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## A study on factors influencing on buying behaviour of consumer towards parachute hair oil in Dharwad District, Karnataka, India

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### Abstract

A study on factors influencing on buying behavior of consumer towards parachute hair oil in Dharwad district Karnataka, Objective of this study, to know the consumer buying pattern towards of parachute hair oil. The sample of the study comprises of 30 students, data collected from five colleges of Dharwad district. The questionnaire method was used to collect the data. Appropriate statistical techniques like percentage, frequency was used to analyze the data. The findings of the study revealed that, Parachute, Jasmin and Almond oils were available in all the shops. These types of oils were more frequently sold in all the shops. Among hair oil varieties Jasmin and parachute hair oils were available in all the shops in various quantity and it is observed that TV advertising has a deep impact on the minds of consumers, out of cent of respondents, 46.6% of students were consider the factor traditional use. Out of 100% respondents preferred parachute hair oil if not availability of oil then 43.3% and 33.3% of respondents preferred Jasmine and Advanced hair oil, 43.3% of the respondents were getting the benefits for healthy hair by using hair oil, 54% of respondents satisfied with hair oil and 57% of respondents were having good opinion about hair oil.

**Keywords:** Hair oil, satisfaction level, brand

### Introduction

Market research is the function that links the consumer, and stake holder to the marketers through information used to identify and define marketing opportunities and problems; generate refine, and evaluate marketing action; and improve understanding of marketing as a process. Speaking in layman's language marketing research is the systematic and objective identification, collection, analysis, dissemination and use of data for the purpose of assisting management in decision making related to the identification and solution of problems (and opportunities) in marketing. It gives the details of the survey conducted to track the behavior and priority of hair oils buyers' opinion in Dharwad. The sample size for this market research is 30 which includes various age group, profession.

The attitude of consumer or buyer decides how demand will emerge for a product. The attitude in turn depends upon many economic, social, cultural, climatic factors. (Jyoti P., and Devi P.M., 2015) [3]. The decisions are also influenced by education, stage of economic development, lifestyle, marketing research is conducted with the help of the questionnaire method.

Satisfied customer within the private sector as "one who receives significant added value" to her bottom line a definition that may apply just as well to public services. Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision.

### Material and Methods

The present study was conducted in five colleges of Dharwad district namely University of Agricultural Sciences Dharwad, R.L.S, Kittel college, J.S.S, Anjuman, K.C.D college Dharwad. The Multistage random sampling technique procedure was adopted for selection of the sample. The data regarding about consumer behaviour parachute hair oil among college students. The questionnaire method was used for the collecting the data. Collected data was analyzed with help of percentage, frequency.

**Results and Discussion**

Selected five shops for market survey in that Parachute, Jasmin and Almond these oils are available in all five shops and followed by Nirmal, Meera, Navaratna, Amla, Vatika, Mediker and Cool care available in two to three shops with respect to various oil products of different companies.

Verities of hair oil available in the shop Parahute and Jasmin hair oils are available in all five shops with respect to all the quantities like 100,300,500 and 1000 ml, parachute is available from the 5ml to 1000 quantities followed by Hot oil, Coolcare, Deep conditioning, Advanced, Pure coconut oil and Ayurvedic oil available in 100,300 and 500 ml. The Contradictory results shows that markets brand loyalty was maximum for Mustard oil (23.48%), followed by Daburamla hair oil (20.45%) and Parachute coconut oil (16.66%) with various quantity. The non-users of hair oil are less than 1% in rural areas and 16.36% in urban areas. (Jyoti P., and Devi P.M., 2015) [3]

Parachute, Jasmin and Almond oils are available in all the shops. And these are more frequently sold in all the shops. Among hair oil varieties Jasmin and parachute hair oils are available in all the shops in various quantity.

Table 1 revealed that in the age group 63.33% (19) of respondents were in between 21-22 age, 3.3% (1) respondent was in between 23-24 age and 33.33% (10) respondents were in between 19-20 year age group out of 30 students And 46.6% of the students were in the 3<sup>rd</sup> of degree followed by 2<sup>nd</sup> year, 4<sup>th</sup> year and 1<sup>st</sup> year. The study in line with majority (41.4) of the respondents belonged to the age group of 19-21

and 42.9% of the respondents studying in graduation (Jagadeesan S., and Vani G., 2017) [2]

**Type of hair oil brands available in the shop**

Sl. No.	Brands	Company	1	2	3	4	5
1.	Parachute	Marico India	√	√	√	√	√
2.	Jasmin	Marico India	√	√	√	√	√
3.	Nirmal	Nirmal Industries(p) Ltd		√		√	
4.	Meera	Cavinker					
5.	Navaratna	Emami ltd	√	√	√		√
6.	Amla	Dabur	√	√	√	√	
7.	Almond	Bajaj corp.ltd	√	√	√	√	√
8.	Vatika	Dabur			√	√	√
9.	Mediker	Marico India				√	
10.	Cool Care	Marico India					√

