Factors Affecting the Purchasing of Shampoo Brands and Their Influence on Satisfaction of Women Customers

Management

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ABSTRACT

Cosmetics have been traditionally used by women to groom their physical appearance and, presumably, their physical attractiveness. From a self-presentational perspective, argued that cosmetics are used specifically for grooming behaviors and in general function to manage and control not only social impressions but also self-image. Self Image in turn provides self confidence .The majority of the women customers prefer a particular brand of shampoo and the factor analysis indicates that the healthiness, value, safety, easiness and familiarity are the factors affecting the purchasing of shampoo brands by the women customers. The regression analysis shows that healthiness, value, safety, easiness and familiarity are positively and significantly influencing the level of satisfaction of shampoo brands.

INTRODUCTION

The global cosmetic industry or Multi nationals have been captivated by India in a fascinating manner - the world's second most populous country - over 1 billion people - even one percent of captured market at estimated rates is a huge sum for some companies. India has seen a growth in the cosmetics industry especially in the recent years. The beauty business in India is growing phenomenally with the cosmetics market growing at 15-20 per cent annually, twice as fast as that of the United States and European markets. The retail beauty and cosmetics market in India currently estimated at USD 950 million is pegged at USD 2.68 billion by the year 2020.

The desire to improve one's physical attractiveness seems to be an inherent characteristic of most individuals. Cosmetics have been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness. From a self-presentational perspective, argued that cosmetics are used specifically for grooming behaviors and in general function to manage and control not only social impressions but also self-image (for example, body image, self-perceptions, and mood states).

Since grooming products are considered as a pervasive element of women's culture. As a general result, the exposure to pictures of good-looking and even slightly above-average-looking females lowered the self-image of exposed women and increased dissatisfaction with their own appearance. The body image is an important component of the self-concept and has stimulated the demand of certain products and services, such as dietary, slimming, exercise and cosmetic items. In western cultures, one of the commonly recognized reasons women use cosmetics is to improve their physical attractiveness. With this background, the present study is attempted to examine the factors affecting the purchasing of shampoo brands and their influence on satisfaction of women customers.

METHODOLOGY

Among the different cities in Tamil Nadu, the Chennai city has been purposively selected for the present study. The 600 women customers of cosmetic products have been selected for the present study by adopting random sampling technique and the data and information pertain to the year 2012-2013. In order to understand the socio-economic features of women customers, the frequency and percentage analysis are carried out. In order to identify the factors affecting the purchasing of shampoo brands by the women customers, the exploratory factor analysis has been applied. In order to study the influence of factors affecting the purchase of shampoo brands on satisfaction of women customers, the multiple linear regression has been employed

RESULTS AND DISCUSSION
SOCIO - ECONOMIC FEATURES OF THE WOMEN CUSTOMERS
The socio-economic features of the women customers of cosmetic products were analyzed and the results are presented in Table 1.

TABLE 1
SOCIO-ECONOMIC FEATURES OF THE WOMEN CUSTOMERS

Particulars	Customers (N = 600)		Particulars	Customers (N = 600)	
	Frequency	Percent		Frequency	Percent
Age (Years)			Educational Qualification		
15 – 25	72	12.00	Primary	18	3.00
25 – 35	179	29.83	Secondary	43	7.17
35 – 45	253	42.17	Higher Secondary	35	5.83
45 – 55	67	11.17	Graduation	138	23.00
Above 55	29	4.83	Post Graduation	366	61.00
Occupation			Monthly Income (Rs.)		
Private Sector	152	25.33	10000 - 15000	23	3.83
Public Sector	145	24.16	15000 - 20000	37	6.17
Self-Employed	48	8.00	20000 - 25000	408	68.00
Professionals	114	19.00	Above 25000	132	22.00
Students	19	3.17	Marital Status		
Housewife	79	13.17	Unmarried	252	42.00
Business	43	7.17	Married	348	58.00

The results show that about 42.17 per cent of women customers of cosmetic products belong to the age group of 35 – 45 years followed by 25 – 35 years (29.83 per cent), 15 – 25 years (12.00 per cent), 45 – 55 years (11.17 per cent) and above 55 years (4.83 per cent).

