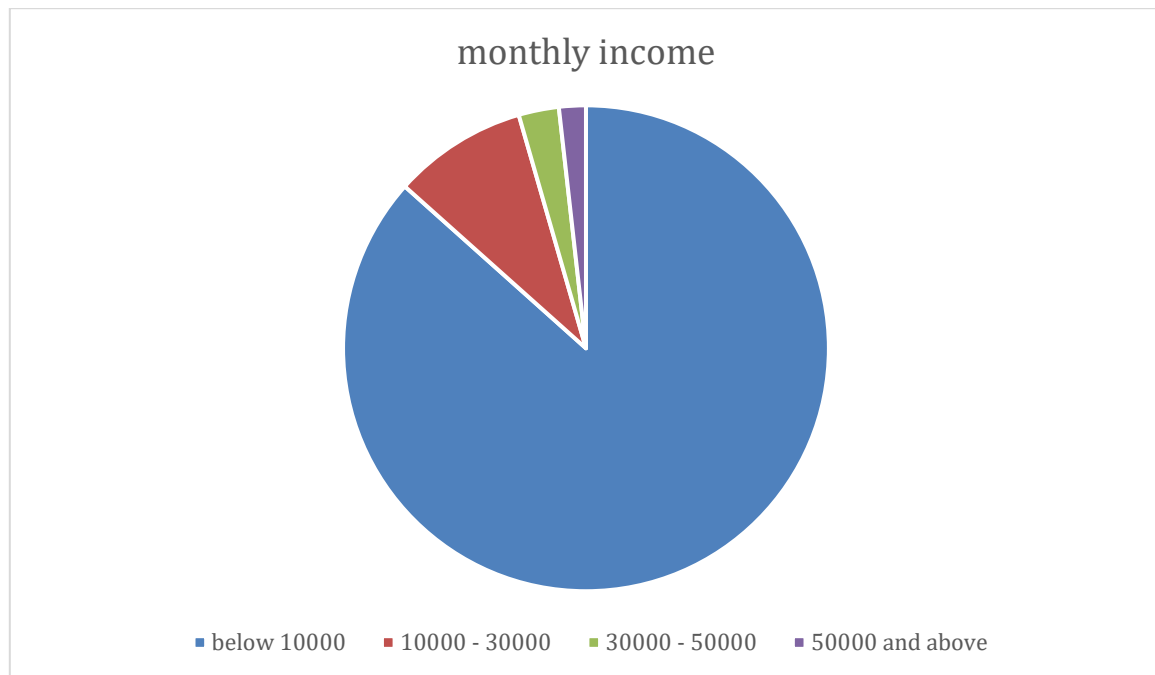


TABLE 4.6
HAIR CARE PRODUCT CHOICES

PRODUCTS	No. of Respondents	% of Respondents
Shampoo	33	23
Conditioner	14	10
hair oil	41	42
hair serum	11	12
hair mask	13	14
Total	112	100%

INTREPRETATION:

From the above table, it is clear that 23% of the respondents are using shampoo, 10% are using conditioner, 42% are using hair oils, 12% are using hair serum, and 14% are using hair masks.

INFERENCE:

