A Study on Consumer Preference towards Hair Oil Product in Thiruppattur Town

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Abstract

Throughout history and in most of civilizations, scalp hair has been associated with positive signals such as beauty and power. Baldness or hair loss on the other hand has a negative attribute. Various factors contribute to hair fall / loss. Genetic predisposition and hormonal factors predominantly contribute to the above. Diseases state such as typhoid, malaria, jaundice etc, also cause hair fall. One of the benefits of using oil for your hair is that it is massaged into the hair which also treats the scalp and the hair itself. You can even massage your scalp and hair with it and leave it on overnight, which results in very shiny and strong beautiful hair. The Coconut oil market has seen a lot of action in terms of launches of value added coconut oils by established players but recently the players have started using 'packaging' as a lever to establish product superiority. Now-a-days most of the newspaper and magazines are seen with a variety of different types of hair oil advertisement. Particularly Parachute, Vatika, Aswini etc. The sample population used for this study comprises of 50. Consumer Preference towards Hair Oil Product in Thiruppattur Town selected from the study area on the basis of convenient sampling technique. The data collected are grouped, classified and tabulated with the help of a computer. The statistical data namely, percentage analysis, chi-square test, weighted average method ranking are used so as to facilitate fast analysis and easy interpretation.

Introduction

Hair is one of the vital parts of the body derived from ectoderm of skin, is protective appendages on the body and considered accessory structure of the integument along with sebaceous glands, sweat glands and nails. Throughout history and in most of civilizations, scalp hair has been associated with positive signals such as beauty and power. Baldness or hair loss on the other hand has a negative attribute. Various factors contribute to hair fall / loss. Genetic predisposition and hormonal factors predominantly contribute to the above. Diseases state such as typhoid, malaria, jaundice etc, also cause hair fall. The use of chemotherapeutic agents also cause hair fall. Management of hair fall is extremely complex. Hormone therapy use of α-reductase inhibitors, vasodilators like minoxidil are widely used to reduce the hair fall / loss. The use of some of the herbal oils is also reported to reduce the hair fall / loss. To use hair oil or not is a personal choice. However, there are many benefits to using oil. One of the benefits of using oil for your hair is that it is massaged into the hair which also treats the scalp and the hair itself. You can even massage your

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scalp and hair with it and leave it on overnight, which results in very shiny and strong beautiful hair. The Coconut oil market has seen a lot of action in terms of launches of value added coconut oils by established players but recently the players have started using '*packaging*' as a lever to establish product superiority.

They entered the segment in 1994 as result of a merger with TOMCO and have since then desperately tried to break Parachute's stranglehold on the market. Tata Nihar was re-launched in 1995 on the twin plank of lightness and double filtration. The promise shifted to 'better cooling' but that too did not cut ice with the consumer who demanded 'nourishment' and 'purity' from his coconut oil. The communication strategy then attempted to link Nihar with nature's inherent tendency to provide nourishment, to rejuvenate and to repair and restore. The 'Double filtration' process emphasised 'greater purity' and attempted to build trust for the brand. Recent communication is based on the 'purity' theme but uses packaging to strengthen the association. Despite pulling out all the stops: distribution strengths, fierce price competition at the retail level and aggressive media to support the brand, Nihar has managed to make limited inroads into the hair oil segment. With the acquisition of CocoCare from Recon Oil industries, HLL has attempted strengthening its moderate presence in the hair oil segment. Around 1996, a decision to do a makeover was taken when research revealed that though the brand stood

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for 'purity' and 'coconut oil', it was seen to be losing relevance among a younger target audience. On the positive side, 'Coconut' itself had a lot of emotional values associated with it. A decision was taken to delink the oil element of the brand association and attempt to completely own the '*Coconut 'association*. This gives birth to the 'Coconut Dream' values and Parachute emerged in a new avatar with new communication and contemporary packaging.

Now-a-days most of the newspaper and magazines are seen with a variety of different types of hair oil advertisement. Particularly Parachute, Vatika, Aswini etc. These ads show the opportunity domestic market. The topic is selected for this study. Since marketing research is the most essential function in the business activity. It is the main stimulating factor to take up the marketing research in the field of hair oil. So it is believed that the topic "A Study on Consumer Preference towards Hair Oil Product in Thiruppattur Town" will be an interesting and useful study.

Review of Literature

Dr. S. Jagadeesan & G. Vani, (2017), the study analyze to the customer satisfaction towards hair oil users by college Students in Salem City. Descriptive research method and Convenience sampling method used in the study. The Sample Size is 70. The sources of data were primary as well as secondary. The data collected in the Hair oil user" s survey constitute primary data. Structured questionnaires were prepared for the customer satisfaction to hair oil users separately for the study. It concluded that the College students prefer parachute brand of hair oil and the factor analysis shows that value, quality, easy availability, relive dryness, suitable for hair, better shine, attractive package and quantity are the factors influencing the purchasing of hair oil brands by the customers.

Objectives of the Study

- To find out the consumer awareness towards Hair Oil.
- To know the satisfaction level of users towards Hair Oil.
- To know the reason for the continuous usage of the Hair Oil.

Hypotheses of the Study

The paper tested the following hypothesis:
1. There is no significant difference between the age of the respondents and brand preference hair oil product.
2. There is no significant difference between the gender of the respondents and brand preference hair oil product.
3. There is no significant difference between the income of the respondents and brand preference hair oil product.
4. There is no significant difference between the occupation and brand preference hair oil product.

Limitation

1. The time was enough to conducts an adequate survey. The sample size was restricted to 50 users to busy schedule of respondents
2. Some respondents were really hesitating in answering the questions due to their fear
3. This study conducted only to the selected respondents of Thiruppattur town, so the findings of the study can not be generalized to all situations of all places

Research Methodology
Sample unit

The convenience sample design was taken to collect the data from the respondent. The respondents were selected by stratified random sampling technique and 50 persons were contacted.

