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## Impact of advertisement on consumer's buying and switching behavior: A study on various brands of shampoos

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### Abstract

*A consumer is an individual that purchases the goods or services produced by a business. Attracting consumer is the primary goal of most public facing business because it is the customer who creates demand for goods and services. Business often competes through advertisements or lowered prices to attract an ever larger consumer base. Since the consumer are the ultimate end users of any product or services the organizations need to satisfy them on the priority basis because the unsatisfied customer tend to switch brand. The success of the organization majorly depends upon the satisfaction of consumers. In order to satisfy the consumer one has to know about what consumer buy, why they buy it, when they buy it, how they buy, how often they buy and what made them switch to other brands. The present paper focuses on buying patterns of shampoo among the individuals. The study also examines factors specially advertisement, which has a great influence to consumers to buy a particular brand's shampoo and reason for their switching to other brands. From the research the results revealed that advertisement plays a significant role in buying behavior of a consumer. It was also inferred from the study that consumers switch to other brands after watching endorsement. The present study is conducted on the college girls of Raipur region.*

Key words: Consumers' buying behavior, Consumers' switching behavior, Business

## Introduction

Consumers are valuable assets for any organization. Consumers refer to an individual who buys products or services for personal use and not for manufacturer or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store and someone who can be influenced by marketing and advertisements. The study of how individual, groups or organizations select, buy, use and dispose ideas, goods and services to satisfy their need and wants is called consumer behavior. It refers to the actions of the consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine- which products are needed in the marketplace, which are obsolete and how best to present the goods to the consumers. Consumers buying behavior study is based on consumer buying behavior, with the customer playing the three distinct role of user, payer and buyer. In current competitive global market. Much of the focus of organization is on the retention of their existing customers. This has aroused the need to understand the customers' switching behavior. Customers' switching behavior refers to the process exhibited by a consumer, behaving differently to a particular brand and undergoes alteration in the preference of the existing product or services. AS consumers are the success of any organization depends on their satisfaction. If the consumer is not satisfied they will switch to other brands. If an organization loses a customer they are not only losing future earnings but also incurring the cost of finding new customers. Due to this reason the satisfaction of customers becomes priority for any organization.

The present paper is an attempt to study the buying patterns of shampoo among the individuals. The study also examines the relationship between a specific brand with consumer and their buying behavior. The study also attempts to find whether the buying and switching behavior of consumers is influenced by advertising.

## Objectives

- To examine the consumer awareness towards usage of shampoo
- To analyze relationship between specific brand and its buying behavior
- To assess the impact of advertising on buying and switching behavior of customers

## Review of Literature

Amit Kumar (2011) in his paper 'Celebrity Endorsements and its impact on consumer buying behavior' focuses on the perception of Indian consumers about celebrity endorsements, the celebrity attributes likely to influence consumer purchase intentions. The practice of celebrity endorsements has proliferated over time. Now days it has become a pervasive element of advertising industry especially in India. Celebrity endorsement business has become a multi-million industry in India. Marketers use celebrity endorsers to influence the purchase decision of consumers in order to increase their sales and extend their market shares. This made the author curious to explore the impact of celebrity endorsements on consumer buying behavior.

Oyeniya and Abiodun,(2010),in their study concluded that in order to retain customers, organizations have to understand their behavior and try to satisfy them, by catering their needs and preferences.

Bashir and Malik, (2009), in the given study revealed that consumers considered advertisement as a reliable source of knowledge about any product or services.

Aneeza Bashir and Najma Iqbal Malik (2009), concluded in their study, "Effect of advertisement on consumer behavior of university students" that advertisement persuades the consumer to at least buy the product once in a life time. Personality used in commercials influenced the consumers more as compare to

keyword/caption. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compare to others (friends, neighbours, reference group) opinions.

T.Mamatha (2008) in her study 'Post purchase behavior and consumerism' says that consumer behavior is a very complex phenomenon, which needs more efforts to understand, explain and predict. In order to get a clear understanding of the same, every marketer should realize that consumer behavior is, in fact, an assumption every marketing manager must make, if he plans to market on any basis other than hit-or-miss. Although some individuals find it difficult to make this assumption, one must agree that behavior is not so erratic or mysterious that it defies explanation.

Dinesh Kumar Gupta (2007) in his research 'Impact of celebrity endorsement on consumer buying behavior and brand branding' aim to describe the celebrity endorsement increase consumer attractiveness for product than non-celebrity endorsement and bring magic to brand and make them more appealing and successful but while using celebrity endorsee, marketer has to take care of all the aspect that whether the brought personality and image of celebrity matches or not, whether celebrity endorsee has deep penetration among the masses or not, whether he is considered as credible source or not etc.

It has been seen from the existing literature that understanding behaviour of consumers i.e. their needs and preferences has been studying over a time. Also, switching behaviour of theses consumers plays vital role in the long term sustainability of the organisations. Thus, the present study tries to understand the behaviour of shampoo users and the various reasons for their switching to other brands.

