

# **CUSTOMER ATTITUDE TOWARDS SHAMPOO IN LALITPUR DISTRICT**

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# **RECOMMENDATION**

*This is to certify that the thesis*

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## **DECLARATION**

I hereby declare that this thesis entitled "**CUSTOMER ATTITUDE TOWARDS SHAMPOO IN LALITPUR DISTRICT**" submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements for Master of Business Studies (MBS) under the supervision of Mr. Babu Ram Singh Thapa, Lecturer, Patan Multiple Campus.

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Leena Maharjan  
Patan Multiple Campus

# ABBREVIATIONS

etc.	: Extra
FM	: Frequency Modulation
FMCG	: Fast Moving Customer Goods
i.e.	: That is
M.B.S.	: Master of Business Studies
No.	: Number
Pvt. Ltd.	: Private Limited
Rs.	: Rupees.
S.L.C.	: School Leaving Certificate
TV	: Television

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# **CHAPTER 1**

## **INTRODUCTION**

This chapter is the overview of the research work. The introduction chapter contains the sections like as background of the study, statement of the problem, objective of the study, significance and focus of the study, limitation of the study and organization of the study. Each section has been elaborated briefly as follows.

### **1.1 Background of the Study**

Human beings are complex in nature that often does not seem to know their own minds. That's why; it is not easy to generalize about human behavior. Each individual is a unique product of heredity, environment and experience. Predicting such a strange behavior of people is a difficult and complicated task, full of uncertainties; risks, and surprises. Nowadays, business around the world recognizes that "the customer is the king". Knowing why and how people consume products helps marketers to understand how to improve existing products, what types of products are needed in the market place, or how to attract customers to buy their products. The era of liberalization, privatization and globalization has brought changes in society and lifestyle of people.

Marketers can justify their existence only when they are able to understand customer's wants and satisfy them. The modern marketing concept for successful management of a firm requires marketers to consider the customer as the focal point of their business activity. The buyer's mind has been termed as a black box, which should be opened by the seller to be a successful marketer. The study of customer attitude also includes an analysis of factors that influence purchase decisions and product use. The marketing managers can well formulate their marketing strategy if they understand that how customers make purchase decisions.

Changing of time influences customer needs and desires. Hence customer needs and desires undergo change from time to time. In order to adapt business with changing pace of customer's needs and desires, it is essential for marketers to conduct research continuously. Realizing these facts, business enterprises of advance countries have carried out a series of researches on customer behavior. However such practices of studying customer buying behavior are rare in our country.

Fast Moving Customer Goods (FMCG), are the products that are sold quickly at relatively low cost. These goods (FMCG) are those consumables which are normally consumed by the customers at a regular interval. They are sold in large numbers, thus the profit behind these products is also high. These products are generally replaced or fully used up over a short period, usually a few days or weeks, or months, but within one year. Some common FMCG product categories include Detergents, Toilet soaps, Toothpaste, Hair care products - Shampoo, Creams, Powders, Food products, Confectioneries, Beverages etc.

Hair is aesthetically a very important part of the human body. All of us desire to have smooth, soft and lustrous hair. In Nepalese Market, various products are available for care of hair most of them are imported from foreign countries.

These products include:

- ) Hair colorants & conditioners
- ) Hair oils
- ) Shampoos
- ) Hair gels

There are many types of shampoos which are available in the market. These are of:

- **Normal hair shampoos:** They achieve good cleansing with minimum conditioning.

- **Oily hair shampoos:** They give excellent cleansing and very minimal conditioning.
- **Dry hair shampoos:** They cause mild cleansing and good conditioning. They reduce static electricity and make the hair more manageable.
- **Damaged hair shampoos:** Meant for hair which have been chemically treated with hair color, bleaching agents or hair straightening agents. They have mild detergents and more conditioner in order to temporarily repair the hair surface defects.
- **Baby Shampoos:** These shampoos are produced with the feature of little or no irritation.
- **Medicated Shampoos:** These shampoos include Anti-dandruff shampoos, Anti-Lice shampoos.
- **Conditioning Shampoos:** They are a combination of shampoo and conditioner. These products may be self-defeating since the shampoo removes sebum, the body's natural conditioner and replaces it with an artificial conditioner.

It is an attempt to explore the customer attitude towards shampoo in Lalitpur district of Nepal. For research, the people belong to different location, gender, economic level, profession, age-group, education level from Lalitpur district has be chosen.

## **1.2 Statement of the Problem**

Due to the emergence of globalization and liberalization there is a stiff competition among the variety of hair care products – especially shampoo which are focusing attention in capturing the markets. A shampoo even considered as luxury and beauty products in earlier, and which were only used by females, now has been a part of day-to-day life and has become a necessity. Lalitpur, which is selected for the study, is one of the growing and huge markets for shampoo manufacturing industries. People who were not ready to

spend their money on luxuries have now changed their attitude that "yesterday's luxuries are today's necessities". To be a successful marketer it is absolutely essential to read the minds and perceptions of the prospective customers of shampoo.

Nowadays, the market becomes very complex and competitive and there is existence of several alternative products, so the customers have freedom in choice. Furthermore, the need and desires of customers undergo change from time to time. In order to adapt business with changing pace of customer needs and desires, it is essential for marketers to conduct research continuously on customers. Customers don't know that which shampoo is good and which is not because all the manufacturers claim that their product is best. Hence it is an attempt to study the customer attitude towards shampoo in Lalitpur district special reference to customer's perception, attitude, behavior and decision making.

### **1.3 Objectives of the Study**

The purpose of this research is to study the attitude of customers towards shampoo, influencing factors to buy a shampoo, frequency of buying shampoo, switching to another product and so on. Hence, the study will focus on the following objectives.

The major objectives of this research work will be as follows:-

1. To identify and analyze the factors influencing to buy shampoos.
2. To find out the affecting factors of customers in decision making process.
3. To know the popular shampoo brands and frequency of use of shampoo.
4. To enlighten why customers switch the brands of shampoo.
5. To provide suggestions in the light of the findings of the study.



## 1.4 Significance and Focus of the Study

The study focuses to find out the influencing factors that impacts on buying shampoos by customers. Hence its significance will be to implement the findings of this research work in the marketer's marketing strategy. It will benefit both the customers for making buying decision easily and the marketer for redesign, modifying their products as per need of customers.

In specific, the research work may be useful for the following sectors:-

### I. **Marketers:**

Marketers are concerned with the development of effective marketing program and strategy. So as to persuade the prospective buyer to choose particular products or brands, this kind of study can be very useful for marketers.

### II. **Customers:**

Customers are the final destination to use up any products. This research work provides relevant information to customers about shampoo and feedback of customers. Hence it enables the customers to decide and buy shampoos quickly.

### III. **Academicians and Researchers:**

They are basically concerned with understanding how customers make buying decisions. This kind of study in Nepal is likely to prove the foundation for basic research on customers' buying behavior in Nepal.

### IV. **Public Policy Makers:**

They are concerned with protection of customer's interest in the market place. In Nepal, this objective becomes even more important than in development countries due to low level of customers knowledge and absence of independent agencies that provide objective information.

## **1.5 Limitation of the Study**

The research work has been conducted for partial fulfillment of Master's degree in Business Studies. It has been prepared in rush of time and in lack of resources. Thus, the study may have some limitations, which are as follows:

1. A small sample size of population is taken for the study.
2. The study is performed within a short time period.
3. The research work has entirely based on the opinions, views and responses of shampoo customers from Lalitpur district.
4. The research work has studied only the following relationships:-
  - i) Respondents based on gender and brands of shampoo
  - ii) Respondents based on age group and brands of shampoo
  - iii) Respondents based on profession and brands of shampoo
  - iv) Respondents based on income level and brands of shampoo
  - v) Times of applying shampoo versus interval of taking shower
  - vi) Brands of shampoo versus influencing factors to buy a shampoo
  - vii) Brands of shampoo versus promotional activities via medias

Instead of above mentioned limitations, lots of efforts will be done for the research work to make it more reliable and accurate.

## **1.6 Organization of the Study**

Thesis organization is prepared for well managed documentation, to read the thesis easily and for systematic presentation of the research work. The study is organized into five chapters in order to clearly enlighten the research work as follows:-

Some preliminary parts of the thesis report is dedicated to the sections like - list of tables, list of figures, list of abbreviations and table of contents. The whole research study is divided into five major chapters. Chapter 1 is about introduction of the thesis which contains background of the study, statement of

the problem, objective of the study, significance and focus of the study and limitation of the study. Chapter 2 related to Review of Literature. It is designed for review of literature and previous study related with customer buying attitude and decision making process to buy products by the customers. In the same manner, chapter 3 deals with Research Methodology that is used for this dissertation. This chapter explains about the applied research methodologies for the study. It contains research design, population and sampling, methods of data collection and methods of data analysis tools. Chapter 4 is concerned about Data Presentation and Analysis of the research work. This chapter is the major chapter of the research work which includes the presentation of data collected from the survey via questionnaires. Such collected data are presented using various tabular forms, graphical forms like bar diagrams and pie charts and interpreting them for analysis in order to meet the objectives of the study. Similarly, chapter 5 focuses on Summary, Conclusion and Recommendations of the thesis. It is an important chapter that summarizes the whole study, derives conclusions from the whole research work and put forwards recommendations and further research directions. The end part of this thesis has covered related bibliographies and appendices for extra information.

# **CHAPTER 2**

## **REVIEW OF LITERATURE**

A literature review is the overview of reviewing the critical points of current knowledge including important findings as well as theoretical and methodological contributions to a subject matter. It is also a critical and in depth evaluation of previous research performed by prior researchers. This knowledge motivates further research on some topics which weren't researched by others. The various articles, books, research journals, unpublished theses and internet have been used for this research work.

This chapter can be categorized into two major sections:-

- i. Theoretical review
- ii. Review of related studies

### **2.1 Theoretical Review**

Customers are the persons who buy the products for their use. Attitude is the way how the person reacts upon any stimuli or input or product. Customers may have positive or negative attitude towards a product – shampoo. The attitude of customers changes according their experiences (good or bad) upon the shampoo and the attributes of shampoo. If customer shows same attitude for long time upon any brand of shampoo then that attitude may translate into his/her behavior upon that brand of shampoo. This type of attitude and behavior of customers of shampoo enforces to buy any specific brand of shampoo.

Customer buying behavior is one of the important areas for theoretical and empirical research from many years ago. Furthermore, it is very essential and important for Nepal due to customer's low level of education and lack of buying alternatives in Nepal. The attitude and behavior of customers enforce

the decision making process upon any product such as shampoo. On the scenario that, how customers make decisions for any products, there are several theoretical models have been developed. Among those models, the six popular models of customers behavior are:- Nicosia Model, Howard-Sheth Model, Engel-Kollat-Blackwell Model, Sheth Family Decision-Making Model, Bettman's Information Processing Model and Sheth-Newman Gross Model. These models are based on the assumptions that customers possess some prior knowledge about the product markets as a result of ongoing search.

### **Nicosia Model**

It was developed by Francesco M. Nicosia (1966). He was one of the first customer behavior modelers to shift focus from the act of purchase itself to the more complex decision process that customers engage in about products and services. The Nicosia Model focuses on relationship between the firm and its potential customers. It is interactive in design; the firm tries to influence customers and the customers by their actions (or inactions) influence the firm. Nicosia Model is divided into four major fields.

- i. The firm attributes and outputs or communications and the customer's psychological attributes.
- ii. The customers' search for an evaluation of the firm's output and other available alternatives.
- iii. The customers' motivated act of purchase.
- iv. The customers' storage or use of the product.

Nicosia Model is based on some assumptions, which are as follows:

- a. Variables interact either dependently or independently but the one variable provides input to the next.
- b. Customers seek to fulfill specific goals but initially there is no history between the company and the customers.

- c. There is no positive or negative predisposition towards the firm in the mind of customers.

### **Howard-Sheth Model**

Howard and Sheth (1969) propounded this model of buying behavior. It is a major revision of an earlier systematic effort to develop a comprehensive theory of consumers' decision-making. It covers both industrial and ultimate users. This model gives emphasis on rational brand choice under condition of incomplete information and limited activities and it distinguishes three stages of decision making.

- i. Extensive Problem Solving
- ii. Limited Problem Solving
- iii. Routinized Problem Solving

These three stages of decision-making are characterized by great, moderate and little amount of information needed prior to purchase and slow, moderate and fast speed of decision respectively. This model consists of four major sets of variables:

- i. Input Variables:
  - a. Physical brand characteristics (significant stimuli)
  - b. Verbal or visual product characteristics (Symbolic stimuli)
  - c. Customers' social environment (family, reference groups, social class)
- ii. Perceptual and learning constructs.
- iii. Outputs either may be purchase behavior or anything like attention, intention, attitudes, and brand comprehension.
- iv. Exogenous variables such as importance of the purchase, customer personality traits, time pressure and financial status.

## **Engel Kollat Blackwell Model**

This model is also known as the Engel-Blackwell-Miniard Model (1968) of customer behavior. It has gone through numerous revisions from time to time. Later it was revised by the greatest contribution of Miniard. This model was originally designated to serve as a framework for organizing the fast growing body of knowledge concerning customer behavior. Like Howard-Sheth Model, its latest version consists of four sections which are as follows:-

- i. Stimuli inputs
- ii. Information process
- iii. Decision process stages i.e. problem recognition, information search, alternative evaluation, purchase and outcomes
- iv. Variables influencing the decision process i.e. environmental and individual variables

## **Sheth Family Decision Model**

The Sheth Family Decision Making Model (1981) considered the family as the appropriate customers' decision making unit and it suggest that joint decision making tends to prevail in families that are middle class newly married and close-knit with few prescribed family roles. In terms of product specific factors, it suggests that joint decision-making is more prevalent in situation of high-perceived risk of uncertainty, when the purchase decision is considered to be important and when there is sufficient time to make a decision.

## **Bettman's Information Processing Model**

Bettman's Model (1993) of customer choice portrays the customer as possessing a limited capacity for processing information. According to this model, the customer rarely (if ever) undertakes very complex analysis of available alternatives and employs simple decision strategies when faced with a choice. Bettman's Information Processing Model has seven basic components:

- i. Processing capacity

- ii. Motivation
- iii. Attention and perceptual encoding
- iv. Information acquisition and evaluation
- v. Memory
- vi. Decision process
- vii. Consumption and learning process

### **Sheth-Newman-Gross Model**

The Sheth-Newman-Gross Model (1991) of consumption values recently developed to explain why customers make the choice they do? This model concentrates on accessing consumption relevant values that explain why customers choose one product type over another and to customers' choices involving a full range of product types (customers' non-durables, industrial goods and services). The Sheth-Newman-Gross Model is rooted in three central propositions.

- i. Customers' choice is a function of a small number of consumption values.
- ii. Specific consumption values make differential contribution in any given choice situation.
- iii. Different consumption values are independent.

This model of customers' choice behavior identifies the five customer values, namely

- i. Functional value
- ii. Social value
- iii. Emotional value
- iv. Epistemic value
- v. Conditional value

The first three models (Nicosia Model, Howard-Sheth Model and Engel Kollat-Backwell Model) of customer decision making focus on how individual customers arrive at brand choices. The fourth model (Bettman's Information



Processing Model) focuses on cognitive aspects of information search and processing and indicates how customers employ information to arrive at various type of buying decisions. The sixth and final model of customer behavior is concerned with consumption values, especially why customers choose to buy or not to buy a specific type of product or a specific brand.

## **2.2 Customer Behavior**

Customer behavior is all psychological, social and physical behaviors of potential customers as they become aware of evaluate, purchase, consume and tell others about product and service.

Customer behavior varies with the type of buying decision. Buying decisions can be classified into two ways as follows:-

### **2.2.1 Low Involvement Purchase**

It involves routine purchase decision making. Products are repeatedly purchased as a habit. Many brands, low risk, small amount of money, short purchase time, passive interest in product information, positive attitude toward the product, short term product benefits and limited interest in the product characterize low involvement purchase. The product like shampoo, a cup of tea, loaf of bread, tube of toothpaste etc. falls under this category. Customers are familiar with the product.

