



# CONSUMER PREFERENCE TOWARDS DABUR AYURVEDIC HAIR CARE PRODUCTS IN COIMBATORE CITY

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## ABSTRACT:

This study examines Consumer preferences towards Dabur Ayurvedic hair care products. The research focuses on discovering the key factors that influence consumer product satisfaction and purchase decisions. Data are gathered from a sample of consumers who have used Dabur Ayurvedic hair care products using a survey-based methodology. The findings show that people favour Dabur Ayurvedic hair care products because of their availability, affordability, effectiveness, and natural components. The study also reveals that consumers' degree of pleasure with the products is influenced by their perceived value, perceived quality, and perceived usefulness. Additionally, the survey also discovered that consumers are more likely to purchase Dabur Ayurvedic hair care products if they have used in the past found to be effective. Overall, the study delivers insightful information about the variables influencing customer preference for Dabur Ayurvedic hair care products and practical suggestions for marketers and producers in this industry.

**Keywords: affordability, customer preference, natural components**

## **INTRODUCTION:**

Ayurvedic hair care products have been increasingly popular in recent years on the Indian market. Many consumers are turning to ayurvedic hair care products in quest of a healthier hair care routine because they are thought to be natural, safe, and effective. Dabur, a well-known Ayurvedic brand in India with a variety of hair care products, is one of the businesses that have benefited from this trend. Companies like Dabur can enhance their marketing strategy, product offers, and market share by better understanding the elements that affect consumers' preferences for these items. Customers have long preferred the company's line of Ayurvedic hair care products, which includes items like Dabur Amla Hair Oil, Dabur Almond Hair Oil, and Dabur Vatika Hair Oil. A reputation for quality and consumer trust has been established for the brand as a result of its dedication to employing natural and secure ingredients in all of its products. Consumers who admire brands that are socially and environmentally responsible have also taken notice of Dabur's dedication to sustainability and ethical sourcing methods. Dabur's Ayurvedic hair care products are generally well-liked by users due to its effectiveness and safety. The significance of the research findings for Dabur and other ayurvedic hair care companies will be covered in the article's conclusion. The article's conclusion will go through how the research findings affect Dabur. The goal of this study is to inform future research in this field and add to the expanding body of knowledge about customer choice for Ayurvedic hair care products.

## **OBJECTIVES OF THE STUDY:**

- To know about the socio-economic background of the respondents.
- To analysis the influence of consumer preference towards Dabur Ayurvedic Hair Care product.
- To study about the consumer satisfaction towards Dabur Ayurvedic Hair Care product.

## **STATEMENT OF THE PROBLEM:**

Lack of understanding among consumers about the benefits of using Ayurvedic Hair Care products, leading to low preference for Dabur's ayurvedic hair care products. Evaluating the effectiveness if Dabur Ayurvedic Hair Care products Brand image and its impact on consumer choice. The apparent high cost of Ayurvedic hair care products is another issue. Because these goods may be more expensive, consumers may be reluctant to switch to them, especially if they have previously used synthetic products that were less expensive. Also, some consumers could lack faith in the effectiveness of Ayurvedic products. Some customers might be dubious of the promises made by Ayurvedic hair care companies and would rather stick with more well-known, more conventional synthetic products.

## **SCOPE OF THE STUDY:**

The scope of study is to understand the consumer awareness and understanding of the benefits and features of Dabur Ayurvedic Hair Care products. The study's specific need is to pinpoint the major factors, such as product quality, brand reputation, packaging, pricing, and advertising, that influence consumer preference for Dabur Ayurvedic hair care products. Consumers who have never used Dabur Ayurvedic hair care products previously and those who have used will be the subject of the study. The need of the study is to

comprehend why consumer choose Ayurvedic hair care products as well as how they evaluate their efficacy and safety.

### **RESEARCH METHODOLOGY:**

Research Methodology refers to the theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of knowledge.

### **AREA OF THE STUDY:**

This study is focuses on the area of consumer preference towards Dabur Ayurvedic Hair Care product in Coimbatore city.

### **DATA COLLECTION:**

- This study data is collected based on primary data.
- The relevant and required data are collected through questionnaire which is filled by respondents through google forms.

### **SAMPLE SIZE:**

A total of 50 samples are collected for consumer preference towards Dabur Ayurvedic Hair Care product.

### **LIMITATIONS OF THE STUDY:**

**Sample size:** The sample size is limited to 50 only. The results might not be generalized if the sample size is too small because it might not be representative of the full population.

**Limited Geographical Area:** The study might have only been conducted in a small geographic area, which might not accurately reflect consumer preferences in other areas or nations.