Most of the respondents 41 (42) use hair oil

CHART 4.6
HAIR CARE PRODUCT CHOICES

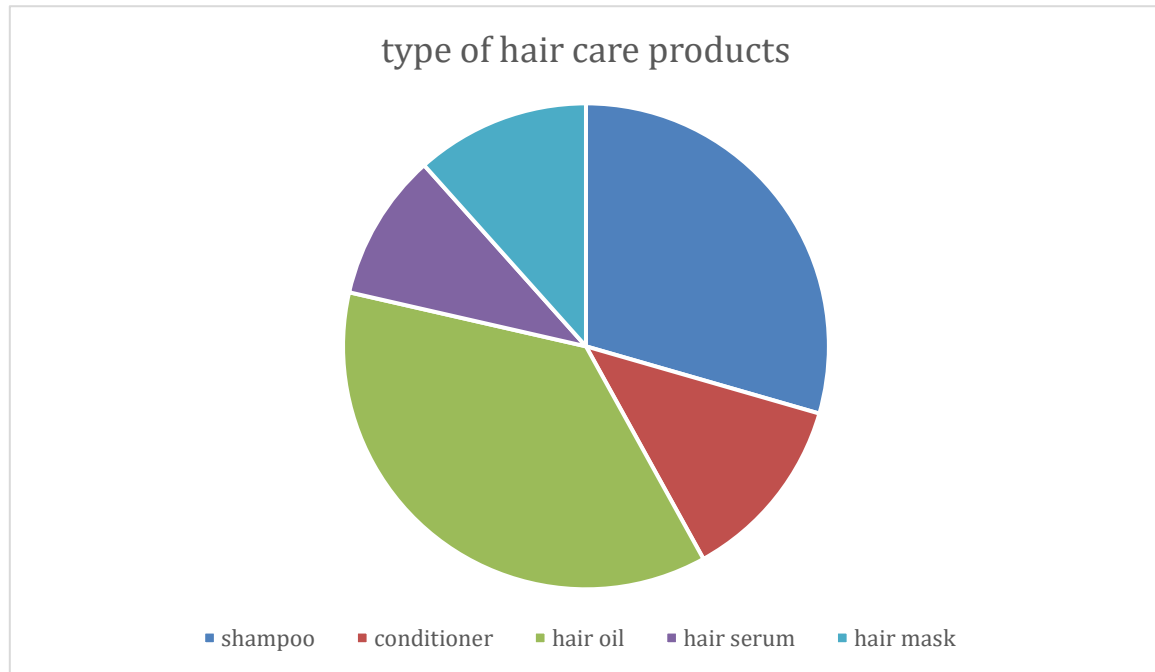


TABLE 4.7
FREQUENCY OF PURCHASING

Frequency	No. of Respondents	% of Respondents
Monthly	24	21
once in 3 months	35	35
once in 6 months	46	46
Occasionally	7	8
Total	112	100%

INTREPRETATION:

From the above survey table, it is clear that 21% of the respondents purchase monthly, 35% purchase once every 3 months, 46% purchase once every 6 months, and 8% purchase occasionally.

INFERENCE:

Most of the respondents 46 (46) buy hair care products once in 6 months

CHART 4.7
FREQUENCY OF PURCHASE OF HAIRCARE PRODUCTS

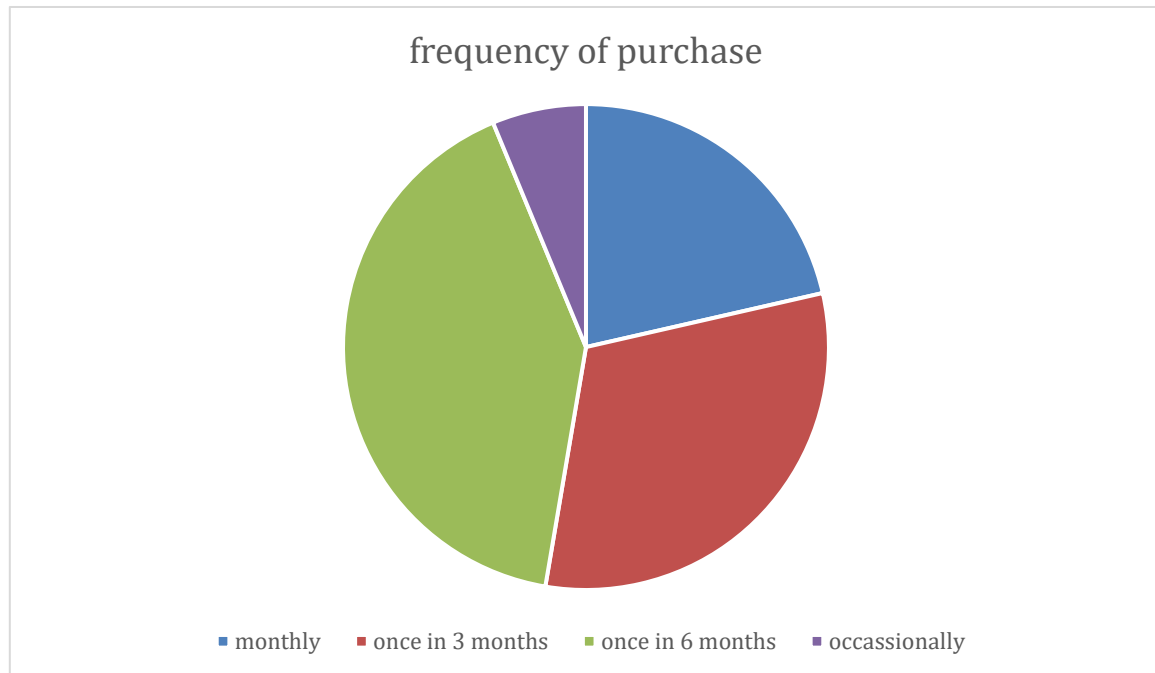


TABLE 4.8
FACTORS FOR USING HAIR CARE PRODUCTS

Factors	No. of Respondents	% of Respondents
Price	38	34
Brand	25	22
Ingredients	10	9
Recommendations	12	11
Advertisements	20	18
Others	7	8
Total	112	100%

INTREPRETATION:

From the above table, it is clear that 34% of the respondents are influenced by price, 22% are influenced by brand, 9% are influenced by ingredients, 11% are influenced by recommendations, 18% are influenced by advertisements, and 8% are influenced by others.

