CUSTOMER PERCEPTION OF DHEEDHI SHAMPOO IN ERNAKULAM DISTRICT

by

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(2014-31-116)

MAJOR PROJECT REPORT

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Faculty of Agriculture

Kerala Agricultural University

COLLEGE OF CO-OPERATION, BANKING AND MANAGEMENT

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2016

DECLARATION

DECLARATION

I hereby declare that this project report entitled **"CUSTOMER PERCEPTION OF DHEEDHI SHAMPOO IN ERNAKULAM DISTRICT"** is a bonafide record of work done by me during the course of project work and that it has not previously formed the basis for the award to us for any degree/diploma, associate ship, fellowship or other similar title of any other university or society.

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CERTIFICATE

CERTIFICATE

Certified that this project report **"CUSTOMER PERCEPTION OF DHEEDHI SHAMPOO IN ERNAKULAM DISTRICT"** is a record of project work done independently by Anchana Thulasidas under my guidance and supervision and that it has not previously formed the basis for the award of any degree, diploma, fellowship or associateship to them.

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Anchana Thulasidas

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DESIGN OF THE STUDY

1.1 Introduction

Recent years have witnessed the emergence of Indian beauty products in the fashion world. Moreover there has been an enhanced consciousness among the men and women about personal grooming. As such Indian cosmetic industry, the market share of hair care segment is continuously increasing. Washing the hair and scalp has become a near universal practice and shampoos assumed importance as a product category. With the advent of synthetic detergents that were developed in the 1930s, shampoo emerged during the 1950s and is the most widely used hair product today. In the early days a shampoo could be defined as an effective cleansing agent for hair and scalp, but today the shampoo must do much more. It must leave the hair easy to comb, lustrous and controllable whilst being convenient and easy to use.

The shampoo industry in India has evolved extensively since the 1960's, which was then considered a lifestyle product in urban India. Until 2005, the market was dominated by flagship companies such as Hindustan Lever Ltd. and Procter and Gamble. But since then the competition has broadened to include many more multi-national companies and domestic companies such as Garnier and ITC Ltd. There is high capacity of growth in top and bottom ends of the industry, which is an advantage for companies since the penetration rates are comparatively low. As of September 2009, the Indian hair care market was estimated around Rs. 3,800 Crore. This industry is segmented into smaller categories of shampoos, hair oils, hair serums, hair conditioners, hair colorants and hair gels. Marico dominates the hair oil category with its flagship brand Parachute, followed by Dabur (Vatika).

The word 'Shampoo' is originated from the Hindi word 'Champoo'. The industry is growing at an annual rate of 14% p.a., and the competition is intensifying day by day. Shampoos are further divided into three predominant categories:

1. Cosmetic (Volume, shine, strength).
2. Herbal and
3. Anti-Dandruff

The target market for shampoos is mainly the upper class, upper middle class, middle class and particularly, housewives and college goers. However, of late, the bottom of the pyramid is proving to be profitable owing to the promotion of one-time use sachets. The growth in the urban markets has flattened, with the rural markets driving the category. Given that rural markets are price sensitive and consumers prefer sachets to bottles, managing sachet offerings is key to any brand's success. Ironically, urban India is witnessing a change in shampoo consumption, since families are moving from 'one shampoo a family' to 'one shampoo a family member'. This metamorphosis is a strong driver for growth. More and more companies are entering the shampoo market every day. The existing marketing leaders are forced to maintain their dominance through aggressive promotion, re-branding efforts and reduction in prices. This competition is expected to further intensify in near future and the determining factor is the consumers connect. Various studies have identified three major barriers to shampoo use in India -- 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.

However, with the advent of herbal shampoo, the market share of shampoo has shifted in its favor. There is growing demand of herbal shampoo from emerging economies such as China, India, and the Middle East countries. The global shampoo market is expected to reach an estimated value of $25.73 billion by 2019. In herbal shampoo segment, increasing consumer awareness on the benefits of natural and organic hair care products will further drive this market. Himalaya's Gentle Daily Care shampoo, CavinKare's Nyle Daily Cleansing shampoo, Dhathri's Dheedhi shampoo, Cochin Ayurvedic Centre's Indulekha coconut milk shampoo are a few of the brands which are playing 'herbal' and 'safety' tags to promote daily consumption.

It all began nearly two centuries ago, when Parameswara vaidyar of the Dhathri group, laid the foundations for a long, illustratious tradition for medicines and healing in the small town of Kayamkulam. He was believed to be gifted with a spiritual power for healing illness. The people accepted him as a god send curer and turned to him for all kinds of diseases. Over a period of time, this grew into a widely accepted tradition of health care and the knowledge was passed on from one generation to the next.

Dhathri Ayurveda Pvt. Ltd was started by Dr.Sajikumar, a trained Ayurvedic doctor, on 22 September 2003. Dr. Sajikumar belonged to the above mentioned reputed family of

Ayurvedic practitioners. Initially Dr.Sajikumar's treatment centre was known as Warrier's Hospital and Panchakarma centre which later became Dhathri.

The origin of the brand Dhathri happened in 2005. Dr.Sajikumar launched hair oil under the brand name Dhathri. The hair oil quickly captured the market's attention and the brand became a blockbuster hit. The success of Dhathri hair oil prompted the company to launch a slew of products like Dheedhi shampoo, Dhin soap, Dhathri face pack, Dhathri skin cream etc; thereby the brand became an umbrella brand endorsing a plethora of products across various categories.

Dhathri Ayurvedic Pvt Ltd is today a widely acclaimed name for Ayurvedic care in India as well as overseas. Dhathri offers a wide range of consumer products for hair care, skin care and health care. Dhathri's mission is to deliver quality Ayurvedic products and services that would enhance the quality of human life. Dhathri's vision is to uplift Dhathri into a global Ayurvedic brand and make Ayurveda the preferred choice of cure to everyone.

Presently, Dhathri has 23 successful products, ranging from hair care to skin care to body care. True to the name Dhathri, all the products are made from the highest-quality herbs to exactly and prescribed as in the manuscripts. The group also extended their opera-tions by opening ABS clinics, which stands for Ayurveda, beauty and slimming. ABS clinics are viewed as a new initiative to treating lifestyle diseases, which is growing at an alarming pace by following curative principles of Ayurveda.

Dhathri's Dheedhi Hair Care Herbal Shampoo is promoted as the best Ayurvedic solution for all hair problems. Dheedhi Hair care herbal shampoo is a daily use, mild herbal shampoo with the goodness of Aloe Vera, which gently cleanses hair and scalp without making hair dry or frizzy. It nourishes conditions and moisturizes hair and scalp and treats dandruff. Compared to Dhathri's regular shampoo brand, the daily use Dheedhi shampoo has been seeing higher growth in sales and accounts for 80 per cent of the company's shampoo sales.

1.2.Statement of the problem

The shampoo industry is growing at an annual rate of 14% p.a., and the competition is intensifying day by day. Dheedhi shampoo is the most important FMCG product of the company which is faced with stiff competition from brands like Himalaya, Clinic Plus, and

Dove. Customers are very conscious about the money value as well as the quality and benefit of the product market. Hence the awareness of the evolving customer needs helps to understand, define and track changing customer preferences and develop better marketing strategies to maintain a desired position in the market with respect to the Dhatri Dheedhi shampoo. It is in this backdrop the study focuses on the following specific objectives.

1.3. Objectives

i. To define and track the targeted customer in terms of socio-economic profile

ii. To understand triggers influencing buying behavior with respect to the product

iii. To analyze the customer perception of various product attributes like price, quality, brand name and packaging.

iv. To understand whether advertising is influencing the buying behavior of the consumers

1.4.Research Methodology

1.4.1. Research design

Random sampling and Purposive sampling are the two sampling techniques employed for the study. Random sampling is used to acquire a sample of 10 distributors from the total population of 28 distributors in Ernakulam district. Purposive sampling is used to obtain samples of retailers and end consumers. Twenty retailers who sell dheedhi shampoo and 100 consumers who are users of dheedhi are selected using purposive sampling technique. For this research work, Descriptive Studies design has been used since the objective of the study is to answer the "who, what, when, where and how" of the buying behavior of customers under investigation, by undertaking a quantitative analysis of the data collected. The Demographic profile of the sample in terms of gender and age comprised of women respondents between the age of 20-44 and residing in Ernakulam area.

1.4.2. Sample area

The sample area for collecting the data is Ernakulam district because it is one among the most cosmopolitan city of Kerala. It is considered as the most advanced district of Kerala with a fast moving and advanced lifestyle. Beauty and healthcare products consumption is high in this district. Hence Ernakulam district has been purposively selected for the study.

1.4.3. Sample size

The sample size for the study included 10 distributors, 20 retailers and 100 consumers. In all, a total of 130 respondents were taken into a consideration, who resides in Ernakulam.

1.4.4. Period of Study

The period of the study will for one and a half month, starting from March 23 to May10, 2015.

1.4.5. Sampling Procedure

Data were collected through personal visits to distributors, retailers and consumers. In case of consumers, data was also collected by telephone interview. Both primary and secondary data will be collected for the purpose of this study.

i. Primary data

Primary data will be collected from the customers, with the help of direct personal interview using a structured interview schedule.

ii. Secondary Data

Secondary data will be gathered from journals, reports, books and published materials. Secondary data will be downloaded from appropriate websites in the internet.

1.4.6. Data collection

The research instrument used to collect data was a structured questionnaire, containing Multiple-choice questions, Dichotomous questions, and questions based on the Likert-scale to collect the desired information that would address the objectives set for the study. Three separate questionnaires were set for distributors, retailers and end consumers

1.4.7. Data analysis

The major tools used for analysis were percentage analysis, frequency tables and index method. They were used to find the leading factors that influence the customers perception of Dheedhi shampoo. Various types of charts were used subsequently to tables to enable a visual comparison. The index values have been worked out based on the total of the actual score obtained for each indicators / dimension of climate and the maximum score that can be obtained for each of them. Thereafter, composite index for each dimension has also been assessed.

The attributes were graded in five point likert scale. The scores allotted for the responses are in the following manner

Responses	**Score**
Most important	5
Important	4
Neutral	3
Not important	2
Least important	1

Based on these scores index of each parameter and statements were calculated. The formula for calculating index is:

$$Index\ for\ the\ statement = \frac{Total\ score\ obtained\ for\ the\ statement}{Maximum\ obtainable\ score\ for\ the\ statement} \times 100$$

$$Maximum\ obtainable\ score\ for\ a\ statement = Maximum\ score\ obtainable\ for\ the\ opinion \times Total\ number\ of\ the\ respondents$$

When the individual index was calculated, the next step is to find out the overall index of the parameters. It was calculated by using the formula:

$$Overall\ index\ for\ a\ parameter = \frac{Total\ score\ obtained\ for\ the\ parameter}{Maximum\ score \times Number\ of\ respondents \times number\ of\ statements} \times 100$$

The level of satisfaction was categorised as High, Good, Moderate, Poor and Very Poor based on the satisfaction index obtained.

Satisfaction Index	Level of satisfaction
< 20	Very poor
20-39	Poor
40-59	Moderate
60-79	Good
> 80	High

1.5.Key variables selected for the study

i. Retailers and distributors

1. Age
2. Gender
3. Income
4. Other product distribution
5. Incentives of the product
6. Details of the moving product-quantity, brand
7. Age of business
8. Pricing perception
9. Demand for herbal shampoos
10. Effectiveness of advertisement
11. Perception about packaging

ii. Consumers

1. Gender
2. Age
3. Occupation
4. Source of information about the product
5. Income status
6. Triggers influencing buy behaviour
7. Frequency of use

8. Opinion about the product
9. Attitude towards herbal shampoo
10. Probability of shift to other brands.
11. Influence of advertisement in buying behaviour
12. Perception regarding packaging
13. Perception about the price of the product.

1.6.Scope of the study

The study made in depth analysis of the market of herbal shampoos with special emphasis to Dhathri's Dheedhi shampoo and analyzed the targeted customer in terms of demographic and psychographic profile and also in terms of their perception to various product attributes. The triggers influencing the buying behavior of the product and how advertisements influence this were also analyzed. The result would enable Dhathri to evolve better marketing segmentation and positioning strategies for Dheedhi shampoo and enable it to gain improved market access.

1.7.Limitations

The first and foremost limitations was time constraint which was only one months, but still efforts have been made to put the picture as clear and candid as possible. The conservative attitude of the respondents was also a limiting factor in gaining information.

1.8.Chapterisation

The study has been designed into the following chapters:

1. Chapter 1 - *Design of the Study*: This chapter presents the statement of the problem, objectives, methodology, scope and significance of the study, and limitations of the study.
2. Chapter 2 - *Review of Literature*: This chapter gives the brief summary of various works carried out previously that are related to the present study.
3. Chapter 3 – *Industrial Profile:* This chapter presents the profile of Cosmetic industry and shampoo industry.
4. Chapter 4 - *Organization Profile:* This chapter presents the profile of DHATHRI.

5. Chapter 5 *–Analysis and interpretation* :In this chapter the primary data collected from the survey have been analysed, interpreted and inference have been drawn.

Chapter 6 - *Summary of Findings and Conclusion:* This chapter presents the findings and conclusions of the study in a concise manner.

Chapter – 2

INDUSTRY PROFILE

Chapter 2

INDUSTRY PROFILE

FMCG INDUSTRY IN INDIA

2.1.Introduction

The Indian FMCG sector is the fourth largest in the economy and has a market size of US$13.1 billion. Well-established distribution networks, as well as intense competition between the organized and unorganized segments are the characteristics of this sector. FMCG in India has a strong and competitive MNC presence across the entire value chain. It has been predicted that the FMCG market will reach to US$ 33.4 billion in 2015 from US $ billion 11.6 in 2003.16 The middle class and the rural segments of the Indian population are the most promising market for FMCG, and give brand makers the opportunity to convert them to branded products. Most of the product categories like jams, toothpaste, skin care, shampoos, etc, in India, have low per capita consumption as well as low penetration level, but the potential for growth is huge.20 The Indian Economy is surging ahead by leaps and bounds, keeping pace with rapid urbanization, increased literacy levels, and rising per capita income. The big firms are growing bigger and small-time companies are catching up as well.

The personal care category has the largest number of brands,ie 21, inclusive of Lux, Lifebuoy, Fair and Lovely, Vicks, and Ponds. There are 11 HUL brands in the 21, aggregating Rs. 3,799 crore or 54% of the personal care category

In the shampoo category, HUL's Clinic and Sunsilk make it to the top 100, although P&G's Head and Shoulders and Pantene are also trying hard to be positioned on top. Clinic Plus is nearly double the size of Sunsilk. Dabur is among the top five FMCG companies in India and is a herbal specialist. With a turnover of Rs. 19 billion (approx. US$ 420 million) in 2005- 2006, Dabur has brands like Dabur Amla, Dabur Chyawanprash, Vatika, Hajmola and Real

The Rs.15.6 billion (USD 380 Million) Marico is a leading Indian group in consumer products and services in the Global Beauty and Wellness space. The Indian fragrances market generated total revenues of $25.6 million in 2009, representing a compound annual growth rate (CAGR) of 9% for the period spanning 2005-2009.

Personal Care Products The annual value of personal products business in India, including oral care, hair cares and skin cares products, is currently estimated to be Rs 54.6 bn. Just five years ago personal products were considered to be luxury items and attracted a high excise duty of 120% (except the oral care category). Gradual taxation reforms in India since 1991 have lowered the excise duty rates to a reasonable 30%, making these products more affordable. At the same time, rising income levels have led to rising aspirations on the part on Indian consumers. These factors have been the catalysts in the exponential growth rate in the personal product category over the past five years. Personal care products are further divided into 6 categories:

i. Oral care
ii. Hair care – oils
iii. Hair care - shampoos
iv. Skin care
v. Cosmetics
vi. Feminine Hygiene

i. Oral Care

The oral care market can be segregated into toothpaste (60%), toothpowder (23%) and toothbrushes (17%). While 60% of toothpaste is sold on the family platform, around 35% is sold on cosmetic propositions. On the other hand, while toothpowder accounts for 52% of the market, red toothpowder accounts for 40% and black toothpowder accounts 8%. The penetration level of toothpast/powder in urban areas is 3X that in the rural areas. Traditional materials such as neem and tobacco are popular for cleaning in the rural areas, Frequency of usage for toothpaste is only 1.5 times among other consumers, compared with 2 times in the developed world. Per capita consumption of toothpaste is only 70 gm compared with 300 gm in Europe and 150 gm in Thailand.

Given the low per capita consumption and penetration rates, toothpaste demand is mainly being driven by the overall market growth of 8-10%. Toothpowder growth is also being driven by the rural segment.

ii. Hair care - Oils

The hair oil market is huge, valued at Rs 6 bn. Due to the varied consumption habits of consumers across the country, where coconut oil and edible oil are interchangeably used, the size of the market is likely to be higher than estimated. More importantly, the market is growing at an impressive 6-7% in volume terms despite the high penetration level.

Usage of hair oil is a typical Indian traditional habit. It is perceived to offer benefits of nourishment, hair strengthening, faster and better growth, and reduce the problem of falling hair. There are two types hair oil available in the market; coconut oil and non greasy perfumed oil. Coconut oil comprises 2/3 rd of the total market and the balance comprises the non greasy perfumed oil.

