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Hair Care Product Usage Purposes and Brand Predilection of Male Consumers

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ABSTRACT

This Marketing Research was conducted to understand the male consumer behaviour in Hair Care Products (HCP) industry in Chennai city with the primary objective to explore the underlying dominant dimensions of Hair Care Product Usage Purposes (HCP-UP) and also to identify the difference between branded and unbranded consumer usage purposes of HCP for the segmentation and targeting in Indian cosmetics industry. This study was conducted among 375 male HCP consumers residing in Chennai city by using descriptive and exploratory research design by adopting convenient non-random sampling. The tools such as, percentage analysis, factor analysis and t test has been applied to explore statistical findings and empirical evidences to draw meaningful suggestions and conclusion for the implementation. The results reveal that, Enrichment and Protection are dominant dimensions of HCP-UP variables and protection don't significant difference with respect brand preference whereas, Enrichment has significant difference with respect to brand preference in hair care products industry. This study concluded that, Male consumers prefer branded products to enhance and enrich the hair rather protection and medical purposes. Further, it is suggested that to segmentation and targeting is very imperative to understand market conditions to retain customers and also to attract new consumers by fulfilling the individual needs.

Keywords: *Hair Care Product, Usage Purpose, Brand, Protection, Enrichment, Segmentation and Targeting.*

INTRODUCTION

Shampoo, conditioner, hair dye, hair growth lotions, anti-dandruff and hair colouring/styling gel are commonly known as hair care products. Globally, hair care products are available in branded as well as unbranded with variety of categories. Hair care products helps the consumers to reduce hair fall and hair loss, to relieve from dry, itchy scalp and dandruff, to make hair silky, shiny and stronger, in order to encourage hair growth and to give life to dull hair. Consumers are using hair care products to maintain personal hygiene and also to gain personal confidence with stylish appearance. Youngsters are often using hair care products to attract opposite gender by the means of improving handsomeness and also to show their social status for the acceptance among peer group and friends. In recent years, at global scenario hair care industry is witnessing a rapid growth in expansion and revenue generation. Indian Hair care products

industry is also not the exception, because the market shares and sales volumes are increasing day by day.

Branding is a vital marketing tool for hair care product manufacturers in order to reach prospective consumers. Products possess high brand value will have impact among consumer loyalty as well as consumer purchase consideration aspects. The purchase consideration aspects such as, quality, contents, price, performance, advertisement, packaging, fragrance, availability, consistency, suitability, promotions, manageability, medical indications, relief, dynamism, friends and peer group influence, popularity and brand are the predominant aspects determining the hair care products usage purpose among the consumers.

Literature Review

Mamta Vyas (2014)¹ conducted an empirical study to analyse the Indian hair care products industry with

comparing myths facts versus fictions and customer satisfaction. This study also aims at finding the inducers of brand preference among consumers in hair care products usage. The result reveals that there is a significant relationship between brand preference and purchasing expectation. Khawaja Mubeenur Rahman *et.al*(2014)² carried an analytical study to explore the difference market players of shampoos in India. SWOT analysis and portfolio analysis have been carried among different shampoo brands with employing Boston Consulting Group Matrix. The result reveals that hair care products industry in India is contributing the considerable portion around 9% of the FMCG sector and some top branded shampoos are placed in “stars” cell in the Boston Consulting Group Matrix. Himani Sharma and Shallu Meththa (2012)³ said that females have higher shampoo usage and brand preference compared to males. Albert Ferrer *et.al*(2012)⁴ says European market is the world largest cosmetics industry in the world. Reddy Praneeth Karnam and *et.al* (2014)⁵ educated imperativeness of shampoo in FMCG category. Alexandra Madar *et.al* (2013)⁶ conducted a case study to explore the animal testing issues in shampoo does not have significant impact on purchase intentions of the consumers. Anuj Thapa (2012)⁷ found that price, scheme of brands and advertisements are influencing the consumer switching behaviour with regard to shampoo.

OBJECTIVES OF THE STUDY

1. To study the personal profile of the male hair care product consumers in Chennai city.
2. To identify and understand the underlying dominant dimensions of Hair care product usage purposes of male consumers.
3. To identify the differences between brand preference and Hair care product usage purposes factors of male consumers.