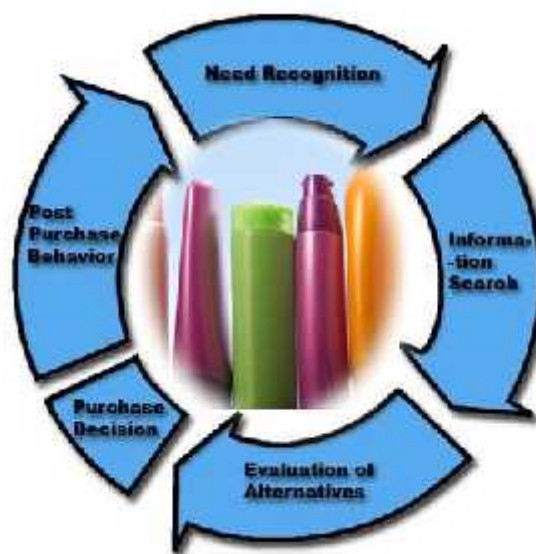
### **2.2.2 High Involvement Purchase**

It involves extensive decision making. The buying behavior is complex. Few brands, high risk, large amount of money, long purchase time, active interest in product information, uncertain attitude toward the product, long term product benefits and high interest in the product characterize high involvement purchase. The products like car, motorbike, house, computer etc. falls under this category. Customers are not familiar with the product.

## 2.3 Customer Decision Process

Customer's decision making mechanism is followed by the specific process called customer decision process. This process includes five different stages namely need recognition, information search, evaluation of alternatives, purchase decision and post purchase evaluation as shown in Figure 2.1.

**Figure 2.1**  
**Customer Decision Process**



These five stages are explained as follows:-

### **A. Need Recognition:**

The initial step of buying decision making process begins when the buyer recognizes a need of product. Buyers may experience a need themselves or others trigger them. Arousal of a need drives the person into a state of discomfort and anxiety. It is reduced when the customer acts to satisfy the need.

### **B. Information Search**

When, a buyer recognizes the need, he or she will search for ways of satisfying his need. Some time searching of information

about the needed product may be very costly and requires time and effort also. To fulfill requirement of needed information can be use these several sources:-

- a) **Personal Sources:** Family, friends, neighbors, acquaintances etc.
- b) **Commercial Sources:** Advertising, salespeople, dealers, packaging, displays, etc.
- c) **Public Sources:** Mass media, customer rating organizations, etc.
- d) **Experiential Sources:** Handling, examining, by using the product.

Buyers can learn, know and aware about various alternatives, their features, strength and weakness through information search related with needed product. They collect information of related products from all possible sources for better evaluation of alternative products.

### **C. Evaluation of Alternatives:**

The third step of buyer decision process is right evaluation of alternatives. After collecting adequate information about alternatives, buyers review the information, evaluate the alternative, and select the best alternative that best satisfies their needs. Every individual may has own process and system of evaluation of alternatives. The customer may have to evaluate with single criteria quality of the product or several criteria such as quality, ease of use, size, price etc. In this stage of buying decision process buyer choose best among the good.

## **D. Purchase Decision**

The most important step of buying decision making process is 'purchase decision'. After searching and gathering information and right evaluation of that information regarding the desired product, it is easy to make the purchase decision for the buyer. The buying decision may be positive or negative. In other words buyer may decide to purchase or not to purchase the product. If the decision is to purchase the desired product, then series of related decision must be taken. The buyer must take the decision regarding the followings:-

### **Brand:**

Choice of best brand which gives the optimum satisfaction

### **Payment Methods:**

By which mode to pay for the product; full cash payment or partial payment; before payment or after deliver payment; Cash payment or credit payment etc.

### **Warranties:**

The seller gives warranties or not Time period of warranties.

### **Delivery:**

Delivery service provided or not.

### **After Sales Service:**

The Company gives after sales service or not; after sales service period; best after sales service among the alternatives

### **Installation:**

If product has to install in the factory or site, seller provide the installation service or not; cost of installation; complexity for installation. Therefore this stage of purchase decision is crucial for the buyer as well as seller also.

## E. Post Purchase Evaluation

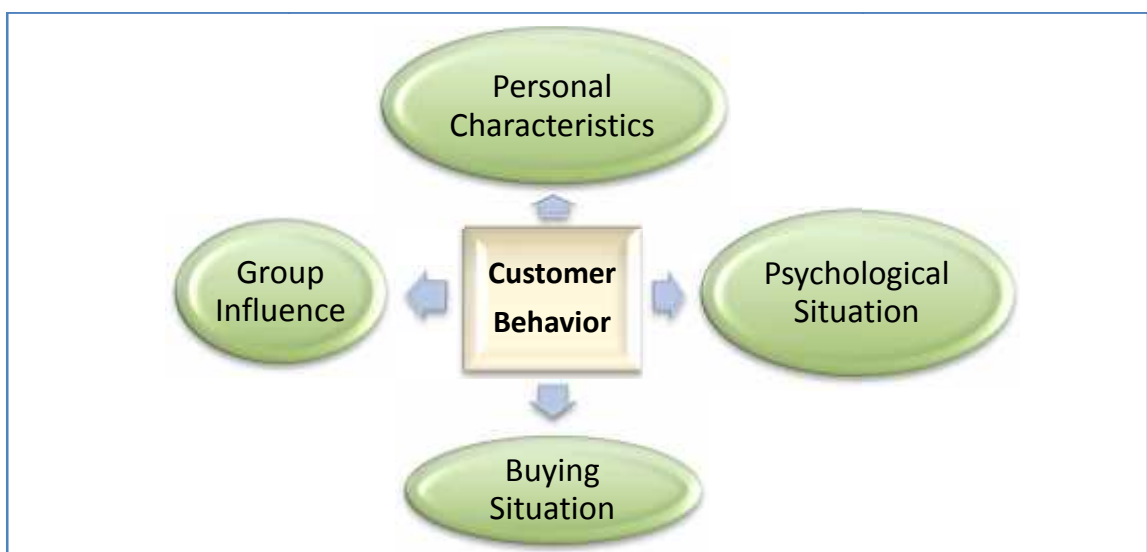
Evaluating the purchase decision; whether the purchase decision was perfect or not; is called post purchase decision of decision making process. And this is the final stage in decision process. Buyer must still decide whether they have made wise decision or not. After purchase, buyers use the product and evaluate the degree of satisfaction or dissatisfaction. If the product meets the customer's expectations, they are satisfied; if it exceeds expectations they are delighted. This consequence reinforces future loyalty to the brand. (Shrestha, 2002:37, Fundamental of selling)

## 2.4 Influencing Factors of Customer Behavior

Behavior is the output of some internal and external affecting factors which motivates the customer to do something or inspires to act anything. In the same manner, customer's buying behavior is influenced by various factors. Among them some of the leading influencing factors as shown in Figure 2.2 are explained as follows:-

**Figure 2.2**

**Influencing Factors of Customer Behavior**



### **2.4.1 Buyer Personal Characteristics:**

Major influencing factor on buying process is buyer's characteristics. Every buyer is from different circumstances and they have hundreds of characteristics in different way. The major characteristics of buyer are explained below as following:-

**i. Demographic Characteristics:**

People act or behave on background of their own demographic status. Therefore demographics are vital statistics of describing people such as sex, age, and marital status, number of children, education and geographical location. These characteristics indicate certain buying pattern. People change the products they buy over their lifetimes. Demographics characteristics have important influences on customer buying process.

**ii. Socio-economic Characteristics:**

Buyers chose and purchase the product as their economic status in the society. So, buyer's economic status will greatly affect product choice. Buyers can be categorized into social classes based on their income, education and occupation. For example, buyer with higher income is in higher social classes. Social class can be used a predicator of a buyer's buying process. Buyers in high level social class are generally exposed to more information about products and have opportunities to evaluate more alternatives than buyer in low social classes when a purchase decision is made. People living with low socio-economic class has less information or they cannot gather or informed much more about the products they desires and they has to bear

limitations for choice from alternatives. It greatly affects the buying decision process.

**iii. Personality:**

Every people are living with different personality in society. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality also has important role in buying decision process. Persons purchase the products which match with their own personality and feel comfortable. If product does not match with their personality they are dissatisfy.

**iv. Life Style:**

Life style refers that how people living, person's activities, interests and opinions in their own different society. So, people coming from the same social class and even occupations may have quite different life styles. Life style is measured by psychographics measuring techniques. People's life style undoubtedly influences their choice of products and their brand preferences. They chose the products and brand according to their own life style. There are no common accepted categories of life style. It has also major role in influencing customers buying decision making process.

**v. Learning:**

Each people are learned as their own circumstances and capacity to acquire knowledge. "Learning is Knowledge acquired by systematic study; the possession of such knowledge" (Excerpted from Oxford Talking Dictionary)  
Learning is more about related with past doing and

experiences. Learning may be defined as changes in behavior resulting from previous experiences. Learning theorists say that most human behavior is learned. Learning occurs through the interplay of drives, stimuli, cues, and responses and reinforce. Repeated reinforcement leads to a habit or brand loyalty. Once a habitual behavior pattern has been established, it replaces conscious, willful behavior.

**vi. Beliefs and attitudes:**

Beliefs are mental acceptance of a statement, fact, doctrine, thing, etc., as true or existing and attitudes are settled behaviors as representing feeling or opinion. In other words a belief is a descriptive thought that a person has about something. It may be based on real knowledge, opinion and faith. An attitude describes a person's relatively consistent evaluations. Beliefs and attitudes are influenced by personal experience and information gained from various personal and impersonal sources. People tend to act on their beliefs and attitudes. People buy product with their positive beliefs and attitudes. If they beliefs negatively no peoples buy the products. Beliefs and attitudes has also vital role in buying process.

**2.4.2 Psychological Situation:**

Psychological Situation denotes Motivational factor to buy or not to buy the products. A motive is an internal energizing force that orients a person's activities towards satisfying a need or achieving a goal. Actions are affected by a set of motives, not just one. If marketers can identify motives then they can better develop a better marketing mix. Persons highly motivated by his/her needs. If the marketer can identify the exact needs of the buyer it will be the main key to be success in the



competitive market. MASHLOW identifies the hierarchy of personal needs:-

- a) Physiological Need
- b) Safety Need
- c) Love and Belonging Need
- d) Esteem Need
- e) Self Actualization

Every person automatically follows the mentioned hierarchy of needs. First step of personal need is always Food, Shelter and Cloth which is called physiological need. After then he/she moves for the need of Safety. If a person feels secure then he/she feels need of Love and Belong. The forth step is Esteem need. By nature every person wants to be respected in the society. And last step is Self Actualization. If the seller can determine the level of buyers' need then only they can offer the right product to right buyer. But motives often operate at a subconscious level therefore exact level of or hierarchy of need is difficult to measures.

### **2.4.3 Buying Situation:**

People buy the product after feeling the need to buy. Buying process varies with the type of buying situation. Buying situation further divided into; extensive problem solving, limited problem solving and automatic response.

#### **i) Extensive problem solving:**

It occurs when a problem is new, the means of solving that problem are expensive, and risk is associated with the purchase decision.

ii) **Limited problem solving:**

It occurs when the buyer has some experience with the product of interest. However, a certain amount of information search and evaluation of few alternatives is necessary to check that the right decision is made. In such situation customer have a high probability of purchasing a brand previously purchased.

iii) **Automatic response:**

Many products are repeatedly purchased. People are habituate of buying a particular product. When need arise they automatically purchase that brand. No additional information is sought. People's attitudes and belief toward the product are already formed and are usually very positive in automatic response.

#### **2.4.4 Group Influence:**

Human being lives in group and it is also natural by birth. Therefore each buyer belongs to number of groups. These groups include a family, social clubs and organizations and reference groups. The way we think, believe and act is determined to a great extent by groups. If we act separate then the group; we cannot exist in our society. So we act and behave according to our social group. Buying process is also greatly influenced by our own social groups.

i) **The Family:**

People live and struggle for betterment of their own family. Our whole life is spent for our family. So our every decision is in favors our family. Therefore family members can strongly influence buying process. The

decision as to which product or brand to purchase may be a family decision.

ii) **Reference Group:**

Reference group has also important role in buying decision process. The term reference group is used to indicate a group of people that influence a person's attitude and behavior. Each group develops its own standards of behavior that serve as frames of reference for the individual members. Members share these values and are expected to conform to the group's behavior pattern. It is hard to go outside the group's behavior pattern and buy the products.

## **2.5 Review of Related Studies**

This section concentrates on the previous academic theses, dissertations and other research works related to customer buying behavior performed by various researchers. It is supportive for understand and clear the conceptual part of research work.

Bhusal (2008) has conducted a research on "Television advertising and its impact on the buying behavior of the consumer (With reference to Vatika Shampoo)" in partial fulfillment of the requirements for Masters of Business Studies. The objectives of his study are as follows:-

- To examine the consumers preferences on television advertisement.
- To identify the consumers reactions to the television advertisement.
- To examine the popularity of the television advertisement.
- To analysis the effectiveness of the advertisements of cosmetic products.
- To study the factors that influence to buy the cosmetic product.

The study was conducted with the sample size 120 using primary data collection technique through questionnaire. The statistical tools like multiple bar-diagrams and graphs, pie charts, percentage and simple arithmetic mean were used for analysis of data. The major findings of his study are as follows:-

- Majority of the respondents below age level of 15 years preferred musical advertisement mostly.
- People preferred the musical advertisements than the good wording advertisements.
- In relation to the television watching habits, majority of the respondents found to have the habit of watching television. From the comparison of male and female respondents, the percentage of women respondents for watching television seems to be higher than male respondents.
- In relation to the reaction of the respondents in term of their educational status the majority of the respondents having the qualification below S.L.C. are seemed to be mere audience.
- The majority of the respondents used the particular product to fulfill their needs.
- The most of the consumers give the priority or preference to the frequently advertised product than not advertise product.
- The television advertisement seems to be the most popular means or media which plays crucial role to enhance the market of the goods manufactured.
- In subject to the impact of repeated advertisement to attract the consumers' attention most of the respondents were found to be attracted by the advertisements broadcast in the Television.
- The information included in television advertisement is not sufficient to influence the consumer and they are willing to add additional information in the advertisement so that the advertisement would be adequate enough to accomplish the demand of the customers.
- The advertised products have good preference from the consumers.

- The advertisement has played important role to leave positive impact towards the majority of people.
- The advertisement is very much effective to introduce the product to the customer.
- The advertisement of Vatika Shampoo is very much effective to familiarize the product to the various customers.
- Customers are influenced by the quality of Vatika Shampoo to make the purchase decision of the product.

Ragavendran, Devakumar and Upadhyay (2009) has published a research work on "Brand Awareness of Shampoo Products for CavinKare Pvt. Ltd.". The major objectives of the study were as follows:-

- To carry out the review of literature on brand, brand awareness and consumer behavior.
- To study the socio economic characteristics of women consumers in Bangalore.
- To identify the factors influencing brand awareness of shampoos.
- To identify and interpret the factors involved in quality and benefits offered in the shampoo product.
- To know the impact of brand awareness in sales improvement of the shampoo product.

The study involves 300 respondents. The research work was conducted using various statistical tools. The major findings of the research are as follows:-

- Performance refers to the primary operating characteristics of the product or service. They are usually measurable. For a shampoo these characteristics would include the cleanliness factor such as, easy to foam or easy to rinse.
- Features are additional characteristics that enhance the product/service appeal to the user. Adding conditioner to the shampoo can be given as

an example; brightness for normal hair or extra vitamins is being added to feed hair.

- Reliability of a product is the likelihood that a product will not fail within a specific time period. This is the key element for users who need the product to work without fail.
- Conformance is precision with which the product or service meets the specified standards.
- Durability measures the length of a product's life. For shampoo, it measures how long the shampoo will keep its effectiveness of formula.
- Serviceability is the speed with which the product can be put into service when it breaks down, as well as the competence and behavior of the serviceperson.
- Aesthetics is the subjective dimension indicating the kind of response a user has to a product. It represents the individual's personal preferences. It reflects the ways of individual's response to the look, feel and smell. A person judging the smell of a shampoo would say it is of higher quality.

