

A STUDY ON CONSUMER BUYING BEHAVIOUR ON HAIR OILS USING R

Dr. Ch. Sahyaja*

Assistant Professor, School of Commerce, Presidency University, Bangalore, Karnataka – 560064

Ph: 8019010226 Email: sahyaja.c@presidencyuniversity.in

Dr. Shifaly**

Associate Professor, The Hindu College MBA, Machilipatnam, PH: 9059646028

Email: b.shifaly@gmail.com

B. Uditha Reddy***

Student, School of Commerce, Presidency University, Bangalore, Karnataka – 560064 Ph: 84314 81177,

Email: udithareddy6@gmail.com

Abstract: This study is mainly focussed on consumer buying behaviour and sample size taken for this study is 200 respondents and the sampling technique used in this is random sampling technique and the main objective of the study is “CONSUMER BUYING BEHAVIOUR ON HAIR OILS USING R” and the tool which is used is Power BI for analysis and this study is analysed and findings and suggestions and contribution is briefed in this study.

Keywords: Consumer Buying behaviour, Hair oils, R

1.Introduction

According to Neelkanth M Pujari, Anupam K Sachan , Puja Kumari & Priyanka Dubey(2016) The consumer is considered king in today's scenario of marketing. Gone are the days when manufacturers could have sold anything to the consumers. Now a days it is consumer whose buying preferences decide what should be manufactured, in what quantity and what should be the quality of the product. Thus, a marketer has to take into account various factors while deciding on marketing a product as consumers have different preferences and sometimes totally diverse preferences. So the task of manufacturer and marketer becomes onerous and therefore it is very important to understand the consumer behavior. Understanding consumer behavior is still arduous in the field of pharmaceuticals as the target customer is not the end user but the influencer i.e. the doctor who generates the prescription. Background With the pharmaceutical business growing and with some experience in a pharmaceutical working environment, the authors have chosen to explore this field further through research.

2.Review of Literature

According to Dr.Vibhuti, Dr. Ajay Kumar Tyagi & Vivek Pandey (2014) in this article Introduction Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return. The Fast-Moving Consumer Goods Industry includes food and non-food everyday consumer products. They are usually purchased as an outcome of small-scale consumer decision so they are heavily supported (advertising, promotion) by the manufacturers. Typical purchasing of these goods occurs at grocery stores, supermarkets, hypermarkets etc.

According to Ruzanna Shahrin, Farzana Quoquab, Jihad Mohammad and Rossilah Jamil(2019) in this article In recent years, the issue pertaining to the pro-environmental behaviour (PEB) became a global concern to reduce deterioration of the natural environment, to increase consumers' well-being, to enhance the quality of life and to achieve the sustainable development goal (Felix and Braunsberger, 2016; Kalamas et al., 2014;

Moser, 2015; Quoquab et al., 2019). According to Steg and Vlek (2009), PEB seeks to minimize the harmful effect of actions on the natural and man-made world such as, consuming products that are environmentally friendly. It generated ideas such as environmentally friendly products, recycling, green lifestyle and the like.

3. Research Methodology

3.1 Sample Size

The sample size for the study is 200.

3.2 Sampling Technique

This study used Random Sampling technique as we gathered information randomly.

3.3 Objective of the Study

The main objective of the study is “A STUDY ON CONSUMER BUYING BEHAVIOUR ON HAIR OIL USING R”

The secondary objectives are:

1. This study can be a base for market analysis of the consumer buying behaviour towards various options (products or brands).
2. To find out what influences consumers and customers to choose between various options.
3. Be able to find what the customer prefers to buy in the hair oils.
4. Be able to know how well the product is retaining its customers.
5. To understand customer buying behaviour over times, which product is most preferred
6. To know how consumer’s environment (family, friends, etc.) influence their behaviour.

3.4 Contribution to the Study

This study helps to provide insights to the companies regarding their product performance. This study can help to know the market competition and then try to build new plans to face it. This study can also help people to know about a particular product performance through advertising and marketing strategies. Parachute and dabur are the most preferred hair oils by the customers because it helps in growth, strengthening hair, and also reduces stress. As a researcher this study helps to find how a product is sustaining in the market by overcoming its competition and how it is able to gain more customers.

