Research Paper Management

Shampoo Consumption in Rural Areas –An Empirical Study of Selected Villages of Anand District

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ABSTRACT

Shampoo consumption in is on rise. Even in rural areas, the penetration of this product is very fast. In the developed states like Gujarat, Punjab and Haryana and even elsewhere, products like shampoos along with hair oils, talcum powder and beauty creams are considered essential cosmetics in urban and rural masses. In Gujarat, though the rural population is on decline as per the Census 2011, more than eighteen thousand villages provide a vast market for shampoo and allied products. In view of ongoing changes on socio-economic and demographic fronts like increasing levels of education, rising income of villagers, high media exposure, changing occupational structure and infrastructural improvements coupled with Information Technology reaching at the doorsteps of village households, the life style of rural masses have changed. So is in the consumption pattern of villagers for a number of products stretching from cosmetics to consumer durables. This research paper not only highlights the marketing scenario in rural Gujarat but also attempts to uncover various facts of shampoo consumption in the survey areas.

KEYWORDS Consumption Pattern, Cosmetics, Rural Masses, Occupational Structure, Benefit Segmentation, Media Exposure

Introduction:

Shampoo is a hair care product used for cleansing hair by removing unwanted particles. Many ingredients are used in shampoo formulation to maximize qualities like ease of rinsing, pleasing foam, minimum skin and eye irritation, good fragrance and affordable level of pricing. In India, various herbs and their extracts are used as shampoo for many years. These include Amla, Shikakai and henna leaves. Shampoo consumption is on rise in urban and rural areas of our country because of a number of factors like media penetration, changing habits of rural masses, increase in disposable income, growing awareness for hair care and aggressive marketing strategies of shampoo marketing companies. Over these years, the consumption pattern of rural people with respect to shampoo has witnessed a sharp and positive change. This has created huge opportunities for organizations to market their products in rural segment and earn good income. Shampoo consumption is not confined to female class only. It has developed deep roots in male category as well. As in case of urbanites, rural masses also have a dream of healthy hair. For this dram to take a reality, all classes of people in rural areas use shampoo and other cosmetics products .The changing buyer behavior of rural class has tremendous influence on consumption of certain personal care products including shampoo. What is more important is the fact that all renowned brands of shampoo are fairly available in rural outlets with desired attributes and pack size. In the developing states like Gujarat, Punjab and Haryana, villages have been taking shape of small towns and this transition has influenced the consumption of products like shampoos, face creams, beauty soaps, shaving articles and deodorants. Though the usage of shampoo in rural areas is on rise, per capita consumption of this product is low in India compared to that of other countries of the world. Several benefits of shampoo usage are highlighted to attract more and more rural consumers such as shine, strength, silkiness, antidandruff and herbal composition. With the increasing educational standards and income of rural people coupled with changing occupational structure, shampoo and other cosmetics products are now considered essential and per capita expenditure on these items is on rise. Proportion of households that use tooth paste, bathing soaps, shampoo and hair oils a part of their daily routine is a good measure of a spread of development in rural pockets. The consumption of shampoos and other related items in villages is also a proof of changing life style of rural people.

Significance:

Any research initiative, minor or major, proves to be value addition to existing body of knowledge. It upgrades the awareness of the interested groups on the subject. So far as consumption pattern is concerned, it becomes a special field of study when relating it to the rural masses. Over these six decades of planning, the rural urban divide is on decline. The migratory pressure on urban regions is now reducing gradually. The powerful environmental changes have been modernizing the rural face of this country. As a result, villages are converting into small townships very fast. These have reflected into the consumption pattern of villagers in case of a number of products. The Information Technology has reached at the doorsteps of rural masses. So is the case of media. Educational standards have gone up. Agriculture is modernized to some what extent. The life style of the rural households has changed. In the backdrop of these trends, research on rural market becomes vital. This modest attempt will try to uncover various facets of consumption pattern of shampoo, a widely used and well received product in rural India.

Rural Market Scenario:

As per Census 2011, Gujarat houses the total population of about six crore people accounting for 4.99 per cent of India's population. The male category in the state constitutes around 52 per cent as against 48 per cent for female class. The rural population in the state stood at 63 per cent in 2001 which came down to 57 per cent in the year 2011. In Gujarat, the proportion of rural male - female class is 51 per cent to 49 per cent as per the census 2011. As shampoo is the mass consumption product across the population, these figures are important to understand the consumption pattern of a number of products stretching from cosmetics to consumer durables. Gujarat's rural market consists of more than eighteen thousand villages providing ample opportunities for marketers to enter and operate profitably. Over the past few years, Gujarat's rural market has emerged as a most lucrative place attracting the national and multinational brands. By and large, in Gujarat, villages have good infrastructure and media exposure. Hence, a high level of awareness prevails in the rural masses for hair care and consumption of various brands of shampoo.