Usage of hair oil is an everyday habit with 50% of the population out of which some perceive that massaging the head with hair oil has a cooling impact. The penetration of hair oil is fairly high at around 87% and evenly distributed among the urban and rural areas.

iii. Hair Care – Shampoos

The shampoo market in India is valued at Rs 4.5 bn with the penetration level at 13% only. The market is expected to increase due to lower duties and aggressive marketing by players Shampoo is also available in a sachet, which is affordable and makes upto 40% of the total shampoo sale.

The Indian shampoo market is characterised by a twin-benefit platform: cosmetic and anti-dandruff. It is basically an upper middle class product, as more than 50% of the consumers use ordinary toilet soap for washing hair. While the awareness level is high, the penetration level is very low even in the metros which is only 30%. Urban markets account for 80% of the total shampoo market, The penetration level is rapidly increasing due to decline in excise duty, which was 120% in 1993 to 30% currently.

iv. Skin Care

The skin care market is at a very nascent stage with basic requirements of the consumers being protecting the skin from cold and dryness in winter, and improving fairness of the skin. Most of the product categories are niche segments. While the awareness rate is high in both urban areas accounting for 60% and rural areas accounting for 30%, the penetration level is low for both. This is because of apprehensions that usage of skin care products may benefit in the long run due to the chemical contents. Many households prefer to use traditional and natural home made products. Since the market is at a very nascent stage with very low penetration levels, the growth rates are expected to be higher at 24-255 over the next five years. New players such as Avon and Oriflame have entered the market with the natural ingredient benefit platform, which could further spur growth.

v. Cosmetics

The cosmetic segment primarily comprises of colour cosmetics (face, eye, lip and nail care products), perfumes, talcum powder and deodorants. All these are very small segments. Talcum powder is the most popular cosmetic product in India. This market is estimated at Rs 3.5 bn and is yet growing at 10-12% pa. Awareness is very high at 80%, with a penetration of 45.4% in urban areas and 25.2% in rural 59 areas. Pond's dominates the talcum market with a 70% share followed by Johnson & Johnson, which has a 15% market share. Attar and alcoholic perfumes each account for 50% of the fragrance market estimated at Rs 3 bn.

Perception of damage to skin on account of chemical ingredients restricts usage of face care products. The nailpolish market is the largest at Rs 1.25bn followed by the lipstick market at Rs 0.7 bn. All segments in this category are growing at Rs 25-30%. Deodorants have a very negligible presence in the Indian market with an estimated of Rs 0.3 bn. Worldwide, deodorants is the largest market followed by skin care, shampoos and toothpaste. HUL has launched a couple of products in this segment.

vi. Feminine Hygiene

Most women use cloth during their menstruation days. This is because price is the biggest entry barrier. A pack of 10 sanitary napkins would cost Rs 30-40. Therefore, average spending during the menstruation days would be around Rs 48, which is expensive by Indian standards. While awareness in the urban areas would be reasonable given the substantial advertising, the penetration rate is abysmally low at 10%. The product is virtually absent in rural markets. Given the low base and increasing awareness of hygienic products, the market is growing at a robust 20-25%. Entry of cheaper brands, at Rs 20 for a pack of 10, has spurred market growth. Currently, the market is mainly urban.

2.2. Indian cosmetics market

This market has been growing at a rapid pace and outpaced all market dimensions. The cosmetics market is not just expanding, but also becoming more complex due to the influence of Western Culture on the population. Media has played a quite significant role in the growth of the industry.

Increasing consumer awareness and affordability are the two key growth drivers of the Indian cosmetic industry. Our research revealed that segments, especially hair care have been showing tremendous performance and emerged as a potential investment area for players. Moving forward, hair care market is anticipated to grow at a 20% CAGR during 2011-2014 to reach around INR 208 Billion by 2014. Indian cosmetics industry has witnessed strong growth during the past few years and has emerged as one of the industries holding immense future growth potential. The cosmetics industry registered impressive sales worth Rs 422.3 Billion (US$ 9.3 Billion) in 2010. The sector has mainly been driven by improving purchasing power and rising fashion consciousness of the Indian population. Moreover, the industry players are readily spending on the promotional activitie s to increase consumer awareness.

The size of Indian Cosmetics Industry globally is $ 274 billion, while that of the Indian cosmetic industry is $ 4.6 billion. According to analysis and figures given by the Confederation of Indian Industries (CII), the total Indian beauty and cosmetic market size currently stands at US$950 million and showing growth between 15-20% per annum.22

Since 1991 with the liberalization along with the crowning of many Indian women at international beauty pageants, the cosmetic industry has come into the limelight in a bigger way. Subsequently there has been a change in the cosmetic consumption and this trend is fueling growth in the cosmetic sector. Indian cosmetic Industry had rapid growth in the last couple of years, growing at a CAGR of around 7.5% between 2006 and 2008. While this is due to the improving purchasing power and increasing fashion consciousness, the industry is expected to maintain the growth momentum during the period 2009-2012. In the Indian Cosmetic Industry both electronic as well as print media are playing an important role in spreading awareness about the cosmetic products and developing fashion consciousness among the Indian consumers.

Due to the development of satellite television and a number of television channels as well as the Internet in the modern day, the Indian consumers are constantly being updated about new cosmetic products, translating into the desire to purchase them.

The Indian Cosmetics Industry is defined as skin care, hair care, color cosmetics, fragrances and oral care segments which stood at an estimated $2.5 billion in 2008 and is expected to grow at 7%, according to an analysis of the sector. Today herbal cosmetics industry is driving growth in the beauty business in India and is expected to grow at a rate of 7% as more people shun chemical products in favour of organic ones. The emphasis of the herbal cosmetic has been on the spectacular growth of the herbal and ayurvedic beauty products business as conveyed by beauty expert Shahnaz Husain w ho was the first to introduce the concept of ayurvedic cosmetics to the world when she launched her products way back in 1970. Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus and many more. The Indian cosmetics industry has emerged as one of the unique industries holding huge potential for further growth. In 2009, the cosmetics industry registered sales of INR 356.6 Billion (US$ 7.1 Billion) despite the global economic recession. Indian cosmetics 63 Industry has mainly been driven by improved purchasing power and rising fashion consciousness of the Indian population and industry players spending readily on the promotional activities to increase consumer awareness and develop their products.

The Indian Cosmetic market which traditionally has a stronghold of a few major Indian players like Lakme, and Ponds has seen a lot of foreign entrants to the market within the last decade. India is a very price sensitive market and the cosmetics and personal care product companies, especially the new entrants have had to work out new innovative strategies to suit Indian preferences and budgets to establish a hold on the market and establish a niche market for them.

2.2.1. Cosmetic Industry : Top leading Companies

i. Lakmé is the Indian brand of cosmetics, owned by Unilever. It started as a 100% subsidiary of Tata Oil Mills (Tomco), part of the Tata Group; it is named after the French opera Lakmé, which itself is the French form of Lakshmi, the goddess of wealth who has is also renowned for her beauty.

ii. Revlon is an American cosmetic for skin care, fragrance, and Personal Care Company founded in 1932.

iii. Oriflame Cosmetics S.A. (Luxembourg) is a cosmetics group, founded in 1967 in Sweden by the brothers Jonas AF Jochnick and Robert AF Jochnick.

iv. The L'Oréal Group is the world's largest cosmetics and Beauty Company. It concentrates on hair colour, skin care, sun protection, make-up, perfumes and hair care.

v. Maybelline is a makeup brand sold worldwide and owned by L'Oréal

vi. Avon Products, Inc. is a US cosmetics, perfume and toy seller with markets in over 140 countries across the world.

vii. Street Wear is a young, funky and hip brand which globally is positioned at the young and trendy shopper and the range consists of about 30 SKUs covering categories like nail enamel, lipsticks, lip gloss, face make-up kits and eye shadows.

2.2.2. Cosmetic Industry Latest developments

i. According to Indian Cosmetic Sector Analysis (2009-2012), the Indian cosmetics industry is expected to witness fast growth rate in the coming years on the back of an increase in the consumption of beauty products. Owing to growing disposable income of the middle class households and changing lifestyle, it is expected that the cosmetics industry will grow at a CAGR of around 17% during 2010-2013.

ii. A study even shows that affordability and rising consumer base were the main drivers behind the high cosmetic sales of around INR 356.6 Billion (US$ 7.1 Billion) in 2009. Market players are getting lucrative and good opportunities as people have become more beauty conscious due to changing lifestyle and spreading consumer awareness.

iii. According to ASSOCHAM the size of India's cosmetics market will rise by almost a half to 1.4 billion dollars in the next two-three years as people get fashion conscious and more brands are launched. With increased awakening about cosmetics brands, which is evident even in rural India, the industry size will grow to around 1.4 billion dollars from current level of 950 million. It is projected to grow at a CAGR of around 7% during the forecast period.

iv. Indian Cosmetics Industry is set for a significant growth depending on the capability of the manufacturers to market their products. Products that claim to renew cells, minimize pores, and restore hydration have created an $83 billion worldwide market.

v. Due to the optimistic assessment the domestic cosmetic and toiletries 66 industry show that with increased awakening which is growing even in rural India, its size will grow in next 2-3 years to around US$ 1400 million from current level of US$ 950 million. Till then India's per capita consumption of cosmetic and toiletries products could be on par with that of China which currently is US$ 1.5, says ASSOCHAM analysis.

2.3. The Indian hair care market

The Indian hair care market is mainly dominated by the hair oil segment, which constitutes over half of the overall market. Perfumed oil (cooling oils, light oils, and heavy amla oils) and coconut oil comprises the main segments of hair oil market, while others account for minimal share in the market. The consumption pattern of hair oil differs across different regions of the country. Coconut oil is very popular in southern regions, while people in the north prefer others, such as sesame, rapeseed, etc.

Although the market is conventionally dominated by the women's segment, men are fast emerging as a separate consumer category. In the current scenario, the market is witnessing a tremendous change in buying pattern of the men's segment, as growing young generation are looking for care and styling products catering to their specific needs. Consequently, industry players are also introducing various products to meet the growing male buyers demand.

i. **Hair oils**: The hair oil market is valued at ` 6 billions. Hair oiling is a major niche in the hair care segment. Unlike market abroad, India has a large number 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.

ii. **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.

2.4.Indian Shampoo Market:

At a time when most FMCG (fast moving consumer goods) categories are inching along, personal products are being seen as the harbinger of prosperity. And hair care products are the fastest-growing category within personal products. Between 1994 and 1998, the market size of products such as skincare and toothbrushes doubled in value. But the size of the shampoo market expanded two-and-a-half times over the same period. Not surprisingly, shampoos is a high priority area for major players such as Hindustan Lever. The current size of the shampoo market, according to ORG-MARG, is Rs 850 crore -- equivalent to 30,000 tonnes in volume terms.

Unlike other FMCG categories such as soaps and detergents, which boast of a penetration level of more than 90 per cent, shampoos remain a low penetration category. Industry sources estimate that the urban market penetration of shampoos is a modest 36 per cent. Shampoo usage in the rural 70 markets is even more infrequent, with a penetration level of 12 per cent. Thus, even for the largest player in this industry, there is considerable scope for volume expansion by converting non-users.

The major players in hair shampoo category are HUL, Marico, and Dabur India.

The shampoo market is valued at Rs 4.5 billions and has the penetration level of only 13% in India. The market is expected to expand 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:-

i. Cosmetic

ii. Anti-dandruff

The major players are HUL, and Procter & Gamble.

For a market with high potential, the shampoo market in India is dominated by just a few players. From scores of brands five years ago, the shampoo market has now been whittled down to a handful. Hindustan Lever (HUL), with a 65 per cent volume share (68 per cent share by value), dominates the market with brands such as Sunsilk, Clinic Plus and Clinic All Clear. Cavin Kare Limited, an unlisted company from Chennai, with brands such as Chik and Nyle follows with a 19.8 per cent volume share .

Procter & Gamble (P&G) is the only other large player in this category with brands such as Pantene Pro-V and Head & Shoulders. P&G discontinued its shampoo manufacturing operations in India in 2000. Most of its brands are today directly imported from other Asian countries such as Thailand, Taiwan and Vietnam. New entrants are probably discouraged by the formidable task of establishing a distribution network from scratch. HUL's long established ties with retailers and its extensive distribution reach probably acts as an entry barrier for new entrants.

Cavin Kare Limited, which has managed to garner a significant share of the shampoo market despite this handicap, has focussed on scaled-down versions of its brands and herbal shampoos - two segments where the market leader did not have a presence. Cavin Kare's shampoo business has grown faster than the overall market, at 20 per cent in 1998, 4 per cent in 1999 and 34 per cent over the past four quarters.

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 per cent in 1999, from 16 per cent the previous year. Between January and November 2000, however, the market appears to have recovered some, and the shampoo category has grown by around 10 per cent.

The company has identified three major barriers to shampoo use in India -- 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

His counterpart in Cavin Kare attributes the slowdown in growth rates to the contraction of agricultural incomes. Roughly a fourth of the shampoo market is in rural India.

But the rural market is the key driver for sachets, which make up 70 per cent of the total shampoo sales. HUL has higher stakes in the rural market with an 80 per cent share.

Therefore, the strategies of the major players have revolved around attacking these barriers to usage. The players obviously believe that the key obstacle to recruiting new users lies in the high price of shampoos as a product. Unlike other FMCG categories, where marketers are experimenting with low unit packs, as a concept, the low unit shampoo packs have been around for over a decade. Therefore, marketers have been working at scaling down prices further.

Cavin Kare made the first such attempt last year. It introduced a smaller 50 paise sachet of Chik, when most other sachets retailed at Rs 2. The effort appears to have been an unqualified success, with the Chik brand expanding by 40 per cent after the launch. A new 50 ml bottle of Chik priced at Rs 6 (when most other brands were available in 100 ml bottles and above) has also helped expanded the brand.

HUL acknowledges that the Chik innovations have expanded the overall market, trimming HUL's volume shares by 2-3 percentage points. ``Cavin Kare has expanded the market itself. Though our volume shares are down, our brands have not lost volume. They continue to sustain their earlier growth rates," says Mr Shiva kumar.

HUL has responded with its own 50 paise version of Lux shampoo. The company claims the recently launched 30 ml bubble pack for Clinic Plus (Rs 8), is an innovative and cost-effective alternative for sachet users. While sachets are difficult to store and re-use, the bubble pack allows the user to extract just the right quantity for a single wash.

The scaled down versions could help pep up volume growth rates for major players. But they have also had the effect of lowering the per ml cost of the major brands retailed through sachets. Till the time the players upgrade users to the larger pack sizes, the sachet revolution could restrict margin expansion for the players.

Players have also tried other routes to expand the shampoo market. Fighting the perception that shampoos are essentially glamour products, marketers have tried to add a utility value to shampoos by offering functional benefits. Anti-dandruff shampoos represent this attempt. Clinic Plus, one of the first anti-dandruff brands, is the largest shampoo brand today, with a market share of 31 per cent.

Clinic All Clear, an anti-dandruff extension targeted at the youth has also managed to garner a 13 per cent share. Due to its low pricing (Rs 71 for a 160 ml bottle against Rs 68 for a 100 ml bottle of Head & Shoulders anti-dandruff shampoo), the brand also has a significant rural market share of 44 per cent.

HUL has also experimented with different versions of Sunsilk for dry, normal and oily hair. Procter & Gamble's Head & Shoulders Menthol and Pantene Lively Clean also offer functional benefits to users. Since these add-ons enable brands to command a price premium over the plain shampoos, this strategy could aid both volume and margin expansion.

One of the key barriers to shampoo usage lies in the reluctance to use a synthetic product on hair. Worldwide, therefore, herbal shampoos or botanicals, are a fast growing category. Ayur from RDM Traders Private Limited and Nyle Herbal, a herbal shampoo launched by Cavin Kare, have been some of the early entrants in the Indian herbal shampoos market.

These products claim to use traditional Indian herbs such as shikakai, soap nuts and amla as ingredients and have been a success. Nyle Herbal is among the top five shampoo brands in the country and herbal shampoos today account for 10 per cent of the market size.

That industry leader, Hindustan Lever, does not as yet have a presence in this segment is noteworthy. However, brands such as Sunsilk have been emphasising natural ingredients such as `fruitamins'.

However, high price could be a key barrier when it comes to herbal shampoos. The key challenge in manufacturing herbals lies in efficacy. Users typically require larger quantities or higher concentrations of herbal shampoos to replicate the results of synthetic shampoos. Bringing down prices can therefore be quite difficult in this case. This is probably why 90 per cent of the herbal shampoos still sells only in the urban markets.

Meanwhile, the value-added shampoo segment is getting quite crowded, with a range of pharmaceutical and cosmetics companies launching specialised products. While Dabur has leveraged Vatika's brand equity to launch Vatika Herbal shampoo, Godrej Soaps has leveraged its dominance of the hair colour market to launch Godrej Colourgloss shampoo, for users with coloured hair. This apart, several pharma companies (including Johnson & Johnson) have launched medicated anti-dandruff shampoos (which will probably carry higher credibility with buyers), while cosmetic companies such as Biotique and Lotus Herbals also have herbal shampoos on the shelves.

