

# Project report on headandshoulders shampoo essay sample



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## Hair Care Industry

The hair care market in India is valued at \$700 million. It has registered a growth of 3.8% over the previous year. The hair care market can be segmented into hair oils, shampoos, hair colorants & conditioners, and hair gels. Hair colorants & conditioners

According to A C Nielsen (the world's leading marketing information company), hair colorants, feminine hygiene, and baby care have accelerated growth in personal care market. Hair colorants are substitutes for hair dye to counter graying hair. Hair colorants indicate strong growth trends with a YoY (year over year) growth of 8 per cent.

Gone are the days when hair conditioners and hair colorants were used occasionally to look beautiful. Today, they have become the way of life. However, hair conditioners in India still face a difficult market due to long established habit of using hair oil and ayurvedic treatments, as they are

cheaper for consumers and lack the chemicals of conditioners. The major players in hair colorants category are Godrej, Garnier, L'Oreal, and Lakme.

### Hair oils

The hair oil market is valued at Rs. 13 billions. Hair oiling is a major niche in the hair care segment. Unlike market abroad, India has a large quantity of consumers whose hair care expenditure also includes hair oils. The penetration level of hair oil is around 87%. Around 50% of the population uses hair oil everyday. The growth rate of hair oils in rural India is faster than the growth rate in urban India. The major players in hair shampoo category are HLL, Marico, and Dabur India.

### Hair gels

Hair gel market segment is at a primary stage and not many local brands are available in India. Hair gels/creams are mainly used for hair grooming by men and is used as a fashion accessory. The market penetration of hair gels/creams is very low, and is limited to a small section of the urban market.

### Shampoos

Shampoo is a hair care product used for the removal of oils, dirt, skin particles, dandruff, environmental pollutants and other contaminant particles that gradually build up in hair. The goal is to remove the unwanted build-up without stripping out so much as to make hair unmanageable. Even though most modern shampoos include a conditioning component, shampooing is

frequently followed by the use of conditioners which ease combing and styling.

The shampoo market is valued at Rs 10 billions and has the penetration level of only 13% in India. The market is expected to increase due to increased marketing by players, lower duties, and availability of shampoos in affordable sachets. Sachet makes up to 40% of the total shampoo sale. The Indian shampoo market is divided in two parts 📦 Cosmetic

#### 📦 Anti-dandruff

This is primarily a middle class product because more than 50% of the population use toilet soaps to wash hair. The penetration level is only 30% in metros. The major players are HLL, and Procter & Gamble.

#### History of Shampoo Industry

The word shampoo in English is derived from Hindi chāmpo , and dates to 1762. The Hindi word referred to head massage, usually with some form of hair oil, Similar words also occur in other North Indian languages. The word and the service of head massage were introduced to Britain by a Bengali entrepreneur Sake Dean Mahomed. Dean Mahomed introduced the practice to Basil Cochrane's vapour baths while working there in London in the early 1800s, and later, together with his Irish wife, opened " Mahomed's Steam and Vapour Sea Water Medicated Baths" in Brighton, England. His baths were like Turkish baths where clients received an Indian treatment of champi (shampooing), meaning therapeutic massage. He was appointed '

Shampooing Surgeon' to both George IV and William IV. In the 1860s, the meaning of the word shifted from the sense of massage to that of applying

soap to the hair. Earlier, ordinary soap had been used for washing hair.

However, the dull film soap left on the hair made it uncomfortable, irritating, and unhealthy looking.

During the early stages of shampoo, English hair stylists boiled shaved soap in water and added herbs to give the hair shine and fragrance. Kasey Hebert was the first known maker of shampoo, and the origin is currently attributed to him. Commercially made shampoo was available from the turn of the century. A 1914 ad for Canthrox Shampoo in American Magazine showed young women at camp washing their hair with Canthrox in a lake; magazine ads in 1914 by Rexall featured Harmony Hair Beautifier and Shampoo. Originally, soap and shampoo were very similar products; both containing surfactants, a type of detergent. Modern shampoo as it is known today was first introduced in the 1930s with Drene, the first shampoo with synthetic surfactants.

Shampoo has only been used with fervor since the 1970s. Before then, either regular soap was used a few times a month or, just after the early 20th century, shampoo was used only a few times a year. It was in the 1970s that shampoo use became prevalent. Ads featuring Farrah Fawcett and Christie Brinkley asserted that it was unhealthy not to shampoo several times a week. This mindset is reinforced by the greasy feeling of the scalp after a day or two of not shampooing. Using shampoo every day removes sebum, the oil produced by the scalp. This causes the sebum glands to produce oil at a higher rate, to compensate for what is lost during shampooing. According to some dermatologists, a gradual reduction in shampoo use will cause the sebum glands to produce at a slower rate, resulting in less grease in the

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scalp. Many dermatologists and hair stylists recommend reducing shampoo use to once a month. Baking soda is a recommended substitute for shampoo, as it will remove any odor that might be present. Water is also a good solvent for any grime in the hair, and when followed by conditioner can leave the hair without an unpleasant odor.

