Research of the shampoo market and penang

This is a questionnaire survey conducted in Penang regarding the shampoo market. The respondents must be a shampoo user so that they are qualified to take part in this survey. This survey is carried out in the period of two weeks. In addition, the research has also found out that the family decision aspect does determine a consumers' mind when it comes to purchasing a shampoo. Thereby, the result has proven that most of the respondents had agreed that family decision somehow exists as the main determinant which leads to the purchasing of the particular shampoo.

After the 2 weeks period, analysis of data was carried out. The data was analysed using tables, bar charts and pie charts were used to illustrate the information so that it is easy for the reader to understand when they read this report.

Moreover, the relations which exist between the income of the respondents and the expenditure on the shampoo is also measured based on the assumption " the higher the income, the higher the expenditure would be". The monthly income of the consumers also affects the consumers' decision in purchasing a particular shampoo.

Introduction

Shampoo has become a part of our lives as we have been using it since birth. Shampoo is a hair care product that removes oils, dirt, skin particles, dandruff, environmental pollutants and other contaminant particles that slowly build up in the hair.

Besides that, there are also an increasing number of consumers who are very concern about their hair. Nowadays, there is a number of consumers who dye, straighten or perm their hair, these chemical treatment will caused damages to the hair. Therefore, consumers are willing to pay extra for a high range shampoo which is specialised in dry and damage hair or colour lock shampoo for those who dye their hair, in a purpose of sustaining and prolonging the dye on their hair.

The Purpose of the Study

The purpose of carrying out this survey is to study the factors that are affecting the consumers' buying behaviour in purchasing a particular brand of shampoo.

The Importance of this Research

The consumers' buying behaviour is influenced by several factors such as age, income, education level, demographic area and many more. In addition to that, marketing mix which is product, price, place and promotion also influence the purchasing decision of a product.

Research Objectives

The objectives of this research are to explore how consumers' behaviour influences buying behaviour, to understand the relationships between the factors that influence the buying decision and to apply the marketing knowledge during the analyzing of the report.

Research Method

The definitions, the established methods and procedures concerning all the phases needed for conducting the survey is the design of probability survey.

Subjects

The population of my survey consists of people ages are 18 years and above. They can be either male or female in the state of Penang, who uses shampoo to wash their hair. This research is conducted within the state so; the consumers in Penang will be the sampling frame of Malaysia. The participants of this research are randomly selected. This research targeted 100 respondents. All the 100 respondents were given self-administered survey questionnaires to be filled up.

Research Instrument

The tabulation and analyzing of data was done using Microsoft Excel. It also was used to illustrate the information in the form of bar and pie charts so that it is easy for the readers to understand when they are reading this report instead of reading it from the first page to the last page in the form of words and numbers.

Data Collection Method

Firstly, the basic research design was formed using the survey questionnaires. All the data collected from the respondents by self administered surveys where structured questionnaires design were utilised. Each questionnaire consists of 14 questions. This research uses the approximation of the systematic sampling method. All the data was collected

at different times and the time frame to gather all the data is within the period of 2 weeks.

Limitation

Some of the limitations which have directly or indirectly affected the research study. The sample size is only 100 respondents which are considered to be too small to conduct this kind of research. This sample size would only lead to a small portion of respondents of similar backgrounds of the respondents which would only then leads to the respondents' error or bias. Consequently, the main limitation is that the researcher does not have enough information to measure the impact of the shampoo advertisement have on the consumers. This is due to the time constraint in conducting this research.

Data Analysis

Gender

There were 58 females and 42 males respondents in this self administered survey. Refer to appendix 1. 1 for the bar chart of this information. There were more female than male respondents because female are more cautious to their hair and they are the ones who normally go to the saloon to get their hair set by perm, straighten or dye. According to dermatologist, Zoe D. Draelos, MD, FAAD, " Women need to understand that the very things that they do to hair to make it appear beautiful, such as using hair dyes, perms and products that straighten the hair, will eventually end up damaging the hair's structure and ultimately affect its appearance." [2]