The contribution of rural markets, which are growing faster than urban markets, to Hindustan Unilever's (HUL) turnover is expected to rise from about 40% now to 50% in the next four to five years.HUL is the leading fastmoving consumer goods (FMCG) company in India with deep rural penetration of its home and personal care brands. HUL's turnover is roughly Rs 18,000 crore. The company has put in place a direct distribution model to enhance its presence in the hinterland. Over the last decade, the maker of Lux soap, Wheel detergent and Sunsilk shampoo has launched special initiatives to push its rural sales through project shakti and shaktimans. However, HUL is not the only company which is keen on growing its rural pie. Powered with an incremental increase in earnings through schemes such as NREGA (National Rural Employment Guarantee Act), rural consumers are uptrading to aspirational products like face wash, deodorants, cream biscuits and noodles.

Statistics reveal that while the number of rural consumers earning about a dollar a day would come down from 400 million to 250 million by 2020, the number of consumers earning over $5 a day would have catapulted from 50 million today to 150 million by then. This represents a huge opportunity for marketers to increase their rural presence.

According to the Neilsen's January-February data 2011, HUL's market share (volumes) in shampoo segment declined by 1.3 percentage points to 47.3 per cent while P&G gained by 2.4 percentage points with a market share of 17.7 per cent.Dabur on the other hand gained 0.8 percentage points capturing 6.7 per cent market share in the estimated Rs 3,000 crore Indian shampoo market.The company's brands 'Clinic Plus', 'Dove' and 'Pantene' competes against the likes of P&G's 'Head & Shoulder' and Dabur's 'Vatika', ITC's 'Fiama Di Wills'.The company had recently revised prices upwards of its 'Lux' and 'Liril' soap brands by up to 10 per cent.In the last couple of years, the company has revamped its entire portfolio in an effort to attract customers. It has been heavily spending on advertising and promotional activities in the last one year. HUL spent around Rs 2,140.95 crore on advertising and other promotional campaigns .

It was much more than its net profit of Rs 1,736.83 crore for the same period. In the toothpaste category, where HUL sells brands like 'Close-Up' and 'Pepsodent', its market share grew by 1.3 percentage points to garner a share of 23.3 per cent during January-February 2011 in the estimated Rs 3,200 crore Indian toothpaste market. According to the Nielsen data, market leader Colgate almolive's market share declined by 1.2 percentage points to 52.4 per cent

2.5.Conclusion

Hair care products are the fastest-growing category within personal products. Increasing consumer awareness and affordability are the two key growth drivers of the industry. The size of the shampoo market expanded two-and-a-half times over the same period. Not surprisingly, shampoos are a high priority area for major players such as Hindustan Lever. Industry sources estimate that the urban market penetration of shampoos is a modest 36 per cent. Shampoo usage in the rural 70 markets is even more infrequent, with a penetration level of 12 per cent. Thus, even for the largest player in this industry, there is considerable scope for volume expansion by converting non-users. . A review of literature in area of customer perception toward shampoo brands reveals that it has emerged as crucial factor for competitive advantage in current business scenario.

Chapter – 3
DHATHRI AYURVEDA PVT LTD – A PROFILE

Chapter 3

DHATHRI AYURVEDA PVT. LTD. – A PROFILE

3.1. Introduction

Having an overall understanding of the organizational environment in which the study was conducted is expedient for a thorough picture of the factors revolving the study. The following is the structural layout of this chapter

- Introduction
- History of the company
- Establishment
- Certifications
- Competitors of Dhathri
- Promotional activities
- Product profile

Indians have been traditionally inclined towards natural products for their beauty needs. India has a history and knowledge of using natural products. While consumers in the rest of the world have to be educated about the benefits of natural herbs, this knowledge is well inherited in India from generations. The need is for companies to translate the ancient Ayurvedic recipes into modern easy to use formats with superior quality.

During the last decade, the herbal beauty care business has emerged as the new growth frontier for beauty business in India. The emphasis has been on the spectacular growth of the herbal and Ayurvedic beauty products business. Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like Biotique, Himalaya, Dhathri, VLCC, Dabur, and N.P Namboothiri's; and many more are adding to the list.

Spell the name Ayurveda and the first thing that comes into one's mind is authenticity. Over the years, this ancient system of medicine has come to be recognised as one that possesses immense healing powers. And for Dr. Sajikumar who comes from a family of traditional Ayurevedic physicians, spearheading a more meaningful research into the resourcefully rich sphere of Ayurveda was just like duck that took into water. Each time he delved deep into the wisdom world of Ayurveda, he surfaced with magical results. One such result gave birth to the highly result- oriented Dhathri. Today, Dhathri is one of the herbal products with the highest brand visibility in Kerala. And now, the relentless research and quest for innovation has brought to the concept of ABS clinic, yet another unique concept to have hit the realm of Ayurveda in recent years.

The recently launched Dhathri ABS clinics, according to him, are all set to change the perception of herbal health care in India. He feels that generally Malayalis are a lot that consumes longer time to take anyone into confidence. He is also of the opinion that this is all the more true in the case of Ayurvedic products as, for them; there are more claims in the market then results.

For close to four generation Dr Sajikumar's family are engaged in the field of rendering herbal remedy. He has been in the forefront of Ayurveda treatment for the last one and half decades. His grandfather had taught them to always go beyond the textbooks and this has been their inspiration all through.

The service division is managed by Dhathri Ayurveda Kendra and has centres at Kayamkulam, Varkala and Guruvayoor in addition to ABS clinics in Trivandrum as well as in Cochin.

3.2.History of the company

Right from the beginning Dr Sajikumar wanted to launch a product that's result oriented and can instil confidence among the users. And thus, Dhathri was born after making hectic research for several months at a stretch. In fact Dhathri hair oil was the first product to be launched by Warrier's Hospital and Panchakarma Centre under a specific brand name.

"The young and dynamic is a man with a strong penchant for research and he is constantly in pursuit of knowledge. And it's this element that sets him apart from the rest of the physicians in his genre. The herbal formulation of the hair oil existed in our family and I made some thorough research before branding it" says Dr Sajikumar. No wonder all his formulations that were brought into market under the stewardship went on to become runaway hits in the market.

The instant success of Dhathri hair oil prompted to venture into similar segments like skin care in a big way that too with good R & D support. Today, Dhathri has around twenty varieties of herbal product related to skin and hair care. Dr.Sajikumar reveals that they arrive at formulations after making thorough research and each time the products are launched in the market after stringent QC screening. All the products undergo toxicity study and effectiveness study. Dhathri ABS was launched as part of diversification as beauty care is something that is closely related to the confidence level of every individual. A well trained team of physicians, body composition analyzers, dieticians, beauticians and cosmetologist work behind every Dhathri ABS clinic.

3.3.Establishment

The origin of the brand Dhathri happened in 2005. Dr.Sajikumar launched hair oil under the brand name Dhathri. The hair oil quickly captured the market's attention and the brand became a blockbuster hit. The success of Dhathri hair oil prompted the company to launch a slew of products like Dheedhi shampoo, Dhin soap, Dhathri face pack, Dhathri skin cream etc; thereby the brand became umbrella brand endorsing a plethora of products across various categories.

The first Dhathri ABS clinic was opened at Thiruvanathapuram during September 2008 while the Kochi centre was opened during November 2008. Dhathri came out with its ABS clinic at Kottayam during the first half of March2009. In the near future the clinic will open up branches in the Middle East. Dhathri always treaded a path of innovation and ABS clinic is just an extension of their quest for the same. The ABS simply stands for Ayurveda, Beauty and Slimming and with this the service division of Dhathri also came into existence. It can be looked upon as an initiative to overcome the limitation of Ayurveda in treating lifestyle diseases which is growing at an alarming pace.

3.3.1. Vision

Our endeavour is to become a global Ayurveda health care conglomerate.

3.3.2. Mission

i. To create sustainable quality Ayurvedic health care solutions by passionate commitment
ii. To provide health and happiness that would enhance the value of human life

3.3.3. Objectives

i. An innovative fusion of tradition and technology
ii. Uphold the spirit of true Ayurveda globally
iii. Profusely rejoicing Ayurveda experience for all age group through health care solutions

3.3.4. Marketing networks

Dhathri has an excellent marketing network that extends across the length and breadth of the country and has sustainable inroads into the Middle East, thereby ensuring a steady supply and regular distribution of Dhathri Products.

3.3.5. Dhathri's personnel policy

The intension of the company is to provide a suitable, safe and healthy working environment to each employees of Dhathri.

3.3.6. Quality policy

Dhathri is committed to give total satisfaction to their customers through continuous improvement of products, processes and distribution.

3.3.7. Quantity assurance

Right from the raw materials purchase to sales there are quality checks. They also believe that good output depends on good input.

3.4.Certifications

Dhathri's products are GMP certified and renowned for the authenticity of the products and services. Dhathri has created a strong brand presence in the hair care, skin care, slimming and wellness range.

Dhathri's ethically wild harvested herbs and products are tested in the Quality Control laboratory to ensure that the ingredients they use sustain our health and well being. Choosing herbal products is an easy way to support the vitality of our planet and our future wellness.

Strict quality control is ensured by the quality assurance division and the unit at nellad is conferred with ISO 9001-2000 certificate.

3.5.Competitors of Dhathri

- Himalaya
- Parachute
- Vatika
- Biotique
- Banjaras
- Lotus

3.6.Promotional activities of Dhathri

Dhathri is promoting the brand through advertisement and other sales promotion techniques. Dhathri brand is not only advertised through televisions but also through newspapers, magazines etc.

3.7. Product profile

Dhathri's Dheedhi Hair Care Herbal Shampoo is the best Ayurvedic solution for all hair problems. Dheedhi Hair care herbal shampoo is a daily use, mild herbal shampoo with the goodness of Aloe Vera, which gently cleanses hair and scalp without making hair dry or frizzy. It nourishes conditions and moisturizes hair and scalp and treats dandruff.

Chapter – 4

REVIEW OF LITERATURE

Chapter 4

REVIEW OF LITERATURE

Review of literature is an important component of any research, without which the research is considered to be incomplete. Reviewing the past literature helps the researcher to put his/her effort in right direction. It also helps the researcher to know the past research work done in the area. Keeping in the view the objectives of the study, an attempt was made to review the literature which had meaningful relation to the study and are presented under the following headings.

Kohli & Thakor (1997) reported that a brand name involves the creation of an image or the development of a brand identity and is an expensive and time consuming process. The development of a brand name is an essential part of the process since the name is the basis of a brand's image. Brand name is important for the firm to attract customers to purchase the product and influences repeat purchasing behavior. Consumers tend to perceive the products from an overall perspective, associating with the brand name, all the attributes and satisfaction experienced by the purchase and use of the product and indeed, any negative associations that might exist.

Cadogan & Foster (2000) reported that price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so their purchase intention is not easily affected by price. In addition, customers have a strong belief in the price and value of their favorite brands, so much so that they would compare and evaluate prices with alternative brands. Consumer satisfaction can also be built by comparing price with perceived costs and values. If the perceived values of the product are greater than cost, it is observed that consumers will purchase that product. Loyal customers are willing to pay a premium even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change .

Keller (2003) concluded that famous brand names can assimilate product benefits and lead to higher recall of advertised benefits than non-famous brand names. There are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust major famous brand names for satisfying purposes. These prestigious brand names and their images attract consumers to purchase the brand & bring about repeat purchasing behavior and reduce price related switching behaviors

Vincent (2006) elicited that quality is an important factor that draws consumers towards branded products. Branded products are accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing a brand. A child's insistence affects family's buying behavior. Children are highly aware and conscious of branded items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product.

Saxena (2008) concluded that Hindustan Unilever (HUL) has increased its share in the shampoo market even as rivals Procter & Gamble (P&G) and CavinKare have suffered erosion. She also mentioned that according to retail measurement figures released by AC Nielsen, market leader HUL's share grew from 46.9% in January to March (2007) to 47.8% in the October to December (2006) quarter and in the same period, P&G's market share fell from 25% to 23.7% and third placed CavinKare's from 12.6% to 12%.

Ragavendran *et al* (2009) conducted a research on the consumer perception on brand awareness and position of product in the market. It was observed that consumer's expectations were Quality, benefits offered and packaging of shampoos. Based on the results obtained, integrated marketing communication was suggested; as a result an improvement of 8% to 12.6% was observed in target population.

Patwardhan, *et al* (2010) made an attempt to find the factors affecting consumer buying behavior, with focus on two commonly used products i.e. soaps and chocolates. The study was conducted in Gwalior City, where the average family expenditure is moderate. The study suggests that consumer buying characteristics are governed by a number of diverse factors which include both internal and external factors. The observations from the study are ubiquitous in nature with similar inference being drawn by others. Few common characteristics include easy chocolates. The study was conducted in Gwalior City, where the average family expenditure is moderate. The study suggests that consumer buying characteristics are governed by a number of diverse factors which include both internal and external factors. The observations from the study are ubiquitous in nature with similar inference being drawn by others. Few common characteristics include easy availability of products to consumers, caution and concern shown by the consumers for product ingredients, budget compatibility of consumers like cost of product, fragrance, shape and seasonal variation and advertisement. It can also be concluded from the study that most of the consumers in the City lack proper understanding of the product and decision making skills.

Kadam *et al.* (2012) conducted a research on consumer preferences towards shampoo in Pandharpur city. They concluded that the youths are highly involved in the usage of shampoo. They also concluded that TV is playing a major role in creating awareness as compared to any other media and shampoo users are very loyal towards the brand as they are ready to go a long distance to get the brand.

Khan *et al.* (2012) undertook a study to know the impact of brand related attributes (brand knowledge, brand relationship, behavioral intention, brand advertisement and past experience about the brand) on the purchase intention of the consumers. The results identified that brand knowledge and brand advertisement has same impact on both male and female consumers. Behavioral intention, past experience and purchase intention are high in female consumers than male consumers. But male consumers have stronger brand relationship then female consumers. Furthermore, the behavioral intention and purchase intention of upper Punjab employees is high. The impact of advertisement and knowledge about brand increases according to the age of the consumers. All the brand related factors shows positive relationship with purchase intention of consumers

Mohanty (2012) conducted a study on positioning of Indian shampoo brands, where the purpose of the study was to transform consumer judgments of shampoo usage similarity into distances in multidimensional space. The study identified three important dimensions "Brand Image", "Hair care" and "Value for money" to be taken care of by the shampoo industries. Three-dimensional and two dimensional solutions gave the same output and identified "Brand Image" and "Hair care" as the most important factors for the choice shampoo brand.

Rahman et al. (2012) concluded in their study that the Indian shampoo market is dominated by HLL i.e. Hindustan Unilever Ltd. with a market share of 46%followed by Procter and Gamble with 24%. The top shampoo brands in India are Sunsilk, Clinic Plus, Pantene and Head & Shoulders.

Sharma and Mehta (2012) reported that Male's frequency of using the shampoo is very less as compared to females and the consumers do not concentrate on the natural shampoos, they use it only for the purpose of cleaning, not for to make their hair healthier and stronger. The frequency of shampoo usage in males is very low. They use shampoo on special occasions such as weddings, parties etc. The maximum respondents i.e. 51.39% prefer the TV for the advertisement and the consumers are not satisfied from the quality of the shampoo and also the free gifts distributed with them. Sachet is more preferred as compared to bottles for the purpose of packaging of shampoo

Thapa (2012) conducted a study on consumer switching behavior of shampoo brands among the residents of girls' hostels of university of Jammu. She concluded that the usage rate of shampoo is high and at the same time they are buying the shampoo very frequently. Price, availability and packaging plays a very important role in purchasing of shampoo. It was also observed that gifts, extra quantity, discount, price off were the factors considered by the buyers while making the purchase decision

Birjandi & Birjandi (2013) analysed customer segmentation of shampoo in the Iranian market, based on the 'benefit sought approach'. The findings highlighted that in the benefits prioritization of consumers, cleaning power of the shampoo gains the most important rank and color of the shampoo gains the least important rank among all of the benefits.

Irabatti& Irabatti (2013) conducted a research on the satisfaction level derived by Pantene shampoo users in Western Maharashtra. The mean satisfaction scores of different groups of respondents were calculated to find out the highly satisfied group and two-way tables and charts were framed to find out the distribution of respondents of each category concerning their level of satisfaction. The satisfaction level of Pantene shampoo is derived against different elements such as sex group, age group, price, quality, lather, fragrance, packing, and ability to prevent hair fall.

Rahman & Kazi (2013) conducted a study on the expectations of consumers from shampoo brands. After analysis, it was found that Hair fall has come out as the top most preferred reason for using a shampoo brand whereas Hair cleaning appears to be the most preferred expectation of customers. Similarly, Fragrance was considered as the least preferred reason whereas Moisture was considered as the least preferred expectation of the customers.

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Chapter -5

CUSTOMER PERCEPTION OF DHEEDHI– AN ANALYSIS

Chapter 5

CUSTOMER SATISFACTION OF DHEEDHI SHAMPOO- AN ANALYSIS

The chapter is devoted to results of the analysis of data from distributors, retailers, and end consumers of Dheedhi shampoo. It is aimed at understanding the customer perception of the product. Based on the objectives of the research problem the results of the analysis are presented under the following heads. Each head contains various subheads.

5.1 Socio- economic profile

5.2 Triggers influencing buying behaviour

5.3 Customer valuation of major product attributes

5.4 Influence and effectiveness of advertisements

5.1 Socio- economic profile

Socio – economic profile is an important aspect of marketing which helps to understand the target customers for the product. It helps to understand who buys the product and why they buy it. In the present study the Socio – economic profile of the distributors, retailers and end consumers are presented.