### Composition

Shampoo is generally made by combining a surfactant, most often sodium lauryl sulfate and/or sodium laureth sulfate with a co-surfactant, most often cocamidopropyl betaine in water to form a thick, viscous liquid. Other essential ingredients include salt (sodium chloride), which is used to adjust the viscosity, a preservative and fragrance. Other ingredients are generally included in shampoo formulations to maximize the following qualities:

Pleasing foam

Easy rinsing

Minimal skin/eye irritation

No damage to hair

Feels thick and/or creamy

Pleasant fragrance

Low toxicity

Good biodegradability

Slightly acidic (pH less than 7), since a basic environment weakens the hair by breaking the disulfide bonds in hair keratin. Many shampoos are pearlescent. This effect is achieved by addition of tiny flakes of suitable materials, eg. glycol distearate, chemically derived from stearic acid, which

may have either animal or vegetable origins. Glycol distearate is a wax. Many shampoos also include silicone to provide conditioning benefits.

#### Commonly used ingredients

Ammonium chloride

Ammonium lauryl sulfate

Glycol

Sodium laureth sulfate

Sodium lauryl sulfate

#### Ingredient and functional claims

In the USA, the Food and Drug Administration (FDA) mandates that shampoo containers accurately list ingredients. The government further regulates what shampoo manufacturers can and cannot claim as any associated benefit. Shampoo producers often use these regulations to challenge marketing claims made by competitors, helping to enforce these regulations. While the claims may be substantiated however, the testing methods and details of such claims are not as straightforward. For example, many products are purported to protect hair from damage due to ultraviolet radiation. While the ingredient responsible for this protection does block UV, it is not present in a high enough concentration to be effective. The North American Hair Research Society has a program to certify functional claims based on third party testing. Shampoos made for treating medical conditions such as dandruff are regulated as OTC drugs in the US marketplace. In other parts of the world such as the EU, there is a requirement for the anti-dandruff claim to be substantiated, but it is not considered to be a medical problem.

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## Vitamins and amino acids

The effectiveness of vitamins, amino acids and “ pro-vitamins” to shampoo is also largely debatable. Vitamins are substances that are essential for chemical processes that occur within the body, chiefly inside living cells and in the bloodstream. They may be able to penetrate the dead layer of the skin and slightly improve the health of living cells below it, and this could improve the health of new hair growth. They cannot have the same beneficial effects on dead tissues like grown hair. However, the physical properties of some vitamins (like vitamin E oil or panthenol) would have a temporary cosmetic effect on the hair shaft while not having any bioactivity. The proteins that make up the strand are chains of amino acids connected in very specific sequences, and are tightly packed in interlocking arrangements. Proteins are unable to penetrate the skin or the hair, and even if they stick to the outside of the hair they will not help strengthen it. Amino acids cannot penetrate cells through the skin, either; they may be able to enter the dead strands, but without the complex protein-building machinery of the living cells they will not actually return damaged hair proteins to their undamaged state.

## Specialized shampoos

### Dandruff

Cosmetic companies have developed shampoos specifically for those who have dandruff. These contain fungicides such as ketoconazole, zinc pyrithione and selenium sulfide which reduce loose dander by killing *Malassezia furfur*. Coal tar and salicylate derivatives are often used as well

### All-natural



Some companies use “ all-natural,” “ organic,” “ botanical,” or “ plant-derived” ingredients (such as plant extracts or oils), combining these additions with one or more typical surfactants. The effectiveness of these organic ingredients is disputed. Alternative shampoos, sometimes marketed as SLS-free, claim to have fewer harsh chemicals – typically none from the sulfate family. They are sometimes claimed to be gentler on human hair.

[ Baby

Shampoo for infants and young children is formulated so that it is less irritating and usually less prone to produce a stinging or burning sensation if it were to get into the eyes. For example, Johnson & Johnson’s Baby Shampoo advertises under the premise of “ No More Tears”. This is accomplished by one or more of the following formulation strategies: 1. dilution, in case product comes in contact with eyes after running off the top of the head with minimal further dilution; 2. adjusting pH to that of non-stress tears, approximately 7, which may be a higher pH than that of shampoos which are pH adjusted for skin or hair effects, and lower than that of shampoo made of soap; 3. use of surfactants which, alone or in combination, are less irritating than those used in other shampoos; 4. use of nonionic surfactants of the form of polyethoxylated synthetic glycolipids and/or polyethoxylated synthetic monoglycerides, which surfactants counteract the eye sting of other surfactants without producing the anesthetizing effect of alkyl polyethoxylates or alkylphenol polyethoxylates.

The distinction in 4 above does not completely surmount controversy over the use of shampoo ingredients to mitigate eye sting produced by other ingredients, or of use of the products so formulated. The considerations in 3 <https://assignbuster.com/project-report-on-headshoulders-shampoo-essay-sample/>

and 4 frequently result in a much greater multiplicity of surfactants being used in individual baby shampoos than in other shampoos, and the detergency and/or foaming of such products may be compromised thereby. The monoanionic sulfonated surfactants and viscosity-increasing or foam stabilizing alkanolamides seen so frequently in other shampoos are much less common in the better baby shampoos.