The results indicate that about 61.00 per cent of women customers of cosmetic products are educated up to post graduation followed by graduation (23.00 per cent), secondary education (7.17 per cent), higher secondary education (5.83 per cent) and primary education (3.00 per cent).

It is observed that about 25.33 per cent of women customers of cosmetic products are employed in private sector followed by public sector (24.16 per cent), professionals (19.00 per cent), housewife (13.17 per cent), self-employed(8.00 per cent), business (7.17 per cent) and students (3.17 per cent).

It is apparent that about 68.00 per cent of women customers of cosmetic products belong to the monthly income group of Rs.20000 – Rs.25000 followed by above Rs.25000 (22.00 per

cent), Rs.15000 – Rs.20000 (6.17 per cent) and Rs.10000 – Rs.15000 (3.83 per cent).

It is clear that about 58.00 per cent of women customers of cosmetic products are married and the rest of 42.00 per cent of women customers of cosmetic products are unmarried.

BRAND PREFERENCE OF SHAMPOO
The brand preference of shampoo by women customers was analyzed and the results are presented in Table 2.

TABLE 2
BRAND PREFERENCE OF SHAMPOO BY THE WOMEN CUS-TOMERS

Sl. No.	Shampoo Brands	Number of Women Customers	Percentage
1.	Sun Silk	132	22.00
2.	All Clear	168	28.00
3.	Clinic Plus	216	36.00
4.	Pantene	12	2.00
5.	Head & Shoulder	72	12.00
	Total	600	100.00

The results show that about 36.00 per cent of women customers prefer Clinic Plus brand of shampoo followed by All Clear (28.00 per cent), Sun Silk (22.00 per cent), Head & Shoulder (12.00 per cent) and Pantene (2.00 per cent). It is inferred that the majority of the women customers prefer Clinic Plus brand of shampoo.

FACTORS AFFECTING THE PURCHASING OF SHAMPOO BRANDS
In order to identify the factors affecting the purchasing of sham-poo brands by the women customers, the exploratory factor analysis has been employed. The principal component method of factor analysis was carried out with Eigen values greater than one through Varimax rotation and the results obtained through rotated component matrix are presented in Table 3.

TABLE 3
FACTORS AFFECTING THE PURCHASING OF SHAMPOO BRANDS

Sl. No.	Attributes	Rotated Factors Loadings on				
		Factor -I	Factor -II	Factor -III	Factor -IV	Factor -V
1.	Brand Name		.62			
2.	Value for Money		.59			
3.	Avoid Hair Loss			.61		
4.	Prevent Dandruff	.55				
5.	Suitable for Hair	.54				
6.	Softens Hair	.58				
7.	Hair Growth	.63				
8.	Fragrance		.65			
9.	Naturalness			.58		
10.	No Rough Hair	.59				
11.	Vitamin Content			.52		
12.	Price		.59			
13.	Quantity		.62			
14.	Conditioners			.55		
15.	Removing Oil Dirt	.61				
16.	Easy Availability				.62	
17.	Easy to Rinse				.56	
18.	Attractive Package				.58	
19.	Advertisement					,52
20.	Recommendation by Doctors					.54
	Eigen Value	2.81	1.99	1.66	1.30	1.04
	% of Variance	21.55	19.04	17.12	13.16	9.06
	Cumulative % of Variance	21.55	40.59	57.71	70.87	79.93

			Cronbach's Alpha		0.87		

Source: Primary & Computed Data
Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 8 iterations.

There are five independent groups which are extracted account-ing for a total of 79.93 per cent of variations on 20 attributes. The each of the five factors contributes to 21.55 per cent, 19.04 per cent, 17.12 per cent, 13.16 per cent and 9.06 per cent re-spectively.

