

Study on Consumer Brand Preference of Hair Dye In Thoothukudi

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Abstract

Hair colouring is currently a globally accepted fashion phenomenon. From the young generation with playful attitude towards hair colouring to the order generation who hide gray hair. Hair colouring products have been consumed by both men and women. Meet the customer demand and to minimize the damage to the hair. This report will focus on the few types of hair colouring process of hair will be discussed in a molecular level.

Introduction

Hair has been consider an important part of the body with strong social and significance (Kaiser, 1997). As a part of the body, it is unique in that it can be readily manipulated to change an individual`s appearance-even radically. Research has found that virtually all societies, from Less advanced to highly advanced cultures, have dealt with hair as form of expression (Hoebel, 1958). That it is not surprising that in modern societies, hair care activities are so multifarious and prevalent across cultures that the hair care industry , an industry with almost \$ 47 billion in annual sales, has become the largest segment of the cosmetics industry, generating almost a quarter of the industry t`s market share (Weber & Villebonne, 2002).specifically, hair colouring comprised the second largest category of hair care in 2004- next to shampoo (Euro monitor, 2005). From a consumer perspective ,the hair consumers in to experimenting with hair color.

Statement of the problem

The importance of hair care in all cultures and coloring category is growing in importance both for older and younger consumers. As pointed out by Moore (2005), while growing old gradually accepting nature`s changes in hair color was a mantra of the past, more women today, as well as men, are turning to hair coloring to cover their gray and to remain youthful – looking. At the same time, manufactures are making an effort to target the younger generation as a very lucrative marker. This means leading manufactures are providing a wave of fashionable, strong and bring colors to tempt this non- traditional market of younger the global nature of tosay`s markets across product categories, it is important to understand impact on the hair care industry and on consumers, little is known about this important product category and how consumers value it in general. Furthermore, even less is known about hair coloring and its value to consumers from a cross-cultural perspective.

Methodology

The study is both descriptive analytical in nature. The concepts are framed in the same sense as started in the leading text book. A found of primary data, Secondary Data were mobilized from the standard text books, Journal , magazines and web sites.

Objectives

- To identify consumers brand preference towards hair dye products.
- To find out the usage and consumptions pattern of hair dye.
- To study the satisfaction level of consumer towards using the hair dye.
- To known the impact of hair colouring among public.
- To offer suggestions for the solution of consumer problems.

Table.1: Age of the customers

| S.NO | Age Group | No.of. respondents | Percentage |
|------|-----------|--------------------|------------|
| 1 | Below-30 | 22 | 27.5 |
| 2 | 30-40 | 18 | 22.5 |
| 3 | 40-50 | 26 | 32.5 |
| 4 | Above 50 | 14 | 17.5 |
| | Total | 80 | 100 |

Table 1 clearly shows 32.5% of the respondents belongs to the age group 40-50. 27.5% of customers are of the age group below 30. 22.5% of the customers are the age group 30-40 and 17.5% of the respondents are the age group Above 50

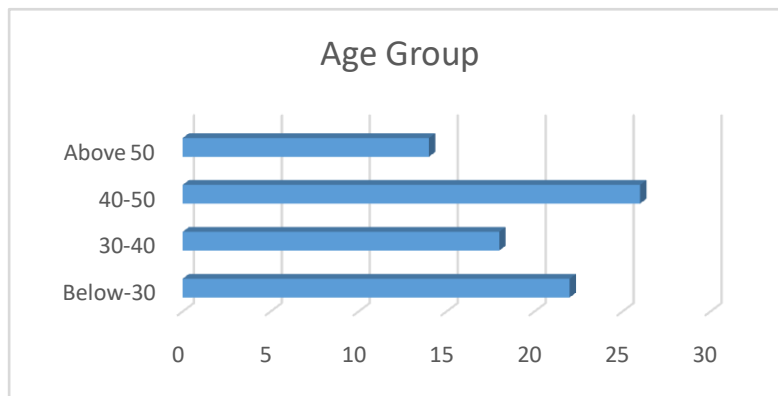


Table -2: GENDER WISE CLASSIFICATION

| S.NO | Gender | No.of.respondents | Percentage |
|------|--------|-------------------|------------|
| 1 | Male | 42 | 52.5 |
| 2 | Female | 38 | 47.5 |
| | Total | 80 | 100 |

Table 2 disclose that 52.5% of the respondents are male another 47.5% of the respondents are female.