The evolving Indian hair care industry

Indians have evolved from the ' champi' times, wherein hair oil was considered to be the only product meant for hair care. Today, there are a plethora of options available from shampoos and conditioners to hair dyes and post wash products. In this article we focus on the shampoo segment, which is considered to be one of the fastest growing segment in the hair care industry. The India shampoo industry is estimated at Rs 14 bn and is growing at an average rate of 20% per annum. According to AC Nielsen, shampoo is one of the fastest growing categories within FMCG sector and is expected to grow at 25% per annum in the coming years. Segmentation:

The shampoo industry is segmented on benefit platforms: cosmetic (shine, health and strength), anti dandruff (AD) and herbal. 20% of the total shampoo market is accounted by the AD shampoos. The AD segment is the fastest growing segment, growing at 10% to 12 % every year Usage:

The frequency of shampoo usage is very low in India. Most consumers use shampoo only once or twice in a week. In many cases, these products are used on special occasions such as weddings, parties etc. About 50% of consumers use ordinary toilet soaps to wash their hair. About 15% of

consumers use toilet soaps as well as shampoo for cleaning their hair. Also 70% of the total shampoo sales are through sachet sales. HLL has higher stakes in the rural market with an 80% share. The bottle sales are popular in the northern region where 50% of the shampoo bottles are sold. From a penetration level of 13% in 2000, now almost a third of the country's rural population uses shampoo with penetration levels zooming to 32% in 2005. While the north and west zones have tripled in penetration, the south and east zones have doubled during the period between the years 2000 to 2005. After a sober growth in 2004 due to the downturn of the FMCG sector, shampoo sector saw strong growth in the next two years due to the introduction of sachets and a surge in rural demand. The overall shampoo market, which sees annual volume sales of approximately 63, 000 tonnes, saw rural offtake grow by 40% last year, while urban demand grew half that at 21%. Opportunity:

Penetration of shampoo is very low in India. The average per-capita consumption of shampoo in India is very low at approximately 13 ml and many people in rural India still use toilet soaps. People still perceive shampoo as high end product in the rural areas. This provides a huge opportunity to the players. The huge size of the untapped market leads to a great potential for the existing players.

Percapita consumption (ml)

Thailand

330

Indonesia

160

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India

13

India is and will remain for some time one of the youngest countries in the world. Currently there is a population of 163 million in India. Approximately half of the 1 billion plus population is under the age of 20, which is one of the largest consumer of hair care products. This provides huge market for the shampoo players. Also, with the increasing income levels of the middle class population, the usage of shampoos has increased. Despite its undisputed potential, the rapid expansion of the shampoo market was interrupted in 1999. Overall growth rates in the market slowed to 1.7% in 1999, from 16% the previous year. Lack of innovation was the major reason for slowdown. The perception that shampoos contain harsh chemicals that could damage hair, high price and the view that the shampoo is more of a glamour product rather than a hygiene product led to lower sales. The players came out with the idea of smaller packs, which were a success. Also, products like anti dandruff started getting attention and became the fastest growing category.

Players like Dabur and Ayush came up with herbal shampoos. However in recent times, the value-added shampoo segment is getting quite crowded, with a range of pharmaceutical and cosmetics companies launching specialised products. Godrej Soaps has leveraged its dominance of the hair colour market to launch Godrej Colourgloss shampoo, for users with coloured hair, while pharma companies (including Johnson & Johnson) have launched medicated anti-dandruff shampoos (which will probably carry higher credibility with buyers). Going forward, by 2015, the under 20 crowd will make up 55% of all Indians providing a huge opportunity to players in this

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sector. Further, there is potential for converting users of toilet soaps and occasional users. With increasing awareness and advertising campaigns, the overall penetration of shampoos in India is likely to multiply manifold in the next two to three years. Procter & Gamble

Procter & Gamble Co. (P&G, NYSE: PG) is a Fortune 500 American multinational corporation headquartered in Cincinnati, Ohio. that manufactures a wide range of consumer goods. As of early 2010, P&G is the 4th most profitable corporation in the world, and the 4th largest corporation in the United States by market capitalization, surpassed only by Exxon Mobil, Microsoft, and Walmart. It is 10th in Fortune's Most Admired Companies list (as of 2007). P&G is credited with many business innovations including brand management and the soap opera. According to the Nielsen Company, in 2007 P&G spent more on U. S. advertising than any other company; the \$2.62 billion spent by P&G is almost twice as much as that spent by General Motors, the next company on the Nielsen list. P&G was named 2008 Advertiser of the Year by Cannes International Advertising Festival.

## Operations

As of July 1, 2007, the company's operations are categorized into three "Global Business Units" with each Global Business Unit divided into "Business Segments" according to the company's March 2009 earnings release. Beauty Care

Beauty segment

Grooming segment

Household Care

Baby Care and Family Care segment

Fabric Care and Home Care segment

Health and Well-Being

Health Care segment

Snacks, Coffee, and Pet Care segment

Management and staff

The board of directors of Procter & Gamble currently has thirteen members:

Alan Lafley, Robert A. McDonald, Charles Lee, Ralph Snyderman, M.

