

CONSUMER SWITCHING BEHAVIOUR: A STUDY OF SHAMPOO BRANDS

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ABSTRACT

Consumers or the Customers are valuable assets for any organisation as they are the ultimate destination of any products or services. Since, they are the ultimate end users of any product or services, thus, the success of any organisation depends upon the satisfaction of the consumers, if not they will switch to other brands. Due to this reason, the satisfaction of the consumers becomes priority for any organisations. For satisfying the consumers, one has to know about what consumer buy, why they buy it, when they buy it, how and how often they buy it and what made them to switch to other brands. The present paper is an attempt to study the shampoo buying patterns among the individuals. The study also examines the various factors which influence the consumers to buy a shampoo of particular brand and reasons for their switching to other brands.

Keywords: Consumer behaviour, Shampoo buying patterns and Consumer Switching behaviour

INTRODUCTION

Consumers or the Customers are valuable assets for any organisation. Consumer is an individual or group of individuals who select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. In other words, Consumers are the ultimate destination of any products or services. The study of these individuals, groups, or organizations is what we call Consumer behaviour. The processes by which these organisations select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer.

In the present competitive global market, it has been seen that organisations are increasingly focusing on the retention of their existing customers. Thus, Gaining knowledge about

customers' switching behavior is substantively important for the sustainability of any organisation. Customers' switching behavior is the process exhibited by a customer, behaving differently to a particular brand and undergoes alteration in the preference of the existing product or services. Since, customers are the ultimate end users of any product or services, the success of any organisation depends upon the satisfaction of the consumers, if not they will switch to other brands. When any organisation loses a customer they are not only losing future earnings but also incurring the cost of finding new customers. Over time loyal customers become less price-sensitive therefore, losing loyal customer means giving up high margins. Considering the technological advancements and its easy access to every individual, customers are becoming intolerant and they can dissolve the relationship as soon as any problem arises. Thus, customer retention is the core concern of each and every organization. Due to this reason, the satisfaction of the consumers becomes priority for any organisations. The present paper is an attempt to study the shampoo buying patterns among the individuals. The study also examines the various factors which influence the consumers to buy a shampoo of particular brand and reasons for their switching to other brands.

OBJECTIVES

1. To examine the consumer awareness of shampoo usage.
2. To study the reasons for consumer switching to other brands.

REVIEW OF LITERATURE

The current literature revealed that experts and researchers have been giving more focus on customer retention. To retain customers, organizations have to understand their behaviour and try to satisfy them, by catering their needs and preferences (Oyeniyi and Abiodun, 2010). Consumer behaviour has been defined as those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts (Engel, et al., 1986). The consumer in this era is in target of massive media attacks effectively planned, and enlighten with glamour as per the emotions, needs, wants and demands of the consumers. Market researchers and organisations are spending billions of dollars on consumer research and to know the important factors involved in consumer decision making. Consumer behaviour analysis helps to determine the direction that consumer behaviour is likely to make and to give preferred trends in product development, attributes of the alternative communication method etc. consumer behaviours analysis views the consumer as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or service not only in terms of the physical characteristics, but in the context of this image according to the social and psychological makeup of that individual consumer or group of consumers (Proctor and Stone, 1982). Zain-Ul-Abideen and Salman Saleem, found that emotional response of consumer purchase behavior is the variable that results into strong association with the consumer buying behavior. It has been seen that people purchase those brands with which they are emotionally attached. The given study presents new evidences in the field of consumer buying behavior of consumers pertaining to the local markets. In addition to it, advertising also plays an important role in making purchasing decisions of the consumers.

Bashir and Malik, (2009), in the given study revealed that consumers considered advertisement as a reliable source of knowledge about any product or services.

Advertisement can affect any income group individuals. Consumers were influenced by the appeal and personality used in the specific brand advertisements.

Alnaimi, Richard Jones and Perkins studied that maintaining a long-term relationship with a customer is one of the fundamental factors determining the value that the customer provides to the organisation. Thus, a serious threat to achieving a long-term relationship is the customer's switching behaviour. The study also revealed that customers' switching behaviour (switchers and stayers) is a vital construct to understand the relationship development process between customers and the organisations. A different approach was applied by Bansal (1997) by incorporating some measures of theory of planned behavior (TPB) in predicting switching intentions. TPB posits a link between attitudes and behavior. In combination, perceived behavioral control, subjective norm and attitude toward the behavior lead towards "behavioral intention" (Ajzen, 1991). Bansal (1997) measured the impact of one's attitude towards switching behavior, perceived behavior control (termed as perceived switching costs) and satisfaction with the product or service provider, with intentions to switch. Results confirmed the significant influence of all three variables on switching intentions.

It has been seen from the existing literature that understanding behaviour of consumers i.e. their needs and preferences has been studying over a time. Also, switching behaviour of these consumers plays vital role in the long term sustainability of the organisations. Thus, the present study tries to understand the behaviour of shampoo users and the various reasons for their switching to other brands.

