



A Study on Consumer buying Behaviour Towards Aestro Shampoo

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Abstract

The purpose of the paper is to study the consumer behavior towards shampoo. 110 sample were taken from surat city, Gujarat. Both primary and secondary data were used in research. One sample t-test, frequency analysis and multiple response were used as data analysis statistical tools. People consider quality as the most important factors to purchase shampoo. The findings may be used by marketers to design marketing strategy for shampoo.

Keywords:

Consumer buying behavior, Shampoo

Introduction

Consumer buying behavior

Consumer buying behavior is the subject area of internal and external factors acting in the decision making process and Consumer behavior is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of merchandise, services, ideas, or experiences to satisfy needs and desires. A shampoo is a surfactant or a mixture of surfactants with cleansing properties in dilute solutions. These substances are usually alkylbenzenesulfonates, a family of compounds that are similar to soap but are more soluble in hard water, because the polar sulfonate (of shampoo) is less likely than the polar carboxylate (of soap) to bind to calcium and other ions found in hard water.

Literature Review

Study on the consumer preference for detergent powder in kapurthala district of Punjab. Avneetkaurahuja and manojsharma(2018). The objective was to be conducted in five villages of district kapurthala by selecting 20 farm women from each village. Primary data was collected through interviews of 100 women. The study showed that

educated and young respondents used costly brand detergent powders like surf excel and tide while illiterate and older people had preference for wheel and ghadi.

An empirical study of Indian consumer buying behavior of FMCG products (with special reference of bathing soap).mr.ankitkatiyar, and mrs. Nikhakatiyar(2014). This study is attempt to cover the various factors that influence the buying decision of consumers who plan to purchase and or used bath soap. Primary data was collected through the structured questioners from different location of uttar pradesh and secondary data was collected from books, journals, periodicals, articles, internet, etc. In this study the research method is used descriptive research the responded were selected on the basis of non random sampling and convince sampling. The research concludes that the perception of rural consumer is as equal as the perception of an urban consumer. They are able to realize the need of the product, extensive awareness of the product, and suitable information sources of the product.

A study on consumer behavior towards FMCG products among the ruralsubur banhhs of ernakulam. Kumar na and joseph j(2014). To analyze key aspects, product attributes media, sales promotion & hh expenditure moderating the purchase attitude-behavior of rural-suburban hh. . The sampling method used was random sampling on 50 rural respondents spread across ten remote villages and 50 semi urban respondents spread across the outskirts of major ten towns of ernakulam considered for the study. The primary data collection tool applied was interview schedule based hh primary market survey conducted during 2013-14 period. This study focused on gaining insight into the influence of various factors on the purchase behavior of rural/semi urban consumers.

Impact of advertising on consumer behavior with special reference to four selected washing products in shimla district of himachal pradesh. Virenderkaushal and rakeshkumar(2014). To study the impact of advertisement on demographic variables such as age, income, marital status, education. Primary data was collected through self designed questionnaire. As far as secondary data is concerned different magazines, journals published and online have been reviewed and cited thoroughly. Based on this survey, conclusions that can be drawn are that majority of people believed that advertisement is a source of information to them and it impacted their buying decision to some extent regarding purchase of any brand.

Effective advertising and its influence on consumer buying behavior zain-ul-abideen and salman saleem(2011). This paper investigates the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior. The data was collected by means of well developed, structured and verified scale. All of the questionnaires were distributed among the respondents in the defined areas personally by the researchers. The data was collected in the period of 45 days and then responses were fed into the statistical package for social sciences (spss) version 19.0 for analysis and evaluation. This research study clearly indicate that there exits a weak association between environmental response with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Emotional response on the other hand established strong association with the consumer buying behavior.

Research objective.

- To determine association between demographic factors with usage frequency and consumption.
- To determine the association between income level and the buying pattern of consumers.

Research Methodology

A descriptive research design has been used for this research. Both primary and secondary have been used for the research. Data has been collected through survey technique with structured questionnaire. Sample size for the data collection is 100. Non – probability convenience sampling is used research is used for method.

Data Analysis

Chi-Square Tests

H0: There is no association between Gender and usage frequency of shampoo.

H1: There is an association between Gender and usage frequency shampoo.

Chi-square test between Gender and usage of shampoo			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.153 ^a	3	.161
Likelihood Ratio	5.272	3	.153
Linear-by-Linear Association	.033	1	.856
N of Valid Cases	110		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.78.

Chi-Square Tests

H0: There is no association between Monthly income and spent towards Aestro shampoo

H1: There is an association between Monthly income and spent towards Aestro shampoo

Chi-square tests between Monthly income and Spent towards Aestro shampoo			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.715 ^a	6	.069
Likelihood Ratio	12.312	6	.055
Linear-by-Linear Association	.016	1	.901
N of Valid Cases	110		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 3.10.

Results and discussions

- It can be seen that Pearson chi-square value is 0.161 which is greater than significance value 0.05. Thus, Null hypothesis accepted it can be said that there is no association between Gender and usage frequency of shampoo.
- It can be seen that Pearson chi-square value is 0.069 which is greater than significance value 0.05. Thus, Null hypothesis accepted it can be said that there is no association between Monthly income and spent towards Aestro shampoo.

Conclusion

The research concluded that Aestro shampoo was preferred by most of the existing customers, moreover through research it was also found that the majority of the respondents were preferring usage of shampoo twice in a week in the cases of female respondents while male respondents were using once in a week. Another finding from the research is related to association between demographics factors and frequency of usage and expense towards shampoo is found negative. Quality was the major factor for choosing of the shampoo. The research was helpful for the company to analyze certain factors that would further help market expansion.

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