D., Margaret Whitman, James McNerney, Lynn Martin, Johnathan Rodgers,

Ernesto Zedillo, Scott Cook, Rajat Gupta, Patricia A. Woertz, and Kenneth

Chenault.[7] In October 2008, P&G was named one of “ Canada’s Top 100

Employers” by Mediacorp Canada Inc., and was featured in Maclean’s

newsmagazine. Later that month, P&G was also named one of Greater

Toronto’s Top Employers, which was announced by the Toronto Star

newspaper. The Procter & Gamble Company

Type

Public (NYSE: PG)

Industry

Consumer goods

Founded

1837

Headquarters

Cincinnati, Ohio, U. S.

Area served

Worldwide

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## Key people

Bob McDonald

(President) & (CEO)

## Products

See List of Procter & Gamble brands

## Revenue

▲ US\$ 79. 03 billion (2009)

## Operating income

▲ US\$ 16. 13 billion (2009)

## Net income

▲ US\$ 13. 44 billion (2009)

## Total assets

▲ US\$ 134. 83 billion (2009)

## Total equity

▲ US\$ 63. 099 billion (2009)

## Employees

140, 000 (2009)

## Website

PG. com

## Procter & Gamble brands

23 of P&G's brands have more than a billion dollars in net annual sales, and another 18 have sales between \$500 million and \$1 billion. Billion dollar brands

Ariel is a brand of laundry detergent/liquid available in numerous forms and scents. Bounty is a brand of paper towel sold in the United States and

Canada. Braun is a small-appliances manufacturer specializing in electric  
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shavers, epilators, hair care appliances and blenders. Crest is a brand of toothpaste and teeth whitening products. Dawn is a brand of dishwashing detergent.

Downy/Lenor is a brand of fabric softener.

Duracell is a brand of batteries and flashlights.

Fusion is a brand of men's wet shave razors and is the quickest P&G brand to have reached \$1 billion in annual sales. Gain is a brand of laundry detergent and fabric softeners.

Gillette is a brand of safety razor and male grooming products. Head & Shoulders is a brand of shampoo and conditioners.

Old Spice is a brand of aftershave, Deodorants, Soaps and Bodywash. Ivory is a soap.

Nice ' n Easy is a hair colouring product.

Olay is a brand of women's skin care products.

Oral-B is a brand of toothbrush, and oral care products.

Pampers is a brand of disposable diaper and other baby care products.

Pantene is a brand of hair care products (conditioners/styling aids). Prilosec OTC is a brand of heartburn medicine co-marketed by AstraZeneca. Pringles is a brand of potato chips.

Puffs is a brand of facial tissue.

Secret is a brand of antiperspirant and deodorant.

TAG is a deodorant and body spray.

Tide is a brand of laundry detergent.

Vicks is a brand name of over-the-counter medicines (Formula 44,

Sinex, NyQuil/DayQuil) Wella is a brand name of hair care products

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(shampoo, conditioner, styling, and hair color). Whisper is a brand of pantyliners sold primarily in Asian markets. Most of these brands, including Bounty, Crest, Pringles, Puffs, and Tide, are global products available in several continents. Procter & Gamble products are available in North America, Latin America, Europe, the Middle East, Africa, and Asia.

Manufacturing operations are based in the following regions: United States

Canada

Mexico

Latin America

Europe

China (31 wholly-owned factories) and other parts of Asia

Africa

Australia

Productions

Procter & Gamble produced and sponsored the first radio soap operas in the 1930s (Procter & Gamble's being known for detergents (soaps) was probably the genesis of the term " soap opera"). When the medium switched to television in the 1950s and 1960s, most of the new serials were sponsored and produced by the company. The serial *The Young and the Restless* is currently broadcast on CBS and is still partially sponsored by Procter & Gamble. If *As the World Turns* is not picked up by another network, *The Young and the Restless*, will be the only soap left that is partially sponsored by Procter & Gamble. These past serials were produced by Procter & Gamble:

Another World

As the World Turns

The Brighter Day

The Catlins

The Edge of Night

The First Hundred Years

From These Roots

Guiding Light (TeleNext Media-produced in its last 2 years) Lovers and

Friends / For Richer, for Poorer

Our Private World

Search for Tomorrow

Somerset

Texas

Young Doctor Malone

Procter & Gamble also was the first company to produce and sponsor a prime-time show, a 1965 spinoff of the daytime soap opera *As the World Turns* called *Our Private World*. PGP also produced *Shirley*, a prime-time NBC series starring Shirley Jones, in 1979; it lasted thirteen episodes. They also produced TBS' first original comedy series, *Down to Earth*, which ran from 1984 to 1987 (110 episodes were produced). They also distributed the syndicated comedy series *Throb*. Procter & Gamble Productions originally co-produced *Dawson's Creek* with Sony Pictures Television but withdrew before the series premiere due to early press reviews. It also produced the 1991 TV movie *A Triumph of the Heart: The Ricky Bell Story*, which was co-produced by The Landsburg Company.