Factor - I: From the table, it is inferred that out of 20 attributes, six attributes have their high, relatively tightly grouped factor loadings on factor - I.

This factor consists of:
• Prevent Dandruff (0.55)
• Suitable for Hair (0.54)
• Soften Hair (0.58)
• Hair Growth (0.63)
• No Rough Hair (0.59)
• Removing Oil Dirt (0.61)
This factor is named as "HEALTHINESS".

Factor - II: is formed with:
• Brand Name (0.74)
• Value for Money (0.59)
• Fragrance (0.65)
• Price (0.59)
• Quantity (0.62)
This factor is named as "VALUE"

Factor - III: This factor includes:
• Avoid Hair Loss (0.61)
• Naturalness (0.58)
• Vitamin Content (0.52)
• Conditioners (0.55)
This factor is named as "SAFETY"

Factor - IV: This factor is formed with:
• Easy Availability (0.62)
• Easy to Rinse (0.56)
• Attractive Package (0.58)
This factor is named as "EASINESS"

Factor - V: This factor includes:
• Advertisement (0.52)
• Recommendation by Doctors (0.54)

This factor is named as "FAMILIARITY"

The Cronbach's Alpha of the scale was 0.87 indicating that each measure demonstrated acceptable internal consist-ency. It is inferred that healthiness, value, safety, easiness and familiarity are the factors affecting the purchasing of shampoo brands by the women customers.

INFLUENCE OF FACTORS AFFECTING THE PURCHASING OF SHAMPOO BRANDS ON SATISFACTION OF WOMEN CUSTOM-ERS
In order to study the influence of factors affecting the purchase of shampoo brands on satisfaction of women customers, the multiple linear regression has been employed and the results are presented in Table 4. The level of satisfaction is considered as dependent variable and the factors derived from explanatory factor analysis are considered as independent variables.

TABLE 4
INFLUENCE OF FACTORS AFFECTING THE PURCHASING OF SHAMPOO BRANDS ON SATISFACTION LEVEL OF WOMEN CUSTOMERS

Sl. No.	Particulars	Regression Co-efficient	t - Value	Sig.
1.	Intercept	2.146**	6.148	.001

2.	Healthiness (X_1)	.723**	4.148	.000
3.	Value (X_2)	.652**	4.206	.001
4.	Safety (X_3)	.569**	4.503	.001
5.	Easiness (X_4)	.570*	2.207	.014
6.	Familiarity (X_5)	.486*	2.479	.032
	R^2	0.69		
	Adjusted R^2	0.65		
	F	3.184		0.02
	N	600		

Note: ** Significance at one per cent level
* Significance at five per cent level

The results indicate that the coefficient of multiple determination (R^2) is 0.69 and adjusted R^2 is 0.65 indicating the regression model is moderately fit. It shows that about 65.00 per cent of variation in dependent variable (Level of Satisfaction) is explained by the independent variables (Factors Affecting Purchase of Shampoo Brands). The F-value of 3.184 is significant at five per cent level indicating that the regression model is good fit.

The results show that healthiness, value and safety are positively influencing the level of satisfaction of shampoo brands of women customers at one per cent level, while, easiness and familiarity are positively influencing the level of satisfaction of shampoo brands of women customers at five per cent level. Hence, there is a significant influence of factors affecting the purchase of shampoo brands on satisfaction level of women customers.

CONCLUSION

The foregoing analysis shows that the majority of women customers of cosmetic products belong to the age group of 35 – 45 years and the most of the women customers of cosmetic products are post graduates. The majority of the women customers of cosmetic products are employed in private sector and the most of the women customers of cosmetic products belong to the monthly income group of Rs. 20000 – Rs.25000 and the most of them are married.

The majority of the women customers prefer Clinic Plus brand of shampoo and the factor analysis indicates that the healthiness, value, safety, easiness and familiarity are the factors affecting the purchasing of shampoo brands by the women customers. The regression analysis shows that healthiness, value, safety, easiness and familiarity are positively and significantly influencing the level of satisfaction of shampoo brands.

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