INFERENCE:

Most of the respondents 38 (34) use hair care products based on pricing

CHART 4.8
FACTOR INFLUENCING PURCHASE DECISION

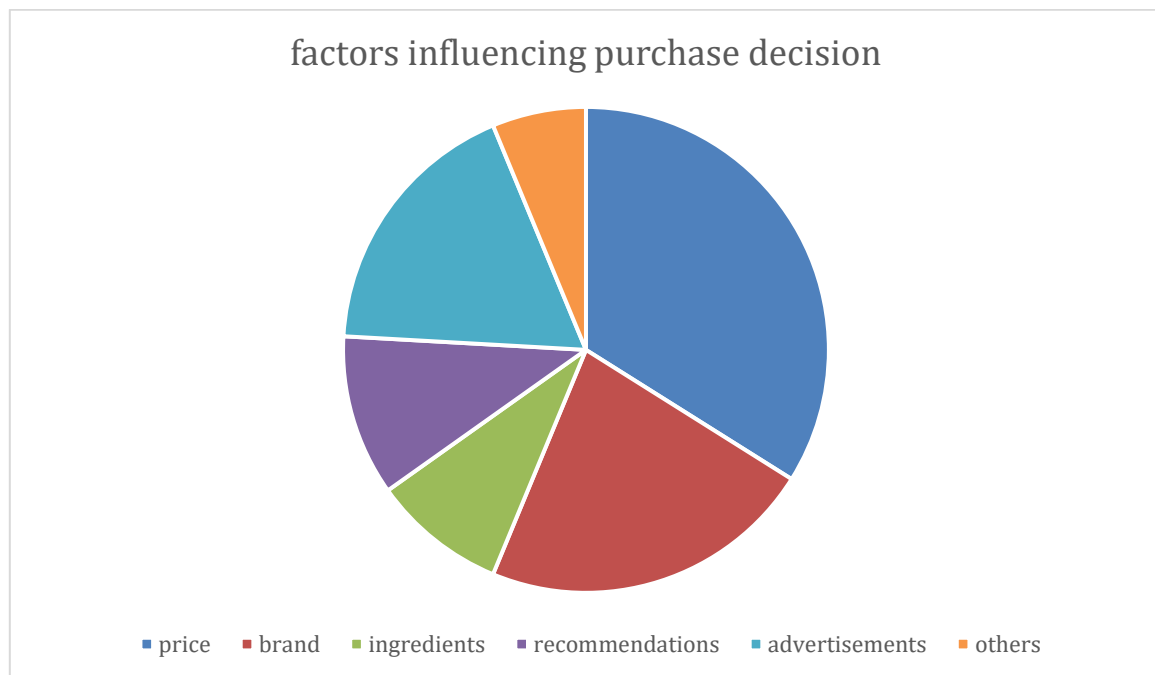


TABLE 4.9
PRIMARY REASON FOR HAIRCARE PRODUCTS

Primary reason	No.of Respondents	% of Respondents
Hair growth	46	41
Dandruff control	35	31
Hair straightening	20	18
Styling	5	4
Scalp health	3	3
Others	3	3
Total	112	100

INTREPRETATION:

From the above table it is clear that the **41%** of respondents use for **Hair growth**, **31%** of respondents use for **Dandruff control**, **18%** of respondents use for **Hair straightening**, **4%** of respondents use for **Styling**, **3%** of respondents use for **Scalp health** and **3%** of respondents use for **Other**.

INFERENCE:

Most of the respondents 46 (41) use hair care products for hair growth

CHART 4.9
REASON FOR USE OF HAIR CARE

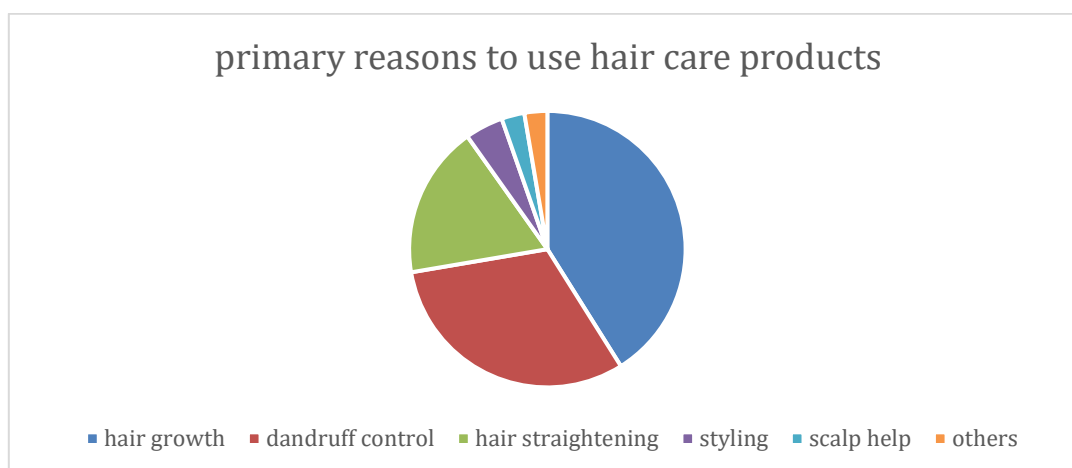


Table: 4.10
SOURCE OF PURCHASE OF HAIR CARE PRODUCTS

Source	No. of Respondents	% of Respondents
Tv or radio ads	29	26
Social media	35	31
Friends or family	10	9
Online reviews	13	12
In store recommendation	25	22
Total	112	100

INTREPRETATION:

From the above table, it is clear that 26% respondent's source of buying hair care products are **TV or radio ads**, 31% **Social media**, 22% **In-store recommendations**, 12% **Online reviews** and 9% **friends or family**.