It also produces the People's Choice Awards. In addition to self-produced items, Procter & Gamble also supports many Spanish-language novellas through advertising on networks such as Univision, Telemundo, Telefutura, and Azteca America. Procter & Gamble was the one of the first mainstream advertisers on Spanish-language TV during the mid-1980s. 2008, P&G expanded into music sponsorship when it joined Island Def Jam to create Tag Records, named after a body spray that P&G acquired from Gillette. In April 2010, P&G announced they were officially phasing out of the soap industry, and expanding into more family appropriate programming. Other products

In December 2005 the Pharmaceutical division of P&G was involved in a dispute over research involving its osteoporosis drug Actonel. The case was discussed in the media and more recently on a blog of one of the researchers involved. In October 2007, a class action lawsuit was filed in the State of Georgia alleging that many users of Crest Pro-Health mouthwash suffered stained teeth and loss of their sense of taste as a result. Procter & Gamble contends that these side effects occur in only three percent of users. The suit seeks to include disclosure warning users of these side effects on product packaging. In May 2010, the Consumer Product Safety Commission began investigating diapers made by P&G's Pampers brand, following claims by parents that the new diapers had caused chemical burns to babies and children who had worn them. P&G denied the allegations, blaming the "rumors" on parents who were upset over a change in product.

### P&G History

In 1993, Procter & Gamble Home Products is incorporated as a 100%

subsidiary of The Procter & Gamble Company, USA. Procter & Gamble Home Products launches Ariel Super Soaker.

In 1993, Procter & Gamble India divests the Detergents business to Procter & Gamble Home Products.

In 1995, Procter & Gamble Home Products enters the Haircare Category with the launch of Pantene Pro-V.

In 1997 Procter & Gamble Home Products launches Head & Shoulders shampoo.

In 2000, Procter & Gamble Home Products introduced Tide Detergent Powder – the largest selling detergent in the world.

In June 2000, Procter & Gamble Home Products Limited launched Pantene Lively Clean its unique Pro-Vitamin formula cleans oil-build up, dirt and grime in just one wash, delivering lively, free-flowing and sparkling-clean hair.

In August 2000, Procter & Gamble Home Products Limited launched New Ariel Power Compact detergent with a new global technology that breathes new life into clothes, by removing dinginess from them and restoring the original colors of the fabric, by detecting and removing deposits which are left behind from successive washes.

In November 2000, Procter & Gamble Home Products Limited presented India in the first International Hair Styling and Beauty Expert Contest- Hair Asia Pacific 2000 in collaboration with Sri Lankan Association of Hairdressers and Beautician.

During this period, Procter & Gamble Home Products also re-launched the international range of Head & Shoulders, best-ever Anti-dandruff shampoo with an improved formula, new pack-design and logo, in three variants - Clean & Balanced, Smooth & Silky and Refreshing Menthol, which offers the fine combination of anti-dandruff efficacy and hair conditioning.

In January 2001, Procter & Gamble Home Products Limited and Whirlpool India Ltd. launched a special ' Ariel - Whirlpool Superwash' offer, making washing machines more affordable to the people of Hyderabad. On purchase of either a 500gms, 1kg or 1. 5kg economy pack of New Ariel Power Compact, consumers are automatically eligible to buy a Whirlpool Washing Machine for as low as Rs. 238/- in Equal Monthly Installments for 24 months, by filling in the application form that comes with the Ariel pack and contacting any one of the Whirlpool dealers mentioned on the pack.

In June 2001, Procter & Gamble in partnership with the Association of Beauty Therapy & Cosmetology (ABTC), India hosted the Pantene Artist 2001 a national stylist competition, which included categories such as Bridal Dressing, Hair Cutting and Body Painting. Present at the event was world-renowned hairdresser and stylist Jun L. Encarnacion, who demonstrated the hottest international haircuts and styles in vogue via an interesting hairshow. Mr. Encarnacion has trained students in leading hairdressing schools like Robert Fielding School of Hair Dressing (U. K), Pierre Alexander International Academy (U. K), Vidal Sassoon Academy, (U. S. A) among others and also enjoys the reputation of being the official hairdresser for the 1993 Miss Universe pageant.

In July 2001, Procter & Gamble Home Products Limited launched New Ariel Total Compact with Magicare a New System of Washing that completely removes stains without scrubbing, significantly reducing time spent on washing clothes.

In September 2001, Procter & Gamble Home Products launched New Pantene Pro-V range of five shampoos in India which gave consumers the look they want Smooth & Silky for straighter hair, Volume & Fullness for thicker hair, Balanced Clean for shinier hair, Lively Clean for livelier hair and Anti-Dandruff for dandruff-free hair.