**Time constraint:** This study was limited to a short period of time; thus, the findings may not be applicable in future.

### **REVIEW OF LITERATURE:**

**Kaul, P., and Bali, K. (2019)<sup>1</sup>** Consumer choice and views towards Ayurvedic hair care products with particular reference to Dabur were conducted in India. The purpose of this study was to determine what factors affect consumer preference for Dabur Ayurvedic Hair Care products and to look at how consumers see these goods. 400 respondents completed a questionnaire that the author used to gather data. For marketers and managers in the hair care sector who are interested in learning about consumer preferences and impressions of Ayurvedic hair care products, the study offers useful insights.

**Sharma. A (2020)<sup>2</sup>** Their goal was to research Dabur Hair Oil in the Indian Market. The customer information was gathered through 150 respondents. According to the study, Dabur Amla Hair Oil, Dabur Vatika Hair Oil, and Dabur Almond Hair Oil were the three most popular Dabur Hair Care products among

the respondents. It also indicated that Dabur may further boost its market share by raising its brand awareness and doing more promotional activities.

**Singh. S (2021)**<sup>3</sup> An investigation on consumer preferences for Dabur-specific Ayurvedic hair care products. The authors discovered that people chose Ayurvedic hair care products since they worked well to address hair problems without having any unwanted effects. They also discovered that one of consumers' favourite brands was Dabur.

### **AN OVERVIEW OF DABUR COMPANY AND DABUR HAIR CARE PRODUCT:**

One of India's oldest and biggest producers of natural health products is Dabur. The company was founded in 1884 in Kolkata, West Bengal, by S. K. Burman. The corporate headquarters of the corporation are located in Ghaziabad, Uttar Pradesh. Dabur has established a reputation as a leading producer of Ayurvedic products, herbal medicines, and consumer goods in India and other countries. Dabur started out as a little pharmacy that sold natural health products and Ayurveda medications. With a market value of over \$14 billion, Dabur is currently a significant player in the fast-moving consumer goods (FMCG) industry. Dabur has expanded its company over time to become a global firm with operations in more than a hundred countries. The business has expanded the range of products it offers to include food and personal care. The success of Dabur can be ascribed to its capable management and dedication to providing high-quality goods. The company has been able to keep ahead of the competition and adjust to shifting consumer demands thanks to Dabur's emphasis on innovation and research. Millions of customers worldwide trust Dabur products, and the company has developed a solid image as a good corporate citizen thanks to its CSR initiatives.

#### **Types of Dabur Hair Care product:**

##### **Dabur Amla Hair Oil:**

It is one of the most well-liked items in Dabur's hair care line is this one. It is said to nourish and strengthen hair, stop hair fall, and encourage hair development because it is filled with the benefits of amla (Indian gooseberry).

##### **Dabur Vatika Hair Oil:**

Vatika Coconut Hair Oil, Vatika Olive Hair Oil, Vatika Almond Hair Oil, and additional variations of this well-liked Dabur hair oil are all readily accessible. These oils are enhanced with organic components like henna, amla, and lemon that strengthen and nourish hair, encourage hair development, and lessen hair loss.

##### **Dabur Almond Hair Oil:**

This hair oil is improved by the advantages of almonds, is well recognised for improving hair texture, nourishing and strengthening hair, and preventing hair loss.

## Dabur Vatika Shampoo:

Under the Vatika brand, Dabur also provides a variety of shampoos that address various hair issues and kinds. Vatika Smooth Silky Shampoo, Vatika Volume & Thickness Shampoo, and Vatika Anti-Dandruff Shampoo are a few of the variations.

## DATA INTERPRETATION:

### PERCENTAGE ANALYSIS:

Percentage analysis is mainly done to determine what percentage of respondents fall in each category. This analysis also helps to standardize the respondent's views on various aspects. This analysis was performed for all questions in the questionnaire.

### CHI-SQUARE:

The chi-square analysis is one of the simplest and most widely used non parametric tests in statistical work. It is used to the independence of attributes or factors. In this study the factors are classified under two categories, namely, personal factor and study factors. Each of the personal factors is composed with the study factor and the chi- square test is applied at 5% level of significance.