5.1.1 Profile of Distributors/ Retailers

The Socio – economic profile of the distributors and retailers of Dheedhi herbal shampoo is presented as Table 5.1

Table 5.1 Socio – economic variables of distributors and retailers of Dheedhi shampoo

Sl .No	Variable	Distributors (percent)	Retailers (Percent)
1	Gender		
	i. Male	100	60
	ii. Female	0	40
	Total	100	100
2	Age group		
	i. 20-29	10	15
	ii. 30-39	30	30
	iii. 40-49	20	40
	iv. 50-59	40	15
	Total	100	100

3	Income		
	i. Below 10,000	-	40
	ii. 10,001- 20,000	-	25
	iii. 20,001-35,000	-	30
	iv. 35,001-50,000	-	5
	v. Below 50000	10	-
	vi. 50000- 1 lakh	30	-
	vii. 1 lakh-5 lakh	50	-
	viii. 5 lakh-10 lakh	10	-
	Total	100	100
4	Education qualification		
	i. University/college	60	30
	ii. Secondary education	30	50
	iii. Primary education	10	20
	iv. No formal education	----	100
	Total	100	
5	Legal status of the distributor		
	i. Proprietary	70	65
	ii. Partnership	30	35
	Total	100	100
6	Years of experience		
	i. Less than 10	-	50
	ii. Between 10-20	40	50
	iii. Between 20-30	30	-
	iv. Between 30-40	30	-
	Total	100	100
7	Infrastructure		
	i. Own building	40	65
	ii. Rented building	60	35
	Total	100	100

From Table 5.1 it can be inferred that the entire respondents of distributors were males. Majority of them i.e. 40 percent belonged to the age group of 50-59years. It was followed by 30 percent belonging to the age group of 30-39, 20 percent belonging to the age group 40-49 and the remaining 10 percent to age group 20-29. On the other hand, it was inferred that 60 percent of the selected retailer were male while the rest 40 percent were females. About 40 percent of the retailers belonged to the age group 40-49. This was followed by 30 percent belonging to the age group 30-39, 15 percent belonging to the age group 20-29 and the remaining 15 percent belonging to the age group 50-59.

On the basis of income of the distributor, majority of them (50 percent) had income between Rs 1 to 5 lakh. About 30 percent had between Rs50000-1 lakh which was followed by 10 percent having income below Rs 50000 and remaining 10 percent had income between 5 to 10 lakh. Whereas majority of the retailers i.e. 40 percent had income below Rs10, 000 while 30 percent had income between Rs20, 001-35,000. Nearly 25 percent had income between Rs 10,001-20,000 while a minority of 5 percent had income between Rs 35,000-50,000.

On the basis of educational qualification it was seen that 60 percent of the distributors had university /college level education while 30 percent had secondary level education. About 10 percent had primary level of education. On the other hand, 50 percent of the retailers had secondary education which was followed by 30 percent having university/ college level qualification and remaining 20 percent having primary education.

On the basis of the legal status, it was noticed that the majority of about 70 percent of the business were proprietary while the rest 30 percent were partnership. Whereas when legal status of retailers were analysed, it was found that 65 percent of the shops were proprietary while the remaining 35 percent were engaged in partnership

On the basis of the age of the business, it was noticed that most (40 percent) of the firms were found to be 10 to 20 years old. This was followed by 30 percent firms being about20- 30 years old while another 30 percent being 30-40 years old. On the other hand it was observed that half of the selected retailers started the business between 1-5 years. Rest half started business between 10-20 years i.e. 25 percent started business between 6-10 years while 15 percent started between 11-15 years and remaining 10 percent started business 16-20 years ago.

In majority (60 percent) of the situation the infrastructure used for business by the distributors were rented while only a minority operated in own buildings. Whereas in the case of retailers, 65 percent of the business were operated in own building and rest 35 percent in rented building.

5.1.2 Profile of the Consumers

5.1.2.1 *Age group of the consumer*

Age is an important demographic profile to identify the target consumers needs and aspiration regarding the product. Dheedhi shampoo was found to be oriented towards women. Hence effort was made to understand which age group of women were the major users of Dheedhi. Table 5.2 gives the age group of the selected consumers of Dheedhi shampoo.

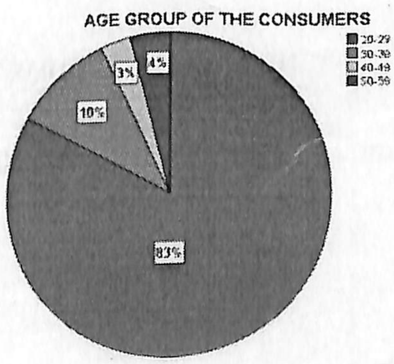
Table 5.2 Age group of the consumer

Age group	Percent
20-29	83
30-39	10
40-49	33
50-59	4
Total	**100**

Source: Primary Data

Table 5.2 gives the age group of the target consumers. It was found that the target consumers were all women. Majority of the consumers (83 percent) belonged to the age group of 20-29. This was followed by 10 percent belonging to the age group 30-39, 4 percent belonging to the age group 50-59 and finally 3 percent belonging to the age group 40-49. From this it can be inferred that majority of the consumers for Dheedhi shampoo were teenagers. It can be contemplated that teenagers are now switching to herbal shampoos due to increased hair damage resulting from continuous use of chemical shampoos.

Fig 5.1 Age group of the consumer



5.1.2.2 *Occupation of the consumer*

Table 5.3 gives the occupation of the selected consumers of Dheedhi shampoo.

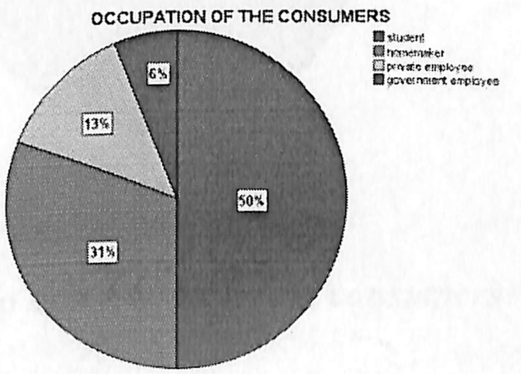
Table 5.3 Occupation of the consumer

Occupation	Percent
Student	50
Homemaker	31
private employee	13
government employee	6
Total	**100**

Source: Primary Data

From the Table 5.3 it was evident that majority (50 percent) of the consumers were students. About 31 percent constituted of homemakers, 13 percent of private employees and the rest 6 percent by government employee. Majority of the consumers being students anticipated the young generation switching to herbal goodness. It also showed that Dheedhi is a popular brand among students.

Fig 5.2 Occupation of the consumer



5.1.2.3 *Education qualification of the consumer*

Table 5.4 gives the educational qualification of the consumers of Dheedhi shampoo.

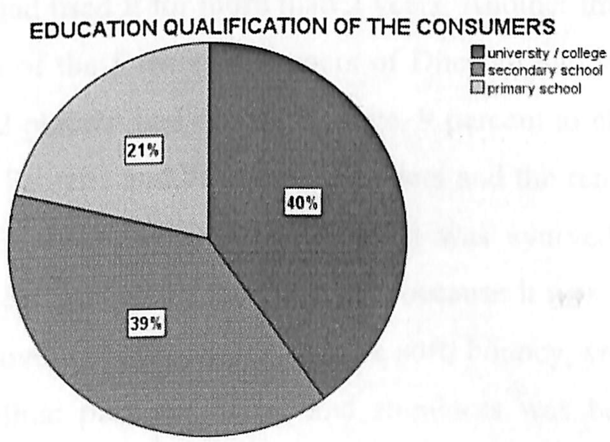
Table 5.4 Education qualification of the consumer

Qualification	Percent
University / College	40
Secondary School	39
Primary School	21
Total	**100**

Source: Primary Data

From the table 5.4 it was understood that 40 percent of the consumers had university or college level of education, 39 percent had secondary education and the remaining 21 percent had primary education.

Fig 5.3 Education qualification of the consumer



5.1.2.4 *Trend in Shampoo brand used by the consumers*

Consumers tend to change shampoos occasionally. Hence though the consumers were users of Dheedhi they showed shift to other brands. Therefore effort was made to find out which was the shampoo brand currently used, to identify any shift in use pattern. The results are given as Table 5.5

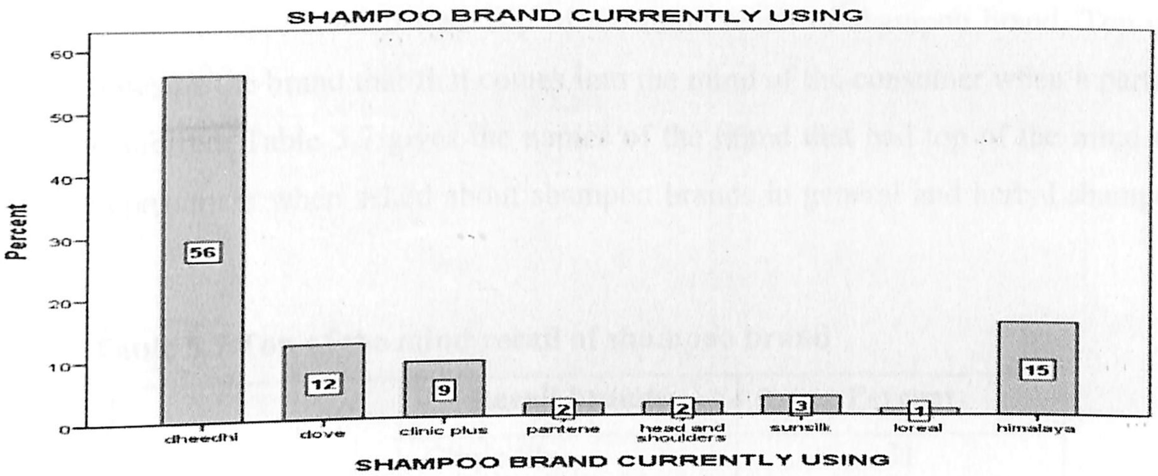
Table 5.5 Shampoo brand used by the consumers

Brand	Percent
Dheedhi	56
Dove	12
Clinic plus	9
Pantene	2
Head and shoulders	2
Sunsilk	3
L'Oreal	1
Himalaya	15
Total	**100**

Source: Primary Data

From the table 5.5 it was elucidated that only 56 percent of the users were currently using Dheedhi shampoo. It was also observed that majority among this 56 percent were loyal consumers of the brand and had used it for more than 2 years. Another important observation obtained was that 15 percent of the former consumers of Dheedhi had switched over to the brand Himalaya. Similarly 12 percent had shifted to dove, 9 percent to clinic plus, 3 percent to sunsilk, 2 percent each to Pantene and head and shoulders and the remaining 1 percent to L'Oreal. The main reason for using Dheedhi was that it was ayurvedic, mild, daily use shampoo with aloe vera content. Himalaya was preferred because it was a low priced highly effective, herbal shampoo. Dove was preferred as it gave soft, bouncy, voluminous hair. The main reason for choosing clinic plus and Head and shoulders was because it was very economical and gave good result. Sunsilk and L'Oreal were preferred because it gave good conditioning along with good hair care with admirable soft texture. Hence a total of 44 percent was found to have shifted from Dheedhi shampoo to current shampoo brand. This showed that the consumer retaining capacity of Dheedhi was ineffective and is susceptible to loss of customer loyalty if not promoted effectively.

Fig 5.4 Shampoo brand currently using



5.1.2.5 *Interest in ayurvedic shampoo*

In the present scenario people are becoming more herbal and ayurvedic oriented. Consumers are switching from chemical shampoos to herbal, ayurvedic shampoos due to the damages caused by chemicals. Table 5.6 gives the interest of consumers towards ayurvedic shampoo.

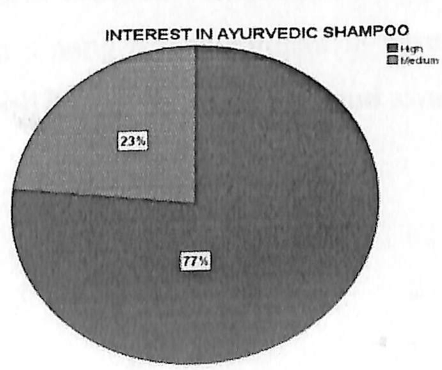
Table 5.6 Interest in ayurvedic shampoo

Interest	Percent
High	77
Medium	23
Low	0
Total	100

Source: Primary Data

From the table 5.6 it was evident that 77 percent of the consumers were highly interested in ayurvedic and herbal shampoos while the remaining 23 percent were moderately interested. This provides ample opportunity for Dheedhi to capture the market and to increase its sales.

Fig 5.5 Interest in ayurvedic shampoo



5.1.2.6 *Top of the mind recall of shampoo brand*

Another variable studied was Top of the mind recall of shampoo brand. Top of the mind recall means the brand that first comes into the mind of the consumer when a particular attribute is referred. Table 5.7 gives the names of the brand that had top of the mind recall among the consumers when asked about shampoo brands in general and herbal shampoo in specific

Table 5.7 Top of the mind recall of shampoo brand

	Recall brands	Percent
GENERAL SHAMPOO CATEGORY	Clinic Plus	31
	Dove	22
	Pantene	10
	Sunsilk	3
	Dheedhi	10
	L'Oreal	6
	Himalaya	18
	Total	100
HERBAL SHAMPOO CATEGORY	Himalaya	50
	Dheedhi	47
	K.P.Namboothiri's	3
	Total	100

Source: Primary Data

From the table 5.7 it was understood that clinic plus had highest recall according to 31 percent of the consumers. About 22 percent recalled dove, 18 percent Himalaya, 10 percent each recalled Pantene and Dheedhi respectively, 6 percent recalled L'Oreal and the remaining 3 percent recalled Sunsilk. Whereas among herbal shampoos, it was observed that 50 percent of the consumers recalled Himalaya anti-dandruff shampoo more. Only 47 percent recalled Dheedhi shampoo while 3 percent recalled K.P.Namboothri's. This showed that Himalaya had very good brand awareness among the consumers in case of herbal shampoo. Though Dheedhi was not far behind, it still had to increase its brand awareness in order to increase its sales.

Fig 5.6 Top of the mind recall of shampoo brand

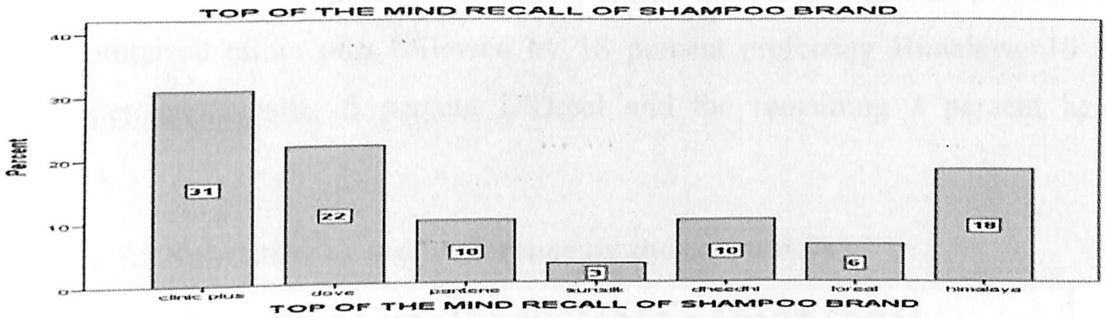
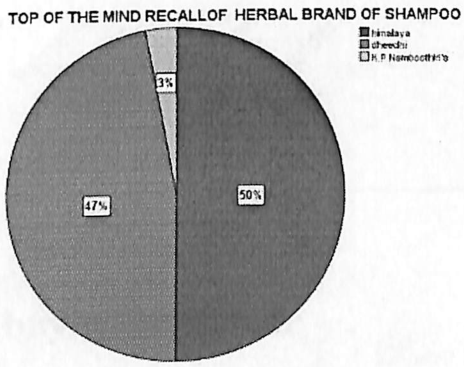


Fig 5.7 Top of the mind recall of herbal shampoo



5.1.2.7 *Substitute brand preference by the consumers*

Consumers prefer diverse varieties of shampoo brand apart from Dheedhi. They would prefer other brands when dheedhi wouldn't be unavailable. Hence effort was made to list those shampoo brands. Table 5.8 shows the consumer preference for other substitute shampoo brands

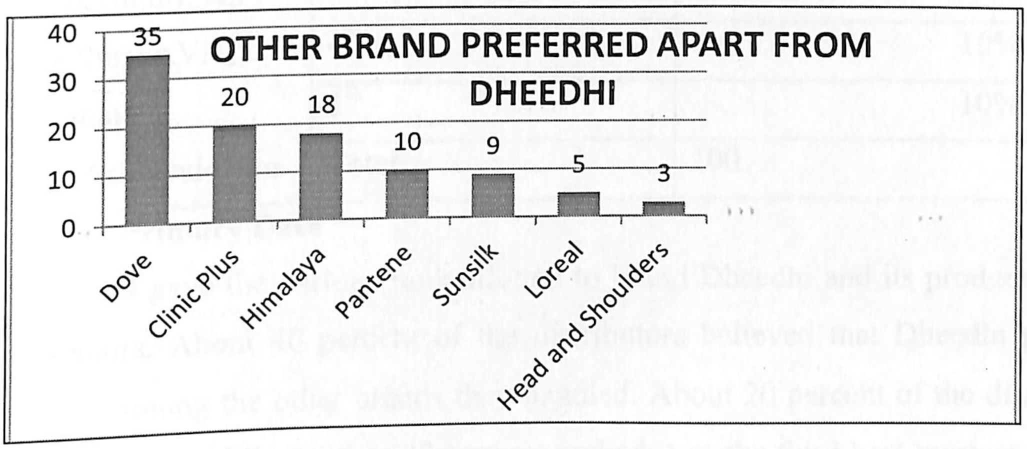
Table 5.8 Substitute brand preference by the consumers

Brand	Percent
Dove	35
Clinic Plus	20
Himalaya	18
Pantene	10
Sunsilk	9
L'Oreal	5
Head and Shoulders	3
Total	100

Source: Primary Data

Table 5.8 gave the consumer preference of other shampoo brands apart from Dheedhi. It was observed that the most preferred shampoo brand was dove, 35 percent prefer it. Almost 20 percent preferred clinic plus followed by 18 percent preferring Himalaya, 10 percent Pantene, 9 percent Sunsilk, 5 percent L'Oreal and the remaining 3 percent head and shoulders.