### **Research Methodology:**

The present study has been conducted among college girls of Raipur region. These respondents have been chosen for the study, as it is one common place where girls from different regional and cultural background prevailed.

For the purpose of given study primary as well as secondary data has been collected from various books , journals, published research papers, websites etc. The primary data was collected through a well designed structured questionnaire. The current study utilizes a non-probability sampling technique that is convenience sampling. The questionnaire contained a total of fourteen items. A sample of eighty respondents was personally met to give their responses.

### **Data analysis and interpretation**

The study deals with the analysis of consumer awareness towards shampoo usage. The responses from the respondents were subjected to simple percentage method, in order to know the inferences out of the collected data.

Table 1: Demographic profile

Demographic Variable	Number of respondents	Percentage (%)
<b>Age (Yrs)</b>		
19-22	53	66.25
22—25	24	30.00
25-28	3	3.75
<b>Educational Qualification</b>		
Graduation	42	52.5
Post Graduation	26	32.5
M.Phil	7	8.75
Others	5	6.25
<b>Monthly family income</b>		
Below Rs. 30,000	6	7.5
Rs. 30,000-Rs. 40,000	8	10
Rs. 40,000-rs. 50,000	48	60
Above Rs. 50,0000	18	22.5

As revealed from the Table 1, more than half of the respondents (66.25%) have their below 22 years and 3.75% have 28 and above years. All the respondents of the given study are females (100%), as the sample selected is the girl's of the ITM University of Raipur. About 32.5% respondents have their qualification as post-graduate, 52.5% as graduation and others are 6.25%. It has been found that about 60% have their monthly family income between Rs. 40,000- Rs. 50,000, 7.5% respondents have below Rs. 30,000, 10% respondents are between Rs. 30,000- Rs. 40,000 and 22.5% respondents have their monthly family income as above Rs. 50,000.

Table 2: Shampoo usage rate

Usage Rate	Number of respondents	Percentage (%)
Yes	76	95
No	4	5

Table 2 indicates the usage rate of shampoo by the respondents. As revealed from the table it has been found that about 95% of the respondents using shampoos and only 5% using soaps and conditioners etc.

Table 3: Frequency of using shampoo per week

Using frequency	Number of respondents	Percentage (%)
Once	10	12.5
Twice	55	68.75
Thrice	15	18.75

Table 3 shows the using frequency of consumer per week. From the data it is revealed that 68.75% of the respondents use shampoo twice a week, 18.75% of the respondents use thrice, and 12.5% use shampoo only once in a week.

Table 4: Frequency of buying per month

Buying frequency	Number of respondents	Percentage (%)
Once	32	40
Twice	37	46.25
Thrice	11	13.75

Table 4 indicates the frequency of purchasing shampoo per month by the users. The given data revealed that most of the respondents buying shampoo twice in a month (46.25%), 40% buy once in a month and 13.75% respondents were buying shampoo thrice in a month.

Table 5: Awareness of Brands

Brands	Number of respondents	Percentage (%)
Cosmetic	49	61.25
Herbal	18	22.5
Medicated	7	8.75
Others	6	7.5

Table 5, examined awareness of the people regarding various brands of shampoos like Cosmetic shampoos (Sunsilk, Head and Shoulders, Pantene, Clinic-plus, Dove etc), Herbal shampoos, Medicated shampoos and others. Most of the respondents (61.25%) were aware of Cosmetic shampoos. 22.5% respondents were aware of Herbal shampoos, 8.75 % were aware of medicated shampoos and 7.5% constitute others category.

Table 6: Usage of shampoo brands

Usage of Brand	Number of respondents	Percentage (%)
One	53	66.25
Two	23	28.75
More than three	4	5

Table 6 identified the usage of different brand by the respondents. From the examination of data it was revealed that most of the respondents (66.25%) used only one brand, 28.75% respondents used two brands, and only 5% respondents used more than three brands.

Table 7: Preference of attribute

Attribute	Number of respondents	Percentage (%)
Healthy roots and tips	26	32.5
Long lasting and shine	21	26.25
Prevention of dandruff	22	27.5
Graying of hairs	5	6.25
Use of natural herbs	6	7.5

Table 7 shows the reasons to buy a shampoo based on attribute, the data pertaining to this revealed that most of the respondents preferred healthy roots & tips, Long lasting Shine, prevention of dandruff, graying of hairs and use of natural herbs. The above table shows that 32.5% of the respondent's preferred healthy root and tips, 27.5% respondents preferred prevention of dandruff, 26.25% respondents preferred long lasting shine, 6.25% graying of hairs and 7.5% respondents preferred use of natural herbs.