In December 2001, Procter & Gamble in partnership with the Southern India Beauty Specialists & Hairdressers Association (SIBHA) hosted the Pantene-SIBHA Look N Learn Seminar where Raman Bhardwaj hairdresser to former Miss India, Celina Jaitley demonstrated the Latest and Trendiest Hair Cuts (Modern & Classic) to beauticians and hairdressers in Chennai.

In April 2002, Procter & Gamble Home Products Limited announced the launch of a special Ariel Bar Refund Offer along with its new Advanced Ariel Compact. Under the Ariel Bar Refund Offer, consumers could exchange their detergent bar on purchase of Advanced Ariel Compacts 1kg and 500gms packs, and avail of a Rs. 15 and Rs. 7 discount respectively on MRP.

Additionally, Procter & Gamble Home Products announced the Beat The Summer Dandruff offer on which 200ml Head & Shoulders bottle was available for Rs. 99/- only, thus giving a benefit of a Rs. 23/- discount to consumers.

In August 2002, Pantene unveiled the launch of the Shine Morning to Night campaign that helps consumers get long lasting hair shine with regular use of Pantene. The Shine Morning to Night campaign had two exciting components to it The MTV Shine Your Soul contest where one could win diamonds worth Rs. 12.5 lacs and the launch of the Pantene Shine Booths across the country to help achieve the shine that lasts from morning to night.

During the same period, Pantene also hosted Hair Asia Pacific 2002 the biggest Hair Cutting & Styling event in Kuala Lumpur, Malaysia. Pantene Hair Asia Pacific is a prestigious international hair cutting & styling contest attracting expert hairdressers and beauty care advisors from more than 13 Asia Pacific countries.

Additionally, Pantene also hosted Pantene World Teen Queen contest in Goa. Contestants from UK, USA, South Africa, Kenya, Tanzania, Mauritius, Middle East and Hong Kong participated to win the coveted World Teen Queen crown.

In November 2002, Procter & Gamble Home Products Limited launched Head & Shoulders Naturally Clean, a new variant in its Head & Shoulders range of Shampoos especially for Tamil Nadu, Kerala, Andhra Pradesh, Karnataka and West Bengal. Its Smart ZPT combined with Natural Citrus (lemon) extracts removes 100% dandruff and rinses oil and stickiness from the scalp, giving light, loose, free flowing hair.

In January 2003, Procter & Gamble Home Products Limited reduced the prices of Pantene and Head & Shoulders 7.5ml sachets from Rs. 4/- to Rs. <https://assignbuster.com/project-report-on-headshoulders-shampoo-essay-sample/>

3/-, with no change in its superior product-quality or packaging, improving affordability to a large number of Indian consumers.

Procter & Gamble Home Products Limited also announced the launch of its Tide Super Whiteness Gold Dhamaka at the Tide Junction in Giant Hypermarket, Hyderabad. The Tide Super Whiteness Gold Dhamaka gave consumers a chance to get their clothes super-white and Win an Exquisite Handcrafted Pure Gold Jewellery Set worth Rs. 25, 000 and other prizes from Estelle Jewellery.

In June 2003, Procter & Gamble Home Products Limited launched Pampers – world's number one selling diaper brand with sales of US\$ 6 billion annually. Pampers provides superior dryness for uninterrupted overnight sleep, with just one pampers diaper. In India, Pampers Fresh & Dry is available in a variety of three sizes – 4s, 10s and 25s.

In July 2003, Procter & Gamble Home Products Limited launched Pantene Long Black, the ultimate solution for achieving the Long and Black hair look, and Head & Shoulders Silky Black – the only shampoo in India to offer the dual benefits of 100% dandruff-free as well as silky black hair.

In September 2003, Procter & Gamble Home Products Limited announced that its superior quality Tide sachet is now available at Re. 1 per sachet and its Ariel sachet at Rs. 2 per sachet, thus making the world's best detergents available at lower prices.

In January 2004, Procter & Gamble Home Products Limited announced the launch of Rejoice – Asia's No. 1 shampoo, in India. Rejoice's patented Micro-



Silicone conditioning technology gives twice as smooth, and easy to comb hair versus ordinary shampoos, at affordable prices in 100 ml bottles and 7.5 ml sachets.

In March 2004, Procter & Gamble Home Products Limited reduced the prices of Ariel and Tide bags (large packs) by 20-50%, while maintaining the superior quality. The superior quality one kg pack of Tide now cleans a family's one month laundry in just Rs. 23/-, while a one kg pack of Ariel cleans a family's one month laundry in just Rs. 50/-.

In April 2004, Procter & Gamble Home Products Limited announced the launch of Pantene Hair Fall Control, which is designed to free women of their hair fall concerns by reducing hair fall due to breakage by up to 50% within just two months, thus giving them stronger, thicker looking and beautiful hair. The prices of Pantene 100ml and 200ml bottles were reduced by 16%, offering superior value to consumers.

In August 2004, Procter & Gamble Home Products Limited signed Preity Zinta – Bollywood's #1 Actress, as Brand Ambassador for its Head & Shoulders anti-dandruff shampoo that gives 100% dandruff-free soft beautiful hair.