4. Data Analysis & Interpretation

4.1 What is your Hair Scalp Type?

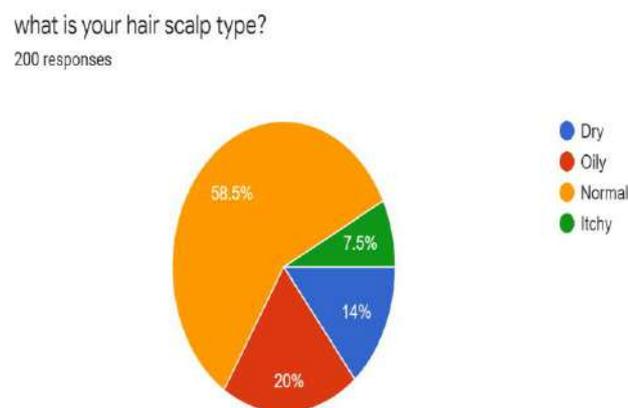


Figure 4.1: The figure shows the hair scalp type of the respondents.

Interpretation

From the analysis of hair scalp type responses, it is observed that, 58.5 percent consumers are having a normal hair scalp, 20 percent are having an oily scalp, 14 percent are having a dry scalp, and 7.5 percent are having an itchy scalp. From the data, we can say that majority of the consumers are having a normal hair scalp.

4.2 What Hair Problems are you Suffering From?

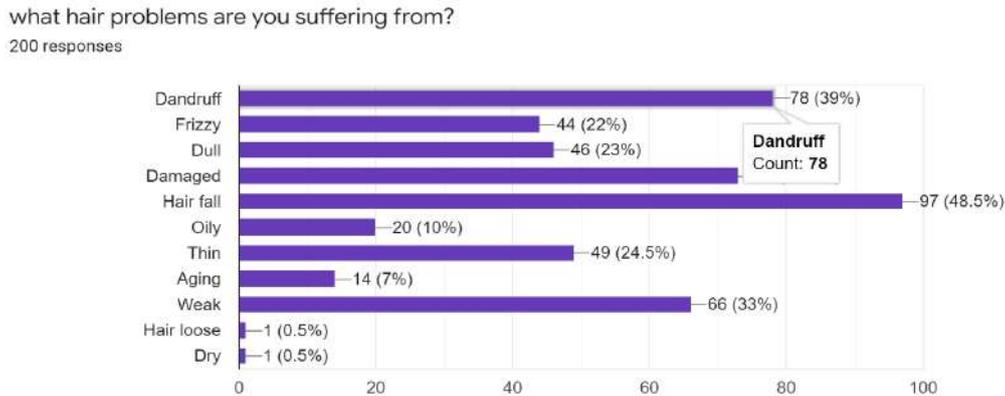


Figure 4.2: The figure shows the hair problems faced by the respondents.

Interpretation:

From the above graph of the study it is identified that around 48.5 percent of the respondents have hair fall problem, 39 percent of the respondents have dandruff problem, 35 percent of the respondents are having damaged hair problem, 33 percent of the respondents are having weak hair problem, 24.5 percent of the respondents are having thin hair problem, 23 percent of the respondents are having dull hair problem, 22 percent of the respondents are having frizzy hair problem, 10 percent of the respondents are having oily hair problem, 7 percent of the respondents have aging problem and 0.5 percent of respondents have dry and hair loss problem. Thus, it can be said that majority of the respondents are mostly suffering from hair fall, damaged hair and dandruff problems.

4.3 Which oil do you Prefer for your Hair?

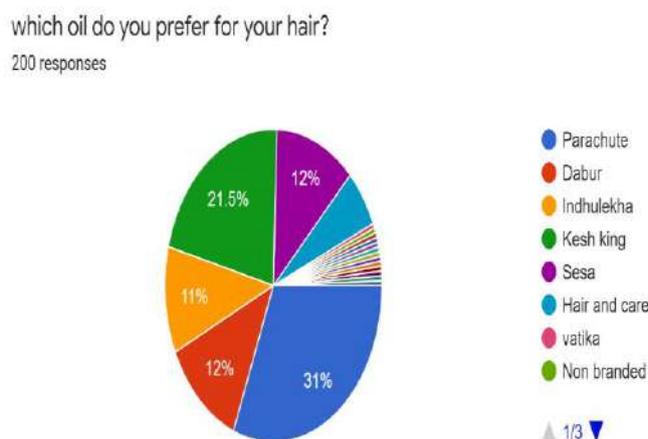


Figure 4.3: The figure shows the preferred hair oil of the respondents.