INFERENCE:

Most of the respondents 35 (31) purchase products through the influence of social media

CHART: 4.10
SOURCE OF INFORMATION ON HAIR CARE PRODUCTS

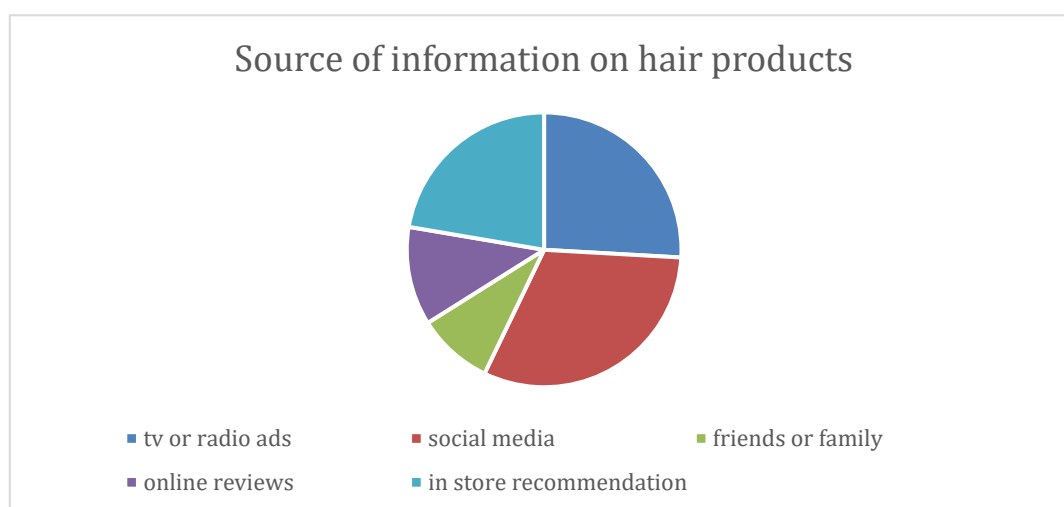


Table: 4.11
BRAND AWARENESS LEVEL OF HAIR CARE PRODUCTS

Awareness level	Frequency	Percentage
very brand conscious	42	38
somewhat brand conscious	39	34
not brand conscious	31	28
Total	112	100

INTREPRETATION:

From the above table, it is clear that **38%** of the respondents are **very brand conscious**, **34 %** of the responses are **somewhat brand conscious** and **28%** of the responses are **Not brand conscious**.

INFERENCE:

Most of the respondents 42 (38) are very brand conscious

CHART: 4.11
BRAND AWARENESS LEVEL OF HAIR CARE PRODUCTS

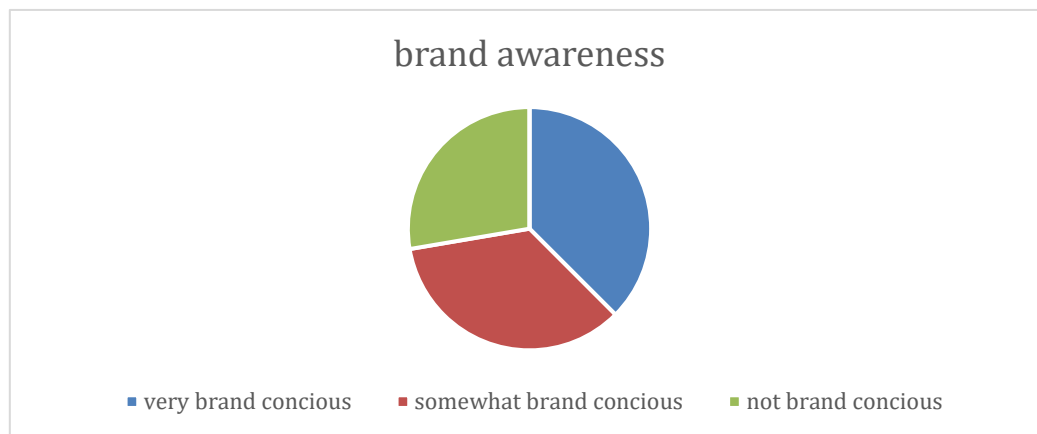


Table: 4.12
PURCHASE PRICE OF HAIR CARE PRODUCTS

Price range	No. of Respondents	% of Respondents
below 100	15	13
100- 300	34	30
300 -500	28	25
above 500	35	32
Total	112	100

INTREPRETATION:

From the above table, it is clear that **13%** of the respondents buy products **below 100**, **30%** of the respondents buy **100-300**, **25%** of the respondents buy **300-500** and **32%** of the respondents buy products above **500**.