In October 2004, Procter & Gamble Home Products Limited launched New Pantene Amino Pro-V Complex shampoos, which makes hair ten times stronger.

In November 2004, Procter & Gamble Home Products Limited launched New Tide Bar. The New Tide Bar is unique as compared to the available detergent bars because of its three unique features: (i) It has green speckles called

Whiteons, which release a unique whitening action on reacting with sunlight;

(ii) Its technology also ensures that it lasts longer, does not dissolve easily and delivers a good balance between bar-hardness and ease of application on clothes and; (iii) It has a lemony & refreshing fragrance that lingers on clothes hours after wash.

## Head & Shoulders

Head & Shoulders is the world's No. 1 Anti-dandruff shampoo and now has become a part of Indian homes as well. This best-ever anti-dandruff shampoo has an improved formula, which offers the fine combination of anti-dandruff efficacy and hair conditioning. What makes the new Head & Shoulders its best so far is its break-through formula which covers the scalp more effectively to remove even the tiniest flake of dandruff, while the new conditioning property keeps hair looking beautiful. Since 1950, head & shoulders has been at the forefront of scalp and hair science, significantly advancing the treatment of dandruff and scalp problems. Along with professional advice and expert insight we have a wide range of products to care for your scalp and nurture your hair.

Clinically proven, new Head & Shoulders not only washes dandruff flakes but also helps eliminate P. Ovale; a microscopic fungus associated with the cause of dandruff and stops the flakes before they even start again.

Head & Shoulders now comes in a new pack-design and logo in six variants:

Head & Shoulders Smooth & Silky: Makes hair smoother and silkier Head &

Shoulders Refreshing Menthol: Removes scalp itch and provides cool

sensation Head & Shoulders Clean and Balanced: Provides the right balance  
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of cleaning and conditioning Head & Shoulders Silky Black: Formula with Black Sesame and Walnut Extract nourishes your hair and scalp from within to make black hair look silky. Head & Shoulders Naturally Clean: For cleaning up oil, dirt and grime on the scalp. H&S Naturally Clean transforms unhealthy, sticky hair into healthy, dandruff free and naturally clean hair. Currently sold only in South and East India. Head & Shoulders Nourishing Aloe Vera (Launched By Preity Zinta) for Dandruff-Free, Beautifully Growing Hair

Head & Shoulders is available in three different pack sizes – 200 ml, 100 ml and 7.5 ml sachets.

Head&Shoulders-Brief Idea

Type

Anti-dandruff shampoo

Current owner

Procter & Gamble

Country of origin

United States

Introduced

1961

Markets

Worldwide

Website

HeadandShoulders.com

## Competitors

HLL is the undisputed leader from the early 1990s with brands like Sunsilk, Clinic All Clear and Clinic Plus. P & G entered India only in Nov 1995, with the world's largest selling brand – Pantene. Amongst other players are Dabur, CavinKare and Ayur.

## Market Study Of Head&Shoulders

Consumption rate of shampoo by different users

Consumer's way of knowing about Head&Shoulders

Consumer's reason for buying Head&Shoulders

Head&Shoulders in different variants.

### 1. Classic clean

Leaves your hair clean, manageable and dandruff-free\*

HydraZinc formula removes dandruff and cares for your scalp The original head & shoulders anti-dandruff shampoo and conditioner. Mild enough to use every day, it will thoroughly cleanse your hair and care for your scalp. You'll be left with up to 100% flake free hair\* that feels soft and fresh, light and easy to manage.

### 2. citrus breeze

Leaves oily hair light, soft and dandruff free\*

Blended with citrus essence

Infused with a blend of citrus essences, this shampoo cleans deeply and

thoroughly. Especially good for oily hair, they leave it feeling light, fresh, up to 100% flake free hair\*.

### 3. hair endurance

Excess build up on your scalp can actually leave your hair looking thin. New head & shoulders Hair Endurance has a hydrazinc formula designed to remove build up and help restore your scalp to health. Leaving you 100% flake free\* hair that's fuller and thicker looking guaranteed.\*\*

### 4. smooth and silky

Soften and smoothes frizzy hair as it makes it dandruff free\* Added moisturizers help replenish moisture balance from the inside out Our Smooth & Silky shampoo, with conditioner, and 2-in-1 act as moisture-rich pick-me-ups. The rich, indulgent shampoo leaves hair silky smooth, and up to 100% free from dandruff. Meanwhile, the conditioner helps to lock-in moisture while decreasing frizz and split ends.

### 5. intensive treatment

Formulated to help rid you of persistent, severe dandruff

Helps prevent itching and redness

Who said severe dandruff has to be a problem? head & shoulders Intensive Treatment starts fighting dandruff from the first wash and helps prevent against associated itching and redness. With daily usage, persistent, severe dandruff can be a thing of the past.

### 6. ocean lift

Breathes life back into tired, listless hair as it leaves your scalp dandruff

free\* Formula with a sea mineral essence gives an invigorating clean

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Rejuvenate, reinvigorate and restore tired, limp hair with our Ocean Lift shampoo, conditioner and 2-in-1 –with a sea mineral essence. The shampoo cleanses while the conditioner cares for the hair. The result is soft, supple hair and a scalp free from flakes\* and relieved itchiness.