Interpretation

From the above pie chart of the study, it is observed that 31 percent of the respondents are using Parachute hair oil, 21.5 percent of the respondents are using Kesh king hair oil, 12 percent of the respondents are using Dabur hair oil and Sesa hair oil, 11 percent of the respondents use Indhulekha hair oil, 8 percent of the respondents chose to use Haircare oil and the rest of the respondents use other kinds of hair oils like vatika, jasmine, non-branded hair oils, etc. Thus, it can be said that most of the consumers are using Parachute and Kesh king hair oil more compared to the other hair oils.

4.4 REASON FOR USAGE OF OIL FOR YOUR HAIR?

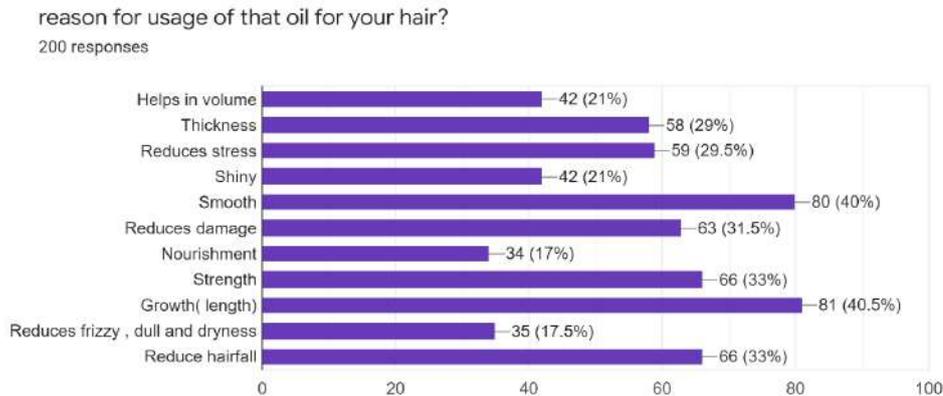


Figure 4.4: The figure shows the reason for usage of the preferred oil.

Interpretation

From the above graph, it is observed that around 40.5 percent of the respondents use that hair oil as it helps in solving growth issues of hair, 40 percent of the respondents use that oil as it helps for getting smooth hair, 33 percent of the respondents use that oil as it helps to reduce hair fall and gain strength, 31.5 percent of the respondents use that oil as it helps for reducing damage of the hair, 29 percent of the respondents use that oil as it helps for reducing stress and increasing thickness of hair, 21 percent of the respondents use that oil as it helps for getting shiny hair & increases volume and 17.5 percent of the respondents use that oil as it helps in nourishment and reduces frizzy, dull and dryness of hair. Hence it can be said that majority of the respondents are using that particular hair oil as it helps them to increase growth of the hair and for smoothening the hair.

4.5 Which Oil do you look to use on your Hair?

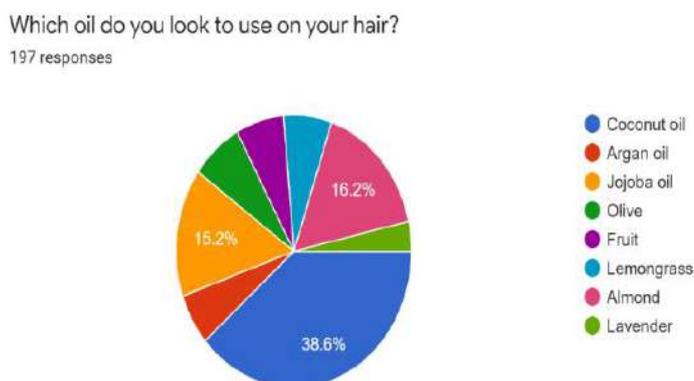


Figure 4.5: The figure shows the kind of oil consumers look to use.

Interpretation

From the above pie chart of the study, it is observed that 38.6 percent of the respondents look to use coconut oil for their hair, 16.2 percent of the respondents like to use almond oil, 15.2 percent of the respondents like to use jojoba oil for their hair, 14 percent of the respondents like to use olive oil for their hair, 13 percent of the respondents like to use fruit oil and lemongrass oil, 12 percent of the respondents like to use argon oil for their hair and 7 percent of the respondents like to use lavender oil for their hair. Hence it can be said that majority of the respondents prefer to use coconut oil for their hair