Research Methodology

The present study is analytical in nature and has adopted survey method for its findings. This study is based mainly on the primary data collected from the male hair care products consumers through a well-designed and well-structured questionnaire from 375 respondents residing in Chennai using convenient sampling method. The Hair care product usage purposes variable were measured using 5 point Likert scale. To check the reliability of scales, Cronbach’s Alpha reliability coefficient was used. The value being 0.945 and scale are more consistent and highly reliable.

QUESTIONNAIRE DESIGN

A questionnaire was finalised with two sections to collect information from the male hair care product consumers.

Table 1: Questionnaire Design

Sections	No. of Variables	Scale developers
Section I(Demographic Profiles)	Eight	Baskaran. E and Balaji P. (2015) ⁸
Section II(Hair Care Product Usage Purposes)	Eleven	Baskaran. E and Arulalan. M.V (2017) ⁹

Statistical tools used

The data collected were subjected to percentage analysis, factor analysis, t - test using SPSS Version 17.0.

Table 2: Demographic Profiles of Respondents

Profiles	Groups With Frequency				Total
Marital Status	Single = 198 [52.8%]		Married = 177 [47.2%]		375 [100%]
Nature of Family	Nuclear Family = 283 [75.5%]		Joint Family = 92 [24.5]		375 [100%]
Educational Qualification	Upto School Education = 66[17.6%]	Under Graduation = 242 [64.5%]	Post Graduation = 44 [11.7%]	Professional = 23 [6.1%]	375 [100%]
Occupational Status	Private Employees= 312 [83.2%]		Others = 63 [16.8%]*		375 [100%]
Monthly Family Income	Upto Rs. 25,000= 217 [57.9%]		Above Rs. 25,000= 158 [42.1%]		375 [100%]
Brand Preference	Yes = 285 [76.0%]		No = 90 [24.0%]		375 [100%]
Regular Visit to Parlour or Spa	Yes = 147 [39.2%]		No = 228 [60.8%]		375 [100%]
Age	Upto 35 Years= 200 [53.3%]		Above 35 Years= 175 [46.7%]		375 [100%]

*Note: Others = (Students + Government Employees + Business Man’s + Retired Persons)

Table 2 indicates that majority of the respondents are single (52.8%), under graduates (64.5%), private employees (83.2%), aged less than 35 years (53.3%), and earning monthly family income of upto Rs. 25,000

(57.9%). Majority of respondents are hailing from nuclear families (75.5%), preferring branded hair care products (76.0%) and not regularly visiting parlour or spa (60.8%).

Table 3: Factorisation of Hair Care Products Usage Purposes [HCP - UP] Variables

Factors &% of Variance Explained	Variables	Factor Loading	Mean	S.D	Comm- Unalities	MSA
Hair Protection Factor (HPF) 27.518%	To make hair soft, full and manageable	0.680	3.571	1.074	0.479	0.822
	To add proteins to hair	0.644	3.571	1.144	0.442	0.866
	To darken hair colour	0.635	3.437	1.135	0.425	0.882
	To give life to dull hair	0.611	3.440	1.057	0.403	0.896
	To maintain natural hair balance	0.603	3.691	1.099	0.438	0.867
	To give instant moisture to hair	0.599	3.416	1.122	0.415	0.879
	To remove pollutants and impurities from scalp	0.542	3.485	1.111	0.538	0.859
Hair Enrichment Factor (HEF) 20.638%	To relieve dry, itchy scalp and dandruff	0.824	3.701	0.945	0.689	0.791
	To reduce hair fall and hair loss	0.788	3.811	1.106	0.628	0.784
	To make hair silky, shiny and stronger	0.588	3.755	1.030	0.488	0.852
	To encourage hair growth	0.584	3.691	1.029	0.538	0.867
KMO – MSA = 0.851 and Total % of Variance Explained = 48.155						
Bartlett’s Test of Sphericity Chi Square value of 1074.641 with df 55 at P Value of 0.000						

Table 3 indicates that HCP-UPVariables with their communalities and MSA values ranging from 0.403to 0.689 and 0.784 to0.896 respectively have goodness of fit for factorization. KMO-MSA value of 0.851 and chi-square value of 1074.641 with df 55 and P-value of 0.000 reveal that factor analysis can be applied for

factorization of 11 HCP-UP variables. Two dominant independent HCP-UP factors have been extracted out of 11 HCP-UP variables and they together are explaining 48.155% of total variance. The most dominant factor is Hair Protection Factor (HEF) followed by Hair Enrichment Factor (HEF) in their order of dominance.