Age

Age

Male

Female

18-19

4. 76%

8. 62%

20-29

45. 24%

41. 38%

30-39

28. 57%

25. 86%

40-49

14. 29%

17. 24%

50 and above

7. 14%

6. 90%

Total

100%

100%

Among the 42 males and 58 females, the highest shampoo purchase falls under the age group of 20-29 years old which is 45. 24% and 41. 38% respectively. This is because at these age, for female, they tend to visit saloons regularly to change their hairstyle so they are the one who are doing the buying decision of the shampoo in order to suits their hair in order to make the chemical treatment lasts longer or to heal the damaged hair. According to Find a Beauty Salon webpage, at least once a month, 50% of the women will be visiting the hair salon. In 2007, the amount of money spent on treatments and services had increased by 14% followed by approximately $200 US or 182 Euros. [3] For male, at the age 20-29, they are normally staying a part from their family in his hometown as he is working or studying in Penang and he need to do all the necessities shopping alone and one of it is shampoo. The lowest shampoo purchase falls under the age group of 18-19 years old which is 4. 76% and 8. 62%. This is because at this age, the teenagers are still living with their family and they are also not obsess with their hair and they just use which ever brand shampoo that was bought by the family members as they are not so particular about it.

Employment Status

Employment Status

Respondents

Male

Female

Working Full time

65

71. 43%

60. 34%

Working Part time

7

11. 90%

3. 45%

Student

22

14. 29%

27. 59%

Unemployed

6

2. 38%

8. 62%

From the table above, most of the respondents in this survey are working full time. The working full time male respondents of this survey are 71. 43% followed by female respondents 60. 34%. The lowest employment status of the female respondents in this survey is working part time and for male unemployed status is the lowest.

Brand of Shampoo
Working Full-time
Working Part-time
Student
Unemployed

Sunsilk

16. 92%

42. 86%

—

—

Pantene

12. 31%

—

9. 52%

14. 29%

Rejoice

15. 38%

—

47. 62%

28. 57%

Clairol Herbal Essence

15. 38%

—

28. 57%

—

Follow Me

—

—

9. 52%

42. 86%

Head and Shoulders

9. 23%

28. 57%

—

14. 29%

Pamolive

6. 15%

—

4. 76%

—

Clear

—

28. 57%

—

—

Dove

3. 08%

—

—

—

Others

21. 54%

—

—

—

Majority of the working full-time adults are using other brands of shampoo like Redken, Paul Mitchell, L'ORÉAL and KonxepT. These brands of shampoo are only available in salons as these kinds of shampoo are for manufactured for coloured hair, perm, straighten hair and for hair that has been going through chemical treatment. One of the Redken products is Redken Time Reset Shampoo which is designed for age-weaken hair. This shampoo helps to restore the natural's hair barrier of protection by providing a rich nourishing the lipids which makes the hair feels revitalised, resilient, airy and light. [4] One of the customers' reviews about the shampoo was it has improved her dry and curly hair into soft and shiny curls and it was also the best shampoo she had ever used before. [5]

Monthly Income

Monthly Income

Sunsilk

Pantene

Rejoice

Clairol

Follow Me

Head & Shoulders

Pamolive

Clear

Dove

Others

Below RM1000

5. 56%

13. 89%

30. 56%

13. 86%

13. 86%

11. 11%

5. 56%

5. 56%

—

—

RM1100-RM2000

42. 11%

15. 79%

10. 53%

15. 79%

—

10. 53%

—

—

5. 26%

—

RM2100-RM3000

33. 33%

—

8. 33%

—

—

25. 00%

25. 00%

—

8. 33%

—

RM3100-RM4000
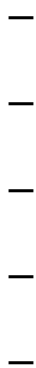
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16. 67%

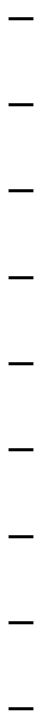44. 45%

5. 56%

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—

—

—

—

33. 33%

RM4100-RM5000

—

—

—

58. 33%

—

—

—

—

—

41. 67%

Above RM5000

—

—

—

—

—

—

—

—

—

100%

When the monthly income is high, consumers will tend to visits the hair salon more frequent so that he or she can change his or her hair styles from time to time in order to associates with his or her career. According to Diagonal reports, a successful career associated with a well groomed appearance. [5]

Those consumers' income below RM1000 will spend on a basic range shampoo which is cheap and good. Referring to slidesshare. net webpage, shampoo sachets at low priced was introduced by Hindustan Unilever so that it is affordable to the low income consumers. [6] Another reference from slidesshare. net, Head and Shoulders shampoo are targeting higher middle class consumers that are hair conscious and brand conscious. [7]