4.6 Choice and reason for using that particular Hair oil

```
>>> choice_reason<- table(hair_oils$`which oil do you prefer for your hair?`, hair_oils$`reason for usage of that oil for your hair?`)
```

```
>>> barplot(choice_reason, main = "choice of oil based on problem", col = c("red","orange","steelblue","black","green","purple","grey","white","yellow","violet","pink","brown"),legend = rownames(choice_reason), xlab = "hair oil type", ylab = "reason for choosing")
```

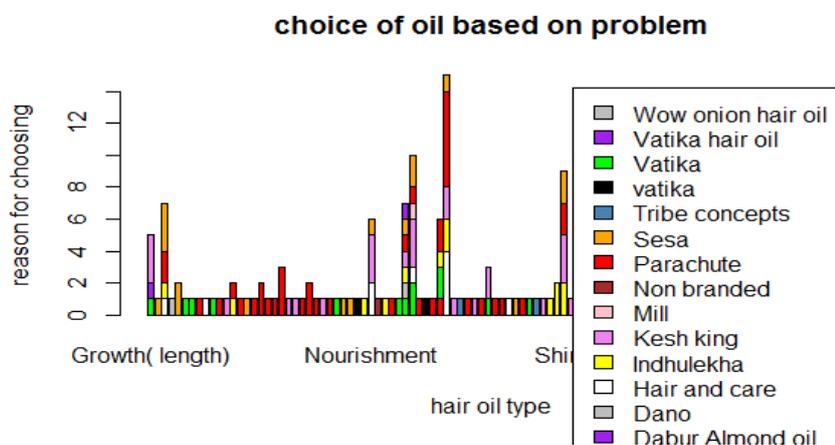


Figure 4.6: The figure shows the choice of oil preferred by the respondent and the reason for choosing that oil.

Interpretation

From the above graph, it is observed that for growth of hair Kesh king, Dabur almond hair oil, Hair&care and Vatika hair oil are used, for helping in volume they used Dabur, Parachute hair oil, for thickness, shine and smoothening of hair they used Parachute, Indhulekha and Dabur oil, most of the respondents used Parachute, Dabur, Hair&care and Kesh king oil for reducing their stress levels. It is evident to say that most of the consumers use Parachute, Dabur, Indhulekha hair oil for reducing stress, increasing growth of hair, and for having shiny, smooth hair.

4.7 Ranking the Satisfaction for Preferred Hair Oil

```
>>> oil_rating<-table(hair_oils$`which oil do you prefer for your hair?`,hair_oils$`satisfaction level towards the hair oil?`)
```

```
>>> barplot(oil_rating, main = "satisfcation of consumer with their oil choice", col = c("red","orange","steelblue","black","green","purple","grey","white","yellow","violet","pink","brown"),legend = rownames(oil_rating), xlab = "satisfaction of the consumer", ylab = "choice of oil")
```

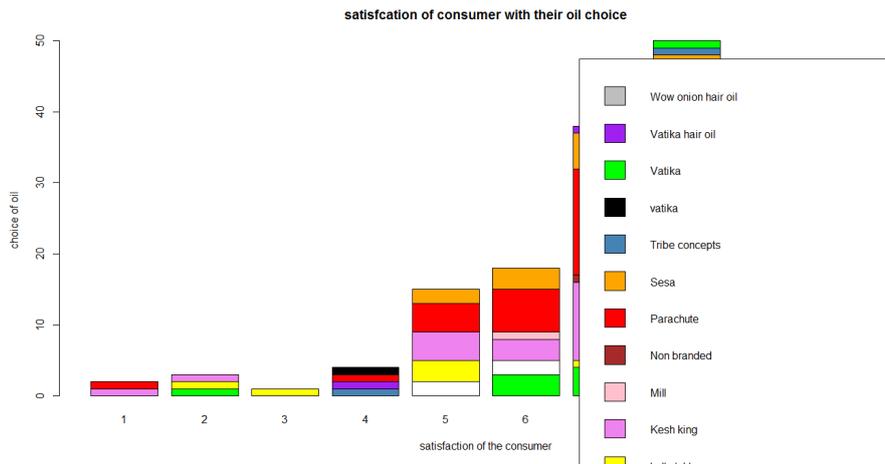


Figure 4.7: The figure shows the satisfaction levels of consumer towards their hair oil.