**Variety of hair oil available in market in different quantities**

Brands	1	2	3	4	5	100ml	300ml	500ml	1000ml
Parachute	√	√	√	√	√	√	√	√	√
Hot Oil			√	√	√		√	√	
Jasmin	√	√	√	√	√		√	√	√
Cool care					√		√		
Deep conditioning			√	√			√	√	
Advanced		√						√	
Pure coconut oil			√		√		√	√	√
Ayurvedic				√	√		√	√	

**Table 1:** General information N=30

Age	Frequency	Percentage
19-20	10	33.33
21-22	19	63.33
23-24	01	03.33
Degree	Frequency	Percentage
1 <sup>st</sup>	02	06.66
2 <sup>nd</sup>	09	30.00
3 <sup>rd</sup>	14	46.66
4 <sup>th</sup>	05	16.66

Table 2 shows that cent% of the students were preferred the parachute hair oil and if not availability of oil then next 43% of the students were given 2<sup>nd</sup> rank to the vatika followed by Vatika, Jasmin, Ayurvedic, Coolcare, Deep conditioning, Advanced and Pure coconut oil. Most of students were using

parachute, vatika and jasmin hair oil. The study in line with Most preferred brands in rural and urban region were same for hair oil (Parachute), a significant difference in rural and urban consumers' brand preference was observed for Parachute (Pramod H. Patil., 2017) [1].

**Table 2:** Substitution of hair oil N=30

Items	Ranking							
	1	2	3	4	5	6	7	8
Parachute	30 (100.0)							
Vatika		3 (10.00)	13 (43.33)	05 (16.66)	03 (10.00)	01 (3.33)	03 (10.00)	02 (6.66)
Jasmin		10 (33.33)	05 (16.66)	05 (16.66)	02 (6.66)	03 (10.00)	03 (10.00)	02 (6.66)
Cool care		01 (3.33)	02 (6.666)	05 (16.66)	05 (16.66)	04 (13.33)	07 (23.33)	06 (20.00)
Deep conditioning		05 (16.66)	02 (6.666)	03 (10.00)	07 (23.33)	05 (16.66)	04 (13.33)	04 (13.33)
Advanced		02 (6.66)	02 (6.66)	03 (10.00)	04 (13.33)	07 (23.33)	04 (13.33)	08 (26.66)
Pure coconut oil		01(3.3 3)	04 (13.33)	05 (16.66)	03 (10.00)	06 (20.00)	07 (23.33)	04 (13.33)
Ayurvedic		08 (26.66)	01 (3.33)	05 (16.66)	07 (23.33)	03 (10.00)	02 (6.66)	04 (13.33)

Fig 1. shows that 70% (21) of the students were got information about parachute hair oil from advertisement this was the highest level of students getting information from the advertisement and followed by 10% of the students were got

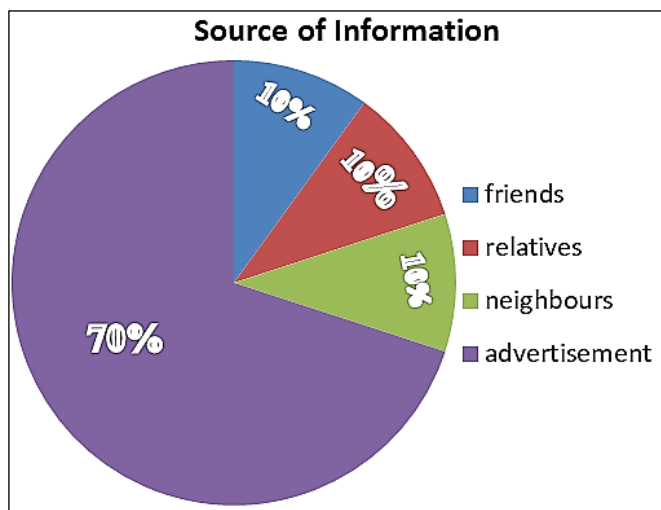
information from friends, relatives and neighbor respectively and it was equally distributed. The study in line with perception about Parachute advertisements is better than that of Jui. It is observed that advertisements of Parachute are

more creative and appealing than advertisements of Jui that capture the more attention of consumers. As a result, Parachute brand is viewed in greater number which holds a strong position in consumers' top of the mind. Consumers also agree that quality consistency and packaging influence the decision for brand preference. The users of Parachute are also little bit more positive than Jui users in these two cases. Thus, it can be said that the brand Parachute maintains its quality in better way than Jui (Ummul W. Adrita and Moniruzzaman (2013) [4]. The contradictory results shows that majority of the respondents were using the parachute hair oil on the bases of recommendation by doctor (0.81) (Jagadeesan S., and Vani G., 2017) [2]

availability (0.73) of parachute hair oil were the influencing factor among the respondents (Jagadeesan S., and Vani G., 2017) [2] and study in line with main reasons for brand loyalty of rural consumers are price (49.24%) whereas quality (35.60%). However, it is opposite for urban consumers i.e. quality (45.45%) and price (29.09%). It is also noted that Design does not influence the brand loyalty in both rural and urban areas. (Jyoti P., and Devi P.M., 2015) [3]