Table - 3: HAIR DYE USAGE:

| S.NO | Usage | No.of Respondents | Percentage |
|------|-----------|-------------------|------------|
| 1 | Regularly | 24 | 30 |
| 2 | Rarely | 20 | 25 |
| 3 | Sometimes | 28 | 35 |
| 4 | Never | 8 | 10 |
| | Total | 80 | 100 |

Table 3.7 shows that 35% of the respondents are sometimes, 30% of the respondents are Regularly, 25% of the respondents are Rarely and 10% of the respondents are never using the Hair dye products.

Table – 4: BRANDS OF HAIR DYE:

| S.NO | Brands | No.of.Respondents | Percentage |
|------|---------|-------------------|------------|
| 1 | Garnier | 14 | 17.5 |
| 2 | Indica | 32 | 40 |
| 3 | Godrej | 16 | 20 |
| 4 | V-Care | 18 | 22.5 |
| | Total | 80 | 100 |

Table 4 shows that 40% of the respondents are use the brands of Hair dye Indica 22.5% of the respondents are use the brands V-Care, 20% of the respondents are used by Godrej and the 17.5% of the respondents are used by Garnier.

Table – 5: AMOUNT SPENT PER MONTH

| S.NO | Amount Spend | No.of Respondents | Percentage |
|------|--------------|-------------------|------------|
| 1 | Rs.150-200 | 16 | 20 |
| 2 | Rs.200-250 | 24 | 30 |
| 3 | Rs.250-300 | 18 | 22.5 |
| 4 | Rs.300-500 | 22 | 27.5 |
| | Total | 80 | 100 |

Table 3.10 Indicate that 30% of the respondents are spending amount if between Rs.200-250,27.5% of the respondents are spending amount of between Rs.250-300,20% of the respondents are spending amount of between Rs.150-200.

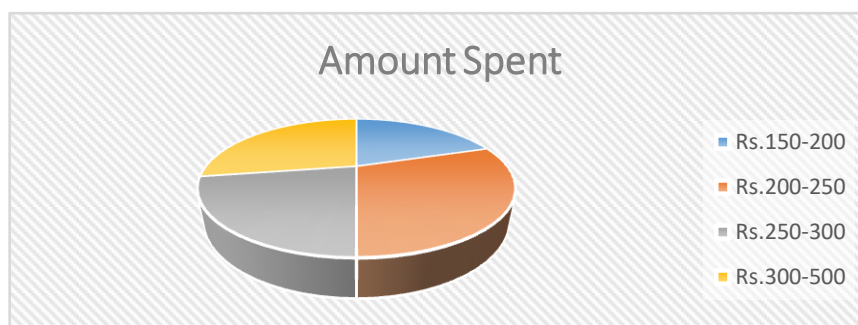


Table -6: Preferring Hair Dye Type.

| S.NO | Types | No.of.Respondents | Percentage |
|------|----------|-------------------|------------|
| 1 | Powder | 24 | 30 |
| 2 | Liquid | 18 | 22.5 |
| 3 | Oil/gels | 18 | 22.5 |
| 4 | Creams | 20 | 25 |
| | Total | 80 | 100 |

Table 3.13 depicts that 30% of the respondents are types of preferring hair dye for powder, the 25% of the respondents are used creams and the third 22.5% of the respondents are used the types of liquid and Oil/gels Hair Dye products.

Table – 7 Source of Awareness:

| S.NO | Source of awareness | No.of Respondents | Percentage |
|------|---------------------|-------------------|------------|
| 1 | Expert | 22 | 27.5 |
| 2 | Advertisement | 22 | 27.5 |
| 3 | Friends | 18 | 22.5 |
| 4 | Relatives | 18 | 22.5 |
| | Total | 80 | 100 |

It is reveals that from the table that 27.5% of the respondents are aware of the brand through Experts and Advertisements, 22.5% of the respondents are aware of the brand through friends and Relatives.