Interpretation:

From the above graph it is identified that 25 percent of the respondents rated their satisfaction towards Parachute and Dabur hair oil as 8, 22 percent rated 9 for Kesh king, Sesa, Parachute and Dabur oil, 19 percent of the respondents rated 7 for Kesh king, Vatika, Tribe concepts , 25 percent of the respondents rated 10 for Parachute, Dabur, Sesa and Wow onion oil, 9 percent of the respondents rated Vatika, Parachute, Sesa , and Indhuleka oil as 6, 7.5 percent of the respondents rated Dabur, Parachute ,Hair &care and Mil as 5, 2 percent of the respondents rated Vatika and Parachute as 4, and 1 percent of the population rated Indhuleka, Kesh king and vatika as 1, 2 and 3 respectively. Thus it is evident to say that majority of the respondents are satisfied with Parachute, Dabur and Indhulekha hair oil performance as they rated it 8 out of 10.

4.8 Hair Length and the Kind of oil used for the Hair

```
>>>length_kind <- table(hair_oils$`what is your hair length?`, hair_oils$`Which oil do you look to use on your hair?`)
```

```
>>>barplot(length_kind, main = "type of oil and hair length ", col = c("red","blue","black"),legend=rownames(length_kind), xlab = "type of oil", ylab = "length of hair")
```

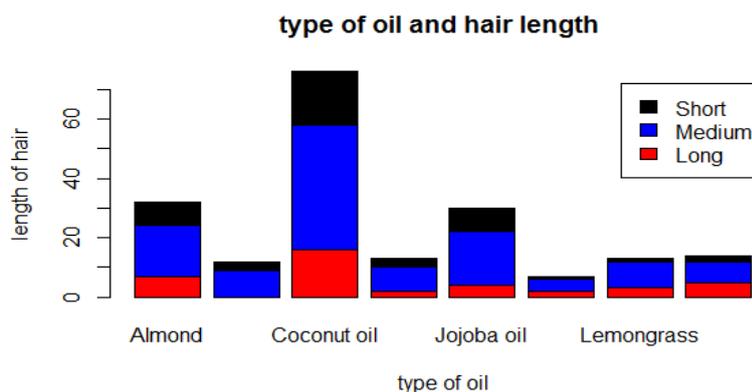


Figure 4.8: The figure shows the length of the hair and the oil they like to use.

Interpretation

From the above graph, it is identified that majority of the medium length hair respondents choose to use coconut oil for their hair and very few of them prefer to use lavender hair oil. Majority of the respondents with short hair are opting coconut oil and very few are opting for lemongrass oil. The respondents with long hair

chose to use coconut oil for their hair and few of them use almond oil for their hair. Hence it can be said that majority of people regardless of their hair length prefer to use coconut oil for their hair.

5. Conclusion

From the study of “Consumer Buying Behaviour towards hair oils”, it is concluded that the values such as hair styles, age, and visits to salon are having less impact on the factors of customer buying behaviour. The research outcome also indicated that most of the customers are satisfied towards Parachute hair oil with the respect to the chosen factors. The buying behaviour of consumers towards Parachute hair oils at present is positive and has gained many consumers over time. This study also indicates that the consumers’ loyalty towards the Parachute hair oil is also good. At over all glance, it is analysed that the hair oils mostly are preferred are of coconut oils, and they are preferred to reduce hair fall, dandruff and repairing damaged hair. By the overall interpretation, this study feels that Parachute brand hair oil is best and is most preferred than compared to other oils

References

1. Vikrant Arya , Raneev Thakur , Suresh Kumar & Sanjeev Kumar(2012), Cosumer Buying Behaviour towards Ayurvedic Medicines / Products in Joginder nagar - A survey, Vol.1, No.3 , 60 – 64.
2. Neelkanth M Pujari, Anupam K Sachan , Puja Kumari & Priyanka Dubey(2016), Study of Consumer’s Pharmaceutical Buying Behavior Towards Prescription and Non-Prescription Drugs , (01):03, 10-18.
3. Dr.Vibhuti, Dr. Ajay Kumar Tyagi & Vivek Pandey (2014), A Case Study on Consumer Buying Behavior towards Selected FMCG Products , Vol.2(8), 1168-1182.
4. Nittin Essooa and Sally Dibb(2004) , Religious Influences on Shopping Behaviour: An Exploratory Study, 20, 683-712.
5. Ruzanna Shahrin, Farzana Quoquab, Jihad Mohammad and Rossilah Jamil(2019) , Factors affecting consumers’ proenvironmental behaviour in nutricosmetics consumption: the role of perceived environmental responsibility as a mediator.