Research Paper Commerce

Sunsilk Shampoo and Levels of Satisfaction in Rural Areas: an Empirical Study in Anand District

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ABSTRACT

Shampoo consumption in India is on rise in the last couple of decades. It is not confined to only urban masses but the rural areas have become attractive pockets for this personal care product. Thanks to wider media coverage and changing demography of rural masses that many well-known brands of shampoo have received convincing place in rural markets. Many shampoo brands have successfully crated loyalty among village consumers. This scenario is consistently improving further. This present study attempts to measure customers' opinions in villages with respect to Sunsilk brand.

KEYWORDS | Media Coverage , Penetration, Rural masses.

INTRODUCTION:

Shampoo consumption in rural areas is on rise. Most of the leading brands of shampoo are easily available in rural markets. Thanks to growing awareness of village masses on usage benefits of shampoo due to high media penetration. The socio-economic set up of Indian villages has been changing very fast. This is evident from the fact that most of the leading brands in major product categories like personal care, durables and financial services have comfortably been positioned in rural outlets. Growing shampoo consumption in rural areas is attributed to changing occupational structure, life style dynamics and increasing levels of education. Consciousness of villagers for solution to a variety of hair problems has resulted into high level of shampoo brand awareness and its benefits analysis. The present research study attempts to measure satisfaction levels and the factors responsible for it in relation to Sunsilk shampoo in rural areas in particular. SUNSILK is a prestigious shampoo brand preferred among a cross section of population in villages.

MARKET SCENARIO:

In the last four decades of planning Indian shampoo market has grown impressively as the very product is well received as a life style product in urban and rural markets. Many brands have successfully created their space in the rural outlets despite the dominance of some flagship names.With the entry of multinationals the competition has broadened. The hair care market of India is estimated around Rs. 4000 crores and it is growing at an impressive rate of about 16 percent. Included in this segment are various product categories like shampoos, hair oils, hair conditioners, colorants and gels. HUL is undisputed market leader with premium brands like Clinic Plus, Clinic All Clear and Sunsilk. It has about 44 percent market share followed by P & G with 22 percent, Cavin Care with 11 percent and Dabur with 5 percent. Other popular names clearly found in rural markets are Pantene, Head & Shoulder, Garnier and Chik. Sunsilk is a fairly established name among rural masses available in several varieties. It is also marketed in different pack sizes like sachets, 100ml,150 ml, 200ml bottles.

LITERATURE REVIEW:

V. s. Ramaswamy and S Namakumari (2002) give an idea of Indian rural markets. In numerical terms, India'srural market is indeed a large one, it consists of more than 740 million consumers which is around 73% of total population. Kotler,Keller, Koshy and Jha have attempted to examine the very concept of satisfaction. It reflects a person's comparative judgments resulting from a product's perceived performance or outcomes in relation to his /her expectations. If the performance matches the expectations, the customer is satisfied. Baby Thomas (2008) in her paper states that there are so many reasons why the Indian rural market has untapped treasures that lure the profit thirsty multinational companies from over the world. These include large population and increasing rate of literacy. T. Sarathi and R.Laxminarayana (20004) have highlighted the rural marketing strategies. They state that rural customers are fundamentally different from their counterparts, and different rural geographies display approach should be to measure the brands on their ability to delight their customers on the perceived quality of products and services and not just to satisfy them. J. V. Rangeswara Reddy (2009) measured the customer satisfaction of Nokia Mobile Handsets users on various parameters like product awareness, factors influencing brand preferences, place preferences, media preferences and technical specifications. Dr. N. Kathiruvel (2009)has measured the levels of satisfaction of farmers in relation to agricultural cultivation, use of new/ advanced technologies for cultivation , government advice and agro marketing.

RESEARCH OBJECTIVES: This research study is conducted in the light of the following objectives.

(1) To measure the extent of variation in the level of satisfaction among Sunsilk shampoo users.
(2) To examine the factors influencing the level of satisfaction among the Sunsilk shampoo users.
(3) To comprehend the usage pattern of shampoo under study in rural markets.
(4) To offer useful suggestions to improve the satisfaction levels for shampoo users in rural areas.