RESEARCH METHODOLOGY

The present study has been conducted among the boarders of the girls hostels of University of Jammu, of state Jammu and Kashmir. These respondents have been chosen for the study, as it is one of common place where girls from different regional and cultural background prevailed. This study will be helpful in evaluating the attitude of the select boarders of the hostel towards usage of shampoo. Also, various reasons for consumer switching to other brands have been studied. For the purpose of the given study primary as well as secondary data has been used. The Secondary data has been collected from various books, journals, published research papers, websites etc. The primary data was collected by means of a questionnaire. Copies of the questionnaire were given personally to respondents in the university hostel. The questionnaire contained a total of 14 items. The respondents are randomly selected and 64 respondents were personally meet to give their responses. The data collected was mainly primary in nature.

DATA ANALYSIS AND INTERPRETATIONS

The study deals with the analysis of consumer awareness towards shampoo usage. The responses from the respondents were subjected to simple percentage method, in order to know the inferences out of the collected data.

Table 1. Demographic Profile

Demographic variable	No. of Respondents	Percentage (%)
Age (Yrs) - Below 22	34	53.12
22-25	18	28.12
25-28	4	6.25
28 & above	8	12.5
Gender - Male	0	0
Female	64	100
Educational Qualification		
Graduation	24	37.5
Post-Graduation	28	43.75
M.Phil	6	9.37
Others	6	9.37
Status - Student	50	78.12
Professional	4	6.25
Research Scholar	10	15.62
Monthly Family income -		
Below Rs.25000	14	21.87
Rs.25000-30000	8	12.5
Rs.30000-35000	14	21.87
Above Rs.35,000	28	43.75

As revealed from the Table 1, more than half of the respondents (53.12%) have their below 22 years and 12.5% have 28 and above years. All the respondents of the given study are females (100%), as the sample selected is the girl's hostels of the University of Jammu. About 43.75% respondents have their qualification as post-graduate, 37.5% as graduation and others are 9.37%. It has been seen that 78.12% respondents are students, 15.62% are Research Scholars and 6.25% are professionals. Also, it has been found that about 43.75% have their monthly family income above Rs. 35,000, 21.87% respondents have below Rs, 25,000 and ranging between Rs. 30,000- Rs. 35,000 and only 12.5% respondents have their monthly family income as Rs. 25,000-Rs. 30,000.

Table 2. Shampoo Usage Rate

Usage rate	No. of respondents	Percentage (%)
Yes	60	93.75
No	4	6.25

Table-2 indicates the usage rate of shampoo by the respondents. As revealed from the table it has been found that about 93.75% of the respondents using shampoos in University girl's hostel and only 6.25% using soaps and conditioners etc.

Table 3. Frequency of using shampoo per week

Using Frequency	No. of Respondents	Percentage (%)
Once	4	6.25
Twice	44	68.75
Thrice	16	25

As observed from the Table-3, the brushing frequency of consumer per week, the data revealed that 68.75% of the respondents use shampoo twice a week, 25% of the respondents use thrice, and 6.25% use shampoo only once in a week.

Table 4. Frequency of buying per month

Buying Frequency	No. of Respondents	Percentage (%)
Once	20	31.25
Twice	18	28.12
Thrice	26	40.62

Table 4 shown above indicates the frequency of purchasing shampoo per month by the users. The given data revealed that most of the respondents buying shampoo thrice in a month (40.62%), 28.12% buy twice in a month and 31.25% respondents buying shampoo only once in a month.

Table 5. Awareness of Brands

Brands	No. of Respondents	Percentage (%)
Cosmetic	46	71.87
Herbal	7	10.93
Medicated	5	7.81
Others	6	9.37

Table 5, examined awareness of the people regarding various brands of shampoos like Cosmetic shampoos (Sunsilk, Head and Shoulders, Pantene, Clinic-plus, Dove etc), Herbal shampoos, Medicated shampoos and others. Most of the respondents (71.87%) aware of Cosmetic shampoos. 10.93% respondents aware of Herbal shampoos, 7.81% aware of medicated shampoos and 9.37% constitute others category.

Table 6. Usage of Shampoo Brands

Usage of brand	No. of Respondents	Percentage (%)
One	34	53.12
Two	8	12.5
More than three	22	34.37

Table 6 identified the usage of different brand by the respondents. An examination of the data revealed that most of the respondents (53.12%) used only one brand, 34.37% respondents used more than three brands, and 12.5% respondents used two brands.

Table 7. Recommendations for Buying Shampoos

Recommendation	No. of Respondents	Percentage (%)
Doctor's advice	8	12.5
Imp. Ingredients	48	75
Not interested	2	3.12
Promotion technique	6	9.7

The above Table-7 shows the recommendation for buying shampoos by different people, the data pertaining to this revealed that about 75% of the total respondents concentrate on the important ingredients present in the shampoo. About 12.5% respondents ready to accept Doctor's suggestion, 9.7% of the respondents consider it as a promotion technique to increase the sale of the product and 3.12% of the respondents are not interested in hair care and related problems.