INFERENCE:

Most of the respondents 35 (32) purchase products ranged between 100-300

CHART: 4.12
PRICE RANGE OF HAIR CARE PRODUCTS

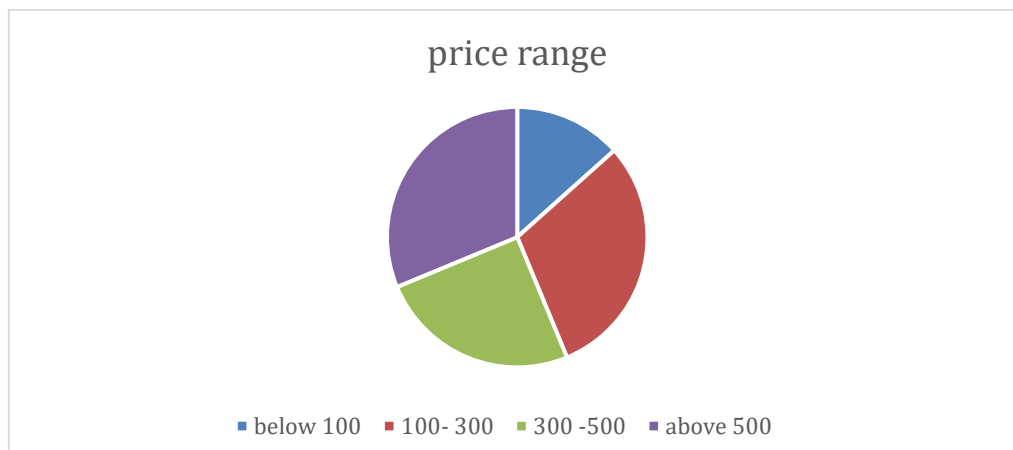


Table: 4.13
LEVEL OF SATISFACTION TOWARDS HAIRCARE PRODUCTS

Level of satisfactory	No. of Respondents	% of Respondents
1	10	9
2	7	6
3	25	22
4	30	27
5	40	36
TOTAL	112	100

INTREPRETATION:

From the above table, it is clear that **9%** of the respondents have **1 level of satisfaction**, **6%** of the respondents have **2 level of satisfaction**, **22%** of the respondents have **3 level of satisfaction**, **27%** of the respondents have **4 level of satisfaction** and **36%** of the respondents have **5 level of satisfaction**.

INFERENCE:

Most of the respondents 40 (36) are satisfied up to 5 stars on a scale of 5

CHART: 4.13
SATISFACTION LEVEL OF HAIR ARE PRODUCTS

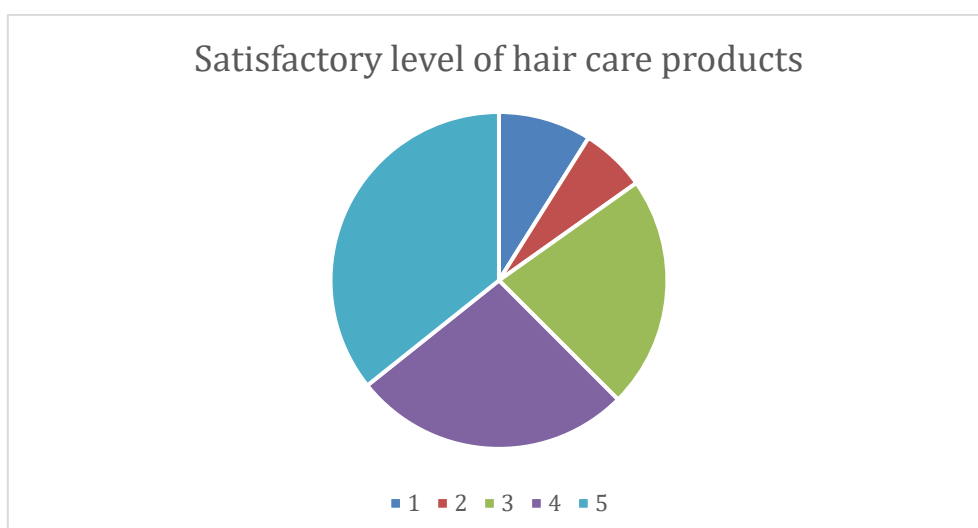


Table: 4.14
CHANGE OF PRODUCTS

Option	No. of Respondents	% of Respondents
Yes	61	54
No	51	46
Total	112	100

INTREPRETATION:

From the above table, it is clear that **54%** of the respondents are YES and **46%** of the respondents are telling NO.