Reason of Choosing the Particular Brand

Reason of Choosing the Particular Brand

Sunsilk

Pantene

Rejoice

Clairol

Follow Me

Head & Shoulder

Pamolive

Clear

Dove

Others

Good Research and Development

35. 71%

—

—

—

—

—

—

100. 00%

—

—

Influenced by brand ambassador

—

54. 55%

—

—

—

33. 33%

—

—

—

—

Promotions and Offers made

—

21. 43%

18. 18%

36. 36%

12. 50%

40. 00%

11. 11%

40. 00%

—

50. 00%

21. 43%

Purchase decision by family member

28. 57%

18. 18%

18. 18%

—

20. 00%

33. 33%

20. 00%

—

—

—

Gentle to hair as it is chemical free

—

—

—

62. 50%

—

—

—

—

—

42. 86%

Friends Recommendation

14. 29%

9. 09%

45. 45%

25. 00%

40. 00%

22. 22%

40. 00%

—

50. 00%

35. 71%

From the table above, consumers of Sunsilk shampoo prefers its brand because they belief that the company has done a good research and development about the shampoo. This factor that influences the buying behaviour is called psychological factor. Referring to Wikipedia, the free encyclopedia, Sunsilk started to develop new products and improving their existing products by hiring a number of professional hair experts starting from year 2009. Each hair issues will be referred to the relevant hair specialist with the particular hair knowledge they are expert in. For example, ' hair fall' variant was co-created by a dermatologist from New York, Dr. Francesca Fusco. [7]

For Pantene, the brand ambassador strongly influences the purchasing decision of its shampoo. This is also known as psychological factors where the consumers have a perception that any brands that are recommended by the brand ambassador who is a celebrity must be very good. At present, the current ambassador of Pantene is Katrina Kaif, a Bollywood actor who replaces former Miss Universe Sushmita Sen who has been Pantene ambassador since 2006, this news was reported in the Business Standard which is an online India newspaper.

Promotions and offers made for the shampoo will also influence the consumers to purchase the particular brand of shampoo. In supermarkets, there will be offers on shampoo when there is a sale of members' day where the shampoo price will be lower than the existing price or promotions like buy one free one.

For household goods like shampoo, family members are the one influencing the buying behaviour of the consumers. In United States, the wife is in charge of buying household products, food and clothing for the family. [7]

Some consumers will go for shampoo that is gentle to the hair as it is chemical free that is herbal shampoo. This type of factor is known as beliefs and attitudes. Referring to Remedies Direct. com webpage, damaged hair can be improved by using herbal shampoo that is made from blended lemon grass and ginger. Besides that, this shampoo is most suitable for sensitive skin people and all types of hair even the person dyed his or her hair. [8]

Friends' recommendation is also one of the factors that influenced the buying behaviour. Some consumers trusted their friends' preferences or they share the same hair problem and decided to buy the particular shampoo as they have seen the results of the shampoo that has been proven by their friends. According to George P. Moschis and Linda G. Mitchell, peer norms will influences the decision making about product ownership, which tends to influence the consumer to purchase the same product as his or her peers and they also meet up their peers frequently to about consumption matters so that they are aware of the product they should own. [9]

Types of Shampoo Used

Types of Shampoo Used

Sunsilk

Pantene

Rejoice

Clairol

Follow Me

Head & Shoulders

Pamolive

Clear

Dove

Others

Anti-dandruff

—

—

63. 64%

12. 50%

40. 00%

100. 00%

40. 00%

100. 00%

50. 00%

14. 29%

Hair fall control

14. 29%

54. 55%

—

—

40. 00%

—

—

—

—

28. 57%

Dry and damaged hair

35. 71%

27. 27%

—

68. 75%

20. 00%

—

60. 00%

—

50. 00%

21. 43%

Silky straight hair

28. 57%

18. 18%

36. 36%

18. 75%

—

—

—

—

—

14. 29%

Colour lock

21. 43%

—

—

—

—

—

—

—

—

21. 43%

Some products' features can influence the consumer buying behaviour. Head and Shoulders and Clear shampoo are well known of their anti-dandruff shampoo so consumers will usually buy them for their anti-dandruff shampoo. According to TwinHearts, Clear shampoo is the best shampoo she ever tried as it has eliminated her dandruff completely after the use of two weeks, where her scalp is totally free from dandruff or flakes. [10] Caroline St Clare said that Head and Shoulders shampoo is not only effective for dandruff but it is also effective for itchy scalp as she is suffering for intensively itchy scalp. After a few wash using this shampoo, her itchy scalp was fully eliminated. [11]

Monthly Expenses Spent on Shampoo

Monthly Expenses

Sunsilk

Pantene

Rejoice

Clairol

Follow Me

Head&Shoulder

Pamolive

Clear

Dove

Others

Below RM50

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

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RM50-RM60

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22. 43%

RM61-RM70

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—

—

—

—

42. 86%

RM71-RM80

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—

—

—

—

—

—

35. 71%

Above RM80

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—

—

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—

—

—

—

22. 43%

Most of the shampoo brands are cheap and affordable for every consumer, so that everyone can afford to buy it whether it is imported for local brand shampoo. Some consumers who go according to the price when it comes to shampoo purchase. This means that, he or she will buy shampoo that is cheap and good as he or she is not particular about the brand.