According to report on rural consumerism, shampoos have probably seen the most astounding growth rates compared to with other categories in rural India. From a penetration level

of 13 per cent in 2000, now almost third of the country's rural population uses shampoo with penetration level of zooming at 31.9 per cent in 2005. While north and west zones have tripled in penetration, the south and east zones have doubled during the period between the years 2000 to 2005. From just one state that had 25 per cent of its rural population using shampoo in 2000, there are about 13 states that demonstrate this. The shampoo penetration has gone up remarkably in the states like Gujarat, Madhya Pradesh and Orissa. These states are showing an increase in product usage by over three times in these five years. According to L. G. Marketing Report 2006 showing the contribution of rural market to total all India market particularly in toiletries category, shampoo accounts for16.5 per cent as against shaving cream with 8 per cent. The major contributing products include popular soaps with 50 per cent followed by tooth paste 39 per cent and tooth powder with 24.5 per cent. Large portion of Indian population lives in rural areas and more than 50 per cent of FMCG sales come from rural market. In shampoo category, many brands have become very popular among village masses. These are Sun Silk, Clinic Plus, Clinic All Clear, Head & Shoulder, Chik, Pentene, Dove, Vatika and Nyle. All these brands have a high penetration in rural market. Brand awareness is high. Most of the brands with varieties and fragrances are fairly available in rural outlets. In rural market, bulk of the sales comes from sachets pack category.

As per the report of C.M.I.E, cosmetics include dental hygiene products, bathing soaps, face wash, hair oils, shampoos, powder, creams and others. 99.98 per cent of the households reported some expenditure on these items during 2012-13. This is higher than the proportion that reported expenditure on education which was 64 per cent. Urbanites spent Rs. 37 per month on shampoo while rural households expended Rs. 21 per month during 2012-13. But the penetration of shampoo is quite impressive in rural India at nearly 91 per cent. The penetration of shampoo in urban households is 95 per cent. Now, bathing soaps, tooth pastes, hair oils and shampoos are close to essential cosmetics in rural segment.

The hair care market in India is estimated at around Rs. 3800 crore and it can be segmented into several products like hair colorants and conditioners, hair gels, shampoos and hair oils. In India, taken together, the rural-urban segments, the shampoo market is estimated to be around Rs. 2700 crore. In rural area, there is a change in usage from traditional unbranded shampoo to well-known branded shampoo.

Review of Literature:

BhawnaGarg (2007) has studied consumer behavior with reference to hair oil in rural areas and highlighted the factors influencing it. Brand selection, frequency of purchase, brand preferences and loyalty etc.have emerged as useful aspects for the behavioral study. The conclusions indicate that the television advertising has a great impact on the users of hair oils. The factor like fragrance has been dominating the purchase of the hair oils.

Dr. R. Vijaykumar, N. Raman and prof. P. V. Prabhu (2007) have attempted to measure the satisfaction derived by the users of clinic Plus shampoo in their research paper and concluded that factors like variations, sex groups, age, period of usage, price, quality and product attributes impact the level of satisfaction of shampoo users of the brand under study. The paper produced some meaningful findings and suggestions.

Dr. K. Sayulu and V.V.Ramanna Reddy (1998) explain that shopping behavior is very important element of consumer behavior. In order to evaluate various aspects of shopping problems in rural society, it is better to understand the habits and practices of shopping by rural consumers. The paper concluded with the remarks that rural consumers are apathetic to their problems as consumers owing to higher levels of illiteracy, ignorance and low purchasing power.

Dr. (Mrs.) D. Kamalaveni and Ms. M. Nirmala (2000) in their paper analyses customers' buying pattern by classifying the total purchase of Instant Food Products into main food items, side dishes, juice concentrates and instant coffee/tea. They identified the factors influencing per capita expenditure on instant food products and also the level of satisfaction.

Dr. PawanGarg, Dr. KarminderGhuman and Dr. BalramDogra (2009) have studied rural marketing of select fast moving consumer goods and highlighted that rural market has its own set of challenges and opportunities. Therefore, organizations need to unlearn and then relearn the marketing strategies and tactics that will enable harnessing the immense rural potential. The approach, strategies and marketing mix need to be modified and examined from rural consumer perspective to be successful in rural market.