RESEARCH METHODOLOGY:

(1) Research Design: A descriptive research design is chosen for this study.
(2) Respondents: Users of Sunsilk shampoo in rural areas.
(3) Data Collection: Primary data have been collected by operating questionnaires over a select group of respondents in the village areas. The secondary data have been gathered from a variety of sources like books, magazines, published reports, web sites and so on.
(4) Sampling Method Used: A non-probability convenience sampling method is chosen for this research work to draw sampling units from the population.
(5) Sample Size: This study focuses on rural areas. Hence, 400 users of Sunsilk shampoo from villages of Anand district have been selected and contacted for required data collection. Area planning includes three villages and drawing of sampling units namely Samarkha -220 respondents, Bhalej -110 respondents and Kunjarav- 70 respondents.
(6) Analytical Tools used: Tables, tabulation, percentile, averages, chi-square etc have been used to draw the meaningful conclusions.

Hypothesis Testing: In the light of the objectives of this study, several hypothesis were formulated on whether the personal factors of the survey respondents such as sex group, age group and usage have significantly influenced the level of satisfaction. Besides, hypothesis were also tested to determine whether the opinions of survey respondents on price, quality, lather, quantity of consumption, fragrance, packing and side effects have influenced the level of satisfaction.

Tables:

Table-1: Extent of Variation and Levels of Satisfaction

Level respondents	Nos. of	Percentage
Low	104	26
Medium	168	42
High	128	32
Total	400	100

Source: Primary Data

Table-2: Sex group and Levels of Satisfaction

Sex	Nos. of Respond-ents	Levels of satisfaction Low	Medium	High
Female	288	72(25%)	106(37%)	110(38%)
Male	112	32(29%)	62(55%)	18(16%)
Total	400	104	168	128

Source: Primary Data

Table-3: Age and Levels of Satisfaction

Age	Nos. of Respond-ents	Levels of satisfaction Low	Medium	High
Young	148	36(24%)	62(42%)	50(34%)
Middle	204	52(25%)	86(42%)	66(33%)
Old	48	16(33%)	20(42%)	12(25%)
Total	400	104	168	128

Source: Primary Data

Table-4: Period of usage and Levels of Satisfaction

Period	Nos. of Respond-ents	Levels of satisfaction Low	Medium	High
Upto 3 years	60	24(40%)	28(47%)	8(13%)
3 to 5 years	108	40(37%)	36(33%)	32(30%)
Above 5 years	232	40(17%)	104(45%)	86(38%)
Total	400	104	168	128

Source: Primary Data

Table-5: Opinion on Price and Levels of Satisfaction

Price	Nos. of Respond-ents	Levels of satisfaction Low	Medium	High
High	112	44(39%)	40(36%)	28(25%)
Medi-um	220	56(25%)	92(42%)	72(335)
Low	68	4(6%)	36(53%)	28(41%)
Total	400	104	168	128

Source: Primary Data

Table-6: Opinion on Quality and Levels of Satisfaction

Quality	Nos. of Respond-ents	Levels of satisfaction Low	Medium	High
Fair	92	36(39%)	42(46%)	14(15%)
Good	160	54(34%)	58(36%)	48(30%)
Excellent	148	14(10%)	68(46%)	66(44%)
Total	400	104	168	128

Source: Primary Data

Table-7: Opinion on Lather and Levels of Satisfaction

Lather	Nos. of Respond-ents	Levels of Satisfaction Low	Medium	High
Less	44	16(36%)	16(36%)	12(28%)
Moderate	268	68(25%)	116(43%)	84(32%)
High	88	20(23%)	36(41%)	32(36%
Total	400	104	168	128

Source: Primary Data

Table-8: Opinion on Quantity of Usage and Levels of Satisfaction

Quan-tity	Nos. of Respond-ents	Levels of Satisfaction Low	Medium	High
Sachet	178	46(26%)	88(49%)	44(25%)
100 ml	128	38(30%)	54(42%)	36(28%)
200 ml	94	20(21%)	26(28%)	48(51%
Total	400	104	168	128