For consumers who are hair conscious, they are willing to spend on higher range shampoo which is only available in specialities stores, pharmacy or hair salon. The price of these range of shampoo are very expensive as it is harder to find and the quality of the shampoo is very effective for chemically damaged hair.

How the consumers get to know about the shampoo?

Promotions

Sunsilk

Pantene

Rejoice

Clairol

Follow Me

Head & Shoulders

Pamolive

Clear

Dove

Others

Friends

14. 29%

9. 09%

45. 45%

25. 00%

40. 00%

22. 22%

40. 00%

100%

50. 00%

35. 71%

Television

71. 43%

63. 63%

75. 00%

—

77. 78%

40. 00%

—

50. 00%

—

Roadshows

14. 29%

—

—

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—

—

20. 00%

—

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Radio

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—

Internet Pop-ups

—

27. 27%

—

60. 00%

—

—

—

62. 29%

Most of the consumers get to know about the shampoo from the advertising on the television. From the survey, it shows that advertising shampoo on the television is the most effective way to promote shampoo. From All Business webpage, it states that advertising on television is effective as viewers are attentive when they are watching television. Therefore, the message of the advertisement trying to convey is captured by the consumers. [13]

Internet pop-ups are the most ineffective way to promote the shampoo. This is because nowadays, most of the computer users block the pop-ups as some pop-ups may contain viruses and it can be very annoying to the user when they are surfing the web for articles. According to Anthony Jewell, there is software that blocked pop-ups as it can be very annoying and made the user angry when the user is searching for something. [14]

Period of using this shampoo

Period

Sunsilk

Pantene

Rejoice

Clairol

Follow Me

Head & Shoulders

Pamolive

Clear

Dove

Others

< 1year

14. 29%

9. 09%

45. 45%

12. 50%

40. 00%

22. 22%

40. 00%

100%

—

35. 71%

2-3 years

—

27. 27%

63. 63%

31. 25%

—

22. 22%

40. 00%

—

—

28. 57%

4-5years

14. 29%

18. 18%

—

18. 75%

40. 00%

—

20. 00%

—

—

21. 43%

5 years & above

71. 43%

45. 45%

—

37. 50%

20. 00%

55. 56%

—

—

100. 00%

14. 29%

Some consumers have developed a brand loyalty on the particular shampoo as they have been using the same brand of shampoo for more than five years. This is because the consumers are satisfied with the shampoo.

Therefore, they are still buying the same shampoo as it has proven the results that it is a very good shampoo.

For Clear shampoo, the consumers are using it less than one year as this shampoo just introduced into the market just a few years back. Consumers need time to get used to the shampoo and after sometime, when the shampoo is effective and good, then, they will continue to buy this shampoo.

Pre-sales of the shampoo

Pre-sales

Sunsilk

Pantene

Rejoice

Clairol

Follow Me

Head&Shoulder

Pamolive

Clear

Dove

Others

Promoter in supermarket

78. 57%

54. 55%

54. 55%

50. 00%

100. 00%

55. 56%

100. 00%

100. 00%

50. 00%

21. 43%

Hair stylist recommendation

—

—

13. 64%

12. 50%

—

—

—

—

—

54. 55%

Free sample

7. 14%

27. 27%

13. 64%

18. 75%

—

22. 22%

—

—

50. 00%

—

Promotion of buy one free one

14. 29%

18. 18%

18. 18%

18. 75%

—

22. 22%

—

—

—

45. 45%

From the survey, majority of the shampoo will have a promoter in the supermarket to promote the shampoo. This is an effective way of promoting, where the consumers are able to enquire about the product and get to know more about the product.

The hair stylist will recommend those high range shampoo to the consumers when they perm, dye or straighten their hair as the shampoo are good for chemically treatment hair. Besides that, the hairstylists are also more knowledgeable in about the product and they also know the type of shampoo that is suitable to ones hair.