Wijiesundera and Abeysekera (2010) researched on the title "Factors Influencing the Demand of Beauty Soap Among Female consumers in the Greater Colombo Region". The objectives of their study were as given below.

- What factors are influencing the demand of beauty soap among the consumers?
- Has there been a relationship existing between the demographical factors and other influencing factors?
- Why the well established global brand Lux market share is declining from 2003 to 2008?

They performed the research work using questionnaires having the sample size 91. The researcher had used descriptive statistics using Chi-Square method for statistical data analysis. The SPSS software was used to execute the analysis

process. Methods such as bar charts and tabular formats were used to derive and summarize the data. The MS Excel was also used in data summarization process.

The major findings of his study are as follows:-

- There is a statistical significant relationship between price factor & brand preference at the significant level of 0.031. Around 85% of the respondents indicated that the price level as medium as per their perception about the price of respective brands.
- There is no statistical significant relationship between the place factor and the brand preference. Around 49% of the respondents do their purchases from the super markets while 29% of them purchasing is done from retails.
- There is no statistical significant relationship between the promotion factor and the brand preference. Most influenced promotional activity is TV advertisements & which was approved by 61% of the respondents.
- There is a statistical significant relationship between product factor and brand preference at the significant level of 0.012. Around 29% of the respondents' major objective was to protect the skin when a brand is selected for use and while 18% look for the fragrance as the first choice.

Sharma & Mehta (2012) carried out research on “Customer Attitude Towards the use of Shampoos: A Case Study of Sirsa City”. The main objectives of the study are:

- To study the buying behavior regarding the various brands of Shampoos and also to study the various factors affecting the purchase of shampoo.
- To study the consumer attitude for packaging shampoos.
- To suggest ways to shampoo producers to attract the consumers.

For the purpose of study, the design is on the basis of convenience sampling. Different occupational categories such as Business Class, Service Class,

Housewives and Students have taken to check the consumer attitude towards shampoos. The scope of the study limits to area of Sirsa as a whole and the size of sample is 100 respondents. A structured questionnaire is used as research instrument which includes the relevant questions to know the consumer attitude towards shampoos. For analyzing the responses of respondents, we use simple averages and for the purpose of analysis of data, geographical representation was used which includes pie charts, bar charts, column charts etc.

The study concludes the following facts as given below:-

- Male's frequency of using the shampoo is very less as compared to females.
- The consumers do not concentrate on the natural shampoos, they use it only for the purpose of cleaning only, not for to make their hair healthier and stronger, or they do not know the value of using natural shampoos.
- 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 see the advertisement.
- 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.

Bakhare (2012) published a research article in Asian Journal of Research in Marketing with the title "Consumer Behavior with respect to Various Brands of Shampoo in Nagpur City". The purpose of the study was for the follows:-

- To examine the external factors influencing purchase decisions
- To examine the consumer awareness of Shampoo
- To find out how promotional schemes are influencing the consumers
- To examine how the product attributes influencing the consumer buying Shampoo



The researcher had done the study using simple convenient sampling technique with the sample size 120. The study concludes the following facts as presented below:-

- Consumer awareness of Shampoo is less in Nagpur city.
- Hair care market offers huge potential as penetration and per capita consumption of hair care product is very low in India.
- Manufactures have used advertising campaigns to promote higher consumption of Shampoo.
- Most of the consumers are ready to accept the suggestion of hair dressers.
- Brand image, advertising, and offer play an important role in purchasing Shampoo, sometimes based on the offer the consumer compare with competitor product and select the best one. Product attribute also analyzed by the consumer for deciding a brand.
- Switching of one product to other company product is mainly based on advertisement, brand name, packaging availability, and price rise, etc.

# **CHAPTER 3**

## **RESEARCH METHODOLOGY**

It is a tool, which enhances systematically to solve the research problem. It is the systematic and scientific framework to conduct research work efficiently. It facilitates the research work and provides reliability and validity to it with the help of theoretical and methodological backbone.

This chapter describes about the various methodological aspects of the present study. The chapter includes six major sections namely research design, nature and sources of data, population and sampling procedure, methods of data collection, methods of data analysis and data analysis tools. Each section is described briefly as follows:-

### **3.1 Research Design**

Research Design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance. Kerlinger (1986)

Various types of research design can be used for obtaining the research objectives. Descriptive research design is one of them which can solve the marketing problem. It describes certain phenomena, such as the characteristics of users of a product, the variation in use in terms of age, income, lifestyle etc. The objective of research work is to explore the attitudes of customers upon shampoo especially in Lalitpur district. The descriptive research design is suitable for this research since it's related to a marketing research.

### **3.2 Nature and Sources of Data**

This research study is basically based on primary data. The data was collected from the self-administered well structured questionnaires from various places

of Lalitpur district such as Sunakothi, Thecho, Sanepa, Dhapakhel, Lagankhel, Patan, Kupandol, Pulchowk, Chhampi, Lele, Tikabhairab, Bungamati, Khokana, Gwarko, Bandegaon and Harishidhi as source of primary data. The study is also influenced by some sources of secondary data such as articles related to customer attitudes, customer buying behavior and customer buying decision making process, marketing journals, business journals, text books, research papers, newspapers, online articles from internet, related prior theses etc.

The questionnaire is designed such that collecting demographic information first and then only including the questions related to customer attitudes towards shampoo, influencing factors to buy shampoo such as attributes of shampoo, media advertisement and relatives of customers. The questions are simple, clear, understandable and short but efficient. The questionnaires were distributed in such a manner that the study can cover the respondents from various races, traditions, castes, cultures, religions, geography, economic groups, age groups, professions, gender, and education levels in order to reflect realistic result through this research work.

### **3.3 Population and Sampling Procedure**

#### **Population**

All the people of Lalitpur district who are using shampoo and like to use shampoo for cleaning their hair are the population for this research work.

#### **Sample Product**

The shampoo is chosen as sample product because it is one of the essential part life style of people of Lalitpur district for their health, beauties and care taking their hairs with different attractive ways.

### **Sampling Unit and Respondents**

A sample data is the selection of certain number of random respondents from population. The size of the sample is 100 respondents selected randomly from Lalitpur district. For the sampling, all total 110 set of questionnaires were prepared, printed and distributed to different places of Lalitpur district. Out of 110 questionnaires, 100 questionnaires were returned with correctly filling. 2 set questionnaires were not filled correctly, 4 set were not returned. The remaining 4 set of questionnaires were returned lately so they were discarded. The internet, email and website were also used for rapid collection of data from different places of Lalitpur district.

### **3.4 Methods of Data Collection**

The data was collected through self-administered structured questionnaire from different places of Lalitpur district up to 100 respondents from town area to village area. The respondents were of different age groups, professions, education and income levels. The respondent, who wasn't able to understand and fill up the questionnaires, was supported by oral explanation for correctness of surveying. All the respondents were the customers of shampoo. The method of data collection was simple random sampling from different places of Lalitpur district.

### **3.5 Methods of Data Analysis**

The information collected from the respondents were well categorized, tabulated, processed, presented and analyzed by using various data analysis tools and methods. The presentation of data was done in tabular form; simple diagrams, bar diagrams, pie charts etc. Necessary analysis, interpretation and explanation were also performed in order to explore the facts and results.

### **3.6 Data Analysis Tools**

The responses obtained from the respondent were categorized, tabulated, processed and analyzed by using different data analysis methods and tools. For this, questionnaires were distributed and collected to make them applicable for presentation and analysis. Presentation of data is done on tabular form, simple diagram, bar diagram and pie chart. Microsoft Excel was used for processing the obtained data from questionnaires.

# **CHAPTER 4**

## **DATA PRESENTATION AND ANALYSIS**

It is the systematic way of displaying the data and information using various tools like tables, bar diagrams, pie-charts, graphs etc. Pictorial presentation of data is very effective than textual presentation of data. The pictorial and diagrammatic presentation of data accelerates for quick understanding of the data and decision making. Data analysis is the explanation of the result based on the presentation of the data. Analysis of the data can clarify the strength and weakness of the information. So analysis also helps to provide suggestions for improvement based on presentation of data of the research work.

In this chapter, the view of the respondents has presentation using table and diagrams. Furthermore, each presentation is further analyzed in brief for more clarification.

### **4.1 Demographic Profile of Respondents**

Demographics factors are very important for studying the attitude of customers towards shampoo. That's why the study is also done with the demographics backgrounds. Before moving to major topic in the questionnaire set, the views of respondents was taken to carry out the major demographic features that affect their attitude in decision making process for buying shampoo and to make the study easier too. The demographic features that were under study are: Gender, Age Group, Profession, Income level and Education level. Demographic features help to simplify the study and find out the popularity of the product having different demographic racial. In order to achieve or find out the reliable findings or results the demographic profile of the customers are presented and analyzed with tabular form and graphical representation.

The 100 respondents were selected randomly from different places of Lalitpur district. The various demographic distributions of respondents or the potential

customers of shampoo are shown in Table 4.1. According to the table given below, both male and female were occupied 50% out of total respondents. The majority of respondents aged between 16-25 contributing 45% of the total respondents followed by above 35 age group 33% and 26-35 age group 22%. Concerning with profession, 38% respondents were students, 41% were professionals, 7% were housewives, 9% were businessmen and remain 5% were related to other professions like farmers, construction workers, land workers, and private brokers. In the terms of monthly income level, most of the respondents belong to below Rs. 5000 level contributing 39%. Similarly, Rs. 5000-10000 income level had 10%, Rs. 10000-15000 income level had 21% and above Rs. 15000 income level had 30%. This distribution of income level shows that no economic group greatly dominates other economic groups. Regarding education level of the respondents, 11% were illiterate, 5% were literate, 18% were SLC passed, 17% had completed Intermediate level, 26% were having graduation and 23% had completed post graduate education.

**Table 4.1**  
**Profile of Questionnaire Respondents**

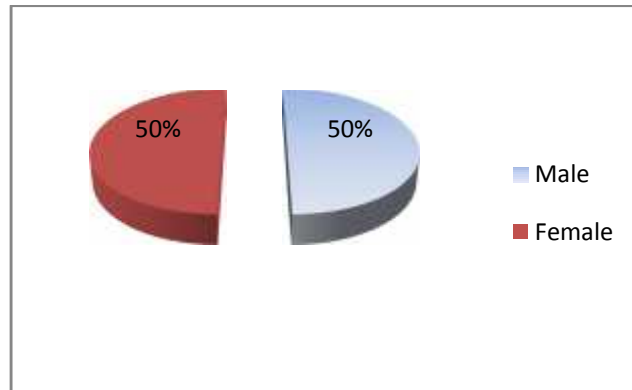
<b>Respondents background</b>		<b>Number of Respondents</b>	<b>% in Total</b>
Gender	Male	50	50
	Female	50	50
Age	16 -25	45	45
	26-35	22	22
	Above 35	33	33
Profession	Student	38	38
	Professional	41	41
	Housewife	7	7
	Businessman	9	9
	Other	5	5
Monthly income in '000	Below 5	39	39
	5 to 10	10	10
	10 to 15	21	21
	Above 15	30	30
Education	Illiterate	11	11
	Literate	5	5
	SLC	18	18
	Intermediate	17	17
	Graduate	26	26
	Post Graduate	23	23

*(Source: Field Survey, 2012)*

For further easier data presentation, the facts of the tabular data has been represented in pictorial forms using pie charts, bar diagrams etc which has shown in Figure 4.1 as below:-



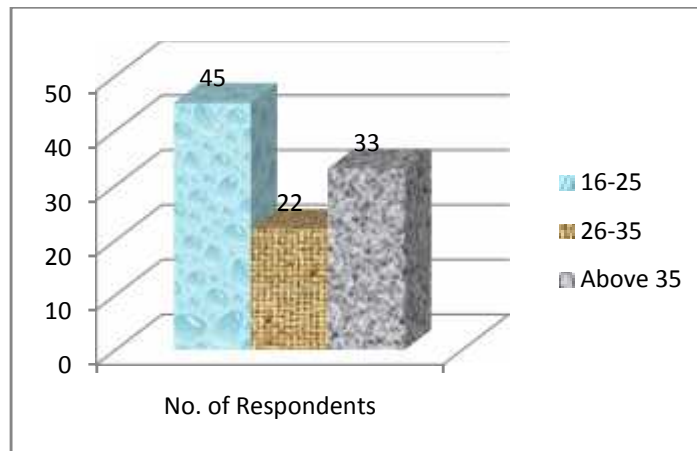
**Figure 4.1**  
**Gender-wise Distribution of Respondents**



*(Source: Field Survey, 2012)*

Figure 4.1 shows that 50% male and 50% female respondents were included for the research work from different places of Lalitpur district.

**Figure 4.2**  
**Age Groups of the Respondents**

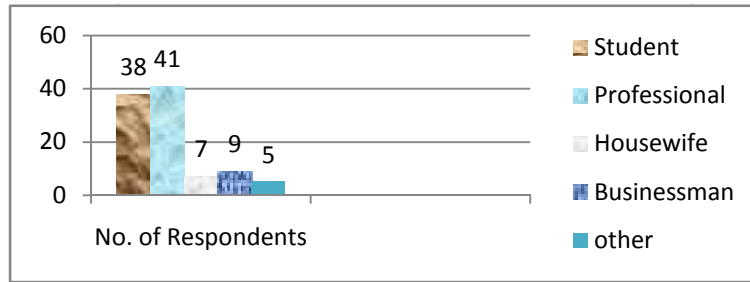


*(Source: Field Survey, 2012)*

The research sample contains 45%, 22% and 33% portion from 16-25, 26-35 and above 35 age groups as in Figure 4.2.

**Figure 4.3**

**Professions of Respondents**

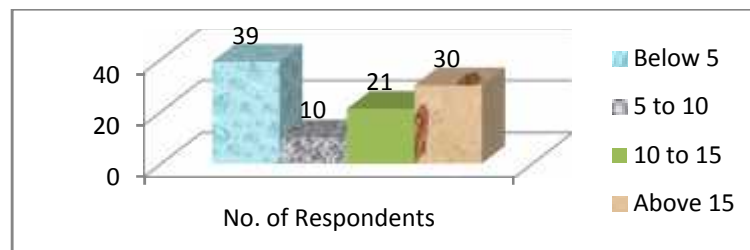


*(Source: Field Survey, 2012)*

The research sample consist maximum population from professional group – 41% of total sample as shown in Figure 4.3.

**Figure 4.4**

**Monthly Income Level of Respondents in ‘000**

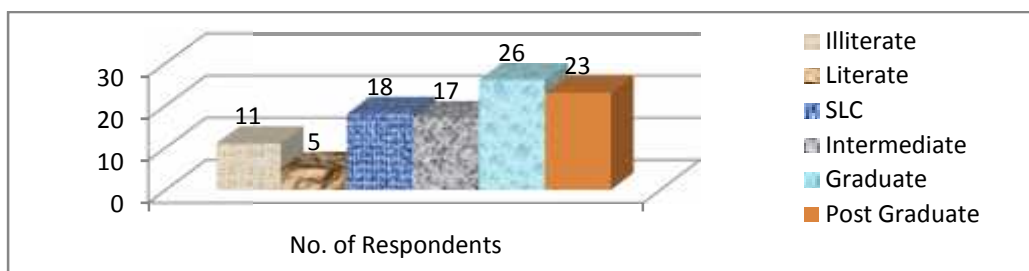


*(Source: Field Survey, 2012)*

The research sample consists the maximum income leveled people is group – below 5,000 having its contribution 39% as shown in Figure 4.4.

**Figure 4.5**

**Education Level of Respondents**



*(Source: Field Survey, 2012)*

The research showed that most of the respondents belongs to education level – Graduate, obtaining its value 26% as in Figure 4.5.

## 4.2 Types of shampoo

There are different types of shampoos available in the market of Nepal. Among them the types - normal, herbal, medicated and baby shampoos are common in Nepalese market. The popularity ratio among the types of shampoo has been shown in Table 4.2.