Table 4: Significance of Differences between Brand Preference and Hair Care Product Usage Purpose Factors

Factors	Groups	Mean	S.D	Mean Difference	t- value	df	P – Value	Inference
Hair Protection Factor(HPF)	Unbranded	25.000	5.201	0.512	0.845	373	0.399	Not Significant
	Branded	24.487	4.953					
Hair Enrichment Factor(HEF)	Unbranded	14.333	3.284	0.821	2.218	373	0.027	Significant
	Branded	15.154	2.988					

Table 4 shows that there is significant difference in brand preference of male consumers in hair care products usage purposes with respect to Hair Enrichment Factor (HEF) whereas, there is no significant difference in brand preference of male consumers in hair care products usage purposes with respect to Hair Protection Factor (HPF).

Major findings of the study

1. Majority of the respondents are single (52.8%), under graduates (64.5%), private employees (83.2%), aged less than 35 years (53.3%), and earning monthly family income of upto Rs. 25,000 (57.9%). Majority of respondents are hailing from nuclear

families (75.5%), preferring branded hair care products (76.0%) and not regularly visiting parlour or spa regularly (60.8%).

2. Two dominant independent HCP-UP factors have been extracted out of 11 HCP-UP variables and they together are explaining 48.155% of total variance. The most dominant factor is Hair Protection Factor (HEF) followed by Hair Enrichment Factor (HEF) in their order of dominance.
3. There is significant difference in brand preference of male consumers in hair care products usage purposes with respect to Hair Enrichment Factor (HEF) whereas, there is no significant difference in brand preference of male consumers hair care products usage purposes with respect to Hair Protection Factor (HPF).

Suggestions and conclusion

After perusal of the findings of the study, the following suggestions have been extended to benefit the various HCP stakeholders for effective product development and usage.

1. Male consumers are using hair care products for the purpose of protection and enrichment to maintain hair. The manufacturers and marketers are suggested to produce and market hair care product which makes hair, soft, dark and natural, removing pollutants, removing impurities, reducing hair fall, encouraging hair growth and also adding moisture and proteins to the hair to enhance hair care products usage and satisfaction.
2. Male consumers prefer branded products to enhance and enrich the hair rather protection and medical purposes. So, Branded manufacturers are advised to segment target male consumers using hair care products for enrichment to enhance hair care product usage purposes and usage satisfaction.
3. Male consumers are also suggested to use branded products for the purpose of hair protection along with hair enrichment.

To conclude, hair care products industry is grooming day-by-day in Indian cosmetics segment. This timely marketing research was conducted to explore dimensions of hair care products usage

purposes such as, hair protection and enrichment. The manufacturers and marketers are suggested to segment and target the HCP consumers based on their usage purposes. Further results reveal that, branded products are preferred by consumers for the purpose of enrichment and there is no difference in brand preference and hair care products for protection usage.

Limitations of the study

1. This study collected data from only male respondents residing in Chennai. Hence it lacks generalisability to other cities, states and countries.
2. Owing to time and money constraints, the study restricted its sample size to only 375.
3. This study adopted Convenience Sampling Method. So, Limitations associated with Non-Random Sampling is also applicable to this study.

Scope for future studies

1. A Separate study may be conducted in future among female consumers of all age groups such as, youngsters, lower middle age group, upper middle age group and aged group respondents to explore determinants of hair care product usage purposes.
2. A Comparative study may be conducted in near future among male and female hair care product users to segment and target prospective customers to satisfy individual needs and increasing customer retention in Hair care products industry in India.
3. This study may be extended to other metropolitan cities in India.

Ethical Clearance: Yes

Conflict of Interest: Nil

Source of Funding: Self

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