R.V.Bedi and N.V.Bedi (2004) throw light on rural marketing environment in the context of several dimensions. The size of the rural population and income generation impact greatly the purchasing of some food and non -food items. The per capita expenditure on consumption of several groups of products state notable variations. In rural areas, the trend for the increased sale of consumer goods is directly linked to increase in the agricultural income of the farmers. It is found that there is rise in the use of modern facilities in farming and it has led to increased output and income as well.

AnjanChakravarty (2011) examines the change in the consumption pattern of rural market in West Bengal. The rural market is seeing a new transition with the development of agriculture, which is the principal occupation of the rural masses. The government's support has led to the adoption of modern agriculture technology. As a result, the purchasing capacity of the rural people is increasing. With the exposure to education and various medias, rural people are changing their consumption pattern.

Objectives of the Study:

(1) To examine consumption pattern of rural consumers on several parameters.
(2) To know the brand preferences and that of pack size for various brands of shampoo.
(3) To study the factors being considered by village masses for buying shampoo of different brands.
(4) To comprehend rural marketing scenario with respect to shampoo consumption.
(5) To draw meaningful findings and make useful suggestions relevant to shampoo marketing in rural areas.

Research Methodology:

(A) Sampling Method: Convenience sampling is used because a complete population frame was not available for the survey areas under study.
(B) Research Design: For this research work, cross sectional studies was used combining numerous variables to examine broadly the topic.
(C) Respondents: For this work on shampoo consumption, the respondents were the real users of any brand of shampoo and residing in villages covered under the study.
(D) Survey method: Personal survey method is chosen as numerous and varieties of questions were to be asked and data were to be collected from villagers.
(E) Questionnaire: A formal format of a questionnaire was designed containing several open-ended and close-ended questions, pretested and operated over the selected respondents of rural areas chosen to collect desired information.
(F) Sample Size: In all, 330 respondents from both male and female categories were taken considering the fact that they were shampoo users and living in selected areas of survey. The area planning was done in such a manner that good representation of target population could be ensured despite the use of convenience sampling method.

Area Planning:

Samarkha - 100 respondents (35 male + 65 female)

Bhalej - 70 respondents (30 male + 40 female)
Ode - 50 respondents (20 male + 30 female)
Kunjarav - 60 respondents (25 male + 35 female)
Ajarpura - 50 respondents (20 male + 30 female)

Data Collection: primary data was collected through operating questionnaire. Secondary data was collected with the use of sources like journals, magazines, books and web sites.

Analytical Tools Used: tables, Tabulation, Percentile Method and Chi-square test

Hypothesis testing:
(1) Ho: Shampoo consumption is independent of age category.
(2) Ho: Shampoo consumption is independent of occupation category.
(3) Ho: Shampoo consumption is independent of sex category.

Variable	Chi-square Value	Table Value	Accept/Reject
Age	85.15	7.81	Reject
Occupation	14.84	3.84	Reject
Sex	11.67	9.49	Reject

Tables and Tabulation:
Table – 1: Shampoo Consumption by Age

Age category	Nos. of respondents	Percentage
Below 10 years	70	21
11 years to 20 years	75	23
21 years to 50 years	150	45
Above 50 years	35	11
Total	330	100

Source: Primary Data

Table – 2: Shampoo Consumption by Occupation

Occupation	Nos. of Respondents	Percentage
Salary Earner	80	24
Shop Keeper/ trader	45	14
Farmer	70	21
House wives	75	23
Students	60	18
Total	330	100

Source: Primary data

Table – 3: shampoo Consumption by sex

Sex category	Nos. of Respondents	Percentage
Male Class	130	39
Female Class	200	61
Total	330	100

Source: Primary data

Table-4: Pack size Preference of Shampoo

Pack size	Nos. of respondents	Percentage
50 ML	35	11
100 ML	10	03
200 ML	20	06
500 ML	05	02
Sachets	260	78
Total	330	100

Source: Primary Data

Table -5: Brand Preferences of respondents

Brand Preference	Nos. of Respondents	Percentage
Sun Silk	75	23
Pentene	70	21
Dove	80	24
Clinic Plus	35	11
Clinic All Clear	30	09
Head & Shoulder	20	05
Vatika	06	02
Chik	14	05
Total	330	100

Source: Primary Data

Table-6: frequency of shampoo Usage

Frequency	Nos. of respondents	Percentage
Regular	60	18
Once in a week	120	37
Twice in a week	70	21
Occasional	50	15
Irregular	30	09
Total	330	100

Source: Primary Data

Table-7: Shampoo benefits sought

Benefits sought	Nos. of respondents	Percentage
Cosmetics (Shine, Strength &Lustre	210	64
Hair Care (Anti-dandruff)	80	24
Herbal (Protection)	40	12
Total	330	100

Source: Primary Data

Table-8: Factors being considered for buying shampoo

Factors	Nos. of Respondents	Percentage
Cleaning / Smoothening	130	39
Convenient Use	25	08
Habitual Practice	40	12
Low Price	80	24
Brand Image	30	09
Easy Availability	25	08
Total	330	100

Source: Primary Data

Major Findings:

(1) The highest number of respondents using shampoo was in the age category of 21 years to 50 years which was about 45 per cent followed by 23 per cent in the age category of 11 years to 20 years. Taken together, the shampoo consumption in rural regions was about 68 per cent in the age category between 11 years to 50 years.