After sales support

After sales

Sunsilk

Pantene

Rejoice

Clairol

Follow Me

Head&Shoulder

Pamolive

Clear

Dove

Others

Toll free number

78. 57%

54. 55%

54. 55%

50. 00%

100. 00%

55. 56%

40. 00%

100. 00%

50. 00%

—

SMS

—

—

13. 64%

12. 50%

—

—

20. 00%

—

—

—

Email

7. 14%

27. 27%

13. 64%

18. 75%

—

22. 22%

—

—

50. 00%

57. 14%

Mailing address

14. 29%

18. 18%

18. 18%

18. 75%

—

22. 22%

40. 00%

—

—

45. 45%

Most of the shampoo have a toll free number where the consumers are able to contact the customer service when the shampoo is spoilt or for more information about the shampoo. Besides that, consumers may also email the complaints or enquires on the shampoo at any time or sms (short message

system) the company about the faulty or enquiries on how to use the shampoo.

Availability

Availability

Sunsilk

Pantene

Rejoice

Clairol

Follow Me

Head&Shoulder

Pamolive

Clear

Dove

Others

Everywhere

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

100. 00%

—

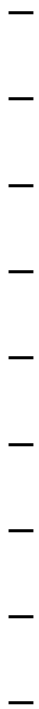Only in well
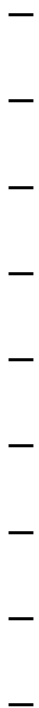
known shopping complex

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Only certain areas

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57. 14%

Only through Internet

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—

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—

—

—

—

45. 45%

Most of the common shampoo are available everywhere expect for the higher range shampoo like Redken, Paul Mitchell, L'ORÉAL and KonxepT. This because this shampoo are niche market which is only consumers with high monthly income and frequently visits the salon to perm, straighten or dye their hair only will purchase these kind of shampoo. Therefore, most of the shampoos are only available in certain areas like salon, hair speciality store and only through the Internet.

Product Attributes

Sunsilk

Attributes

Excellent

Very Good

Good

Fair

Poor

Fragrance

14. 29%

35. 71%

50. 00%

—

—

Packaging

50. 00%

25. 00%

25. 00%

—

—

Variety

35. 71%

21. 43%

21. 43%

14. 29%

7. 14%

Texture

—

14. 29%

21. 43%

42. 86%

21. 43%

•

Pantene

Attributes

Excellent

Very Good

Good

Fair

Poor

Fragrance

36. 36%

18. 18%

27. 27%

18. 18%

—

Packaging

45. 45%

36. 36%

18. 18%

—

—

Variety

27. 27%

27. 27%

27. 27%

18. 18%

—

Texture

—

27. 27%

36. 36%

18. 18%

18. 18%

Rejoice

Attributes

Excellent

Very Good

Good

Fair

Poor

Fragrance

54. 55%

36. 36%

9. 09%

—

—

Packaging

54. 55%

27. 27%

18. 18%

—

—

Variety

—

27. 27%

63. 64%

9. 09%

—

Texture

22. 73%

59. 09%

9. 09%

9. 09%

—

Clairol

Attributes

Excellent

Very Good

Good

Fair

Poor

Fragrance

25. 00%

62. 50%

12. 50%

—

—

Packaging

50. 00%

25. 00%

25. 00%

—

—

Variety

—

18. 75%

43. 75%

37. 50%

—

Texture

18. 75%

68. 75%

12. 50%

—

—

Follow Me

Attributes

Excellent

Very Good

Good

Fair

Poor
Fragrance

—

60. 00%

20. 00%

20. 00%

—

Packaging

20. 00%

40. 00%

40. 00%

—

—

Variety

—

20. 00%

60. 00%

20. 00%

—

Texture

—

60. 00%

20. 00%

20. 00%

—

Head & Shoulders

Attributes

Excellent

Very Good

Good

Fair

Poor

Fragrance

—

60. 00%

20. 00%

20. 00%

—

Packaging

20. 00%

40. 00%

40. 00%

—

—

Variety

Attributes

—

20. 00%

60. 00%

20. 00%

—

Texture

—

60. 00%

20. 00%

20. 00%

—

Pamolive

Attributes

Excellent

Very Good

Good

Fair

Poor

Fragrance

40. 00%

40. 00%

20. 00%

—

—

Packaging

20. 00%

40. 00%

—

20. 00%

—

Variety

—

20. 00%

40. 00%

20. 00%

—

Texture

—

40. 00%

20. 00%

20. 00%

_

Clear

Attributes

Excellent

Very G