



A STUDY ON BRAND SWITCHING BEHAVIOR IN HAIR CARE PRODUCTS

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ABSTRACT:

This study explores the efficiency and limitations of various hair care products in promoting healthy and vibrant hair. Through a diverse sample, we assess the impact of different products, considering individual hair types. While acknowledging the positive outcomes, we identify potential limitations, such as the need for consistent use and the risk of product build up. This abstract highlights the importance of a balanced approach to hair care, emphasizing personalized routines for optimal results.

INTRODUCTION

One of most the disregarded and unspoken factors that influence branding decisions that producers and consumers of branding decisions that producers and consumers of branding frequently deal with is branded flipping. The nature of the products or the ambition of the brand owner may be the cause of this circumstance. Generally speaking, one of them is to generalize favorable and enduring brand preference and loyalty. The use of a name, word, symbol, design, or a mix of these to identify a product is known as branding, according to McCarthy and Perrault (1990). This definition covers the use of trade names, brand names, and almost every other method of product identification. According to them, the introduction of branding throughout the Middle Ages resulted from attempts by medieval rulers to compel artisans to place commerce.

Bamosy and Semenlk as was previously mentioned, in 1993 the primary goal of hair care service providers and manufacturers in Enugu City who brand associations or brand loyalty, which helps to explain why customers keep selecting a company's goods over rivals. Hair care service providers have long placed an emphasis on the benefits and features of their goods in their marketing messaging, sales promotions, integrated marketing communications, and newer attempts to implement the social marketing idea in an effort to foster customer loyalty. Applying the social market concept is the goal of all of them. Each of these aims to move the customer past the stages of product testing or trial, brand non-recognition, to the points of non-recognition, trial or product test up to the brand acceptance stages, when a consumer tests a new brand and decides to adopt it, they most likely do so consciously choose to test and use the new brand while dropping or discarding the old one. By doing this, the consumer demonstrates a behavior that is important and the focus of this study: brand switching. Because any overt promotional appeal or overture aimed at generating brand preference among existing customers inadvertently produces brand switching tendencies on response, within the same group of consumers, consumer brand switching behavior should be just as important to hair care service manufacturers as brand preference.

BRAND SWITCHING

This is the circumstance in which a brand loses a devoted customer to a rival. stated differently, a consumer modifies their purchasing behavior by consciously opting to buy a different brand rather than their typical option. It's the circumstance where a consumer switches from purchasing a product under one brand under one brand to another. Only devoted consumers move brands; consumers who are indifferent to any particular brand do not undergo brand switching. A consumer can be considered brand agnostic if, for instance, they purchase soap a for one month, soap b for the following month, and soap c for the third month. This is distinct from brand switching.

OBJECTIVES OF STUDY:

- To study the brand loyalty of hair care product.
- To examine the consumer behavior towards purchasing a hair care product.
- To identify the relationship between the consumers behavior and brand loyalty.

STATEMENT OF THE PROBLEM

Three distinct types of purchase behavior are typically displayed by Consumer, According to studies on Consumer behavior. These buying behavior have significant marketing consequences and include costly issue solving, limited problem solving, and routine problem solving. Regular issue solving or habitual buying behavior indicates a state in which a customer pays little attention to the task of making a purchase; This type of behavior is sometimes referred to as low involvement behavior.

SCOPE OF THE STUDY

The scope of the study entitled Brand Switching Behavior of Consumer in the Hair Care Product the study attempts to understand the factor influenced to repurchase, Brand awareness and brand loyalty of a product availability.

- Brand loyalty
- Consumer Behavior
- Brand Switching
- Factor influence to Repurchase a Hair Care Product

REVIEW OF LITERATURE:

AHANA GHOSH, MS. SWATI ATOCK (2011) "A STUDY ON BRAND SWITCHING TAKING SHAMPOO AS PRODUCT CATEGORIES". A STUDY the impact of advertising and promotions on brand loyal segments of shampoo. The data was collected from both primary and secondary data. Questionnaire collected from 50 respondents of study. The tools used chi-square and rank analysis. The conclude price consciousness has been assumed has relation with brand switching however the result show that is no strong relationship price sensitivity in case of shampoo category.

RAMSITHA, A.P , K MANIKANDAN (2013) "PERSONALITY AND CONSUMER BRAND SWITCHING", TO FIND out whether there exist any relationship among personality and consumer brand switching . the data was collected from both primary and secondary data. questionnaire collected from 52 respondents of study. The tools used chi-square and rank analysis. The conclude the major objective of the present study study it to find out whether there exist any relationship among personality and consumer brand switching, the researcher further investigate the relationship personality brand switching were explored.

RESEARCH METHODOLOGY

Research methodology is the specification of methods and procedure for acquiring the information needed to structure are to solve problems. It is the overall operational pattern or frame work of the project that stipulates what information is to be collected from which sources and by what procedures. If it is a good design might the described has a series of advance design that taken together from a specified master plan of model for the conduct of the investigation.

SOURCES OF DATA:

➤ Primary data

The primary where collected based on the structure questionnaire with the help of google form.

➤ Secondary data

The secondary data for the study has been collected from books, magazine, articles and websites.

SAMPLING TECHNIQUES

The sampling technique used for this study is simple random sampling.

SAMPLING SIZE

The sample size was collected from 100 respondents of study.

TOOL USED FOR THE STUDY

- 1) Percentage analysis
- 2) Chi-square test
- 3) Karl's Pearson coefficient of correlation

LIMITATIONS OF THE STUDY

- 1) Limited sample diversity, potential biases in self-reported data, and the dynamic nature of individual influences and life style choices might not be fully accounted for in the study.
- 2) External factors like environmental influences and life style choices might not be fully accounted for in the study.

FINDINGS OF THE STUDY:

CORRELATION BETWEEN EDUCATION QUALIFICATION AND RESON OF USING HAIR CARE PRODUCTS

	FACTER	MONTHLY INCOME	LEVAL OF SATISFACTION
MONTHLY INCOME	Pearson correlation	1	-018
	Sig (2- tailed)	101	856
	N		101
Factors	Pearson correlation	-018	1
	Sig (2- tailed)	856	101
	N	101	

SOURCE: Author’s computation

The above table 4.3.1 depicts that the Pearson’s correlations is -0.18 Indicates a positive correlation between gender and level of satisfaction in hair care products this indicates that the variable are moving towards direction.

CONCLUSION:

To sum up, effective hair care involves a balanced approach that considers individual needs, embraces suitable products, and remains mindful of potential limitation. Consistency understanding your hair type, and adapting routines as needed are key elements for achieving and maintaining healthy, beautiful hair. Essential considerations for achieving optimal result in maintaining healthy and vibrant hair.

REFERENCE LINKS:

- <https://ijcrt.org/papers/ijrt2005.pdf>
- <https://in.docworkspace.com/d/silzc7604afjliq8g?sa=0t>
- <https://www.scribd.com/doc/60548823/a-study-on-brand-switching>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/pmc5551307>
- <https://www.researchgate.net/publications>.