(2) Surprisingly, usage of shampoo by salary earning class in villages was about 24 per cent as against that of 23 per cent in house wives category. While 21 per cent farmers found using shampoo, it was around 18 per cent in case of students of rural areas. This implied that shampoo consumption in villages was not confined to serving class but farmers and students were also notable partners in it.

(3) Shampoo consumption by sex category stated that the share of female segment accounted for about 61 per cent as against notable 39 per cent for male. Still, shampoo consumption in rural areas was dominated by the female class.

(4) So far as pack size preference was concerned, the study revealed that 79 percent of shampoo users in villages preferred sachets , the small packing of shampoo. This was because of convenience and low price. The study also examined that there was no prospects of large packsize such as 500 in case of shampoo.

(5) 11 percent of the total respondents surveyed were found using shampoo in 50 ml pack size. Good market potentials exist to further exploit this pack size.

(6) Frequency of shampoo consumption in village masses revealed that 37 per cent of survey respondents were using this product once in a week as against 21 percent using it twice in a week. The size of the regular user class was about 18 per cent.

(7) This research study did not suggest a clear preference for a brand of shampoo. No swing was observed in favour of a shampoo brand. Various shampoo brands had received villagers' attention and accordingly, they were purchased.

(8) Dove brand of shampoo was preferred by 24 per cent of the survey respondents as against 23 per cent preferring Sun Silk. Another shampoo brand well positioned in rural areas was Pentene having preferred by 21 per cent of the target population. Taken together, these three shampoo brands were preferred by about 68 per cent of the respondents in rural areas. Herbal based and anti-dandruff shampoo brands did not enjoy much patronage of rural masses.

(9) While clinic Plus was chosen by 11 per cent, only 9 per cent of the rural people under survey selected Clinic All Clear.

(10) In case of factors being considered for shampoo purchase, the survey respondents were found widely scattered. While 39 per cent considered cleansing and smoothening as a vital factor, 24 per cent respondents gave weightage to low price. Factors like brand image, easy availability and convenient use did not attract much the rural consumers.

(11) Looking at the benefit segmentation, the study found that 64 per cent of the respondents in villages purchased any brand of shampoo for cosmetics benefits such as shine, strength and lustre. Shampoo brands with herbal benefits like protection from ill effects and hair care (anti-dandruff) were considered by 12 per cent and 24 per cent respondents respectively.

Suggestions:

(1) About 21 per cent of the surveyed respondents falling in the age category below 10 years were found using one or another brand of shampoo. Looking at the big size of this class in rural areas, a scope prevails to expand shampoo consumption in this segment. Strategies ought to be designed to harness vast potential of this group.

(2) Students studying at various levels of education represent 18 per cent of survey population using branded shampoo. In the wake of upcoming educational standards in rural areas, it seems that this segment was not adequately exploited by shampoo marketers. Promotional strategies should be formulated to take advantage of untapped opportunities in this group.

(3) Gradually, the salary earning class is increasing in rural India. The most preferred fields of this class are nursing, hospitality, education, banking and insurance. Under this study, around 24 per cent of target respondents as salary earners were found using this product which was insufficient. It is suggested to come out with new marketing initiatives to influence and exploit this group.

(4) The consumption of shampoo by pack size showed that almost 79 per cent of the respondents surveyed in villages preferred sachets. In view of improving income of rural people, there seems a scope to pull the villagers towards other pack sizes and greater sales can be secured.

(5) The study stated that 3 per cent preferred 100 ml pack size as against 5 per cent responded to 200 ml pack size. There is a need to convince the cost benefit advantage og buying these pack sizes.

(6) From this study, it was revealed that 37 per cent of the total respondents surveyed were using shampoo once in a week as compared to 21 per cent using the product twice in a week. Regular shampoo users were only 18 per cent. Marketers need to apply focused approach to convert one time and two times shampoo users into regular user category. This is because the size of one time and two times users of shampoo in a week accounted for 68 per cent of the total respondents surveyed.

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