Fig 5.8 Substitute brand preference by the consumers



5.2 Triggers influencing buying behaviour

Certain properties of the product influence the customers to buy those products. Different categories of the customers perceive different attributes differently. An attempt was made to delineate the triggering factors influencing customers mainly distributors, retailers and consumers. The results are presented below.

5.2.1 Triggers influencing distributors choice

Value perception of the product and demand of the product were the major triggering factors selected for analysis of distribution behaviour in terms of the brand.

5.2.1.1 *Value perception of Dheedhi by selected distributors*

The selected distributors handled various products of different brands along with products of Dheedhi. They were asked to give ranks to Dheedhi on comparing it with the other brands they dealt. Table 5.9 gives the ranks assigned to Dheedhi by the selected distributors according to their perception.

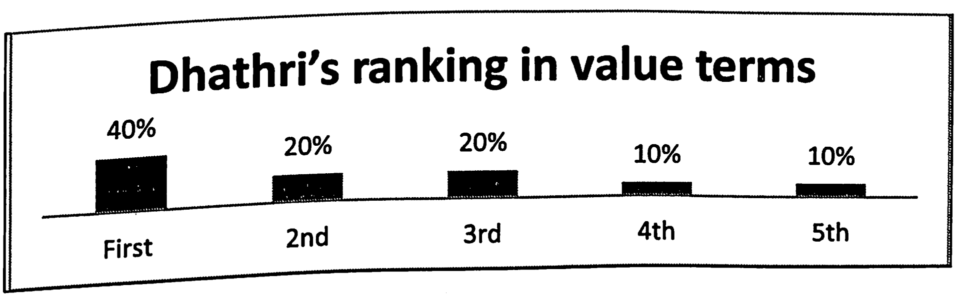
Table 5.9 Value perception of Dheedhi by selected distributors

Choice of brand	Choice category for Dheedhi	Percent
Dheedhi ,Himalaya , Dabur, Indulekha Pankagakasthuri, K.P. Namboothiri, AVN, Amruthanajam, Newpal, Ashtavaidyam	First	40%
	2nd	20%
	3rd	20%
	4th	10%
	5th	10%
	Total	100

Source: Primary Data

Table 5.9 gave the various rank allotted to brand Dheedhi and its products by the selected distributors. About 40 percent of the distributors believed that Dheedhi products were number one among the other brands they handled. About 20 percent of the distributors ranked Dheedhi second while another 20 percent ranked it as the third best product in value terms. Almost 10 percent of the distributors ranked it fourth while the rest 10 percent ranked it fifth. Hence it is inferred that majority stated that Dheedhi brand was a highly valued brand and had good brand image.

Fig 5.9 Value perception of Dheedhi by selected distributors



5.2.1.2 *Perception of demand trend for Dheedhi shampoo among distributors*

Dheedhi has always tried to meet the demands made by its customers. Dheedhi shampoo is one of Dhathri's fast moving good. Hence all efforts were made to know its present status in the market. Table 5.10 gives the demand for Dheedhi shampoo.

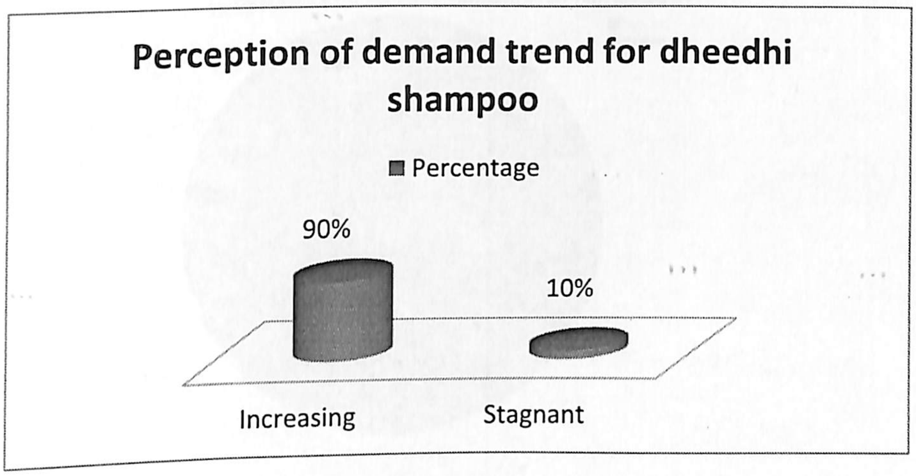
Table 5.10 Perception of demand trend for Dheedhi shampoo among distributors

Demand trend	No. of respondents	Percentage
Increasing	9	90%
Stagnant	1	10%
Total	10	100

Source: Primary Data

Table 5.10 elucidated that 90 percent of the distributors agreed that the demand for Dheedhi shampoo was increasing while 10 percent agreed that demand had become stagnant. None had agreed that the demand had decreased. This was a positive symptom for Dheedhi Company regarding Dheedhi shampoo.

Fig 5.10 Perception of demand trend for dheedhi shampoo



5.2.2 Retailers

Triggers influencing retail behaviours were perception of demand for herbal shampoo, uniqueness of dheedhi and brand promotion of dheedhi among consumers. The results were presented below.

5.2.2.1 *Perception of demand for herbal shampoos in the market*

Chemical shampoos had been the market leaders right from the advent of shampoos. But in the recent years, the realizations of its ill effects had caused a consumer shift in favour of herbal and ayurvedic shampoos. Table 5.11 shows the demand for herbal shampoo according to the perception of the selected retailers.

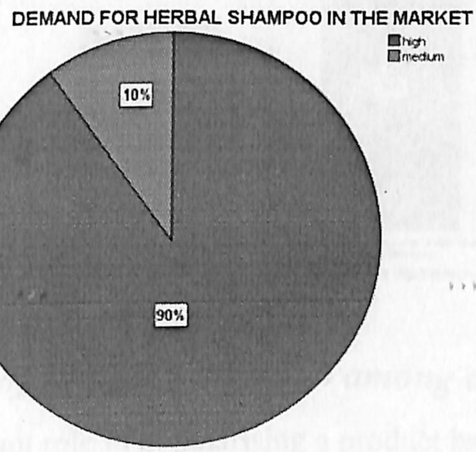
Table 5.11 Perception of demand for herbal shampoos in the market

Perceived Demand	No. of respondents	Percent
High	18	90
Medium	2	10
Low	0	0
Total	20	100

Source: Primary Data

From Table 5.11 it was evident that majority of the retailers (90 percent) agreed that there was high demand for herbal shampoo in the market due to side effects and hair damage caused by continuous use of chemical shampoos. Since herbal shampoos were gentle and favourable for hair care, an urge to use it had developed among the consumers. As a result its demand had increased. About 10 percent believed that there was a moderate demand for herbal shampoo as demand for chemical shampoo were still high and the shift towards herbal shampoo were very slow. None had stated low demand for herbal shampoo.

Fig 5.11 Demand for herbal shampoos in the market



5.2.2.2 *Uniqueness of Dheedhi shampoo*

Each product has its own USP (Unique Selling Proposition) that influences its demand in the market. Table 5.12 gives the uniqueness of Dheedhi shampoo according to the retailer perception.

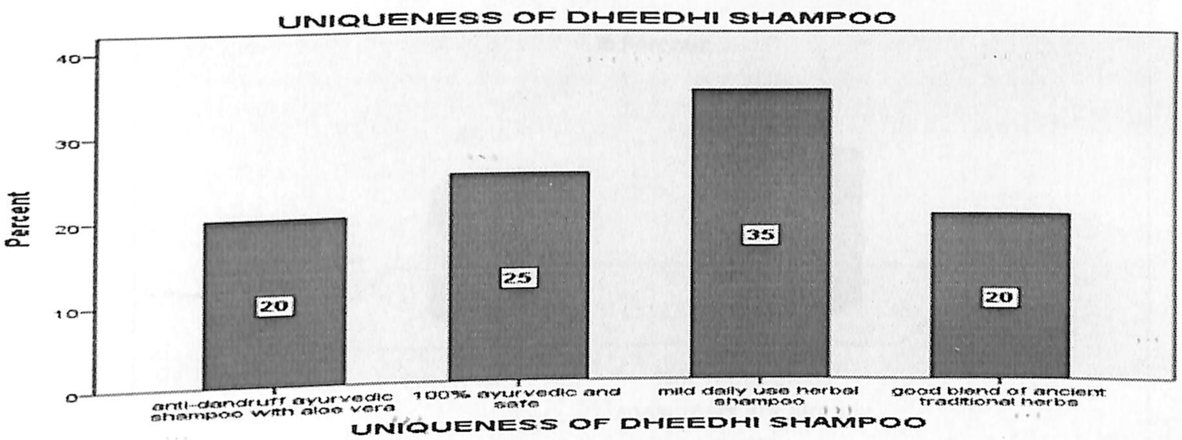
Table 5.12 Uniqueness of Dheedhi shampoo as perceived by the retailers

Unique attributes	No. of respondents	Percent
Anti-dandruff Ayurvedic shampoo with Aloe vera	4	20
100% Ayurvedic and safe	5	25
Mild daily use herbal shampoo	7	35
Good blend of ancient traditional herbs	4	20
Total	20	100

Source: Primary Data

From the Table 5.12 it can be inferred that majority (35 percent) of the retailers, considered Dheedhi shampoo as its mild and daily use. The most important feature reported by 25 percent retailers was that, it was branded as 100 percent ayurvedic and safe for hair use shampoo. About 20 percent were of the opinion that its promotion as anti-dandruff ayurvedic shampoo with Aloe vera content, is the prominent feature another 20 percent stated that, its blend of ancient traditional herbs makes it inimitable.

Fig 5.12 Uniqueness of Dheedhi shampoo



5.2.2.3 *Brand promotion of Dheedhi shampoo among consumers*

Retailers also play an important role in popularising a product brand among the consumers. Many a times their referral of a product is found to be advantageous in increasing the sales of the product. Consumers are often found to buy products under their recommendation. Hence an effort was made to know whether any recommendation is given by the retailers to promote Dheedhi shampoo among consumers. Table 5.13 gives the details regarding the regularity with which dheedhi is recommended.

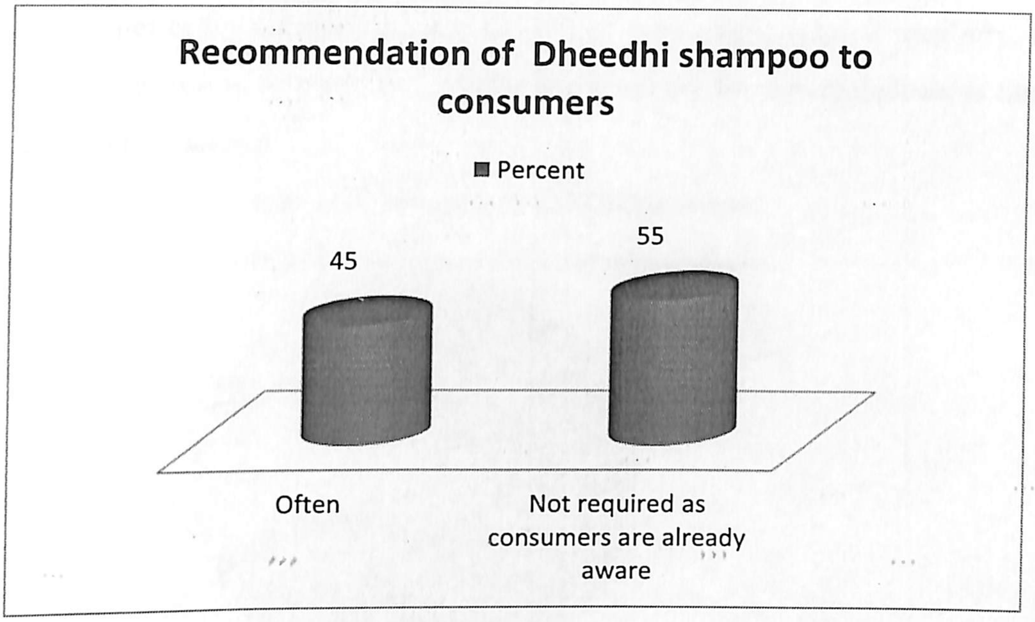
Table 5.13 Brand promotion of Dheedhi shampoo among consumers

Regularity of recommendation	No. of respondents	Percent
Often	9	45
Not required as consumers are already aware	11	55
Total	20	100

Source: Primary Data

From table 5.13 it is elucidated that 55 percent of the retailers deem that there was no need of recommendation as the consumers were fully aware of the product and there was good consumer enquiry. Nearly 45 percent stated that they recommend Dheedhi shampoo to the consumers as it was safe and ayurvedic as well as had good result. They also considered it to give complete hair care along with herbal goodness. Its anti-dandruff and mild herbal daily use property was another factor regarded as a reason to recommend the product. They were confident that the recommendation would not be in futile.

Fig 5.13 Brand promotion of Dheedhi shampoo among consumers



5.2.3 *Triggers influencing Consumers behaviour*

Certain attributes trigger the consumers to buy the particular brand. Understanding these factors is crucial to plan accordingly the sales and promotion activities. Hence effort were made to track these attributes and understand their influence

5.2.3.1 *Frequency of shampoo use*

Consumers shampoo their hair at different frequencies. This is one of the factors that trigger the consumer to buy shampoos. Dheedhi is marketed as a daily use shampoo. It is effective when used regularly. Hence effort was made to understand whether consumers use it regularly. Table 5.14 gives the frequency of shampooing hair.

Table 5.14 Frequency of shampoo use

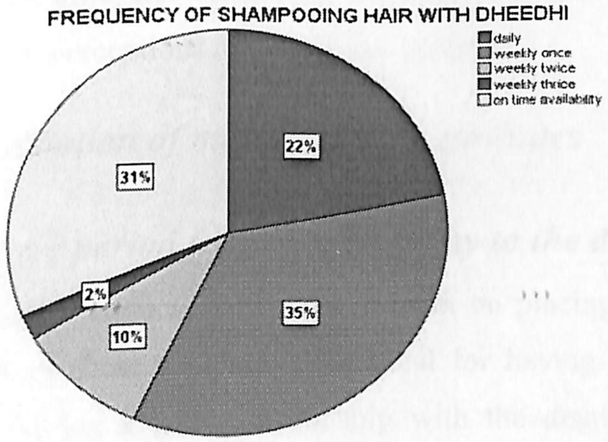
Frequency of use	No. of respondents	Percent
Daily	22	22.0
weekly once	35	35.0
weekly twice	10	10.0
weekly thrice	2	2.0
on time availability	31	31.0
Total	100	100.0

Source: Primary Data

From Table 5.14 it is elucidated that though Dheedhi is a daily use mild shampoo, only 22 percent of the consumers shampoo hair daily. A majority of about 35 percent shampoo hair weekly once while the other majority of 31 percent shampoo hair only on time availability.

About 10 percent shampoo hair weekly twice and the rest 2 percent shampoo hair weekly thrice. In order to get better results Dheedhi advices its consumers to use it regularly. But it is observed that only a minority do so. Hence the main reason for dissatisfaction is due to the irregular shampoo use pattern.

Fig 5.14 Frequency of shampoo use



5.2.3.2 *Product use satisfaction*

The consumer's satisfaction about the product was measured with the help of index method. The results are presented in Table 5.15

Table 5.15 Product use satisfaction

Product benefits	Total score	Composite index	Rank
Anti hair loss	473	94.6	2
Prevent dandruff	451	90.2	3
Ayurvedic	444	88.8	4
Mild daily use	475	95	1
Softens hair	247	49.4	9
Prevents scalp dryness	363	72.6	6
Prevents itching	289	57.8	7
Good Fragrance	282	56.4	8
Gives cooling sensation to the scalp	410	82	5

Source: Primary Data

Overall index for product use satisfaction= **76.311**

From table 5.15 it can be elucidated that the main attribute that influence the consumer to buy Dheedhi is mild daily use feature (95 percent) and is the most satisfying feature of the product. The next significant factor is anti hair loss (94.6 percent) followed by prevention of dandruff (90.2 percent). The least attribute that influence the buying behaviour is softening of hair which has moderate satisfaction (49.4 percent). The overall index for product use satisfaction is 76.311, which according to the satisfaction index gives a good level of satisfaction.