Nature of data

The data for the study includes primary data and secondary data. The part of this survey is based on primary data collection. Primary data collection method was respondent on the basis detailed questionnaire. The primary data technique which is helpful to maintain the accuracy of data, because it is based on respondents benefits, attitudes etc. this report was given more weight age to primary data collection on the other hand the secondary data is also used to develop this project. The data collection is made on the convenience of the respondent survey method.

Data Analysis and Interpetation

Table 1
Respondents opinion about personal factors

S.NO	Factors	No of Respondent	Percentage
1.	10-15	20	40
2.	16-20	16	32
3.	21-25	09	18
4.	26-30	03	06
4.	Above 30	02	04
	Total	**50**	**100**
1.	Male	15	30

2.	Female	35	70
	Total	**50**	**100**
1.	Less than 5000	12	24
2.	5000 – 10,000	16	32
3.	10,000 – 15,000	14	28
4.	Above – 15,000	8	16
	Total	**50**	**100**
1.	Students	20	40
2.	Govt. Employee	6	12
3.	Private Employee	10	20
4.	Business Man	4	8
5.	others	10	20
	Total	**50**	**100**

In this study an attempt has been made to analyze the Consumer Preference towards Hair Oil Product in Thiruppattur Town. The data had been analyzed to verify the percentage analysis framed in line with the objectives of the study. It is observed that out of 50 respondents the 40% of the respondent comes under 10-25 years 32% of the respondent comes under 16-20 years. 18% of the respondents comes under and 21-25 years. 6% of the respondents come under 26-30 years 4% of the respondent comes under above 40 years. 70% of the respondent comes under Female. 30% of the respondent comes under Male. 24% of the respondent comes under the category of less than 5000 of income group. 32% of the respondents come under category of 5,000-10,000 of income group. 28% of the respondents comes under the category of 10,000 -15,000 of income group and 16% of the respondents comes under the category of above 15,000. 40% of the respondents come under the category of students, 20% of the respondents come under the category of Private Employee and others. 12% comes under category of Govt. Employee and 8% comes under the category of Business Man.

Consumer Preference to by Hair Oil Product

There are various factors, which influence the customers for purchase the hair oil; the researcher identified few important products which are likely to induce customers to by hair oil product. They are Owned Prepared Oil, Parachute, Aswini, Vatika and other. The respondents were asked to identify and rank them in order of performance of hair oil. Table 2 brings out the consumer preference to by hair oil product.

Table 2
Weighted Arithmetic Mean for the Ranks

S.No	Reasons	Weighted Arithmetic Mean
1.	**Own prepared oil**	3.18
2.	**Parachute**	3.24
3.	**Aswini**	3.16
4.	**Vatika**	2.70
5.	**Others**	2.72

Source: Primary data

To find out weighted arithmetic mean, the scores were given for the ranks mentioned in the Table I - Rank - 5 points II - Rank -4 points III- Rank -3 points IV- Rank -2 points V - Rank -1 points. On the basis of the points given and ranks obtained, the total score thus derived was divided by the total number of respondents for each factor to arrive at the mean score. Among the few products, the one which had the highest mean score was identified as the most important product influencing the respondents to mostly buy the hair oil product. From the weighted average figures it is known that the opinion about the Consumer Preference to by Hair Oil Product with regarding factors "Parachute", is predominant with a highest mean score of 3.24 followed by 'Own prepared oil' with a score of 3.18, 'Aswini' with a score of 3.16, 'Vatika' with a score of 2.70 and finally, the mean score of "other products' is 2.72.

Association between personal factors and brand preference of hair oil product

In this section, the researcher has analyzed the association between the selected personal factors such as Age, Gender, Educational Qualification and Monthly Income of respondents Preference towards Hair oil product, using x^2 test. The results are given in the appropriate Table3. Initially the association between selected personal factors and preference to hair oil products by the respondents is analysed. For this purpose, the following null hypothesis is made.

Null Hypothesis (HO)

There is no significant difference between selected personal factors and preference to hair oil product. The hypothesis is tested with x^2 test.

Table 3
Personal factors and preference to hair oil product

Personal Factors	X^2	Result	Inference
Age	22.38	H_O = Rejected	Significant
Educational qualification	5.94	H_O = Accepted	Not Significant
Gender	727.39	H_O = Rejected	Significant
Monthly income	38.93	H_O = Rejected	Significant

S= Significant   NS = Not Significant

It is clear from the above Table 3, that the hypothesis is accepted (NS) in one cases and in other hand, the hypothesis is rejected.

The value of X^2 is greater than the table value. The null hypothesis is rejected. Hence there is significant difference between age and preference to hair oil product. The value of X^2 is less than the table value. The null hypothesis is accepted. Hence there is no significant difference between Educational qualification and preference to hair oil product. The value of X^2 is greater than the table value. The null hypothesis is rejected. Hence there is significant difference between gender and preference to hair oil product. The value of X^2 is greater than the table value. The null hypothesis is rejected. Hence there is significant difference between monthly income and preference to hair oil product

Suggestion and Conclusion

Consumer is the king of modern marketing system. Customer Satisfaction is necessary for every organization to know the purchase level to avoid the brand switching of consumes have given the following suggestions.

1. Hair Oil provides Black hair only. Even through the customers are satisfied with the product
2. Some necessary ingredients can be added in Hair Oil little bit of small can be increased to attract more customers.
3. Advertising strategy can be improved to increase the sales volume of Hair Oil
4. The quality of the Hair Oil can be increased to some extent.