Table 8. Factors Which Makes Consumer to Buy Shampoo

Factors	No. of Respondents	Percentage (%)
Price	24	37.5
Availability	26	40.62
Packaging	4	6.25
Others	10	15.62

Table- 8 shows the reasons to buy shampoo by the respondents. The consumers are influenced by the Price, availability and Packaging of the product. It has been seen that about 40.62% respondents buy shampoo depending upon the availability of a particular brand, 37.5% influenced by the price, 6.25% influenced by the packaging, and 14% influenced by other factors.

Table 9. Preference of Shampoo

Preference	No. of Respondents	Percentage (%)
Brand	12	18.75
Quality	40	62.5
Shine	8	12.5
Others	4	6.25

The given Table-9 presented data to find the reason for the preference of buying shampoo. An examination of the data revealed that most of the respondents preferred brand, quality, and shine. In the above table 62.5% of the respondents preferred quality, 18.75% of the respondents preferred brand name, 12.5% of the respondents preferred shine content of the shampoo, and 6.25% of the respondents preferred other factors.

Table 10. Preference of an Attribute

Attribute	No. of Respondents	Percentage (%)
Healthy root & tips	26	40.62
Long lasting Shine	10	15.62
Prevention of Dandruff	22	34.37
Graying of Hairs	4	6.25
Use of natural herbs	2	3.12

Table-10 shows the reasons to buy a shampoo based on attribute, the data pertaining to this revealed that most of the respondents preferred healthy roots & tips, Long lasting Shine, prevention of dandruff, graying of hairs and use of natural herbs. The above table clearly shows that 40.62% of the respondent's preferred healthy root and tips, 34.37% respondents preferred prevention of dandruff, 15.62% respondents preferred long lasting shine, 6.25% graying of hairs and 3.12% respondents preferred use of natural herbs.

Table 11. Person who Influenced Consumer to Purchase Shampoo

Persons	No. of Respondents	Percentage (%)
Friends	12	18.75
Parents	2	3.12
Self	46	71.87
Spouse	4	6.25

Table-11, indicates the persons who influenced consumer to purchase shampoos. An examination of the table revealed that the people who influenced more are parents, friends, spouse and self decision. Based on the above data, 71.87% of the respondents decide themselves for using a shampoos, friends influenced (18.75%), spouse (6.25%) and 3.12% are influenced by their parents.

Table 12. To Which Mode of Promotion Consumer gets Attracted

Mode of promotion	No. of Respondents	Percentage (%)
Advertisement	22	34.37
Celebrity	20	31.25
Banner	4	6.25
Others	18	28.12

Table-12 shows that by which mode of promotion consumer gets attracted. An examination of the table reveals that, most of the consumers preferred advertisement, celebrity, banners. Majority of the respondents 34.37% preferred advertisements, 31.25% of the respondents preferred celebrity endorsements, 28.12% preferred other mode of promotion and 6.25% preferred banners. Advertisement creates attention and stimulates the consumer to buy a particular brand.

Table 13. Factors Which Makes Consumer to Buy Shampoo

Promotion tools	No. of Respondents	Percentage (%)
Gift	6	9.37
Discount	8	12.5
Extra quantity	14	21.87
Price off	10	15.62
Others	6	9.37

The above Table-13 shows the promotion tools preferred by the consumers while purchasing the shampoos. An examination of the above data reveals that, most of the consumers preferred gift, extra quantity, discount, price off. The data revealed that extra quantity attracted more respondents (21.87%), followed by price off (15.62%), 12.5% of the respondents preferred discounts, 9.37% preferred price off and other tools.

Table 14. Switching to Other Brand

Reason for switching	No. of Respondents	Percentage (%)
Impact of packaging	4	6.25
Price rise of current brand	10	15.62
Scheme of brands	6	9.37
Advertisement impact	28	43.75
Brand not available	8	12.5
To try new option	2	3.12
Influence by other	6	9.37

Table-14, given above shows the reasons for switching to other brand by the consumers. The data revealed that about 43.75% respondents changed to other brand due to advertisement impact, 15.62% respondents changed due to price rise, 12.5% respondents changed due to non-availability of product in the market. 9.37% respondents due to scheme (offer), 6.25% respondents switched to other brand due to impact of packaging while other 3.12% respondents switched to other brand to try new options.

CONCLUSION

Thus, it has been concluded that usage rate of shampoo among the select individuals has been high and their buying behaviour is also very frequent. It has been seen that most of the people are aware of cosmetic shampoos rather than herbal and medicated ones. Price, availability and Packaging of the product also plays an important role in buying the shampoo products. It has been found that most of the consumers preferred gifts, extra quantity, discount, price off while making decision for buying the shampoos. Also, it has been seen that various factors influence the switching behaviour of the consumers like impact of packaging, price rise of current brand, scheme of brands, impact of advertisement, non-availability of brand, to try new option and influence by others etc.

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