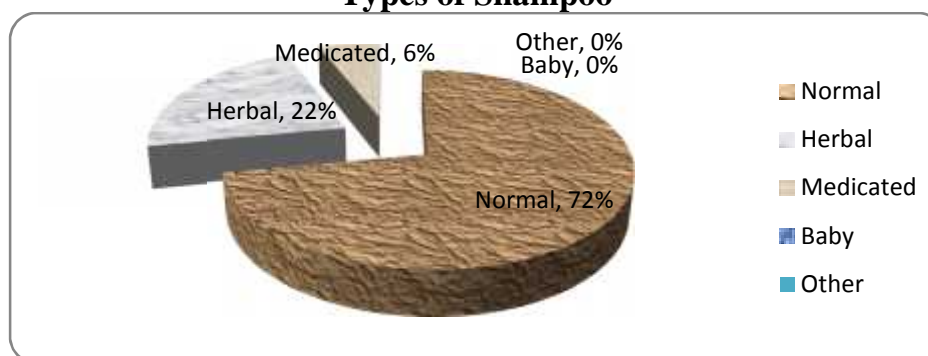
**Table 4.2**  
**Types of Shampoo**

<b>Types of Shampoo</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
Normal	72	72
Herbal	22	22
Medicated	6	6
Baby	0	0
Other	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

The Table 4.2 shows that most of the respondents liked normal shampoos, 72% respondents liked normal shampoos. Similarly, 22% liked herbal shampoos and remaining 6% are attracted by medicated shampoos. None of the respondents liked baby shampoo as it is special product for babies. The figure of respondents is also shown below in pie-chart diagram:

**Figure 4.6**  
**Types of Shampoo**



(Source: Field Survey, 2012)

The research showed that people have liked normal shampoo very much – 72% score from total score as shown in Figure 4.6.

### 4.3 Choice of Brands of Shampoo

In Nepalese market, there are various brands of shampoo. Each brand of shampoo has its own unique identity and attributes. Among them the popular shampoos are Pantene, Sunsilk, Clinic Plus, Dove, Head & Shoulder, Vatika and Clinic All Clear which are selected for this research study.

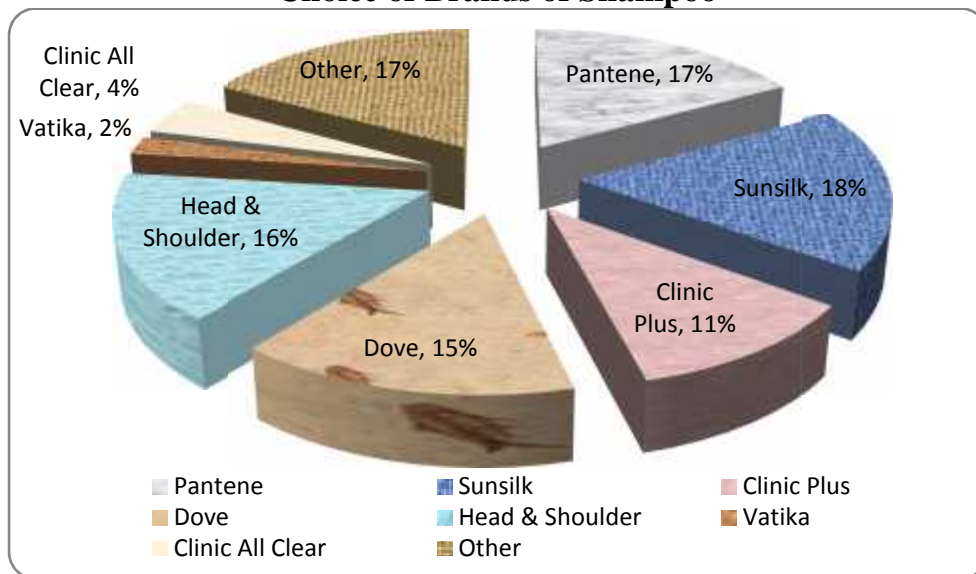
**Table 4.3**  
**Choice of Brands of Shampoo**

<b>Brand</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
Pantene	17	17
Sunsilk	18	18
Clinic Plus	11	11
Dove	15	15
Head & Shoulder	16	16
Vatika	2	2
Clinic All Clear	4	4
Other	17	17
<b>Total</b>	<b>100</b>	<b>100</b>

(Source: Field Survey, 2012)

The Table 4.3 shows that there is stiff competition among shampoo brands in Nepalese market. According to the above table, 18% respondents chose Sunsilk, 17% liked Pantene, 16% liked Head & Shoulder, 15% interested towards Dove shampoo, 11% respondents liked Clinic Plus, 4% liked Clinic All Clear, 2% lured by Vatika shampoo. The 17% respondents liked other brands of shampoos such as Kesh Kranti, Loreal, Garnier, Nizoral and herbal shampoos. The pictorial presentation of this survey is given below as in Figure 4.7:-

**Figure 4.7**  
**Choice of Brands of Shampoo**



*(Source: Field Survey, 2012)*

Figure 4.7 showed that most of people of Lalitpur district chose Sunsilk (18%).

#### **4.4 Benefits of Using Shampoo besides Cleaning Hair**

The expected benefits are different to different people. According to the research study, the expected benefits by using shampoo are given below in Table 4.4.

**Table 4.4**

**Benefits of Using Shampoo besides Cleaning Hair**

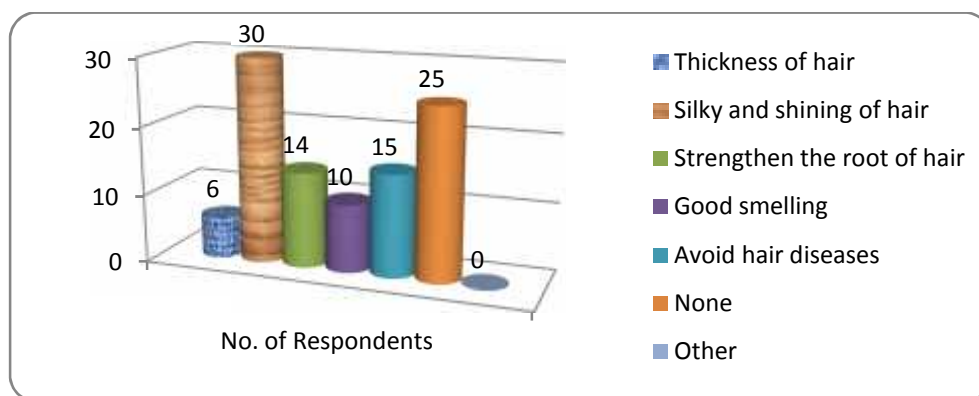
<b>Benefits</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
Thickness of hair	6	6
Silky and shining of hair	30	30
Strengthen the root of hair	14	14
Good smelling	10	10
Avoid hair diseases	15	15
None	25	25
Other	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

The Table 4.4 shows that 6% respondents expect for thickness of their hair, 30% silky and shining hair, 14% strengthen the root of hair, 10% good smelling, 15% avoid hair disease and 25% respondents expect nothing benefit from use of shampoo besides cleaning their hair. Most of the respondents expect benefit of making their hair silky and shining by the use of shampoo. Respondents hadn't expected other benefits rather than listed in the questionnaire. The cylindrical diagram has used for more clarity which is given below:-

**Figure 4.8**

**Benefits of Using Shampoo besides Cleaning Hair**



*(Source: Field Survey, 2012)*

The result showed that most of the respondents expect the benefit – silky and shining of hair by using the shampoo and it has contribution of 30% as in Figure 4.8.

## 4.5 Experienced Side Effect of shampoo

Shampoo is a product which may contain some chemicals and that chemical may harmful to the shampoo users. This study has enlightened the side effect awareness of the customers of shampoo. The side effect experienced by the respondents is given below in Table 4.5.

**Table 4.5**  
**Experienced Side Effect of Shampoo**

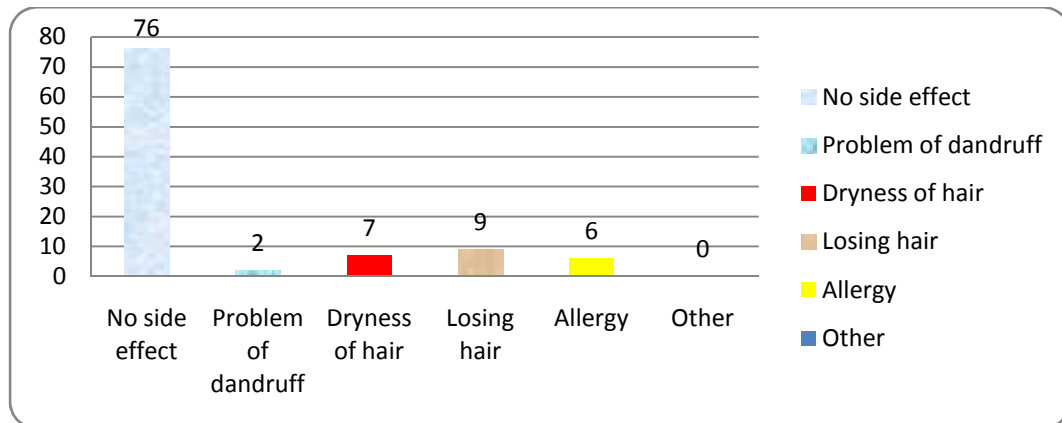
<b>Experienced Side Effect</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
No side effect	76	76
Problem of dandruff	2	2
Dryness of hair	7	7
Losing hair	9	9
Allergy	6	6
Other	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

The Table 4.5 shows that 76% respondents experienced no side effect from use of shampoo, 2% experienced problem of dandruff, 7% experienced dryness of hair, 9% experienced losing hair and 6% experienced allergy due to shampoo. A large number of respondents hadn't experienced any side effect by use of shampoo.

**Figure 4.9**

**Experienced Side Effect of Shampoo**



*(Source: Field Survey, 2012)*

The research showed that the maximum number of respondents (76%) experienced no side effect by the use of shampoo as in Figure 4.9.

### 4.6 Impact of Season in Times of Hair Washing

The season like summer and winter can affect in applying number of times of shampoo while taking shower. The Table 4.6 has presented the effect of season in times of hair washing of the respondents comparing with summer and winter season.

**Table 4.6**

**Impact of Season in Times of Hair Washing**

Number of applying shampoo	Summer	Winter
One	25	39
Two	43	49
Three	32	12
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

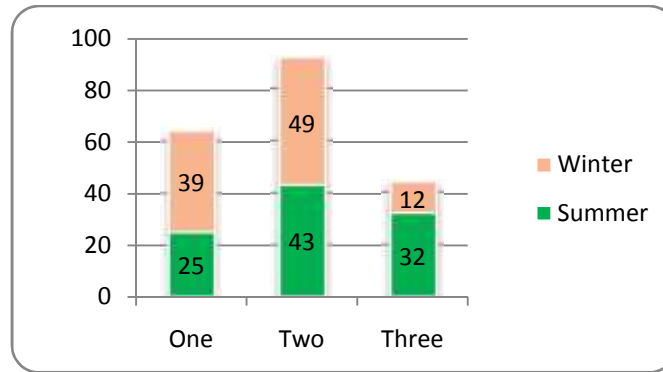
The Table 4.6 shows that 25% of respondents washed their hair one time, 43% two times and 32% three times in summer season. Similarly, 39% respondents



washed their hair for one time, 49% two times and 12% three times while taking shower in winter season.

**Figure 4.10**

**Impact of Season in Times of Hair Washing**



*(Source: Field Survey, 2012)*

The research showed that most of the respondent – 49%, use shampoo two times while taking shower in winter. The large number of respondents - 43%, also use two times shampoo in summer season. Hence most of the respondents use to apply shampoo for two times while taking shower. Comparing between winter and summer season, more respondents used one and two times of applying shampoo in winter season whereas more respondents have used shampoo for three times in summer season as Figure 4.10.

### **4.7 Impact of Season in Interval of Taking Shower**

Season is an important factor that can impact respondent's behavior of taking shower using shampoo. The Table 4.7 has shown the impact of season in frequency of taking shower of the respondents in summer and winter season respectively.

**Table 4.7**

**Impact of Season in Interval of Taking Shower**

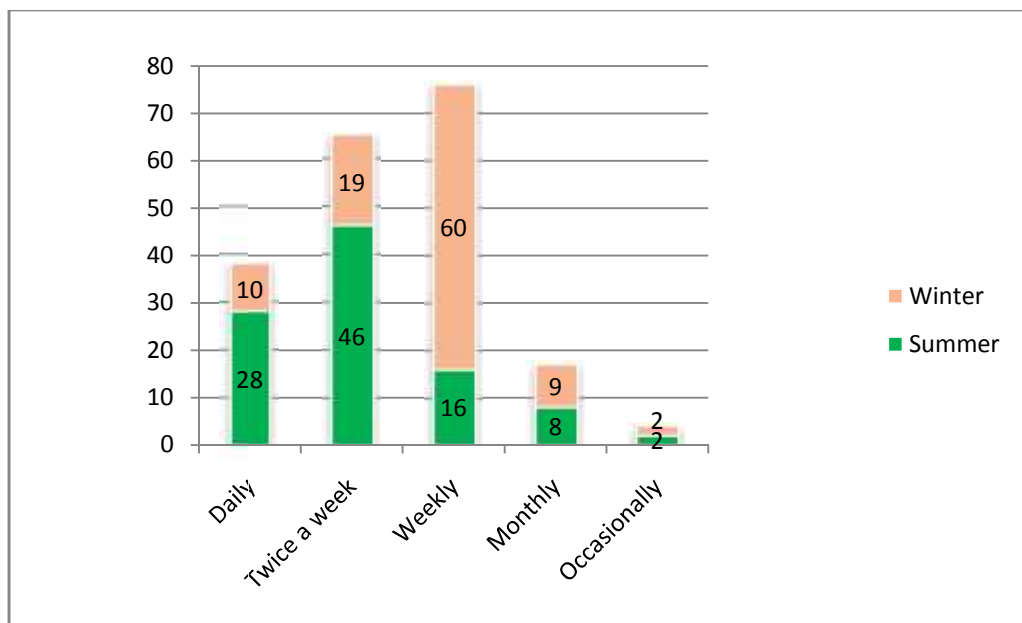
<b>Interval of Taking Shower</b>	<b>Summer</b>	<b>Winter</b>
Daily	28	10
Twice a week	46	19
Weekly	16	60
Monthly	8	9
Occasionally	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

The Table 4.7 shows that 28% respondents had taken shower daily, 46% respondents had taken shower twice a week, 16% weekly, 8% monthly and 2% used to take shower occasionally using shampoo in summer season. Similarly, 10% respondents had taken shower daily, 19% twice a week, 60% weekly, 9% monthly and 2% occasionally using shampoo in winter season.

**Figure 4.11**

**Impact of Season in Interval of Taking Shower**



*(Source: Field Survey, 2012)*

The research showed that most of the respondent – 60%, had taken shower weekly using shampoo in winter. Similarly, most of the respondents – 46%, had taken shower twice a week in summer season. In winter season, more respondents had taken shower weekly and monthly interval compared with summer season. Similarly, in summer season, more respondents had taken shower daily and twice a week compared with winter season. So, the Figure 4.11 shows that respondents used to take shower more frequently in summer than in winter season.

## 4.8 Influencing Factor for Buying a Shampoo

An influencing factor plays a vital role in selling/buying of shampoo. The influence may be varying to people according the demographic profile of them. Due to this fact, it is better to find out the influencing factors of customers in order to buy any brand of shampoo.