Source: Primary data

Table-9: Opinion on Packaging and Levels of satisfaction

Packaging	Nos. of Respond-ents	Levels of Satisfaction Low	Medium	High
Less Con-venient	86	48(59%)	24(28%)	14(13%
Convenient	130	34(26%)	64(49%)	32(25%)
More Con-venient	184	22(12%)	80(43%)	82(45%)
Total	400	104	168	128

Source: Primary Data

Table-10: Opinion on Side Effects and Levels of satisfaction

Side Effects	Nos. of respond-ents	Levels of Satisfaction Low	Medium	High
Few	84	32(38%)	38(45%)	14(17%)
Very Less	134	34(25%)	58(43%)	42(32%)
Almost Nil	182	38(21%)	72(40%)	72(39%)
Total	400	104	168	128

Source: Primary Data

Table-11: Opinion on Fragrance and levels of Satisfaction

Fragrance	Nos. of respondents	Levels of Satisfaction Low	Medium	High
Fairly Pleasant	84	50(60%)	22(26%)	12(24%)
Pleasant	132	36(27%)	54(41%)	42(32%)
More Pleasant	184	18(10%)	92(50%)	74(40%)
Total	400	104	168	128

Source: Primary data

Major Findings:

(1) Out of 400 survey respondents, 42% have opined "medium" level of satisfaction. Those stating "High "level of satisfaction account for 32 %. (Table-1)

(2) It is found that percentage of respondents with low level of satisfaction is the lowest(25%) and the percentage of respondents with high level of satisfaction is highest(38%) among female respondents. It indicates that female respondents derive higher level of satisfaction than male respondents. (Table-2).

(3) Among the young respondents, level of satisfaction is low(24%) and higher(34%). It can be concluded that young age respondents derive higher level of satisfaction than those of other categories. (Table-3)

(4) Those respondents using this brand of shampoo for up to 3 years, 47% have opined "medium" and 40% "low" level of satisfaction. However, those respondents using this brand for more than 5 years have highest level of satisfaction which is 38%.(table-4).

(5) Percentage of respondents with low level of satisfaction is lowest (6%) and highest 41% among those who opined price as low. This means that this group derive higher level of satisfaction in pricing compared to other categories of respondents and their levels. (Table-5)

(6) The percentage of survey respondents with low level of satisfaction is the lowest (10%) and highest with 44%. It can be concluded thatrespondents stating "Excellent" quality derive higher level of satisfaction than those opining "good" or "fair".(table-6)

(7) Those respondents who opined on lather of the brand under study, 23% have low and 36% have higher level of satisfaction. Hence, it can be inferred that respondents who stated high lather derive higher level of satisfaction compared to other categories. (Table-7)

(8) Respondents showing higher consumption of the brand under study derive higher level of satisfaction than those of other categories (Table-8)

(9) So far as opinion on packaging and level of satisfaction of respondents of survey are concerned, only 12% have shown low level of satisfaction and opined packaging as more convenient. It means that this group derives higher level of satisfaction. (Table-9)

(10) Those respondents who opined side effects of shampoo under study as "almost nil" have lowest level of satisfaction 21% and highest with 39% in relation to other categories of respondents. It can be concluded that those stating "almost nil side effects" derive highest level of satisfy action. (Table-10)

(11) On fragrance of shampoo under study, it can be inferred from the data that those stating "more pleasant" have lowest level of satisfaction of 10% and highest 40%. Thus, this group derive highest level of satisfaction.

(12) From the computation of values under chi-square technique, it is found that the factors like usage, quantity, opinions on quality, price, packing, fragrance etc. have significant influence on the level of satisfaction derived by the survey respondents.

Suggestions:

(1) Introduce this brand with additional colours and varieties to suit the rural market particularly.

(2) People in the rural areas have different states of conditions with respect to their hair because of occupational and other reasons. Therefore, the quality of this brand should be strengthened for more conditioning.

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