5.3 Customer valuation of major product attributes

Customers value different attributes differently according to their perception. Hence effort was made to identify these perceptions regarding the product.

5.3.1 Distributors valuation of major product attributes

5.3.1.1 *Product delivery period from the company to the distributor*

Company delivers products to the distributors on placing order for the products. The times taken to deliver these products are crucial for having an effective distribution network as well as in having a good relationship with the distributor. Table 5.16 gives product delivery period from the company to the distributor.

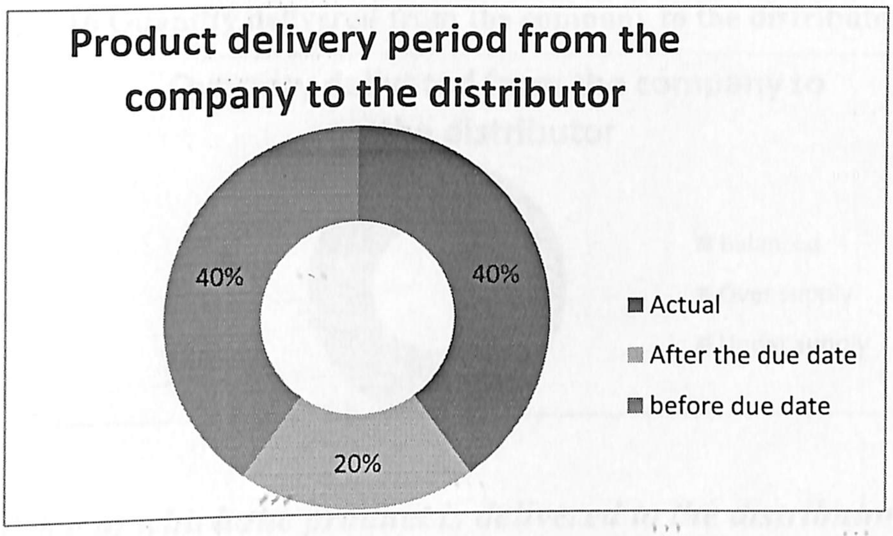
Table 5.16 Product **delivery period from the company to the distributor**

Period	No. of respondents	Percentage
Actual period	4	40
After the due date	2	20
before due date	4	40
Total	10	100

Source: Primary Data

Table 5.16 emphasised on the time taken to deliver the products from the company to the required distributor. This is very crucial for the effective distribution of the product in various retail shops. Only when the product is received from the company on time will it be delivered to the required retail outlets on time. From the table, it is clear that 40 percent of the distributors get their orders delivered on the actual date as mentioned by the company. Another 40 percent gets it orders delivered before the due date. A minority of 20 percent get its deliveries fulfilled after the due date. Hence it is inferred that the company is responsive to cater the needs of the distributors to a large extent.

Fig 5.15 Product delivery period from the company to the distributor



5.2.2.1. Quantity delivered from the company to the distributor

The distributors place order to the company in large amount to meet the requirements of the retail units they supply. It is very vital that the prescribed quantity is delivered to the distributor on time. Table 5.17 gives the quantity delivered from the company to the distributor.

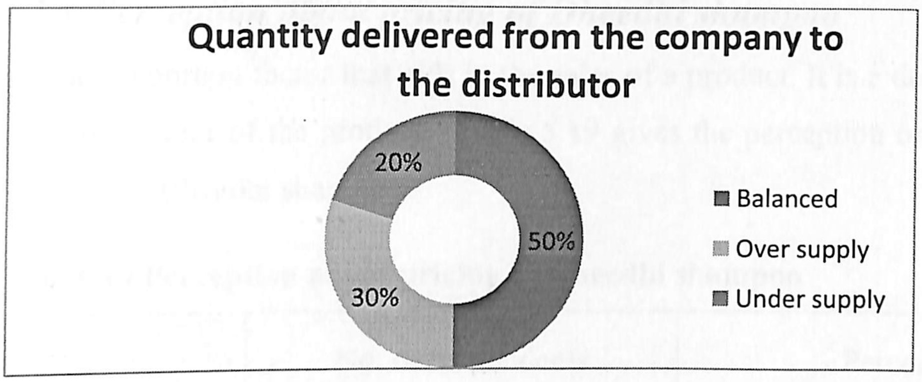
Table 5.17 Quantity **delivered from the company to the distributor**

Demand – supply ratio	No. of respondents	Percentage
Balanced	5	50
Over supply	3	30
Under supply	2	20
Total	10	100

Source: Primary Data

Table 5.17 illustrates that 50 percent of the order placed by the distributors get accomplished as per requirement, providing the actual quantity ordered. It was observed that 30 percent of the distributors received above the actual quantity ordered while 20 percent received below the actual quantity. It was observed that receiving products in the actual quantity was approving to the retailer as it helped to prevent over stocking and under stocking conditions

Fig 5.16 Quantity delivered from the company to the distributor



5.2.2.2. Price at which the product is delivered to the distributor

Price is an important market mix that decides the fate of the product. The distributors place orders in large quantity to avail price discounts from the company. Table 5.18 shows the price at which the selected distributors take delivery of the products.

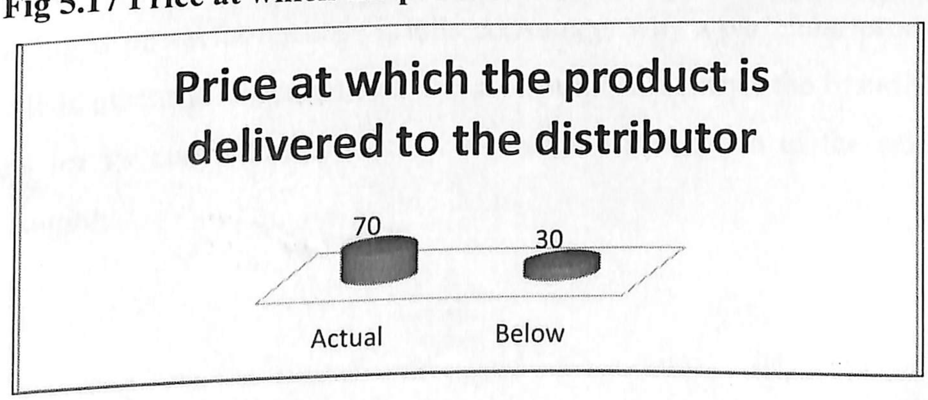
Table 5.18 Price at which the product is delivered to the distributor

Price	No. of respondents	Percentage
Actual price	7	70
Below actual price	3	30
Total	10	100

Source: Primary Data

From the table 5.17 it can be observed that 70 percent of the distributors obtain their delivery in the actual price without any price discounts. Only a minority of 30 percent receive the delivery with discounts in the price. It was inferred that the distributors prefer discount in price. Their main intension in placing orders in bulk is to avail such offers. Hence many are not satisfied and are awaiting a discount.

Fig 5.17 Price at which the product is delivered to the distributor



5.3.2 Retailers valuation of major product attributes

5.3.2.1 *Perception about pricing of Dheedhi shampoo*

Pricing is an important factor that aids in the sales of a product. It is a deciding factor leading to buying behaviour of the product. Table 5.19 gives the perception of the retailers regarding the pricing of Dheedhi shampoo

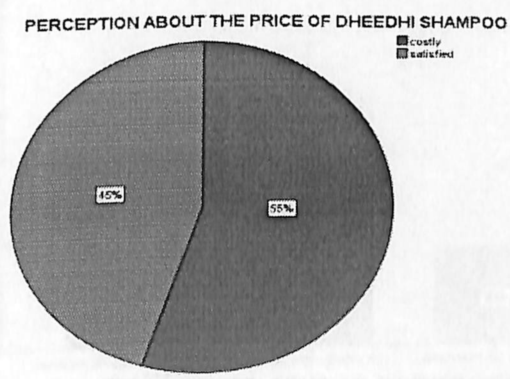
Table 5.19 Perception about pricing of Dheedhi shampoo

Perception	No. of respondents	Percent
Costly	11	55
Satisfied	9	45
Total	20	100

Source: Primary Data

Table 5.19 reveals that according to the perception of the retailers, the price of the product is very high. Nearly 55 percent believe that the product is costly compared to its competitors. Only 45 percent perceive the price to be satisfactory. This aspect is exploited by the competitors in promoting their brand.

Fig 5.18 Perception about pricing of Dheedhi shampoo



5.3.2.2 *Perception about packaging*

Packaging is powerful because it tells consumers why a particular product and brand are different. It is meant to communicate the sole purpose of what the brand stands for and what it means for its consumers. Table 5.20 gives the perception of the selected retailers about the packaging.

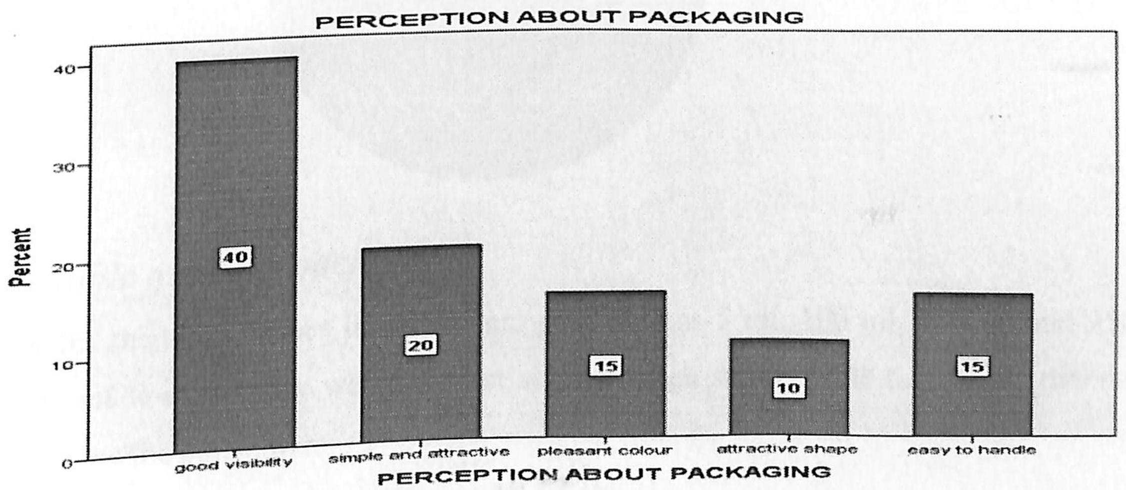
Table 5.20Perception about packaging among retailers

Perception	No. of respondents	Percent
Good visibility	8	40
Simple and attractive	4	20
Pleasant colour	3	15
Attractive shape	2	10
Easy to handle	3	15
Total	20	100

Source: Primary Data

From table 5.20 it is evident that majority (40 percent) of the retailers assume the packaging to be very admirable due to good visibility. Twenty percent feel that the packaging is simple and attractive, 15 percent believe that pleasant colour of the shampoo and the bottle makes the packaging fabulous while another 15 percent believe that easy to handle attribute makes its packaging excellent. About 10 percent believe that attractiveness of the shape of the bottle makes packaging eye-catching.

Fig 5.19 Perception about packaging among retailers



5.3.3 *Customer valuation of major product attributes*

5.3.3.1 *Perception about the price*

Price is an important factor that prompts consumers to buy a product. Hence a product should always be aptly priced to give satisfaction to the consumer. Table 5.21 gives the perception about the price.

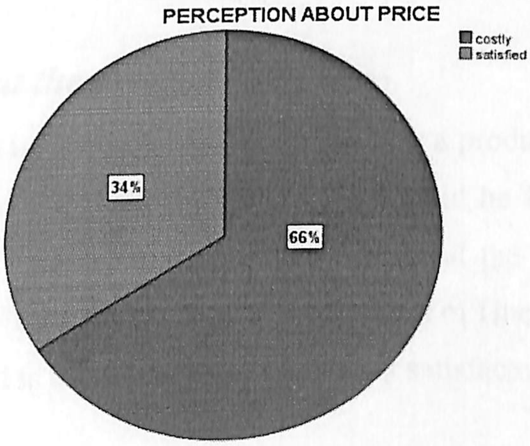
Table 5.21 Perception about the price among retailers

Perception	No. of respondents	Percent
Costly	66	66.0
Satisfied	34	34.0
Total	100	100.0

Source: Primary Data

From table 5.21 it is evident that 66 percent of the consumers believe that the price of Dheedhi shampoo is too high when compared to other herbal brands. Only 34 percent are satisfied with the price. It was observed that due to the high price of bottles most of the consumers especially students have shifted to sachets which are more economical.

Fig 5.20 perception about the price



5.3.3.2 *Available quantity packet sizes*

Dheedhi shampoo comes in 4 different packet sizes-5 ml, 100 ml, 200 ml and 250 ml. Effort was made to identify which packet size has high sales. Table 5.22 gives the various packet used by the consumers.

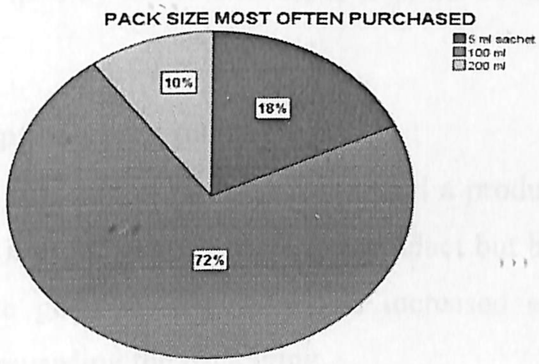
Table 5.22 Available quantity packet sizes

Size	No. of respondents	Percent
5 ml sachet	18	18.0
100 ml	72	72.0
200 ml	10	10.0
250 ml	0	0
Total	100	100.0

Source: Primary Data

From table 5.22 it is inferred that 72 percent of the consumers purchase 100ml bottle. About 18 percent purchase 5 ml sachet while 10 percent purchase 200 ml bottle. From this it is understood that 100 ml bottles are the most abundant packet size in the market. It was also noticed that 250 ml bottles are not at seen in the market.

Fig 5.21 Available quantity packet sizes



5.3.3.3 *Perception about the product*

Product perception is important to decide whether a product should be bought or not. It is the idea the consumer has about the product. It should be favouring to the consumer in order to buy the product. Effort was made to understand the perception of the consumers about Dheedhi shampoo. Table 5.23 gives the perception of Dheedhi shampoo by the selected consumers. Index method is used to calculate the most satisfactory feature about the product.

Table 5.23 Perception about Dheedhi shampoo

Perception	Total score	Composite index	Rank
Natural herbal shampoo	457	91.4	3
100% ayurvedic shampoo	474	94.8	2
No side effects	320	64	6
Mild daily use shampoo	475	95	1
Helps in hair growth, lessens dandruff and other hair problems	367	73.4	5
Goodness of aloe Vera and other herbs that prevent scalp dryness and itching	431	86.5	4

Source: Primary Data

Overall index for perception about Dheedhi shampoo=**84.13**

From the table 5.23 it can be interpreted that mild daily use property of Dheedhi shampoo is the most satisfactory feature accounting for high satisfaction level (95 percent). It is followed by 100 percent ayurvedic property (94.8 percent) and natural herbal shampoo perception (91.4 percent). The moderate satisfactory feature is it has no side effect. When the overall index was calculated it was found that the level of satisfaction regarding the perception about the shampoo by the consumers is high i.e. about 84.13 percent according to the satisfaction index.

5.3.3.4 Perception about packaging

Packaging is a key feature to promote and brand a product. Consumers many a time do not have time to look into the benefits part of a product but buy the product solely based on the packaging. Hence good packaging equals increased sales. Table 5.24 gives the perception of consumers regarding the packaging.

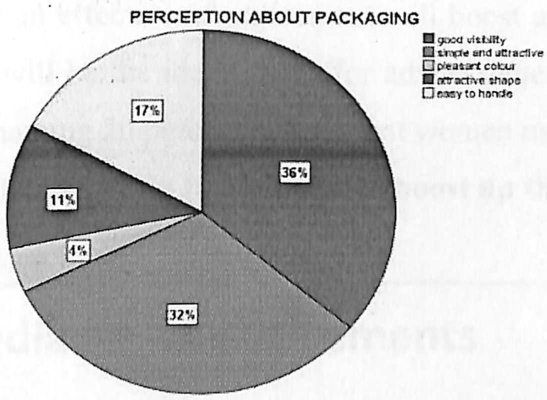
Table 5.24 Perception about packaging

Perception	No. of respondents	Percent
good visibility	36	36.0
simple and attractive	32	32.0
pleasant colour	4	4.0
attractive shape	11	11.0
easy to handle	17	17.0
Total	100	100.0

Source: Primary Data

From the table 5.24 it can be inferred that 36 percent of the consumers percieve that the packaging has good visibility. About 32 percent percieve the packaging to be simple and attractive while 17 percent state that it is easy to handle. Nearly 11 percent agree that the bottle shape is vey attractive whilst 4 percent percieve the bottle and shampoo to have good and pleasant colour. Hence the consumers have a very good perception regarding the packaging of the product.