**Table 4.8**  
**Influencing Factor for Buying a Shampoo**

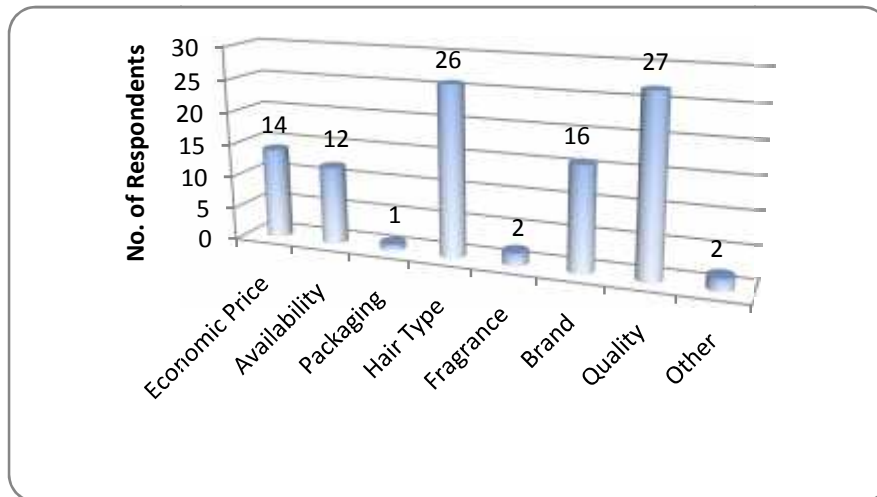
<b>Influencing Factor</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
Economic price	14	14
Availability	12	12
Packaging	1	1
Hair type	26	26
Fragrance	2	2
Brand	16	16
Quality	27	27
Other	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

The Table 4.8 shows that 14% of the respondents were influenced by economic price, 12% by availability of shampoo, 1% by packaging, 26% by hair type, 2% by fragrance, 16% by brand, 27% by quality and remaining 2% by other influencing factors such as anti-dandruff features.

**Figure 4.12**

**Influencing Factor for Buying a Shampoo**



(Source: Field Survey, 2012)

The research showed that maximum numbers of respondents (27%) were influenced by quality while buying a shampoo. Hair type (26%) is another dominant influencing factor to buy a shampoo just after the quality factor of shampoo as shown in Figure 4.12.

## 4.9 Influence of Suggestion to Buy Shampoo

Most of the people like to take suggestion to buy any product like shampoo. Suggestion of other people like friends, parents etc helps for better decision making. In case of buying shampoo, influence of suggestion also impacts the trend of buying shampoos. Hence the research has studied about the influence of suggestions of other people to buy a shampoo among the respondents as shown in Table 4.9.

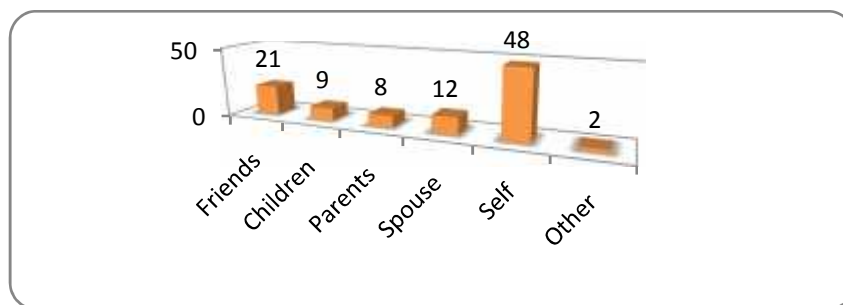
**Table 4.9**  
**Influence of Suggestion to Buy Shampoo**

<b>Suggested By</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
Friends	21	21
Children	9	9
Parents	8	8
Spouse	12	12
Self	48	48
Other	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

The Table 4.9 shows that 21% of respondents were influenced by suggestion of their friends, 9% were influenced by their children's suggestion, 8% influenced by parents, 12% influenced by their spouse, 48% respondents were decided by themselves and remaining 2% are influenced by others such as salesman.

**Figure 4.13**  
**Influence of Suggestion to Buy Shampoo**



*(Source: Field Survey, 2012)*

The research showed that maximum number of respondents used to shampoo by deciding themselves. Out of total respondents, 48% respondents influenced by self suggestion, i.e. they buy shampoo whatever they as shown in Figure 4.13.

## 4.10 Influence of Promotional Activities to Buy Shampoo

Promotional activities can influence the people very highly to buy shampoo. This activity impacts to the decision making process and decision making behavior of customers to buy shampoo. Among these media of promotional activities, the research work is concerned that which media is most effective to leave influence upon the customers.

**Table 4.10**

**Influence of Promotional Activities to Buy Shampoo**

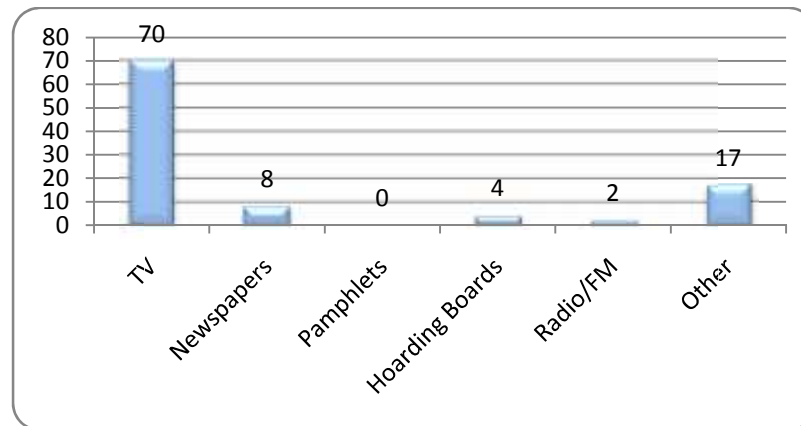
<b>Media</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
TV	70	70
Newspapers	8	8
Pamphlets	0	0
Hoarding Boards	4	4
Radio/FM	2	2
Other	16	16
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

The Table 4.10 shows that 70% respondents were influenced by TV advertisement, 8% influenced by newspapers, 4% influenced by hoarding boards, 2% influenced by radio/FM and remaining 16% were influenced by other medias such as friends, magazine, children, spouse etc. No one influenced by pamphlets i.e. 0% influenced by pamphlets to buy shampoo.

**Figure 4.14**

**Influence of Promotional Activities to Buy Shampoo**



*(Source: Field Survey, 2012)*

The research showed that maximum respondents (70%) were influenced by TV advertisement as in Figure 4.14.

### **4.11 Attraction of Offers for Buying Shampoo**

By declaring gift, cash discount offers, price off schemes, extra quantity of shampoo etc the selling can be promoted. These offers can attract the customers easily. Hence the popularity of these offers among respondents is studied in this research work.

**Table 4.11**

**Attraction of Offers for Buying Shampoo**

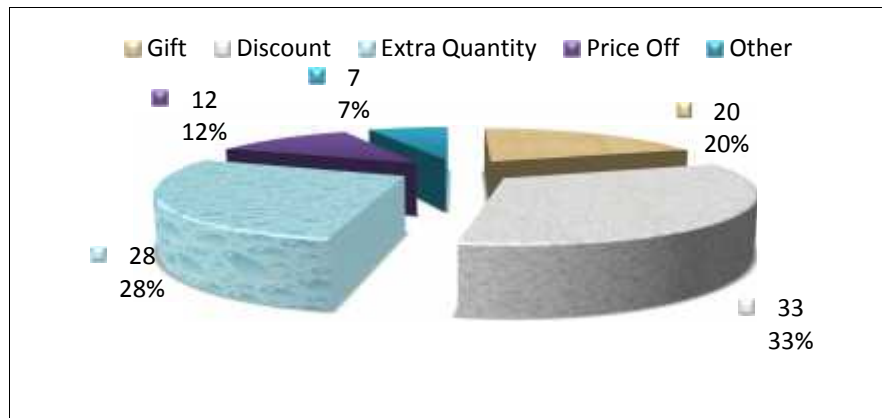
<b>Offers</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
Gift	20	20
Discount	33	33
Extra quantity	28	28
Price off	12	12
Other	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

The Table 4.11 showed that 20% respondents were attracted by gift offer, 33% attracted by discount offer, 28% extra quality, 12% price off and remaining 7% other factors such as quality, anti dandruff etc.

**Figure 4.15**

**Attraction of Offers for Buying Shampoo**



*(Source: Field Survey, 2012)*

The research showed that most of the respondents i.e. 33% were attracted by discount offer as in Figure 4.15.

## **4.12 Reasons to Switch Brands of Shampoo**

Some respondents are loyal to brand image but some are attracted by the exciting scheme and advertisement of other brands of shampoo. The research has studied the reasons which motivate the customers to switch another brand of shampoo.



**Table 4.12**  
**Reasons to Switch Brands of Shampoo**

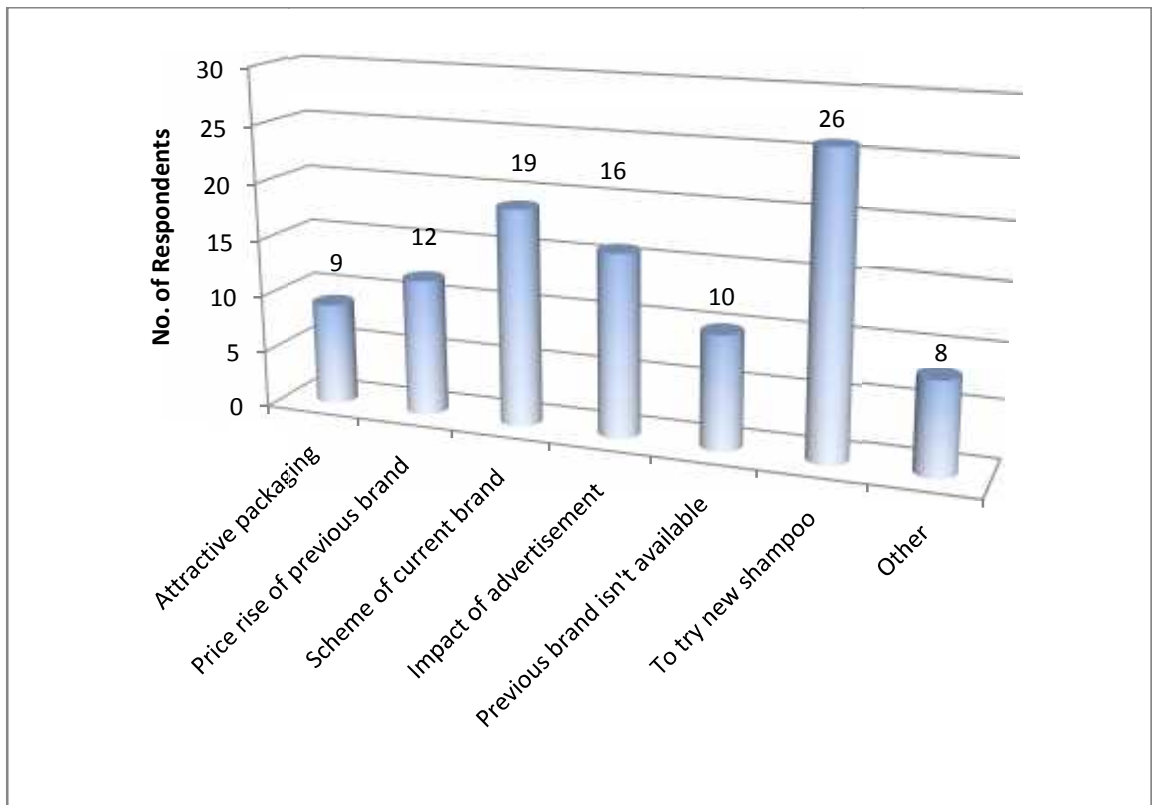
<b>Reasons</b>	<b>Number of Respondents</b>	<b>% of Respondents</b>
Attractive packaging	9	9
Price rise of previous brand	12	12
Scheme of current brand	19	19
Impact of advertisement	16	16
Previous brand isn't available	10	10
To try new shampoo	26	26
Other	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

*(Source: Field Survey, 2012)*

The Table 4.12 has shown that 9% respondents switched to another brand due to attractive packaging of another brand of shampoo, 12% respondents switched due to price rise of previous brand, 19% switched due to scheme of current brand, 16% switched due to impact of advertisement of another brand, 10% due to previous brand isn't available, 26% switched to another brand in order to try new shampoo and remaining 8% switched due to other reasons such as quality, hair type and self decision.

**Figure 4.16**

**Reasons to Switch Brands of Shampoo**



*(Source: Field Survey, 2012)*

According to research, as shown in Figure 4.16 the maximum number of respondents (26%) switched to another brand of shampoo in order to try new shampoo.

### **4.13 Gender versus Brands of Shampoo**

Gender is a very important demographic factor which can impact the selection of brands of shampoo for buying. As the nature of different gender, there may be the variety in selection of shampoo brands for use. The following Table 4.13 has shown the comparative presentation of gender versus brands of shampoo.

**Table 4.13****Gender versus Brands of Shampoo**

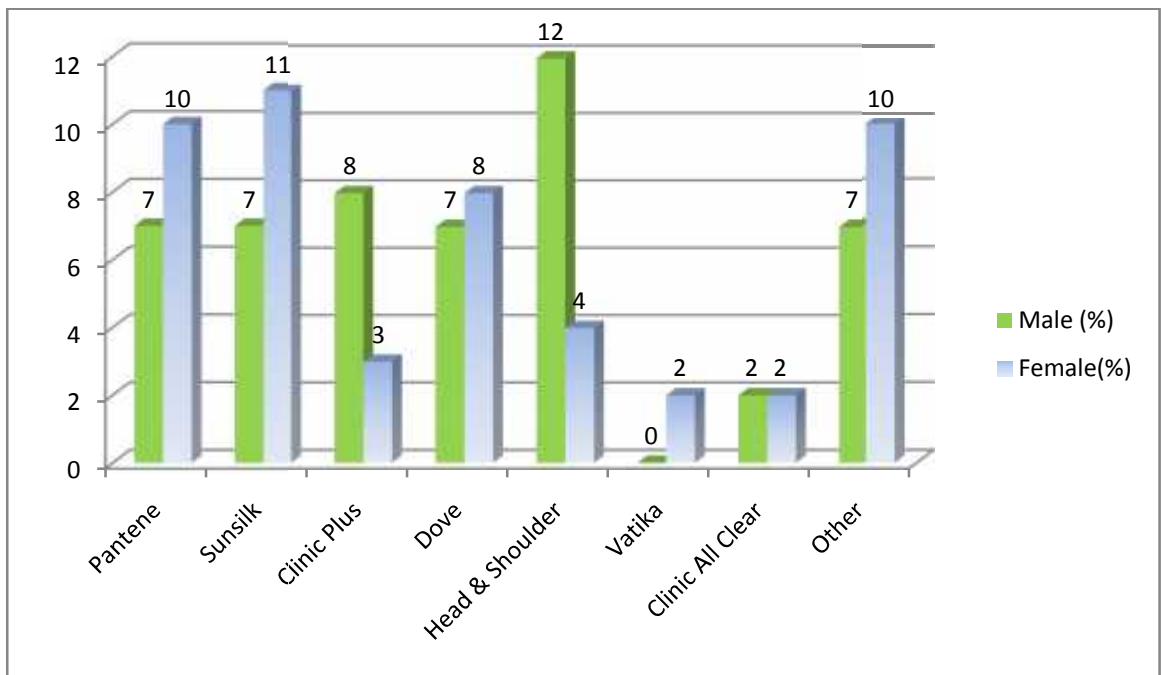
<b>Brands of Shampoo</b>	<b>Gender</b>	
	<b>Male</b>	<b>Female</b>
Pantene	7	10
Sunsilk	7	11
Clinic Plus	8	3
Dove	7	8
Head & Shoulder	12	4
Vatika	0	2
Clinic All Clear	2	2
Other	7	10
<b>Total</b>	<b>50</b>	<b>50</b>

*(Source: Field Survey, 2012)*

The Table 4.13 has shown that out of total male respondents, Pantene, Sunsilk and Dove brand was equally preferred by 7% respondents. Clinic Plus was used by 8% respondents, Head and Shoulder 12% and Clinic All Clear was used by only 2% of male respondents. Vatika shampoo wasn't used by male respondents and other shampoos such as Kesh Kranti, Garnier and Nizoral were used by 7% male respondents. Similarly, out of total female respondents, Pantene 10%, Sunsilk 11%, Clinic Plus 3%, Dove 8%, Head & Shoulder 4%, Vatika and Clinic All Clear each 2% and remaining other shampoos such as Loreal, Nizoral and herbal shampoos were used by 10% of female respondents.

**Figure 4.17**

**Gender versus Brands of Shampoo**



*(Source: Field Survey, 2012)*

According to Figure 4.17, the research work showed that the maximum number of male respondents (12%) preferred Head & Shoulder shampoo. Similarly, Sunsilk shampoo was preferred by maximum number of female respondents (11%).