#### 7. Refresh

An intensely refreshing, invigorating clean and dandruff free\* hair Contains natural menthol for a cooling sensation

A fresh and lively shampoo and 2-in-1 in our range. They act like an invigorating wake-up thanks to the addition of natural menthol. It will stimulate your senses.

#### 8. restoring shine

Gives a beautiful, natural, dandruff free\* shine

Formula with natural plant extracts gently purifies the scalp and hair head & shoulders Restoring Shine shampoo, conditioner and 2-in-1 formulas with natural plant extracts which gently purify the scalp and hair. In addition to a healthy scalp you'll be left with naturally shiny hair that's wonderfully clean and flake free\*.

#### 9. sensitive care

Hypoallergenic formula for sensitive scalps while it makes you dandruff free\*  
Formula soothes itchy scalps

Gently does it with our Sensitive Care shampoo and 2-in-1. They're dermatologically tested and feature a hypoallergenic dye-free formula that's particularly kind to sensitive scalps. They'll soothe your head and leave your hair beautifully soft, shiny and flake-free\*.

## 10. dry scalp care

Relieves dry scalp and itch

Formula with moisturizers leaves your scalp soothed and your hair moisturized Our soothing shampoo, conditioner and 2-in-1 with moisturizers will ease an itchy scalp, keep flakes out, and leave hair with 50% less frizz. You'll be 100% dandruff free\* with hair that's deeply cleansed and beautifully soft.

## 11. extra volume

Volumizing shampoo for fine hair that's also dandruff free\*

Lightweight formula increases natural volume

For hair that means business – big business – try our volumizing shampoo. As well as making you 100% dandruff free\*, they'll give fine and limp hair a volume boost. Yet they're also designed to keep hair manageable, easy to control and free from flakes\*.

## Findings & Recommendations

1. Head&Shoulder is still perceived as a masculine brand and all the advertising strategies have still to change that perception. Although they have to change the packaging and the advertisements to fall in line with the family centric approach but still more has to be done. The sales promotions done are more on the value concept but have neglected the perception of the consumers. A new promotional scheme could be launched which would give freebies to the family such as vacations for the family by a scratch card or lottery scheme.

2. The advertisements in the past have always tried to build a macho image by featuring male icons like Shahid Kapoor. To change this perception to cater to the family as a whole the brand ambassadors have to be changed. The Company can hire some celebrity couple or a celebrity family like the Bachan family to endorse the brand.

3. Distribution network is still urban in approach and the rural market still holds much potential. The distribution network can have better rural penetration. By this approach the company can involve the rural population in the distribution network and also be cost effective.

### Conclusions

Head&Shoulders as a brand is perceived to be a masculine brand and target customers are people in the young age groups(15-35yrs). People perceives Head&Shoulders to be fairly priced , that is, it provides value for money. The major attributes due to which customers prefer Head&Shoulders over its competitors are freshness, value for money, fragrance, and skin care. All the variants of Head&Shoulders are readily available at almost every grocery shop. So the place of purchase is scattered over small grocery shops to big malls. The purchasing decision is influenced by TV advertisement, word of mouth publicity and some other promotions tricks. The purchasing habits of the customers involve purchases for the whole month together. Though the advertisements (promotions) are very effective vis-à-vis other competitors but the sales growth is a result of repeat purchases as well as brand loyalty.

### QUESTIONNAIRE

Nsame:

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1. What is your occupation?

- a) student b) government servant
- c) private employee d) businessman

2. Your age group?

- a) below 20 b)21-30
- c)30-40 d) above 40

3. Sex

- a) male b) female

4. Are you a shampoo user?

- a)yes b)no

5. Frequency of usage?

- a) daily b) twice in a week
- c) weekly d) monthly

6. Which is your favourite brand?

- a) head & shoulder b) clinic all clear
- c) dove d) others

7. How long you have been using it?

- a) less than one month b) less than six month
- c) less than one year d) more than one year

8. If head&shoulder is your brand reason for using it? a) quality b) value for money

- c) fragrance d) others

9. How did you come to know about it?

- a) news paper ad. b) TV ad.
- c) word of mouth d) others

10. What do you look for as a consumer?

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a) quality of the product b) value for money

c) fragrance d) others

11. Are you satisfied with the product?

a) yes b) no

12. Do you need it in any other fragrance?

a) yes b) no

13. Have you noticed any side effects?

a) yes b) no

14. Do you think that brand endorsement by celebrities is really helpful To attract you for buying ?

a) yes b) no

15. Do you feel that head&shoulders have the value for money? a) yes b)no

16. if you get any other product for same price, will you prefer to buy it? a) yes b) no

17. How often do you switch between brands?

a) once in a week b) once in a month

c)once in a year d) regular user.

18. Do you think any other brand is better than head&shoulders? a) yes b)

no

19. If yes, specify the brand.

20. Any other suggestions..

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Questionnaire