INFERENCE:

Majority of the respondents 61 (51) changes the products if not satisfied

CHART 4.14

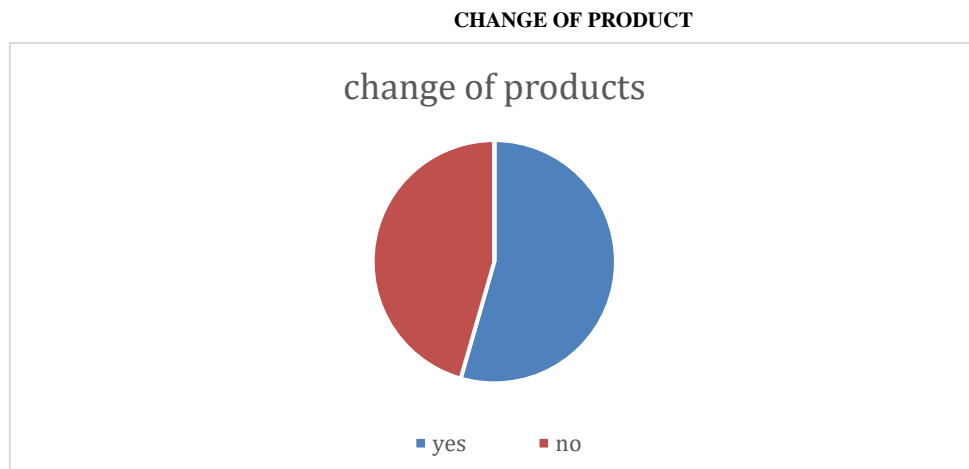


Table 4.15
IMPROVEMENTS NEEDED IN HAIR CARE

Improvements	No. of Respondents	% of Respondents
better ingredients	21	19
lower price	35	31
more availability	10	9
eco-friendly packaging	5	4
Others	41	7
Total	112	100

INTREPRETATION:

From the above table, it is clear that **19%** of the respondents want **better ingredients**, **31%** of the respondents want **lower price**, **9%** of the respondents want **more availability**, **4%** of the respondents want **eco-friendly packing** and **7%** of the respondents want **other**.

INFERENCE:

Most of the respondents 35 (31) needs lower price as an improvement

CHART 4.15
IMPROVEMENTS NEEDED IN HAIR CARE

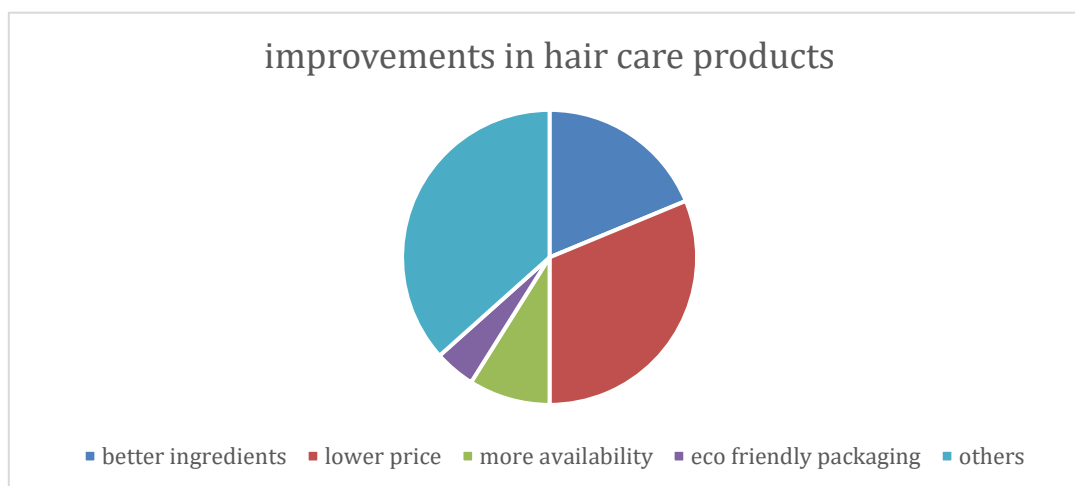


TABLE 4.16
MOTIVE OF USAGE HAIR CARE PRODUCTS

Motive	No. of Respondents	% of Respondents
personal care	32	29
social influence	28	25
health benefits	14	12
Habit	20	18
Others	18	16
Total	112	100

INTREPRETATION:

From the above table, **32%** of the respondents use for **personal care**, **28%** of the respondents use for **social influence**, **14%** of the respondents use for **health benefits**, **20%** of the respondents use for **habit** and **18%** of the respondents use for **other**.

INFERENCE:

Most of the respondents 32 (29) use hair care products for personal care

CHART 4.16
MOTIVE OF USAGE OF HAIR CARE PRODUCTS

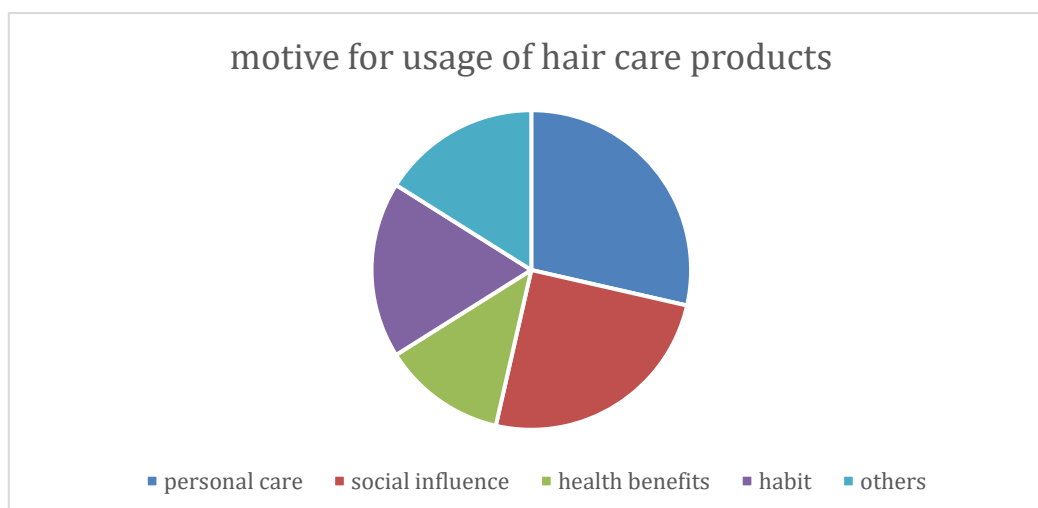


TABLE 4.17
BRAND AWARENESS TOWARDS HAIR CARE PRODUCTS

Ads in purchasing	No. of Respondents	% of Respondents
Yes Very Much	71	63
Some what	21	19
Not at all	20	18
Total	112	100

INTREPRETATION:

From the above table, **63%** of the response have **very brand conscious**, **19%** of the response have **somewhat** and **18%** of the response have no **Brand conscious**.

INFERENCE:

Majority of the respondents 71 (63) are very much brand aware

CHART 4.17
BRAND AAWARNESS TOWARDS HAIR CARE PRODUCTS

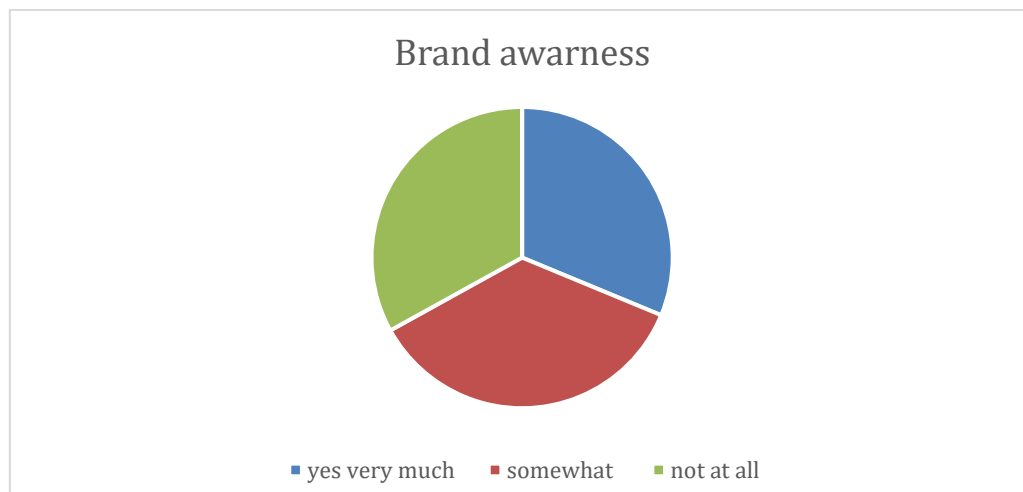


TABLE 4.18
RECOMMENDATION TO OTHERS

Recommendation	No. of Respondents	% of Respondents
Yes	50	45
No	32	29
May be	30	27
Total	112	100

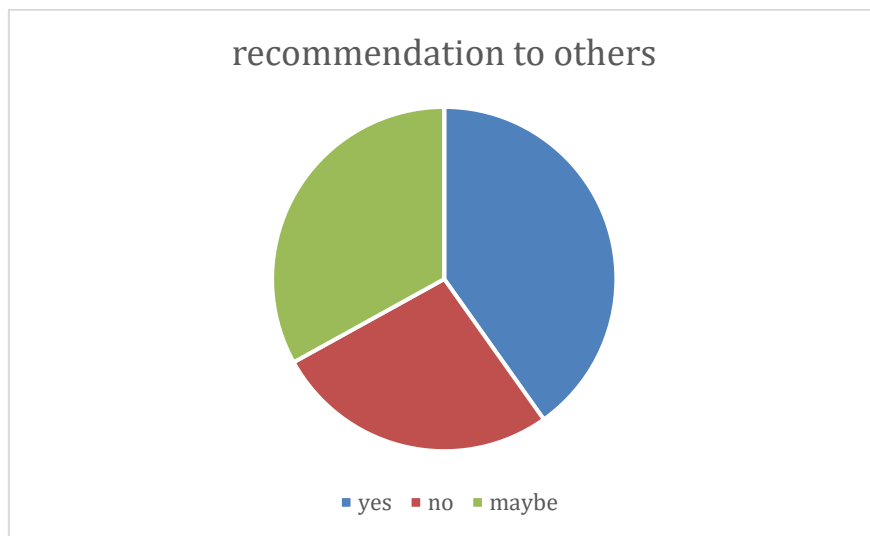
INTREPRETATION:

From the above table **45%** of the respondent will recommend, **29%** of the respondent will not recommend, **27%** of the respondent may recommend the haircare products.