### **4.14 Age Group versus Brands of Shampoo**

Age is another an important demographic factor than can impact the selection of brands of shampoo for buying. People's nature changes as change in their age so there may be the variety in selection of shampoo brands for use. The following Table 4.14 has shown the comparative presentation of age versus brands of shampoo.

**Table 4.14****Age Group versus Brands of Shampoo**

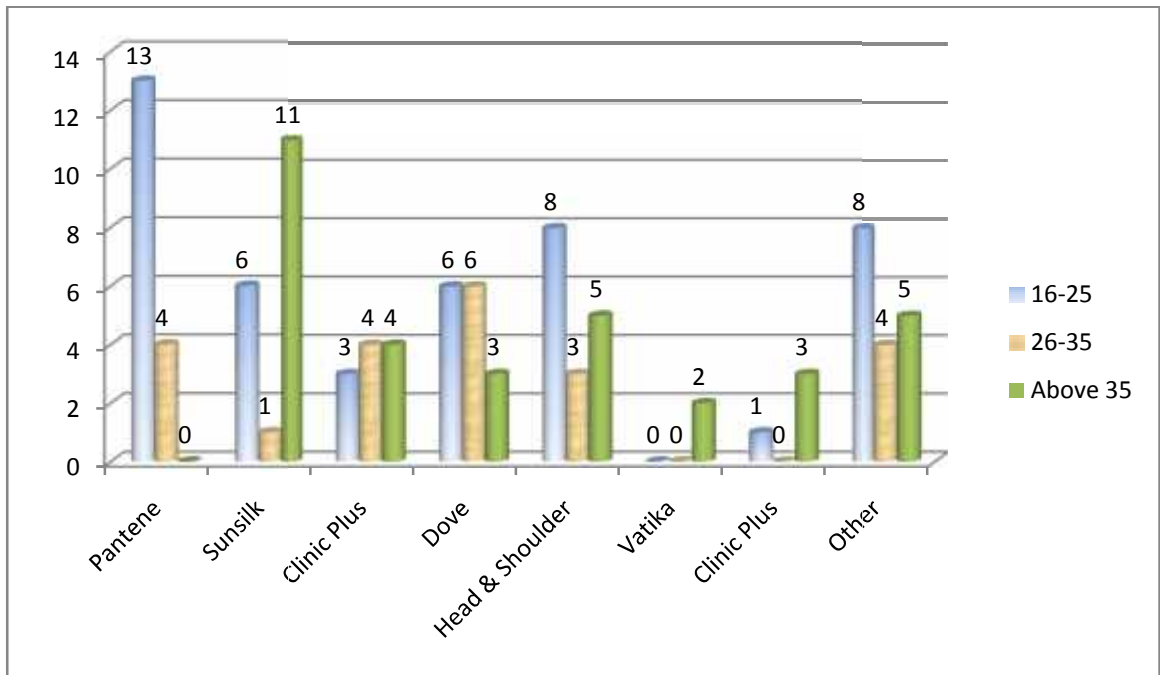
<b>Brands of Shampoo</b>	<b>Age Group (years)</b>		
	<b>16-25</b>	<b>26-25</b>	<b>Above 35</b>
Pantene	13	4	0
Sunsilk	6	1	11
Clinic Plus	3	4	4
Dove	6	6	3
Head & Shoulder	8	3	5
Vatika	0	0	2
Clinic All Clear	1	0	3
Other	8	4	5
<b>Total</b>	<b>45</b>	<b>22</b>	<b>33</b>

*(Source: Field Survey, 2012)*

The Table 4.14 has shown that Pantene, Sunsilk, Clinic Plus, Dove, Head & Shoulder, Vatika, Clinic All Clear and other shampoos were used by 13%, 6%, 3%, 6%, 8%, 0%, 1% and 8% respondents respectively in age group 16-25 years. For age group 26-25 years, Pantene, Sunsilk, Clinic Plus, Dove, Head & Shoulder, Vatika, Clinic All Clear and other shampoos were used by 4%, 1%, 4%, 6%, 3%, 0%, 0% and 4% respondents respectively. Similarly, for age group above 35 years, Pantene, Sunsilk, Clinic Plus, Dove, Head & Shoulder, Vatika, Clinic All Clear and other shampoos were used by 0%, 11%, 4%, 3%, 5%, 2%, 3% and 5% respondents respectively.

**Figure 4.18**

**Age Group versus Brands of Shampoo**



*(Source: Field Survey, 2012)*

According to Figure 4.18, the research work showed that the maximum number of respondents from age group 16-25 were preferred Pantene shampoo. Similarly, Dove shampoo was preferred by maximum number of respondents from age group 26-35. Sunsilk shampoo was preferred by maximum number of respondents in age group above 35.

### **4.15 Profession versus Brands of Shampoo**

Profession is also an important demographic factor than can impact the selection of brands of shampoo for buying. People's nature changes as change in their profession so there may be the variety in selection of shampoo brands for use. The following Table 4.14 has shown the comparative presentation of profession versus brands of shampoo.

**Table 4.15****Profession versus Brands of Shampoo**

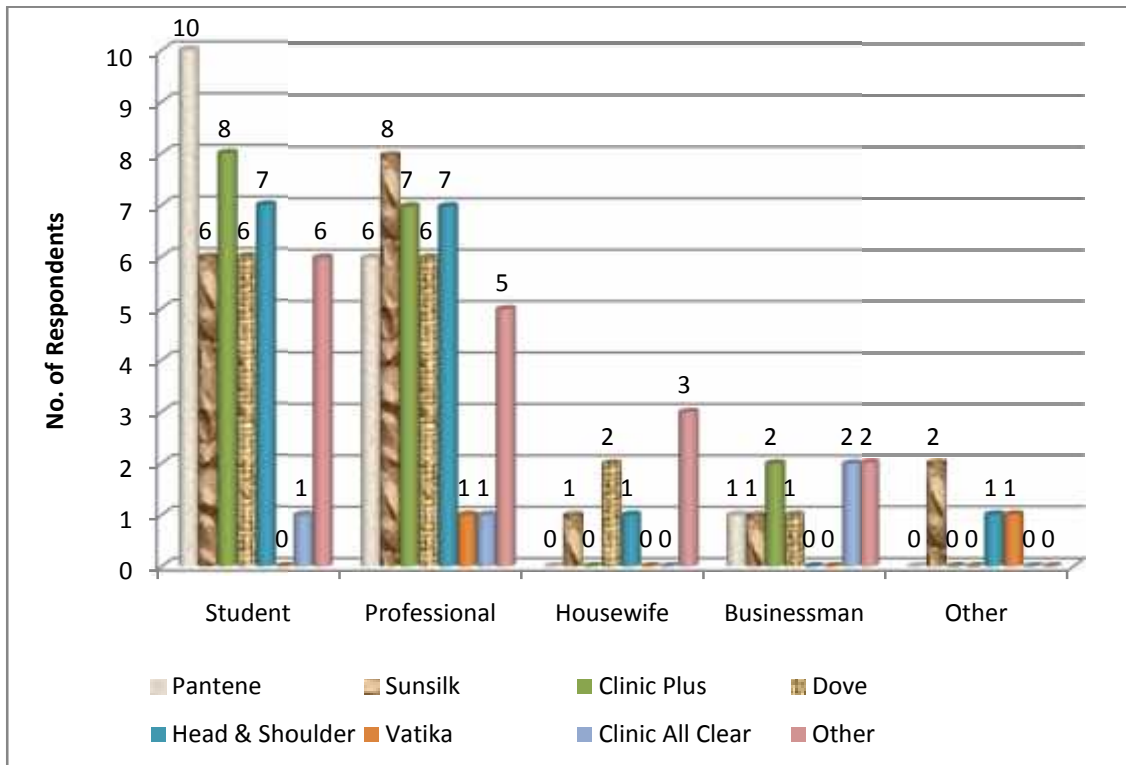
<b>Brands of Shampoo</b>	<b>Profession</b>				
	<b>Student</b>	<b>Professional</b>	<b>Housewife</b>	<b>Businessman</b>	<b>Other</b>
Pantene	10	6	0	1	0
Sunsilk	6	8	1	1	2
Clinic Plus	8	7	0	2	0
Dove	6	6	2	1	0
Head & Shoulder	7	7	1	0	1
Vatika	0	1	0	0	1
Clinic All Clear	1	1	0	2	0
Other	6	5	3	2	0
<b>Total</b>	<b>38</b>	<b>41</b>	<b>7</b>	<b>9</b>	<b>4</b>

*(Source: Field Survey, 2012)*

The Table 4.15 has shown that for students, Pantene shampoo was most popular shampoo and Vatika shampoo was least popular. Similarly, for professionals, Sunsilk shampoo was most popular whereas Vatika and Clinic All Clear were least popular. For housewives, other shampoos such as herbal shampoos and Nizoral shampoos were popular. For businessmen, Clinic Plus, Clinic All Clear and Other shampoos such as herbal shampoos were popular. Similarly, Sunsilk shampoo was popular among the respondents having other professionals such as farmers.

**Figure 4.19**

**Profession versus Brands of Shampoo**



(Source: Field Survey, 2012)

The research as in Figure 4.19 demonstrated that Pantene shampoo was popular among students. Sunsilk was popular among professionals and other respondents like farmers. Other shampoos like herbal and Nizoral were popular among housewives. Clinic Plus was popular in Businessmen.

**4.16 Income level versus Brands of Shampoo**

Income level is another important demographic factor than can impact the selection of brands of shampoo for buying. People's nature changes as change in their level of income for example rich people are aware with the quality but poor people are aware with economy. Hence there may be the variety in selection of shampoo brands for use on income level basis. The following Table 4.16 has shown the comparative presentation of income level versus brands of shampoo.



**Table 4.16**  
**Income Level versus Brands of Shampoo**

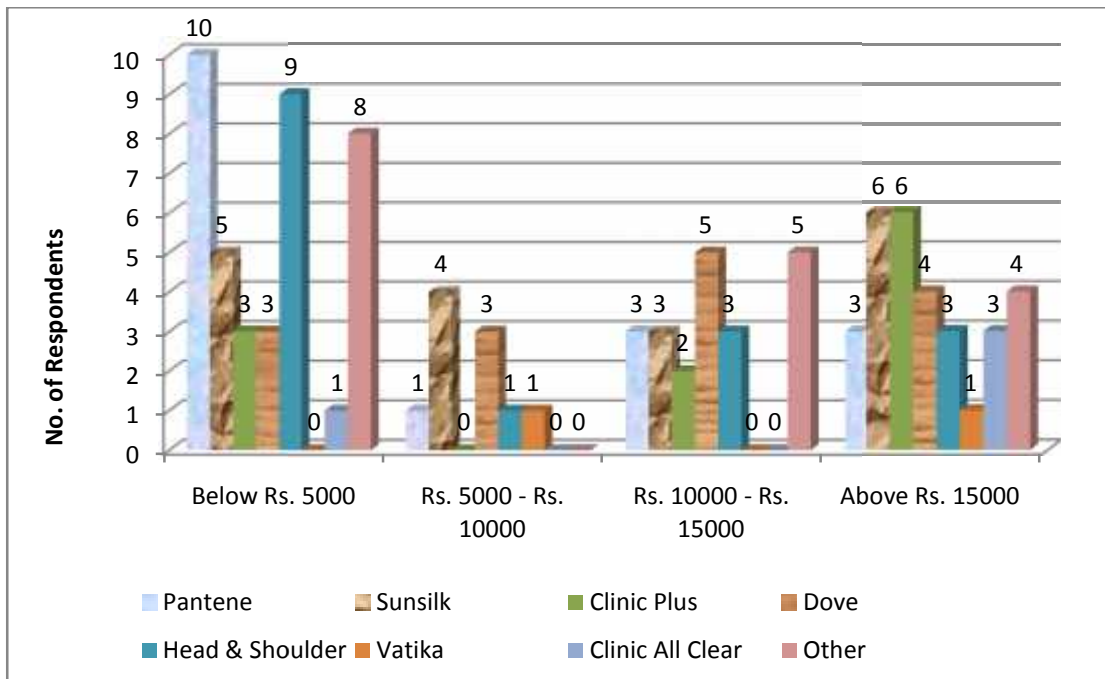
<b>Brands of Shampoo</b>	<b>Income Level (Nepalese Rupees)</b>			
	<b>Below 5000</b>	<b>5000 – 10000</b>	<b>10000 - 15000</b>	<b>Above 15000</b>
Pantene	10	1	3	3
Sunsilk	5	4	3	6
Clinic Plus	3	0	2	6
Dove	3	3	5	4
Head & Shoulder	9	1	3	3
Vatika	0	1	0	1
Clinic All Clear	1	0	0	3
Other	8	0	5	4
<b>Total</b>	<b>39</b>	<b>10</b>	<b>21</b>	<b>30</b>

*(Source: Field Survey, 2012)*

The Table 4.16 has shown that for income level below Rs. 5000, Pantene shampoo was most popular and Vatika shampoo was least popular. Similarly, for income level Rs. 5000 to Rs. 10000, Sunsilk shampoo was most popular. For income level Rs. 10000 to Rs. 15000, Dove shampoo and other shampoos such as herbal shampoos, Nizoral, Loreal and Kesh Kranti shampoos were popular. For income level above Rs. 15000, Sunsilk and Clinic Plus were popular.

**Figure 4.20**

**Income Level versus Brands of Shampoo**



*(Source: Field Survey, 2012)*

The research as in Figure 4.20 demonstrated that Pantene shampoo was popular among respondents having income level below Rs. 5000. Sunsilk was popular among respondents having income level between Rs. 5000 to Rs. 10000. Dove was popular among respondents having income level between Rs. 10000 to Rs. 15000. Similarly, Sunsilk and Clinic Plus were popular among respondents having income level above Rs. 15000.

#### **4.17 Brand versus Influencing Factors of Shampoo**

The attributes of shampoo can highly influence to the customers of shampoo. The influence can impact on the buying behavior and attitudes upon any shampoo brand. The research study has explored the impacts of influencing factors such as economic price, availability, packaging, hair type, fragrance, brand and quality on selection of various brands of shampoo.