**Table 3:** Factors consider while purchasing N=30

Factors	Frequency	Percentage
Price	04	13.33
Availability	06	20.00
Flavour	06	20.00
Traditional use	14	46.66



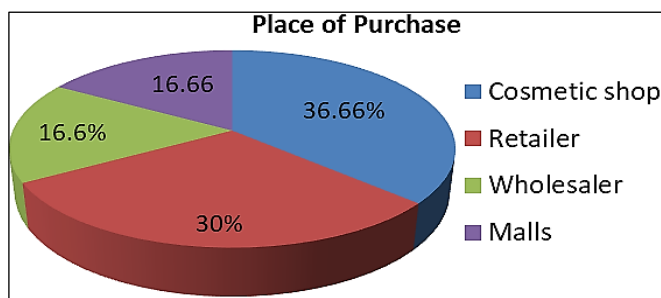
**Fig 1:** Source of information and place of purchase

Fig 2. shows that 37% of students were purchased hair oil from cosmetic shop this was the highest purchasing place and followed by Retailer shop (30%), Wholesaler (16.6%) and malls (16.6%) least purchasing place.

Table 4. shows that 83.3% of the students were prefer the bottle type of package followed by (16.6%) of the students were prefer the Sachet type of package and no one prefer the Refill, Bubble and Tin type of package. The results on par that in Hair oil category the preference of both rural and urban consumer was more for 500 gm pack of bottle. The preference for Sachets was more in rural region (Pramod H. Patil., 2017) [1].

**Table 4:** Type of packaging N=30

Type of package	Frequency	Percentage
Sachet	05	16.66
Bottle	25	83.33
Refil pack	-	-
Bubble pack	-	-
Tin pack	-	-



**Fig 2:** Place of purchase

Table 3. shows that 47% of students were consider the traditional use this was the highest influencing factor among students followed by Availability (20%), Flavor (20%) and Price (13.3%) this is the lowest influencing factor considered by the students. The contradictory results shows that majority of the respondents were consider the quantity and easy

Table 5 shows that 43.3% of students were use the hair oil for to get the benefit of healthy hair and followed by to prevent hair loss (30%), for conditioning (20%) and for Antidandruff (6.6%) this is the lowest benefit getting by the students. The study in line with majority of the respondents were use the hair oil for believe dryness and for hair growth (0.81) (Jagadeesan S., and Vani G., 2017) [2].

**Table 5:** Benefits of using hair oil N=30

Benefits	Frequency	Percentage
To prevent hair loss	09	30.00
To healthy hair	13	43.33
To conditioning	06	20.00
To antidandruff	02	06.66

Fig 3. shows that 54% of the students were satisfied with hair oil this was the highest satisfaction level of the students followed by Highly satisfied (43%) and Up to some extent level (3%). The contradictory results shows that majority of the respondents (32 no.) were having average satisfaction level about parachute hair oil (Jagadeesan S., and Vani G., 2017) [2].

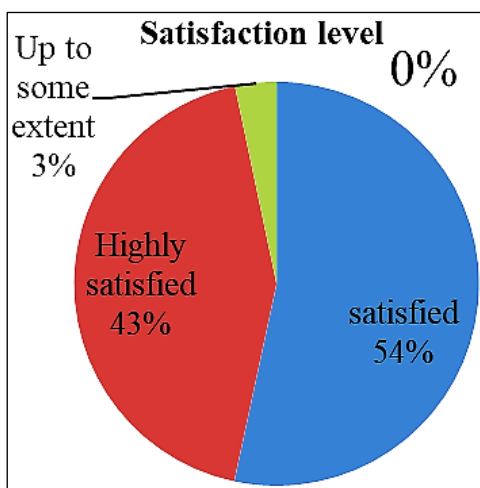


Fig 3: Satisfaction level and opinion about the hair oil

Table 6. shows that 57% of the students were having Good opinion about hair oil it is highest opinion level and followed by 36% of students were have very good opinion of the product and 4% of students were have the poor and 3% of the students were having average opinion of the product this is the lowest opinion of the students. The contradictory results shows that majority of the respondents (32 no.) were having average opinion about parachute hair oil (Jagadeesan S., and Vani G., 2017) [2]

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Table 6: Opinion towards hair oil N=30

Opinion	Frequency	Percentage
Good	17	57.00
Very good	10	36.00
Poor	02	04.00
Average	01	03.00

**Conclusion**

It is observed that TV advertising has a deep impact on the minds of consumers. Main influencing factor of usage of parachute hair oil for Traditional use. In rural area sachets are more popular in hair oil. If not availability of parachute hair oil then only students were prefer the other type of hair oil i.e. Jasmine and advanced hair oil. The purpose of usage of hair oil for healthy and long hair so students were satisfied with hair oil and had good opinion towards parachute hair oil.

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