Fig 5.22 Perception about packaging



5.4 Influence and effectiveness of advertisements

5.4.1 Influence and effectiveness of advertisements among Distributor

5.4.1.1 *Perception about effectiveness of advertisement and selection of an ideal media to boost up the sales*

Advertisements play an important role in the sustenance of a brand. There is strict competition to capture the minds of the customer through advertisements. In order to retain the existing consumers and to invite new consumers advertisements play a crucial role. Hence it should be catchy, recallable and effective. Also the media through which it is delivered should assist its sales. Table 5.25 gives details about the effectiveness of advertisement and the selection of media to boost the sales

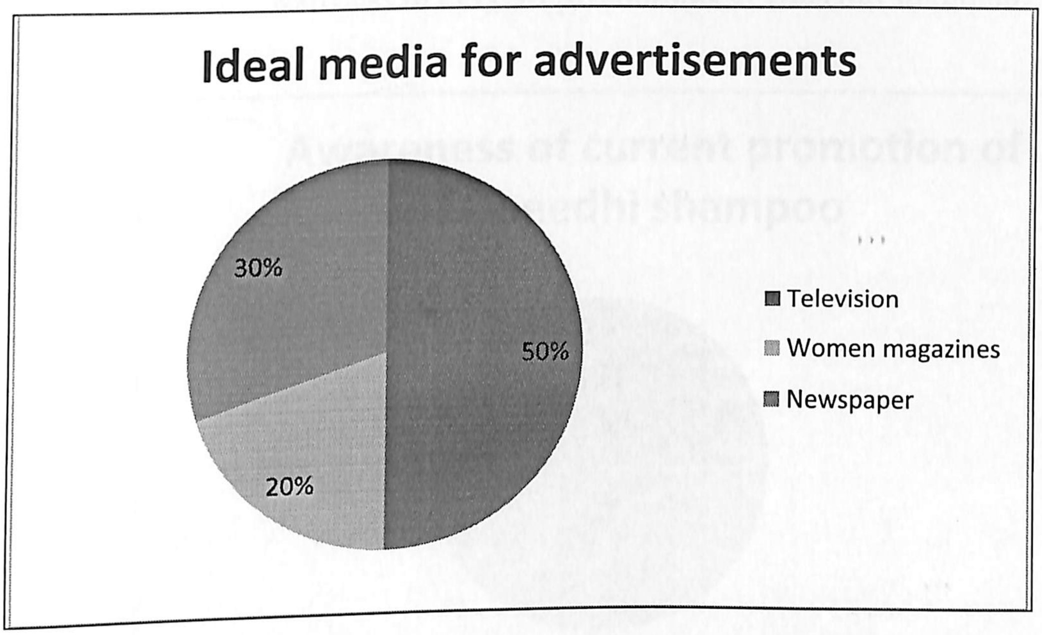
Table 5.25 Perception about effectiveness of advertisement and selection of an ideal media to boost up the sales

Effectiveness of advertisement	No. of respondents	Percent
Yes	10	100%
No	0	0%
Total	10	100
If yes ideal media	**No. of respondents**	**Percent**
Television	5	50
Women Magazine	2	20
Newspaper	3	30
Total	10	100

Source: Primary Data

Table 5.25 contains data that helps to formulate marketing strategies for the future. All respondents agree that an effective advertisement will boost up the sales. Out of this 50 percent believes that T.V will be the ideal media for advertisement, 30 percent believe that newspaper is ideal and remaining 20 percent believe that women magazines are ideal

Fig 5.23 Perception on selection of an ideal media to boost up the sales



5.4.2 *Retailer*

5.4.2.1 *Awareness of current promotions of Dheedhi shampoo*

Advertisement helps to raise target consumers awareness of certain features they are unfamiliar as well to educate them on the related benefits of the product. Table 5.26 shows the awareness of the current promotion of Dheedhi.

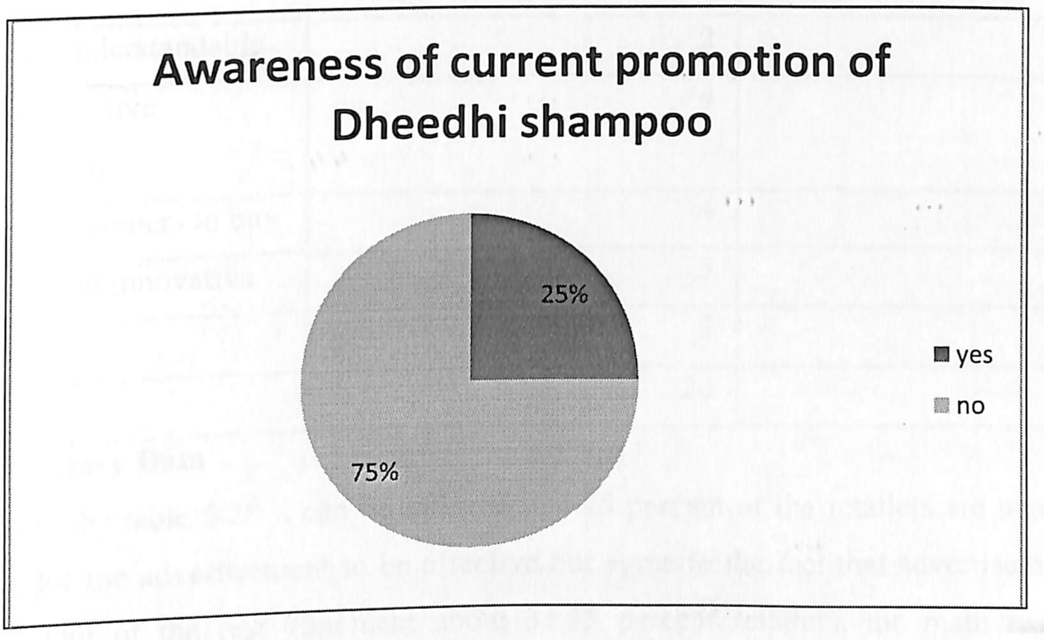
Table 5.26 Awareness of current promotions of Dheedhi shampoo

Awareness	No. of respondents	Percentage
Yes	5	25
No	15	75
Total	20	100

Source: Primary Data

From table 5.26 it is evident that 75 percent of the retailers are unaware of the current promotion and only 25 percent are acquainted with the current promotion. This shows that the promotion activities are not effective and need to be strengthened in order to encompass consumer awareness.

Fig 5.24 Awareness **of current promotions of Dheedhi shampoo**



5.4.2.2 *Effectiveness of advertisements*

Advertisement helps to capture the minds of consumers and act as an aid to persuade them to buy the product. Hence it has to be effective. Table 5.27 gives the effectiveness of advertisements of Dheedhi.

Table 5.27 Effectiveness of advertisements

Opinion	No. of respondents	Percent
Effective	20	100
Ineffective	0	0
Total	20	100

Source: Primary Data

Table 5.27 gives the retailers perception about the effectiveness of advertisement. Every single retailer agrees to the fact that the advertisements are effective in capturing the minds of the consumers.

5.4.2.3 *Reason for effectiveness of advertisement*

Effectiveness of the advertisements helps in recalling the product. This is very crucial for the survival of the brand. Advertisements of Dheedhi were found to be effective on enquiry with the selected retailers. Table 5.28 gives the main reasons for the effectiveness of advertisements according to the retailer's perception.

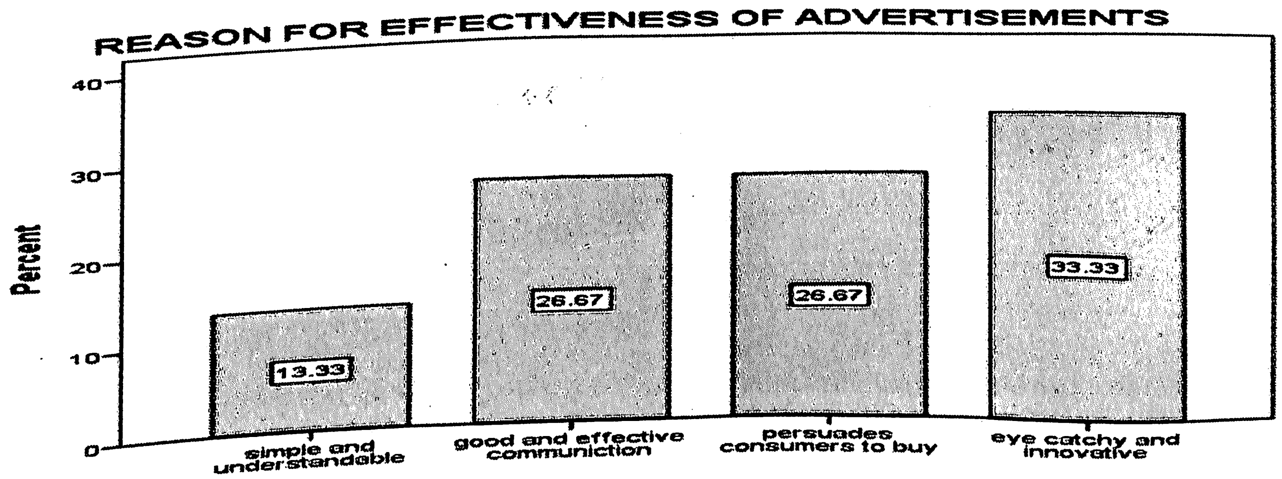
Table 5.28 Reason for effectiveness of advertisements

Reason	No. of respondents	Percent
Simple and understandable	2	10
Good and effective communication	4	20
Persuades consumers to buy	4	20
Eye catchy and innovative	5	25
Unaware	5	25
Total	20	100

Source: Primary Data

From the table 5.28 it can be inferred that 25 percent of the retailers are unaware of the reason for the advertisement to be effective but agree to the fact that advertisements are effective. Out of the rest 75percent about 33.33 percent retailers, the main reason for advertisement to be effective is its eye catching and innovative aspect. About 26.67 percent concur that it persuades the consumer buy the product and the next 26.67 percent agree that the reason for effectiveness is good and effective communication. The remaining 13.33 percent agree that simple and understandable nature of the advertisement makes it effective

Fig 5.25 Reason for effectiveness of advertisements



5.4.3 Consumers

5.4.3.1 *Source of information about Dheedhi shampoo*

Consumers acquire information about a brand from various sources. Hence effort was made to identify the source from which consumers get more information about Dheedhi. Table 5.29 lists out these sources.

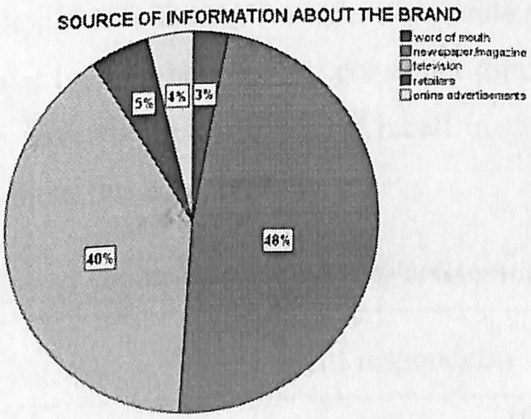
Table 5.29 Source of information about Dheedhi shampoo

Source	No. of respondents	Percent
word of mouth	3	3.0
newspaper/magazine	48	48.0
Television	40	40.0
Retailers	5	5.0
online advertisements	4	4.0
Total	100	100.0

Source: Primary Data

From the table 5.29 it is evident that newspaper is the main source of information according to 48 percent of the consumers. The next major source is television according to 40 percent of the consumers. Other sources of information are retailers, online advertisement and word of mouth.

Fig 5.26 Source of information about Dheedhi shampoo



5.4.3.2 *Awareness of the latest advertisement*

Advertisements are very important as it helps to communicate important information to the consumer and is one of the first steps in building strong relationship. Awareness is a measure of marketing and advertising effectiveness. Table 5.30 gives the awareness of the latest advertisement of Dheedhi shampoo.

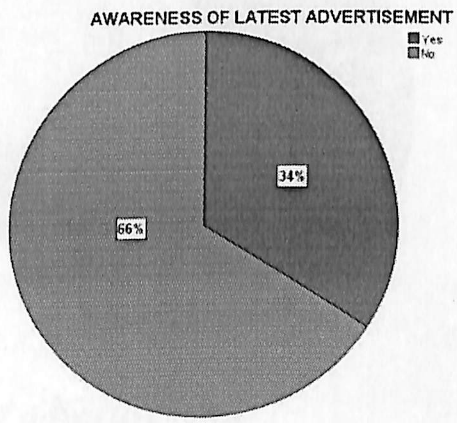
Table 5.30 Awareness of the latest advertisement

Awareness	No. of respondents	Percent
Yes	34	34.0
No	66	66.0
Total	100	100.0

Source: Primary Data

From the table 5.30 it is understood that only a minority of 34 percent are aware of the latest advertisement while the majority of 66 percent are unaware. This indicates that the promotion activities have to be strengthened to increase awareness and brand recall capacity of the brand.

Fig 5.27 Awareness of the latest advertisement



5.4.3.3 *Top of the mind recall of advertisement*

The advertisement should be effective enough to generate a recall in the minds of the consumer about that particular brand whenever the consumer thinks about a product. Effort was made to identify those advertisements that craft recall in the minds of the consumer. Table 5.31 gives the details about this aspect.

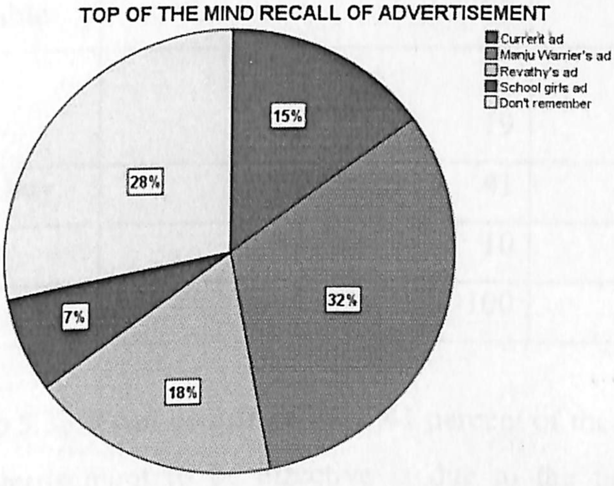
Table 5.31 Top of the mind recall of advertisement

	No. of respondents	Percent
Current ad	15	15.0
Manju Warrier's ad	32	32.0
Revathy's ad	18	18.0
School girls ad	7	7.0
Don't remember	28	28.0
Total	100	100.0

Source: Primary Data

From the table 5.31 it can be concluded that about 32 percent of the consumers recall advertisement endorsed by popular south Indian actress Manju Warrier's. It was also noted that 28 percent of the consumers could not recall any advertisement but are still aware of the brand. About 18 percent of the consumers recall an advertisement endorsed by another popular south Indian actress Revathy. About 15 percent of the consumers are aware of the current promotion of Dheedhi shampoo. A minority of 7 percent recall school girls' advertisement.

Fig 5.28 Top of the mind recall of advertisement



5.4.3.4 *Effectiveness of advertisement*

An advertisement becomes effective when it creates a consumer pull to buy the product. Table 5.32 gives the effectiveness of the advertisement of Dheedhi shampoo.

Table 5.32 Effectiveness of advertisement

	No. of respondents	Percent
Effective	100	100
Ineffective	0	0
Total	100	100

Source: Primary Data

According to the table 5.32 all the consumers agree that the advertisement persuades them to buy Dheedhi shampoo. Hence it can be concluded that the advertisements are effective. The only problem noticed was that its awareness is very less due few broadcasts.

5.4.3.5 Reason for advertisement to be effective

Most of the consumers stated that the advertisement is effective. Hence effort was made to understand the reason for the effectiveness of the advertisement. Table 5.33 lists the reason for effectiveness.

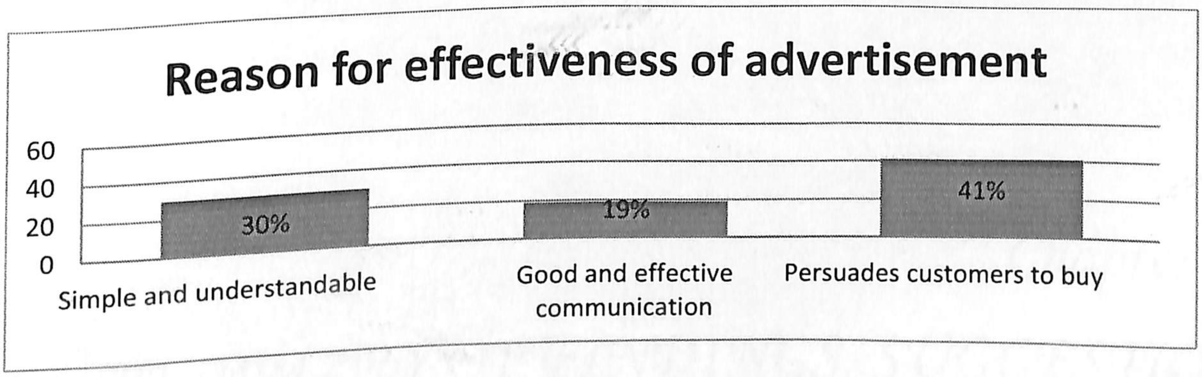
Table 5.33 Reason for advertisement to be effective

Reason for effectiveness	No. of respondents	Percent
Simple and understandable	30	30
Good and effective communication	19	19
Persuades customers to buy	41	41
Unaware	10	10
Total	100	100

Source: Primary Data

From the table 5.33 it can be inferred that 41 percent of the consumers state that the key reason for the advertisement to be effective is due to the fact that it can persuade consumers to buy the product. About 30 percent state that the foremost reason for effectiveness is that it is simple and easy to understand while 19 percent state that good and effective communication is the most important reason for effectiveness. It was also noted that 10 percent of the consumers are unaware of the reason for effectiveness but agree to the fact that advertisements are effective.