**TABLE NO 1 Describes the socio-economic background of the respondents**

Demographic profile	Particulars	No. of respondents	Percentage
Age	Below 20	14	28
	20-30	25	50
	30-40	10	20
	Above 40	1	2
	<b>Total</b>	<b>50</b>	<b>100</b>
Gender	Male	17	34
	Female	33	66
	<b>Total</b>	<b>50</b>	<b>100</b>
Marital status	Married	18	64
	Unmarried	32	36
	<b>Total</b>	<b>50</b>	<b>100</b>
Educational Qualification	School	5	10
	Under graduation	31	62
	Post graduation	13	26
	Others	1	2
	<b>Total</b>	<b>50</b>	<b>100</b>

Occupation	Self-Employed	7	14
	Government Employee	2	4
	Private Employee	14	28
	Professionals	2	4
	Others	25	50
	<b>Total</b>	<b>50</b>	<b>100</b>
Monthly Income	Below 20000	15	30
	20000-30000	14	28
	30000-40000	9	18
	Above 40000	6	12
	<b>Total</b>	<b>50</b>	<b>100</b>

### INTREPRETATIONS:

- The above table shows that out of the total respondents, 28% of respondents are in the age of below 20, 50% respondents are in the age of 20-30, 20% respondents are in the age of 30-40, 2% respondents are in the age of above 40.
- The above table shows that out of the total respondents 34% of respondents are male, 66% of respondents are female.
- The above table shows that out of the total respondents 64% of respondents are married, 36% of respondent are unmarried.
- The above table shows that out of the total respondents 10% of respondents are school, 62% of respondents are under graduation, 26% of respondents are post-graduation, 2% of respondents are others.
- The above table shows that out of the total respondents 14% of respondents are self-Employed, 4% of respondents are government employee, 28% of respondents are private employee, 4% of respondents are professionals, 50% of respondents are others.
- The table shows that out of the total respondents 30% of respondent's monthly income are below 20000, 28% of respondent's monthly income are 20000-30000, 18% of respondent's monthly income are 30000-40000, 12% of respondent's monthly income are above 40000.

**TABLE 2 Describes the Chi-Square test between Age and Dabur Ayurvedic Hair Care product used by respondents**

Ho: There is a relationship between Age and Dabur Ayurvedic Hair Care product used by respondents

H1: There is a no relationship between Age and Dabur Ayurvedic Hair Care product used by respondents

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.871 <sup>a</sup>	9	.221
Likelihood Ratio	14.990	9	.091
N of Valid Cases	50		

The above test proves that age has significant effect on Dabur ayurvedic hair care product used by respondents.

**FINDINGS:**

- Majority 50% respondents are in the age of 20-30.
- Majority 66% of respondents are female.
- Majority 64% of respondents are married.
- Majority 62% of respondents are under graduation.
- Majority 50% of respondents are others.
- Most 30% of respondent's monthly income are below 20000.
- The chi-square test has proven age has significant effect on Dabur ayurvedic hair care product used by respondents.

**SUGGESTIONS:**

**Focus on herbal ingredients:** Consumer awareness of the damaging effects of chemicals on hair and scalp is growing daily. Dabur can draw in more consumers who want natural products by highlighting the natural and Ayurvedic elements in its products.

**Personalization:**

Providing individualised advice based on a customer's hair type and issues can enhance the entire consumer experience and foster loyalty. Dabur might think about providing individualised consultations or tests to assist consumers in selecting the best hair-care products.

**Provide education:** Many consumers may not be familiar with Ayurvedic hair care and its benefits. Providing educational content, such as blog posts or videos, can help raise awareness and build trust in the brand.

## **CONCLUSION:**

According to a study on consumer preferences for Dabur Ayurvedic hair care products, the company has a significant market presence and is favoured by a sizable portion of consumers. According to the study, customers respect the usage of natural components in their hair care products, and Dabur Ayurveda products are seen as having a positive impact on hair development, hair fall, and texture. Consumers trust the brand and are willing to spend more for Dabur Ayurvedic hair care products, according to the study. To reach a larger consumer base, the study also emphasised the significance of good marketing and distribution techniques. Overall, the research points to Dabur Ayurvedic hair care products as having a significant competitive advantage in the industry. The company can keep building on its advantages to grow its customer base and capture more market share. The study's conclusions can be used by the business to create distribution and marketing plans that are in line with customer preferences and expectations. In conclusion, consumers are increasingly favouring Dabur Ayurvedic hair care products. The brand's dedication to employing natural ingredients, its successful marketing initiatives, and the general trend towards natural and organic products in the beauty business are some of the causes driving this trend. Dabur's emphasis on R&D has also aided the company in keeping its competitive edge. Dabur Ayurvedic hair care products are likely to keep growing in popularity in the years to come as people continue to value natural and secure beauty goods.

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## **WEBSITES:**

[www.google.com](http://www.google.com)

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