Table 8: To Which Mode of Promotion Consumer gets attracted

Mode of promotion	Number of respondents	Percentage (%)
Advertisement	49	61.25
Celebrity	18	22.5
Banner	7	8.75
Others	6	7.5

Table 8 shows the mode of promotion by which consumer gets attracted. From the table it is revealed that major modes of promotion are advertisement, celebrity, banners. Majority of the respondents 61.25% preferred advertisements, 22.5% of the respondents preferred celebrity endorsements, 7.5% preferred other mode of promotion and 8.75% preferred banners. Advertisement creates attention and stimulates the consumer to buy a particular brand.

Table 9: Reason for switching to other brand

Reason for switching	Number of respondents	Percentage (%)
Impact of packaging	4	5
Price rise for current brand	9	11.25
Scheme on brands	4	5
Advertisement impact	35	43.75
Brand not available	12	15
To try new options	14	17.5
Influence by others	10	12.5

Table 9, given above shows the reasons for switching to other brand by the consumers. The data revealed that about 43.75% respondents changed to other brand due to advertisement impact, 11.25% respondents changed due to price rise, 15% respondents changed due to non-availability of product in the market. 9.37% respondents due to scheme (offer), 6.25% respondents switched to other brand due to impact of packaging while other 3.12% respondents switched to other brand to try new options.

Table 10: Factors affecting consumers buying decisions

Factors	Number of respondents	Percentage (%)
Advertisement and Sales promotion	18	22.5
Price and Discounts	14	17.5
Quality	12	15.00
Income	11	13.5
Word of Mouth	9	11.25
Emotional Attachment	8	10.00
Festival Season	5	6.25
Visual Merchandising	3	3.75



Table 10, shows Factors affecting consumers buying decisions. The data revealed that about 22.5% respondents considered Advertisement and sales promotion as an important factor affecting their buying decisions. 17.5% respondents reported price and discounts to be the reason for buying, 15% respondents bought due to quality. 13.5% respondents income was the factor for their buying decision, 11.25% respondents decided due to word of mouth publicity, 10% respondents reported emotional attachment as a reason for buying, 6.25% respondents decided due to festival season while for 3.75% respondents visual merchandising was the reason.

Table 11: Factors influencing purchase of brand

Factors	Number of respondents	Percentage (%)
Family	14	17.5
Doctors	8	10.00
Advertisement	26	32.5
Self	19	23.75
Others	13	16.25

Table 11, shows Factors influencing purchase of brand. The data revealed that about 32.5% respondents are influenced to purchase any brand due to advertisement impact, 17.5% respondents are influenced by family, 10.00% of the respondents are influenced by doctors, 23.75% purchased due to self analysis and 16.25% respondents are influenced by other reasons.

Table 12: Recommendations for buying Shampoo

Recommendation	Number of respondents	Percentage (%)
Doctor's Advice	9	11.25
Important ingredients	22	27.5
Promotion technique (Advertisement)	47	58.75
Not interested	2	2.5

Table 12 shows the recommendation for buying shampoos by different people. The data pertaining to this revealed that about 27.5% of the total respondents concentrate on the important ingredients present in the shampoo. About 11.25% respondents ready to accept Doctor's suggestion, 58.75% of the respondents consider promotion technique to increase the sale of the product and 2.5% of the respondents are not interested in hair care and related problems.

Table 13: Frequency of switching to other brands

Frequency	Number of respondents	Percentage (%)
Frequently	14	17.5
Occasionally	58	72.5
Never	8	1.00

It can be concluded that a majority of the consumers change their shampoo occasionally (72.5%). These consumers also tend to test the quality of new launches. Frequently changing consumer account for 17.5% and the non-availability is one of the factor which to a certain extent, has prompted many consumers to use more than one brand simultaneously. 1.00% of the respondents responded that they never change their brand.

Table 14: Persuasion due to advertisement

Response category	Number of respondents	Percentage (%)
Mostly persuaded	55	68.75
Sometimes persuaded	21	26.25
Never persuaded	4	5.00

Table 14 showed that majority of the respondents about 68.75% were mostly persuaded by the appeal in advertisement 26.25% were sometime influenced by appeal in the advertisement whereas 5.00% of respondents were never influenced from the appeal used in advertisement, which means that advertisement did affect consumer behavior to a greater extent.

## Conclusion

The study shows that customers are aware of the cosmetic brand of the shampoos and the usage rate of the shampoo is very high and the frequency for purchasing is also very often. From the study it is concluded that advertisement plays very important role in consumers buying behavior. Price, availability and Packaging of the product also taken into consideration by the consumers while buying the shampoo It has been found that most of the consumers preferred gifts, extra quantity, discount, price off while making decision for buying the shampoos. The consumers like impact of packaging, price rise of current brand, scheme of brands, impact of advertisement, non-availability of brand, to try new option and influence by others etc. It was also found in the study that major reason for switching the brand by the consumer is advertisement.

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