Table-8 Colour of Hair Dye

| S.NO | Particular | No.of Respondents | Percentage |
|------|------------|-------------------|------------|
| 1 | Black | 38 | 47.5 |
| 2 | Brown | 20 | 25 |
| 3 | Others | 22 | 20 |
| | Total | 80 | 100 |

The colour of hair dye preferred by respondents 47.5% of the respondents are the black colour hair dye, 25% of the respondents are prefer the Brown colour hair dye, 20% of the respondents are prefer the red colour 7.5% of the respondents are prefer blue colour hair dye.

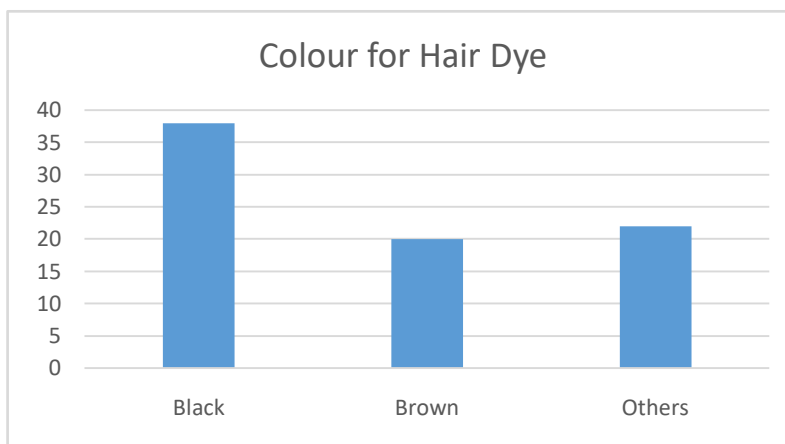


Table - 9 Not Preferring Other Brands:

| Particulars | Rank I | Rank II | Rank III | Rank IV | Total | Total | Rank |
|--------------|-------------|------------|------------|------------|-------|-------|----------|
| High price | 18 (72) | 28 (84) | 14 (28) | 20 (20) | 80 | 204 | II Rank |
| Hair Loss | 20 (80) | 16 (48) | 22 (44) | 22 (22) | 80 | 194 | IV Rank |
| Skin allergy | 20 (80) | 20 (60) | 18 (36) | 22 (22) | 80 | 198 | III Rank |
| Eye fault | 28 (112) | 26 (78) | 10 (20) | 16 (16) | 80 | 226 | I Rank |

From the table reveals that, the first reasons for not preferring other Branded hair dye is eye fault. The second reason for not preferring other branded hair dye is high price, and it reveals that most of the respondents are not preferring other branded hair dye because of skin allergy as the third reasons and the fourth reasons for not preferring other Branded hair dye is hair loss.

Findings:

- The majority of the respondents belong to the age group between 40-50 year are using hair dye.
- The majority of the male respondents are using hair dye.
- The majority of the respondents used hair dye for sometimes.
- It is inferred that the Indica brand Hair dye is used largely by the respondents.
- The majority of the respondents spending amount between Rs.200-250 per month for hair dye products.
- The majority of the respondents prefer powder hair dye products.

- The most of the respondents got awareness through Experts and Advertisements about the hair dye.
- The majority of the respondents are using black coloured hair dye.
- It is referred that the respondents not preferring other brand hair dyes because it leads to eye fault.

SUGGESTION:

- ❖ From the rich experienced gained through the analysis of data gathered during the phase of data collection the customers like to make the following suggestion.
- ❖ Testing the skin allergy can be made popular to the hair colour user by the companies.
- ❖ More varieties should introduced by the industry.
- ❖ Care must be taken by the producer for manufacture of hair colour which suits all types of users.
- ❖ Awareness about hair colouring meant for women and men can further be emphasized by the companies.
- ❖ Companies like Godrej, Revlon and Streax can concentrate on Television media as Garnier company does.

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