Fig 5.29 Reason for effectiveness of advertisement



Chapter – 6

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Chapter 6

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 Introduction

The shampoo industry in India has evolved extensively since the 1960's, which was then considered a lifestyle product in urban India. But since then the competition has broadened to include many more multi-national companies and domestic companies. There is high capacity of growth in top and bottom ends of the industry, which is an advantage for companies since the penetration rates are comparatively low. As of September 2009, the Indian hair care market was estimated around Rs. 3,800 Crore. The advent of herbal shampoo, the market share of shampoo has shifted in its favour. In herbal shampoo segment, increasing consumer awareness on the benefits of natural and organic hair care products will further drive this market. Himalaya's Gentle Daily Care shampoo, CavinKare's Nyle Daily Cleansing shampoo, Dhathri's Dheedhi shampoo, Cochin Ayurvedic Centre's Indulekha coconut milk shampoo are a few of the brands which are playing 'herbal' and 'safety' tags to promote daily consumption.

Dhathri Ayurveda Pvt. Ltd was started by Dr.Sajikumar, a trained Ayurvedic doctor, on 22 September 2003. Dr.Sajikumar launched hair oil under the brand name Dhathri. The hair oil quickly captured the market's attention and the brand became a blockbuster hit. Presently, Dhathri has 23 successful products, ranging from hair care to skin care to body care. Dhathri's Dheedhi Hair Care Herbal Shampoo is promoted as the best Ayurvedic solution for all hair problems. Dheedhi shampoo has been seeing higher growth in sales and accounts for 80 per cent of the company's shampoo sales. Hence the present study "Customer Perception of Dheedhi Shampoo in Ernakulam District" was undertaken to raise awareness of the evolving customer needs which helps to understand, define and track changing customer preferences and develop better marketing strategies to maintain a desired position in the market with respect to the Dhatri Dheedhi shampoo. This study was based on data through a sample survey of 10 distributors, 20 retailers and 100 consumers by administrating pre structured schedule. Analysis was done using appropriate data analysis tools. The major findings are summarized below in this chapter.

6.2 Major findings

The major finding are summarized in the heads

6.2.1 Socio- economic profile

6.2.2 Triggers influencing buying behaviour

6.2.3 Perception of various product attributes

6.2.4 Influence of advertisements

6.2.1 Socio- economic profile

The socio-economic data of the distributors, retailers and consumers were used to derive the required information to get the results as follows:

i. Analysis of the gender indicated that the entire respondents of the distributors belonged to the male category whereas the entire respondents of the consumers belonged to the female category. The retailers on the other hand comprised of 60 percent male and rest 40 percent female.

ii. The distribution of the respondents based on the age showed clear difference among the 3 categories. Majority (40 percent) of the distributors belonged to the age group of 50-59 whereas majority (40 percent) of the retailers belonged to the age group 40-49. However, majority (83 percent) of the consumers where of younger age group of 20-29.

iii. On the basis of income, majority of the distributors had an annual income of between Rs 1-5 lakhs while most (40 percent) of the retailers received an annual income of below 10,000.

iv. Analysis of the educational qualification revealed that majority of the distributors (60 percent) and consumers (40 percent) had university/college level of education. On the other hand about half of the retailers had secondary level of education.

v. Analysis of the legal status signifies that majority of both distributors (70 percent) and retailers (65 percent) have proprietary firms.

vi. On the basis of the year of experience it was found that majority (40 percent) of the distribution units were operating for 10-20 years while majority (50 percent) of the retail shops were operating for 1-5 years.

vii. Analysis of the infrastructure for business showed that majority of 60 percent of the building used for business by the distributors were rented while majority of 65 percent of the infrastructure used by retailers for business were self owned.

viii. Based on occupation, it was observed that half of the consumers of Dheedhi shampoo were belonging to the student category which was followed by 31 percent belong to the homemaker category. The private employees constituted of about 13 percent while government employees made up of 6 percent of the occupation.

ix. On analysing the trends in shampoo brand use by the consumers it was inferred that 56 percent of the consumers still use Dheedhi shampoo while the rest 44 percent have shifted to other brands like Dove, Clinic plus, Pantene, Himalaya etc.

x. Analysis of the top of the mind recall of consumers', it was observed that only 10 percent of the respondents recall Dheedhi in general while percentage increased to 47 when consumers were asked to recall about any herbal shampoo brand. Clinic plus was the most recalled brand (31 percent) among shampoos in general while Himalaya was the top recalled (50 percent) brand among herbal shampoos.

xi. On the basis of the substitute brand preference by consumers for Dheedhi, it was observed that majority (35 percent) prefer Dove when Dheedhi is not available.

6.2.2 Triggers influencing buying behaviour

The various factors that influence the buying behaviour of the customers were analysed and the findings are presented below:

i. Among the distributors, the main reasons that prompt them to buy Dhathri were the value perception of the product and the demand for it. Majority of the distributors (40 percent) ranked Dheedhi number one among the other brand the handle. About 90 percent also agreed that the demand for the product is increasing.

ii. Among the retailers, the triggers that influence them were the perception of their demand for herbal shampoo and uniqueness of the product. About 90 percent of the retailers approved that there was high demand for herbal shampoo in the market. Majority of them (35 percent) considered its mild and daily use nature as the most unique feature.

iii. Among the consumers, the core factors that influenced their buying behaviour were the frequency of shampoo use pattern and product use satisfaction aspect. Though dheedhi was promoted as a daily use shampoo only 22 percent use it daily. Rest majority use it weekly once, twice, thrice or on time availability. The main satisfying product attribute was mild daily use property followed by anti hair loss and prevention of dandruff. The overall index for product use satisfaction is 76.311, which according to the satisfaction index gives a good level of satisfaction.

6.2.3 *Customer valuation of major product attributes*

The customer perception of various products attributes like product, price, quality and packaging were analysed and the findings are summarized below.

i. On the basis of distributors, it was observed that majority (40 percent) of the respondents received products from the company on time without any delay. This is very crucial for the distribution of the product in various retail shops. Half of the orders placed by the distributors get accomplished as per requirement, providing the actual quantity ordered. It was also observed that 70 percent of the distributors obtained their delivery in the actual price without any discounts.

ii. On the basis of retailers, it was inferred that majority of 55 percent believe that the product was costly compared to its competitors. Majority of 40 percent assume that the packaging to be very admirable due to its good visibility.

iii. On the basis of consumers, it was elucidated that 66 percent of the consumers also believe that the price was too high compared to other herbal brands. The most satisfactory feature for the consumers regarding the product was its mild and daily use property. Even majority of the consumers (36 percent) regard good visibility of the product as an excellent packaging strategy. When the overall index was calculated it was found that the level of satisfaction regarding the perception about the shampoo by the consumers is high i.e. about 84.13 percent according to the satisfaction index.

6.2.4 *Influence of advertisements*

The influence of advertisements on the customers were analysed and the findings are summarized below.

i. According to distributors, it was observed that entire respondents believed that the advertisements were effective and that the best media according to half of the respondents for advertising is television.

ii. According to the retailers, entire respondents believe that the advertisements are effective and the major reason for this according to 25 percent is because it is eye catchy and innovative: It was also noted that majority (75 percent) were not aware of the current advertisement.

iii. According to the consumers, the main source of information about Dheedhi shampoo (48 percent) is newspaper and magazine. Even majority (66 percent) of the consumers were unaware of the latest advertisement. Majority of 72 percent had good recall of various advertisement of dheedhi proving that advertisements were effective. Majority (41 percent)also agreed that advertisements pursued them to buy the product

6.3 Suggestions

Suggestions are on the basis of the implications made from data analysis. These suggestions should be realistic and easy to implement so that problem can be solved. Following are the suggestions made:

i. Incentives should be used to motivate retailers for better sales promotion of the brand.

ii. Consumer retention should be strengthened as consumers are found to be switch from dheedhi to other brands. Continuous prime time advertisement can help to enhance consumer loyalty to the brand. This will keep reminding the target audience about the product.

iii. Price of the product is high compared to the competitor brands. Hence discounts or special schemes can be provided to regular consumers to maintain them and attract new consumers.

iv. SKUs in preference should be made profusely available in fast moving retail outlets. Withdraw high quantity bottles like 250 ml which are not in demand in the market with popular 100 ml bottles.

v. Make the customer care centre more active so that it can cater to the complaints of the customers. This will increase the customer relation with the brand and thereby increase the brand image.

6.4 Conclusion

The study on "Customer Perception of Dheedhi Shampoo in Ernakulam District"is an attempt to identify the perception of various strata of the market such as distributors, retailers and end consumers regarding dheedhi shampoo from the brand Dhathri in Ernakulam District. The study highlights the fact that the customers perceive dheedhi shampoo to be a highly effective daily use mild ayurvedic shampoo.

The study analysed the demographic and psychographic profiles of the customer to understand the niche segment which would help in developing its marketing strategy. The triggers influencing the buying behaviour were identified and this would help in concentrating more on those core areas to increase the customers' satisfaction. The perception about various product attributes were analysed in detail and the most important perception was understood to be "mild and daily use shampoo". The study also helped to understand the influence of advertisement in the buying behaviour of the product. The more effective the advertisement more will be the recall of the product and this would result in greater sales.

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Appendix

APPENDIX

INTERVIEW SCHEDULE

"CUSTOMER PERCEPTION OF DHEEDHISHAMPOO"

DISTRIBUTORS

1. Name of the shop:
2. Contact Number:
3. Major distribution areas:

1.	2.	3.	4.	5.

4. Total number of outlets:
   a) 50-100 ☐ b)100-150 ☐ c)150-200 ☐ d)200-250 ☐ e)250-300 ☐
5. Number of sales personnels:
   a) 0-2 ☐ b) 3-5 ☐ c) 6-8 ☐ d) 9-11 ☐ e) 12-14 ☐
6. Number of distribution vehicles:
   b) 0-2 ☐ b) 3-5 ☐ c) 6-8 ☐ d) 9-11 ☐ e) 12-14 ☐
7. Average sales
   a) Below 5000 ☐
   b) 50000 - 1 Lakh ☐
   c) 1 Lakh - 5 Lakh ☐
   d) 5 Lakh - 10 Lakh ☐
8. Companies & Products handled in addition to Dhathri?

1	2	3	4
5	6	7	8

9. What would be Dhathri's ranking in value terms?

1	2	3	4	>5

10. Non moving items of Dhathri:

1	2	3	4
5	6	7	8

11. Product delivery period from the company to the distributor

a) On actual time ☐ b) Before due date ☐ c) After due date ☐

12. Quantity delivered from the company to the distributor

a) Actual quantity ☐ b) above the prescribed quantity ☐ c)below the prescribed quantity ☐

13. Price at which the product is delivered to the distributor

a) Actual price ☐ b) Below the prescribed price ☐

14. Is there any exclusive salesman for Dhathri

a) Yes ☐ b)no ☐

15. What is the frequency of supply of Dhathri products from the distributors and the mode of payment

Frequency	Mode of payment	
	Credit	Cash
Weekly		
Fortnight		
Monthly		
Others		

16. What do you think about the demand for Dheedhi shampoo?

a) Increasing ☐ b)decreasing ☐ c)stagnant ☐

17. Do you think that with effective advertisement the sales of Dheedhi shampoo can be boosted?

a) Yes ☐ b) no ☐

18. If yes, which are the ideal media for advertisements(in the order of importance)

1.	2.	3.	4.

INTERVIEW SCHEDULE

"CUSTOMER PERCEPTION OF DHEEDHI SHAMPOO"

RETAILERS

I. Personal profile

1. Name and address of the shop:
2. Phone number:
3. Place :

II. Socio – economic profile

4. Who are the target consumers?

   a. Women ☐ b) Men ☐

5. Age group of the target consumers

   a) 15-24 ☐ b)25-34 ☐ c)35-44 ☐ d)45-5☐ e)all age ☐

6. What is the demand for herbal shampoos in the market?

   a) High ☐ b) Medium ☐ c) Low ☐

7. Is there any uniqueness for Dheedhi shampoo? ____________________
8. Would you suggest Dheedhi shampoo to your customer?

   a) Yes ☐ b) No ☐ Reason_____________

9. Which other product(s) do you think is capable of replacing Dheedhi shampoo?

   ____

III. Perception of various product attributes

10. How do you feel about the pricing of Dheedhi shampoo?

    a) Costly ☐ b)satisfied ☐

11. What is your perception about packaging?

    a) Good visibility ☐ b)simple and attractive ☐ c) nice colour ☐

    d) attractive shape ☐ e) easy to handle ☐

12. What is your suggestion about the new packaging?

    a) Good ☐ b) Attractive ☐ c) Not required ☐ d) Unaware ☐

IV. Influence of advertisements

13. Have you seen the current promotions of Dheedhi shampoo?

    a) Yes ☐ b) No ☐

14. What is your opinion about the effectiveness of advertisements in capturing large no. of customers for the product?

a) Effective ☐ b) Ineffective ☐

15. If effective, what is the reason for it?

a) Simple and understandable ☐ b) Good and effective communication ☐

c) Persuades customers to buy ☐ d) Unaware ☐

INTERVIEW SCHEDULE

"CUSTOMER PERCEPTION OF DHEEDHISHAMPOO"

CONSUMER

I. **Personal profile**

1. Name:
2. Address:
3. Place:
4. Phone No:

II. **Demographic and psychographic profile**

5. Age
   a) 20-29 ☐
   b) 30-39 ☐
   c) 40-49 ☐
   d) 50-59 ☐
   e) above 60 ☐
6. Occupation
   a) Student ☐
   b) Homemaker ☐
   c) Employed ☐
   d) Government ☐
   e) Others ☐
7. Education:
   a) University / College ☐
   b) Secondary School ☐
   c) Primary School ☐
   d) No formal education ☐
8. Did you use Dheedhi shampoo?
   a) Yes ☐
   b) No ☐
9. Which shampoo brand are you using currently? ______
   Please specify the reason for choosing that shampoo______
10. Which is the brand that first comes into your mind when you think of shampoos?
    a) Clinic plus ☐ b)dove ☐ c) pantene ☐
    d)sunsilk ☐ e)Dheedhi ☐ f)Other ☐

11. What is your interest in ayurvedic shampoo?

a) High ☐ b)medium ☐ c) low ☐

12. Which is herbal shampoo brand that comes into your mind when you think of shampoos?

a) Himalaya ☐ b)dheedhi ☐ c)K.P Namboothiri's ☐ d) others ☐

13. What are the other brands preferred?

a) Dove ☐ b)clinic plus ☐ c)Himalaya ☐

d)pantene ☐ e)sunsilk ☐ f)others ☐

14. What is the probability of shift to other brands?

a) High ☐ b)medium ☐ c)low ☐

d)no chance (loyal consumer) ☐ e)NA ☐

III. Triggers influencing buying behaviour

15. Number of time you shampoo your hair with Dheedhi

a) Daily ☐
b) Weekly once ☐
c) Weekly twice ☐
d) Weekly thrice ☐
e) On time availability ☐

16. What are the triggers that influence your buying behaviour in favour of Dheedhi shampoo

Product benefits	Most important	Important	Neutral	Not Important	Least important
Anti hair loss					
Prevent dandruff					
Ayurvedic					
Mild daily use					
Softens hair					

Prevents scalp dryness					
Prevents itching					
Good Fragrance					
Gives cooling sensation to the scalp					

IV. Perception of various product attributes

17. What is your perception about the price?

a) Costly ☐ b) Satisfied ☐

18. Pack size you purchase most often

f) Sachets ☐
g) 100ml ☐
h) 200ml ☐
i) 250ml ☐

19. What is your perception about the product?

Perception	Most important	Important	Neutral	Not Important	Least important
Natural herbal shampoo					
100% ayurvedic shampoo					
No side effets					
Mild daily use shampoo					
Helps in hair growth,lessens dandruff and other hair problems					

Goodness of aloe vera and other herbs that prevent scalp dryness and itching					

20. What is your perception about packaging?

b) Good visibility b)simple and attractive c) nice colour

d) attractive shape e) easy to handle

21. Are you aware of lime and protein variant of Dheeḍhị herbal shampoo?

a) Yes b) No

22. If yes have you tired any of these?

a) Yes b) No

23. What is your suggestion about the new packaging?

b) Good b) Attractive c) Not required d)Unaware

V. Influence of advertisements

24. What is the source of information about Dheedhi shampoo?

a) Word of mouth b)Newspapers/magazine c)Television

d)Retailers e) Online advertisements

25. What are the print magazine(s) and newspaper(s) that you read?

a) Malayala manorama b) Mathrubhumi c) Vanitha

d) Grahalekshmi e) Arogyamasikka f) Nil

26. Which TV channel(s) do you view?

a) Asianet b) Surya c) Mazhavil manorama

d) Amritha e) All news channels f) Nil

27. Are you aware of the latest advertisement?

a) Yes b) no

28. Which advertisement do you recall easily?

a) Current ad b)manju warrier's ad c)revathy's ad

d)school girls ad e) don't remember

29. Is the advertisement effective?

a) Yes ☐ b) No ☐

30. How do you feel the advertisement is effective?

a) Simple and understandable ☐ b) Good and effective communication ☐

c) Persuades customers to buy ☐ d) Unaware ☐

31. Any suggestion? ....