**Table 4.17****Brand versus Influencing Factors of Shampoo**

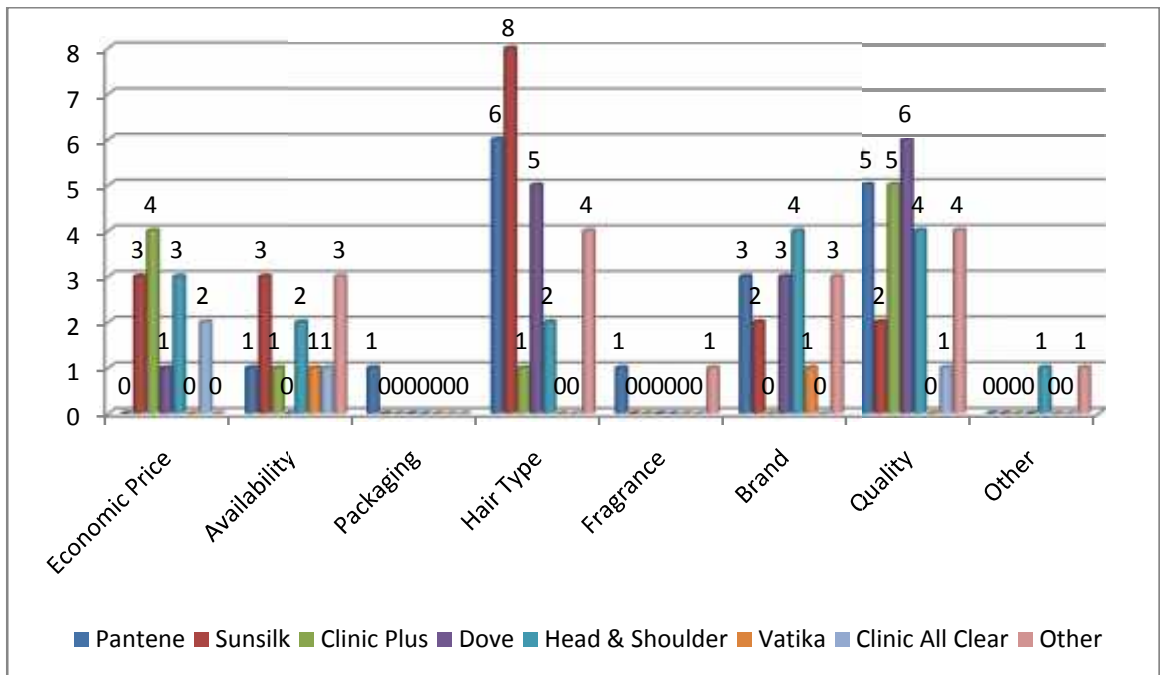
<b>Brands of Shampoo</b>	<b>Influencing Factors</b>							
	Econo -mic price	Availa -bility	Packaging	Hair type	Fragrance	Brand	Quality	Other
Pantene	0	1	1	6	1	3	5	0
Sunsilk	3	3	0	8	0	2	2	0
Clinic Plus	4	1	0	1	0	0	5	0
Dove	1	0	0	5	0	3	6	0
Head & Shoulder	3	2	0	2	0	4	4	1
Vatika	0	1	0	0	0	1	0	0
Clinic All Clear	2	1	0	0	0	0	1	0
Other	0	3	0	4	1	3	4	1
<b>Total</b>	<b>14</b>	<b>12</b>	<b>1</b>	<b>26</b>	<b>2</b>	<b>16</b>	<b>27</b>	<b>2</b>

*(Source: Field Survey, 2012)*

The Table 4.17 has shown that Clinic Plus shampoo was better for economic price, Sunsilk and other shampoos were popular for availability, Pantene shampoo is good for packaging factor, Sunsilk shampoo is most popular for hair type factor, Pantene and other shampoos were better for fragrance, Head & Shoulder shampoo is best in brand image, Dove shampoo is best for its quality, Head & Shoulder and other shampoos are good for other influencing factors such as anti-dandruff.

**Figure 4.21**

**Brand versus Influencing Factors of Shampoo**



(Source: Field Survey, 2012)

The Figure 4.21 has depicted that Clinic Plus shampoo was better for economic price, Sunsilk and other shampoos were popular for availability influence, Pantene shampoo is good for packaging factor, Sunsilk shampoo is most popular for hair type factor, Pantene and other shampoos were better for fragrance, Head & Shoulder shampoo is best in brand image, Dove shampoo is best for its quality, Head & Shoulder and other shampoos are good for other influencing factors such as anti-dandruff.

**4.18 Brand versus Media Promotional Activities for Shampoo**

In this marketing era, everything needs promotional activities, well marketing strategies and advertising for selling of any product. The research has been studied the influence of promotional activities of media for selling shampoo.

**Table 4.18****Brand versus Media Promotional Activities for Shampoo**

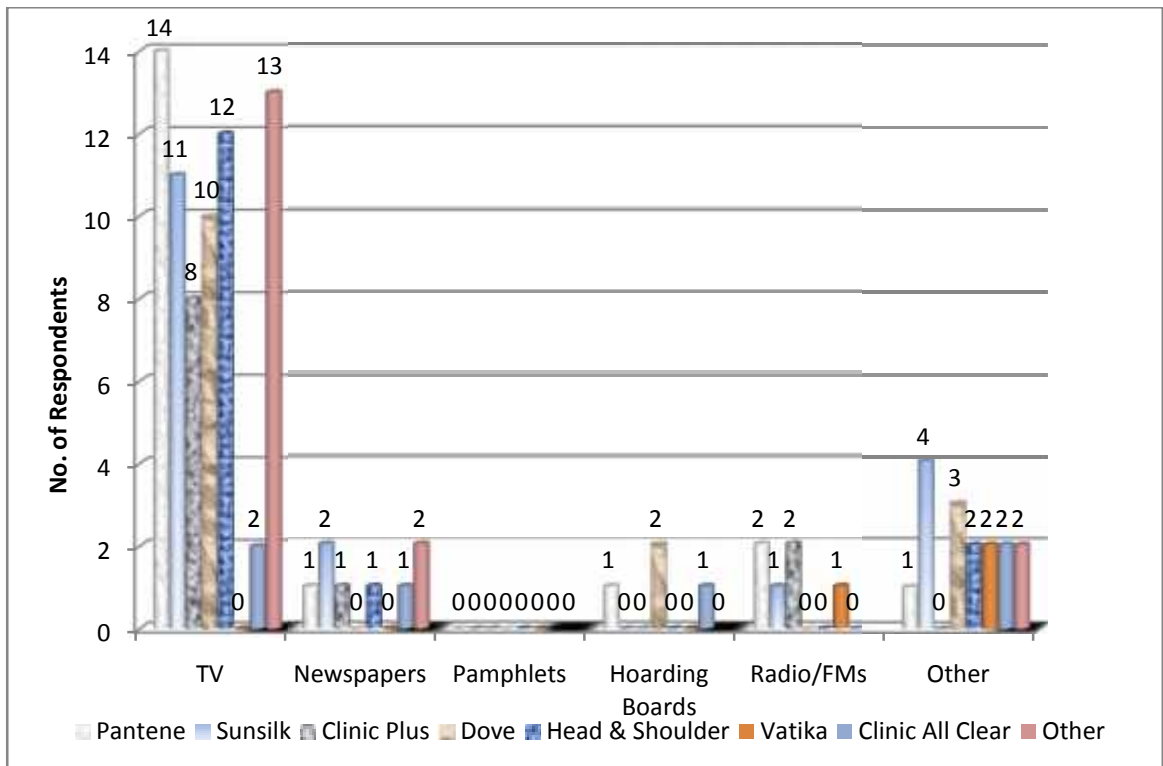
<b>Brands of Shampoo</b>	<b>Influencing Factors</b>					
	TV	Newspapers	Pamphlets	Hoarding boards	Radio/FM	Other
Pantene	14	1	0	1	0	1
Sunsilk	11	2	0	0	1	4
Clinic Plus	8	1	0	0	0	0
Dove	10	0	0	2	0	3
Head & Shoulder	12	1	0	0	1	2
Vatika	0	0	0	0	0	2
Clinic All Clear	2	1	0	1	0	2
Other	13	2	0	0	0	2
<b>Total</b>	<b>70</b>	<b>8</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>16</b>

*(Source: Field Survey, 2012)*

The Table 4.18 has shown that TV was the most influencing media for promotional activities and Pantene shampoo was most popular among respondents for TV promotional activities. Newspapers, Hoarding boards and Radio/FMs were only little effective for promoting shampoos. Pamphlets were ineffective for promotional activities and advertisement of shampoos. Other media such as friends, magazine, children and spouse were also an effective ways of promoting for shampoos.

**Figure 4.22**

**Brand versus Media Promotional Activities for Shampoo**



(Source: Field Survey, 2012)

The Figure 4.22 has depicted that Pantene shampoo was bought by maximum number of respondents due to TV advertisement. Sunsilk and other shampoos such as herbal shampoos were liked by respondents due to newspaper advertisement. Dove shampoo was better in hoarding board advertisement whereas Pantene and Clinic Plus were better in Radio/FMs advertisement. Sunsilk shampoo was best due to other advertisement media such as friends, magazine, children and spouse.

### **4.19 Gender versus Number of Times of Applying Shampoo While Taking Shower in Summer Season**

Females are more aware in beauties and use of cosmetics products than males. In the same manner females are assumed that they use shampoo more

frequently than male. Hence the research work has studied this relation upon the 100 respondents from different places of Lalitpur district.

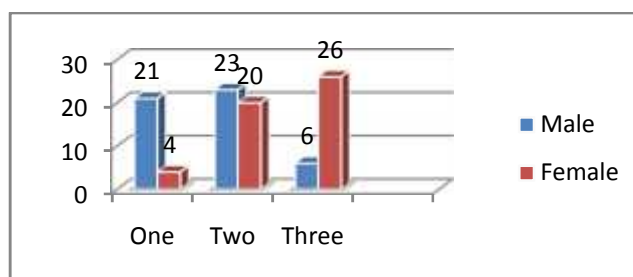
**Table 4.19**  
**Gender versus Number of Times of Applying Shampoo**  
**While Taking Shower in Summer Season**

Gender	Number of Times of Applying Shampoo		
	One	Two	Three
Male	21	23	6
Female	4	20	26
<b>Total</b>	<b>25</b>	<b>43</b>	<b>32</b>

*(Source: Field Survey, 2012)*

The Table 4.19 has shown that 21% male respondents had applied shampoo for one time, 23% for two times and only 6% applied for three times while taking shower in summer season. Similarly, 4% female respondents had applied shampoo for one time, 20% for two times, 26% for three times while taking shower in summer season.

**Figure 4.23**  
**Gender versus Number of Times of Applying Shampoo**  
**While Taking Shower in Summer Season**



*(Source: Field Survey, 2012)*

The Figure 4.23 has depicted that most of male respondents had applied shampoo for two or one times while taking shower in summer season. Most of the female respondents had applied shampoo for three or two times while taking shower in summer season.

## 4.20 Gender versus Number of Times of Applying Shampoo While Taking Shower in Winter Season

Females are naturally more aware in beauties and use of cosmetics products than males. In the same manner females are assumed that they use shampoo more frequently than male. Hence the research work has studied this relation upon the 100 respondents from different places of Lalitpur district.

**Table 4.20**

**Gender versus Number of Times of Applying Shampoo While Taking Shower in Winter Season**

	<b>Number of Times of Applying Shampoo</b>		
<b>Gender</b>	One	Two	Three
Male	24	26	0
Female	15	23	12
<b>Total</b>	<b>39</b>	<b>49</b>	<b>12</b>

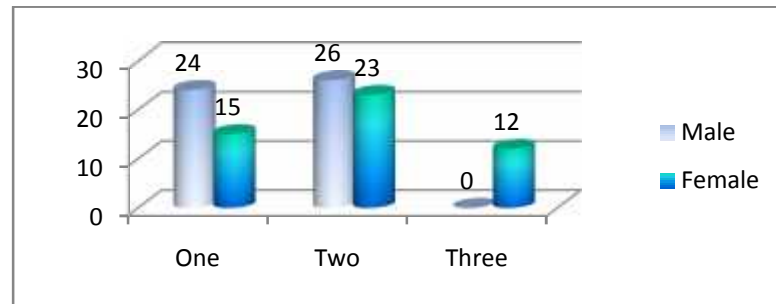
*(Source: Field Survey, 2012)*

The Table 4.20 has shown that 24% male respondents had applied shampoo for one time, 26% for two times and no one had applied shampoo for three times while taking shower in winter season. Similarly, 15% female respondents had applied shampoo for one time, 23% for two times, 12% for three times while taking shower in winter season.



**Figure 4.24**

**Gender versus Number of Times of Applying Shampoo While Taking Shower in Winter Season**



*(Source: Field Survey, 2012)*

The Figure 4.24 has demonstrated that most of male respondents had applied shampoo for two or one times while taking shower in winter season. Male respondents hadn't applied shampoo for three times while taking shower. Most of the female respondents had applied shampoo for three or one times while taking shower in winter season.

### **4.21 Gender versus Interval of Taking Shower in Summer Season**

The research has studied the relation between the gender and interval of taking shower in summer season upon the 100 respondents from different places of Lalitpur district.

**Table 4.21**

**Gender versus Interval of Taking Shower in Summer Season**

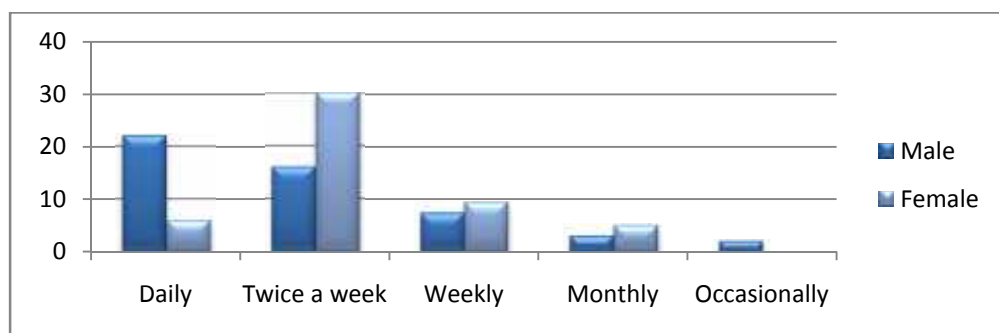
<b>Gender</b>	<b>Interval of Taking Shower</b>				
	Daily	Twice a week	Weekly	Monthly	Occasionally
Male	22	16	7	3	2
Female	6	30	9	5	0
<b>Total</b>	<b>28</b>	<b>46</b>	<b>16</b>	<b>8</b>	<b>2</b>

*(Source: Field Survey, 2012)*

The Table 4.20 has shown that 22% male respondents had taken shower daily, 16% had twice a week, 7% weekly, 3% monthly and 2% had taken shower occasionally using shampoo in summer season. Similarly, 6% female respondents had taken shower daily, 30% had twice a week, 9% weekly, 5% monthly and no one had taken shower occasionally using shampoo in summer season.

**Figure 4.25**

**Gender versus Interval of Taking Shower in Summer Season**



*(Source: Field Survey, 2012)*

The Figure 4.25 has demonstrated that most of male respondents had taken shower daily and twice a week using shampoo in summer season. Some had taken shower weekly and few male respondents had taken shower monthly and occasionally. Maximum number of female respondents had taken shower twice a week using shampoo in summer season. Some other female respondents had taken shower daily, weekly and monthly too but no one had taken shower occasionally using shampoo in summer season.

**4.22 Gender versus Interval of Taking Shower in Winter Season**

The research has studied the relation between the gender and interval of taking shower in winter season upon the 100 respondents from different places of Lalitpur district.

**Table 4.22**

**Gender versus Interval of Taking Shower in Winter Season**

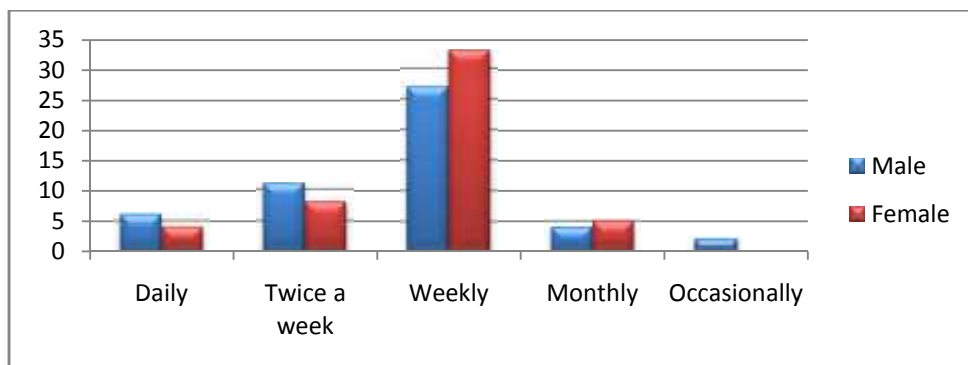
<b>Gender</b>	<b>Interval of Taking Shower</b>				
	Daily	Twice a week	Weekly	Monthly	Occasionally
Male	6	11	27	4	2
Female	4	8	33	5	0
<b>Total</b>	<b>10</b>	<b>19</b>	<b>60</b>	<b>9</b>	<b>2</b>

*(Source: Field Survey, 2012)*

The Table 4.21 has shown that 6% male respondents had taken shower daily, 11% had twice a week, 27% weekly, 4% monthly and 2% had taken shower occasionally using shampoo in winter season. Similarly, 4% female respondents had taken shower daily, 8% had twice a week, 33% weekly, 5% monthly and no one had taken shower occasionally using shampoo in winter season.

**Figure 4.26**

**Gender versus Interval of Taking Shower in Winter Season**



*(Source: Field Survey, 2012)*

The Figure 4.26 has demonstrated that most of male and female respondents had taken shower weekly using shampoo in winter season. Some male respondents had taken shower twice a week as well as daily too in winter season whereas some female respondents had taken shower daily, twice a week and monthly in winter season using shampoo. Few male respondents had taken

shower occasionally but no female respondents had taken shower occasionally in winter season.