INFERENCE:

Majority of the respondents 50 (45) are likely to recommended to others

CHART 4.18
RECOMMENDATION TO OTHERS



ONE WAY ANOVA

To test the difference in means one-way Anova is used. It is used when the variable which is dependent is a scale or continuous-variable & the independent-variables are categorical, in nature. The Price of the product, overall satisfaction and discounts is taken as the dependent-variable in the study & the demographic factors such as Income, Age and Gender are taken as the independent variables. The test is done in SPSS and the results are presented below.

ONE-WAY ANOVA

0 mg	50 mg	100 mg
9	7	4
8	6	3
7	6	2
8	7	3
8	8	4
9	7	3
8	6	2

Calculate Test Statistic

	SS	DF	MS	F
Between		2		
Within		18		
Total		20		

One-way Anova of advertisement based on colour

The first One-way Anova test is done with the advertisement as the dependent- variable & the colour as the independent-variable. The advertisement and the colour are both five scale matric questions. The One-way-Anova test was done to test differences in colour and the advertisement. Hypothesis 1 was set as below:

H01: No significant differences between colour and advertisement.

Table 4.9: Advertisements has helped Dove to bring brand awareness among customers.

	Sum-of-Squares	D.F	Mean-Square	F	Significance
Between-Groups	20.419	4	5.105	5.021	.001
Within-Groups	96.581	95	1.017		
Total	117.000	99			

The significance value from table above is 0.001, which is less than 0.05. So, the null- hypothesis is to be rejected. Therefore, H1 is accepted. So, it is concluded, significant difference among colour & the advertisement occurs.

One-way-Anova usage of hair care product based on season.

The One-way-Anova test is done by using the Nivea product as the dependent- variable & the season as the independent-variable. The season is considered as independent-variable. The One-way-Anova test was done to test the difference in usage of Nivea product is alters seasonally.

H02: No significant differences in demand according to the season.

Table 4.10: Table showing significant difference in demand of the product.

	Sum-of-Squares	D.F	Mean-Square	F	Significance
Between-Groups	8.046	5	1.609	1.529	.188
Within-Groups	98.954	94	1.053		
Total	107.000	99			

The significance value from table given above is 0.188 > 0.05. So, the null-hypothesis is to be accepted. Therefore, H2 is Rejected, Hence, there is no significant-difference in demand according to season.

CHAPTER-V

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority of the respondents 82 (66%) are females.
- Most of the respondents 35 (31) are in between the age of 18-25
- Most of the respondents 35 (31) are under graduates
- Majority of the respondents 90 (77) are students
- Majority of the respondents 97 (85) earns below 10000 per month
- Most of the respondents 41 (42) use hair oil
- Most of the respondents 46 (46) buy hair care products once in 6 months
- Most of the respondents 38 (34) use hair care products based on pricing
- Most of the respondents 46 (41) use hair care products for hair growth
- Most of the respondents 35 (31) purchase products through the influence of social media
- Most of the respondents 42 (38) are very brand conscious
- Most of the respondents 35 (32) purchase products ranged between 100-300
- Most of the respondents 40 (36) are satisfied up to 5 stars on a scale of 5
- Majority of the respondents 61 (51) changes the products if not satisfied
- Most of the respondents 35 (31) needs lower price as an improvement
- Most of the respondents 32 (29) use hair care products for personal care
- Majority of the respondents 71 (63) are very much brand aware
- Majority of the respondents 50 (45) are likely to recommended to others

SUGGESTIONS

- As many of the respondents are from the middle class, the company should try to cover all the people of this class.
- The company should also try to add many more varieties to satisfy its existing customers and to attract new customers.
- As major source of awareness is the advertisements, the company should try to make the advertisements more effective so as to reach all the customers.
- As many of the consumers go for a purchase of once every month , the company can go for effective schemes and offers and can try to attract the consumers to go for more purchases.
- The company should try to enhance the quality more by maintaining the same basis so as to maintain the customer and to attract many more consumers.
- The company can go for other media like hoardings, posters , banners etc.
- The company should try to make all the consumers aware of all varieties of parachute coconut oils range to increase its sales

CONCLUSION

The modern marketing is highly competitive and transitional one. A company must decide that what it can sell and what the approaches to satisfy the customer are. The customer today do not accept any products which does not find a place in the market. So it can be said that modern market is customer oriented and any product success or failure is determined only by the customer.

In this study it is found that Hair care was the first mover among the other hands available in the market. Majority of the customers are satisfied with the product. The weakness of the hair care products is high cost and less quantity. The present study explored that woman consumer buying behaviour regarding personal care products, the results reveals that the majority of the respondents buys personal care products in every month with higher brand Consciousness and majority of them buying national brand towards their personal care products.

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