## **4.23 Major Findings of the Study**

The major findings of the study titled “Customer Attitude Towards Shampoo in Lalitpur District” can support and play important role for shampoo buyers on their buying decision making. And the major findings of the study also help to the shampoo company to know the perception, beliefs, requirements, demands, choice, behavior and buying decision making process of the buyers. The major findings of the study are presented below.

- 1) Demographic features like gender, age, profession, income level and level of education are very important factors in research. They influences very much in attitude of customers towards shampoo, buying decision making mechanism and buying of the shampoo.
- 2) Shampoo is mostly used by females but the male shampoo users are also gradually increasing. Hence the research study has taken equally 50% male respondents and 50% female respondents in order to minimize biasness.
- 3) Various types of shampoos are available in Nepalese market such as normal, herbal, medicated, baby shampoo etc. Among available shampoos, 72% of respondents were interested on normal shampoos such as Sunsilk, Pantene, Dove etc. 22% respondents were attracted by herbal shampoos as it is harmless. Only few respondents (6%) were used medicated shampoos such as Nizoral.
- 4) There was heavy competition among brands of shampoo in respondents. Sunsilk was selected by 18% respondents, Pantene was selected by 17% respondents, Head & Shoulder was selected by 16% and Dove by 15% respondents. Other herbal and medical shampoos were also chosen by 17% of respondents.

- 5) Most of the respondents (30%) had used shampoo expecting to have silky and shining hair. 25% respondents expected nothing by using shampoo besides cleaning their hair. 15% respondents expected to avoid hair disease and 14% respondents expected to strengthen the root of their hair by applying the shampoos. 10% respondents expected for good smelling and only 6% expected for thickness of hair by using shampoo.
- 6) A huge number of respondents (76%) hadn't experienced any side effects by applying shampoo. But few respondents (9%) experienced losing of their hair, 7% respondents experienced problem of dryness of hair, 6% experienced allergy and only 2% experienced problem of dandruff using the shampoo.
- 7) Maximum number of respondents (43%) had applied shampoo for two times while taking shower in summer. Similarly maximum respondents (49%) had applied shampoo for two times while taking shower in winter.
- 8) In summer season, maximum number of respondents (46%) had taken shower twice a week whereas maximum number of respondents (60%) had taken shower weekly using shampoo.
- 9) Maximum number of respondents (27%) was influenced by the quality of shampoo for buying. Similarly 26% respondents were influenced by their hair type matching shampoo. Other influencing factors such as brand could attract 16% respondents; economic price attracted 14% respondents.
- 10) Most of respondents (48%) had decided themselves to buy shampoo and they didn't take any suggestions from others. 21% respondents had taken suggestions from friends and 12% respondents by their spouse.

- 11) 70% respondents were influenced by TV advertisement for buying shampoo. Only 8% respondents were influenced by newspapers for buying shampoo.
- 12) 33% respondents were attracted by discount offer, 28% by extra quality offer, 20% by gift offers and 12% by price off offer.
- 13) Most of the respondents (26%) were switched to another brand of shampoo in order to try new shampoo. 19% had switched due to scheme of brand, 16% due to impact of advertisement, 12% due to price rise of previous brand, 10% due to previous brand isn't available and remaining 8% due to other reasons such as low quality, to match with hair type etc.
- 14) Head & Shoulder shampoo (12%) was most liked shampoo among male respondents whereas Vatika was least popular. Similarly Sunsilk (11%), Pantene (10%), Other shampoos (10%) such as Loreal, Nizoral, herbal were popular among female respondents.
- 15) Pantene (13%) shampoo was highly popular among respondents of age group 16-25 years. Dove shampoo was liked by 6% respondents of age group 26-25 years and Sunsilk shampoo was highly selected by 11% respondents of age group above 35 years.
- 16) For students, Pantene shampoo was most popular and Vatika shampoo was least popular. Similarly, for professionals, Sunsilk shampoo was most popular whereas Vatika and Clinic All Clear were least popular. For housewives, other shampoos such as herbal shampoos and Nizoral shampoos were popular. For businessmen, Clinic Plus, Clinic All Clear and Other shampoos such as herbal shampoos were popular. Similarly, Sunsilk shampoo was popular among the respondents having other professionals such as farmers.
- 17) For income level below Rs. 5000, Pantene shampoo was most popular and Vatika shampoo was least popular. Similarly, for income level Rs.

5000 to Rs. 10000, Sunsilk shampoo was most popular. For income level Rs. 10000 to Rs. 15000, Dove shampoo and other shampoos such as herbal shampoos, Nizoral, Loreal and Kesh Kranti shampoos were popular. For income level above Rs. 15000, Sunsilk and Clinic Plus were popular.

- 18) Clinic Plus shampoo was better for economic price, Sunsilk and other shampoos were popular for availability, Pantene shampoo was good for packaging factor, Sunsilk shampoo was most popular for hair type factor, Pantene and other shampoos were better for fragrance, Head & Shoulder shampoo was best in brand image, Dove shampoo was best for its quality, Head & Shoulder and other shampoos are good for other influencing factors such as anti-dandruff.
- 19) TV was the most influencing media for promotional activities and Pantene shampoo was most popular among respondents for TV promotional activities. Newspapers, Hoarding boards and Radio/FMs were only little effective for promoting shampoos. Pamphlets were ineffective for promotional activities and advertisement of shampoos. Other media such as friends, magazine, children and spouse were also an effective ways of promoting for shampoos.
- 20) 21% male respondents had applied shampoo for one time, 23% for two times and only 6% applied for three times while taking shower in summer season. Similarly, 4% female respondents had applied shampoo for one time, 20% for two times, 26% for three times while taking shower in summer season.
- 21) 24% male respondents had applied shampoo for one time, 26% for two times and no one had applied shampoo for three times while taking shower in winter season. Similarly, 15% female respondents had applied shampoo for one time, 23% for two times, 12% for three times while taking shower in winter season.

- 22) 22% male respondents had taken shower daily, 16% had twice a week, 7% weekly, 3% monthly and 2% had taken shower occasionally using shampoo in summer season. Similarly, 6% female respondents had taken shower daily, 30% had twice a week, 9% weekly, 5% monthly and no one had taken shower occasionally using shampoo in summer season.
- 23) 6% male respondents had taken shower daily, 11% had twice a week, 27% weekly, 4% monthly and 2% had taken shower occasionally using shampoo in winter season. Similarly, 4% female respondents had taken shower daily, 8% had twice a week, 33% weekly, 5% monthly and no one had taken shower occasionally using shampoo in winter season.



# **CHAPTER 5**

## **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

This is the concluding chapter of this study. The chapter is partitioned into three sections: summary, conclusion and recommendations. Summary of the study is summarization of the whole research study. Conclusion is very important section which contains the output/outcome of the study. Recommendation provides the suggestions for further improvement. Each section is described below as follows:-

### **5.1 Summary**

The success and failure of the firm largely depends upon the buyers' acts and responses to the product presented by the firm or company in the market. Being success in the market is not an easy task. Company has to win heart of the buyers. So, the seller makes lots of effort to win the heart of the buyers. They have to know and present their products according to the buyers' needs and demands in market. Company must have to be up to date about the market demand and its trends. The depth knowledge of the market about the product is crucial for being success in the market. Customers acts and responses differently in market according to their age group, education level, occupations, needs, wants and demands, beliefs, preferences, priority etc. The acts and responses of buyer represent the behavior of the customer. This action may be positive or negative. Positive actions and responses of the buyer secure success of the firm in future. In other hand negative actions of the buyers create problem and finally firm fails in marketplace. The life or death of the company mainly depends on the customers' behaviors.

Decision making is an act of buyers and customers either a specific product meets their needs, wants and desires or not. If the specific product exactly

fulfills the needs, wants and desires the customers motivated to act for buying decision. If the specific product does not exactly fulfills the needs, wants and desires the buyers or customers also does not motivated for buying that product. In this case customers motivated to search for available different alternatives.

The increasing effect of globalization and technology made buyers enough aware and alert about the products and services. On the view point of marketer and seller the world is becoming very much complex and competitive day by day, so the task of marketer is also increased and being complex. Therefore understanding of buyer's attitude towards product and buying behavior is vital for marketers and sellers. For this information there is need of research on customer's attitude, buying behavior and market tendency. This is a small effort in the field of customer attitude for buying shampoo and buying behavior of people for decision making.

## **5.2 Conclusion**

Customer attitude includes the whole buying behavior and buying decision making mechanism. An understanding of the customer attitude and behavior enables a marketer to take marketing decisions which are compatible with its customer needs. It is absolute truth that: yesterday's luxuries are today's necessities. Hence in this cyber and digital era, shampoo is no longer a luxury; it's a very basic thing for day to day life both for man and woman. Anyway, on the basis of the responses and information collected from the respondents following conclusion has been achieved which are presented below:

- 1) Demographic features like gender, age, profession, income level and level of education are very important factors in research. They influences very much in shampoo buying decision making mechanism and buying of the shampoos.

- 2) Females are very keen for using shampoo than males. Males are also gradually interested for using shampoos to take care of their hair. Although, the research has taken equal ratio of male and female respondent in order to minimize biasness of the study.
- 3) New generation is more awareness for use of shampoo than old generation. The respondents having their age between 16 to 25 are dominant age group for using shampoo.
- 4) According to the dimension of profession, professionals and students are more aware with use of shampoo. As professionals are better in economic status, they are the dominant group for using shampoo.
- 5) Monthly income level is one of the important demographic factors for selecting or buying different brands of shampoo. High income leveled respondents were influenced by quality shampoos whereas low income leveled respondents were interested in economic/cheaper shampoos. But both of this economic group or income level group is more conscious in use of shampoo than other groups.
- 6) Most of the respondents use normal shampoos. Some respondents are interested in herbal shampoo since it is harmless and natural. Few were interested in medicated shampoos such as Nizoral and anti dandruff shampoos.
- 7) Various brands of shampoos are available in Nepalese market, among them Sunsilk, Pantene, Head & Shoulder and Dove are popular according to the research study. Sunsilk was most popular among the respondents of Lalitpur district.
- 8) Customers expect different benefits from use of shampoo. Among the various expected benefits of use of shampoo, most of the respondents expected to have silky and shining hair. Some respondents aren't

expecting other benefits by applying shampoo rather than cleaning their hair.

- 9) Chemical of shampoo may cause side effect on the customers. The research study find out that most of the respondents don't experience any side effect from shampoo. But few respondents experienced some side effects such as problem of dandruff, dryness of hair, losing hair and allergy due to shampoo. So it's better to use hair and skin compatible shampoo.
- 10) Maximum number of respondents washes their hair two times while taking shower both in summer and winter season. Only few respondents apply shampoo only one time while taking shower in summer but in winter few respondents apply shampoo for three times.
- 11) Most of the respondents take shower twice a week in summer whereas in winter 60% of the respondents take shower weekly. This shows that the season influences upon the interval of taking shower.
- 12) Respondents are mostly influenced by quality of shampoo and the shampoo which is matched with their hair type. Some respondents are brand loyal and interested to economic priced shampoos. Packaging and fragrance of shampoo were very poor for leaving influence upon the respondents.
- 13) Most of the respondents decided themselves to buy shampoo. This indicates that people are well familiar with shampoos.
- 14) TV is very popular media for promoting shampoo in Lalitpur district. Pamphlets are very ineffective for promotional activity of shampoo.
- 15) Respondents are attracted by discount offer to buy shampoo. Extra quantity and gift schemes are also effective for selling shampoo among the respondents of Lalitpur district.

- 16) Respondents switch the brands of shampoo mostly to try new shampoo. Respondents are also lured by scheme of shampoos which motivated them to switch to another shampoo.
- 17) Head & Shoulder shampoo is most popular among male respondents whereas Sunsilk shampoo is popular among female respondents. Pantene and other herbal shampoos are also popular among female respondents.
- 18) Pantene shampoo is highly popular among respondents of age group 16-25 years. Dove shampoo is popular among respondents of age group 26-25 years. Similarly, Sunsilk shampoo is extremely popular among respondents of age group above 35 years.
- 19) Pantene shampoo is very popular among student respondents. Most of professional respondents are interested in Clinic Plus and Head & Shoulder shampoo. Housewives are attracted by herbal and anti-dandruff shampoos. Businessmen like to use Clinic Plus, Clinic All Clear and other shampoos such as herbal.
- 20) Respondents having income level below Rs. 5000 are interested in Pantene shampoo than other shampoos. Most of respondents with low income level are attracted by Pantene shampoo whereas most of respondents with high income level are interested with Sunsilk and Clinic Plus shampoos.
- 21) Clinic Plus shampoo is better for economic price, Sunsilk and other shampoos are popular for availability, Pantene shampoo is good for packaging factor, Sunsilk shampoo is most popular for hair type factor, Pantene and other shampoos are better for fragrance, Head & Shoulder shampoo is best in brand image, Dove shampoo is best for its quality, Head & Shoulder and other shampoos are good for other influencing factors such as anti-dandruff.

- 22) Pantene shampoo is bought by maximum number of respondents due to TV advertisement. Sunsilk and other shampoos such as herbal shampoos are liked by respondents due to newspaper advertisement. Other media can slightly influence to respondents.
- 23) Most of male respondents apply shampoo for one or two times in summer. Most of the female respondents apply shampoo for two or three times in summer season.
- 24) Most of male respondents apply shampoo for one or two times in winter. Most of the female respondents apply shampoo for one or three times in winter.
- 25) Most of male and female respondents take shower weekly in winter season.

### **5.3 Recommendations**

Manufacturers should apply all the efforts to control cost, adapt new technology, should fulfill customer's desire and expectations and study the tendency of market for success. Other recommendations are as follows:-

- 1) Demographic features and its impacts should deeply studied for successful business and marketing the product.
- 2) Gender impulsion should take care.
- 3) Normal and herbal shampoos are popular in the market. So the shampoo company should focus their attention in these types of shampoo.
- 4) Customers expect that their hair would be silky and shining after use of shampoo. So the shampoo manufacturer should pay attention for this benefit.
- 5) Shampoos must be free of side effect otherwise that shampoo can't compete in the market.

- 6) Customers are strongly influenced by the quality of shampoo and shampoo that is matched with hair type. Manufacturers should consider this result.
- 7) As shampoo is a high involvement product, people are quite aware on shampoo. So most of the shampoo users decide themselves to buy shampoo. This fact indicates that customers are very clever now and hence the manufacturers have to compete strongly in the market for sustainability.
- 8) Customers are highly influenced by advertising media. So, manufacturers should proper use these media specially TV.
- 9) Various offers on shampoo will increase the selling rate of shampoo. Discount offer is most effective than other offers. So manufacturers should think about discount with quality product.
- 10) The company should conduct research and survey in order to find out the desire and aspirations of customers.
- 11) The innovation and research is one of the vital tools for success in the era of digital and globalization.

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- 16. Which factor is most influencing to you for buying a shampoo?**
- i. Economic Price       ii. Availability       iii. Packaging   
 iv. Hair Type       v. Fragrance       vi. Brand   
 vii. Quality       viii. Other: (specify) .....
- 17. Who suggest/influence you to buy a shampoo?**
- i. Friends       ii. Children       iii. Parents   
 iv. Spouse       v. Self       vi. Other: (specify) .....
- 18. Which promotional activities media influence you to choose a shampoo?**
- i. TV       ii. Newspapers       iii. Pamphlets   
 iv. Hoarding Boards       v. Radio/FM       vi. Other: (specify) .....
- 19. Which offer attracts you to buy shampoo?**
- i. Gift       ii. Discount       iii. Extra quantity   
 iv. Price off       v. Other: (specify) .....
- 20. Why do you switch to current brand of shampoo?**
- i. Attractive packaging       ii. Price rise of previous brand   
 iii. Scheme of current brand       iv. Impact of Advertisement   
 v. Previous brand isn't available       vi. To try new shampoo   
 vii. Other: (specify) .....

\*\*\*\*\* *Thank You!* \*\*\*\*\*