CONSUMER'S AWARENESS, ATTITUDE, AND BEHAVIOUR TOWARDS MAJOR BRANDS OF SHAMPOO

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The Indian FMCG market size is in excess of USD 33.4 billion and has grown at ~17% in the last 5 years." (Marico Annual Report, 2012). This is a positive sign for the sector. This sector touches the life of every Indian and therefore has perhaps the widest reach among all industries in India. India's FMCG sector is the fourth largest sector in the economy providing employment to millions of people. Tough competition, low per capita consumption, low operating cost, and big distribution network are some of the characteristics of Indian FMCG industry. Main components of Indian FMCG industry are Household Care, Personal Care, Food & Beverages, and Tobacco & Spirits. Shampoo is a product which belongs to personal care component.

Shampoo market in India is in excess to Rs. 4000 Crore and has shown more than 15% year-on-year growth in last few years. Changing lifestyles and value systems across the society is contributing towards growth of shampoo market. Looking good and stylish, and image enhancement are some of the things attached to modern lifestyles and this is helping shampoo market to grow. Presently, there is tough competition in shampoo market with high penetration level (more than 80%) and major players like HUL, Proctor & Gamble, L'Oreal are fighting for their share of pie. According to Business Standard (2012), in 2012, HUL had 43% market share, Proctor & Gamble 29% and L'Oreal only 4%. These companies are spending highly on marketing communications to attract customers. Marketing communications represent the "voice" of the company and its brands and a means by which it can establish a dialogue and build relationships with consumers. Marketing communications have the ability through which firms could get competitive advantage by attracting, leveraging, and maintaining customers (Kitchen, Joanne, & Tao, 2004).To build an image of brand in the minds of target customers, marketing communications plays the strategic role (Duncan & Mulhern, 2004). The customer

response to marketing communications effort of companies is reflected in hierarchical order given below:

Models

Stages	AIDA Model[a]	Hierarchy-of-Effects Model[b]	Innovation-Adoption Model[c]	Communications Model[d]
Cognitive Stage	Attention	Awareness ↓ Knowledge	Awareness	Exposure ↓ Reception ↓ Cognitive response
Affective Stage	Interest ↓ Desire	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation	Attitude ↓ Intention
Behavior Stage	Action	Purchase	Trial ↓ Adoption	Behavior

(Source: Kotler, et al., 2010)

In brief; the awareness, attitude, and behavior constitutes the hierarchy.

Study

This study has been conducted to find out the awareness, attitude, and behavior of consumers towards the major brands of shampoo. Response has been taken through self constructed questionnaire (cronbach's alpha 0.88) from 200 consumers regarding Pantene, Sunsilk, and L'Oreal shampoo brands. Sample included 140 females and 60 males. Urban respondents were 172 and 28 respondents belonged to rural areas. The reliability of the questionnaire

Results and Discussions:

Mean scores for awareness, attitude and behavior towards the major brands given below shows that Pantene has the highest scores in all the three and although the awareness of Sunsilk is higher than L'Oreal but the attitude and Behaviour of respondents towards L'Oreal is better than Sunsilk.

Table: 1.1

	Pantene	Sunsilk	L'Oreal
Awareness	3.88	3.74	3.3775
Attitude	3.39	3.2857	3.2943
Behaviour	3.28	3.1775	3.235

Mean Score for awareness, attitude and behaviour

Further results show that top-of -mind awareness level among respondents is lowest for L'Oreal and Pantene has a much higher recall value in comparison to other two brands. Top-of-mind awareness is a metric that is effective in knowing the effectiveness of marketing communications of a brand in creating awareness at the conscious level of customers.

Table: 1.2

	Pantene	Sunsilk	Loreal
Mean	3.23	2.67	1.58

Top -of-Mind Awareness

For awareness, one way ANOVA was done to find out the differences in the response of male and female. No significant difference was found in the responses for all the three brands (F-Test, $p < .05$). However, significant difference was found in the response of urban respondents in comparison to rural respondents for L'Oreal. Significance for L'Oreal was found to be 0.019 (F-Test, $p < .05$).

Table: 1.3

		Sum of Squares	df	Mean Square	F	Sig.
Awareness of Pantene	Between Groups	1.059	1	1.059	2.237	0.138
	Within Groups	46.376	98	0.473		
	Total	47.435	99			
Awareness of Sunsilk	Between Groups	0.154	1	0.154	0.325	0.57
	Within Groups	46.336	98	0.473		
	Total	46.49	99			
Awareness of Loreal	Between Groups	4.111	1	4.111	5.688	0.019
	Within Groups	70.826	98	0.723		
	Total	74.937	99			

One way ANOVA for Awareness-Urban vs. Rural

One way ANOVA results for attitude given below shows no significant difference in the response of male and female but in case of L'Oreal significant difference was found in response of urban and rural respondents (Sig.0.04, F-Test, $p<.05$).

Table: 1.4

		Sum of Squares	df	Mean Square	F	Sig.
Attitude towards Pantene	Between Groups	0.193	1	0.193	0.295	0.588
	Within Groups	64.127	98	0.654		
	Total	64.321	99			
Attitude towards Sunsilk	Between Groups	0.016	1	0.016	0.024	0.876
	Within Groups	62.474	98	0.637		
	Total	62.49	99			
Attitude towards Loreal	Between Groups	0.005	1	0.005	0.007	0.932
	Within Groups	63.702	98	0.65		
	Total	63.707	99			

One way ANOVA for Attitude-Male vs. Female

Table: 1.5

		Sum of Squares	df	Mean Square	F	Sig.
Attitude towards Pantene	Between Groups	0.322	1	0.322	0.493	0.484
	Within Groups	63.999	98	0.653		
	Total	64.321	99			
Attitude towards Sunsilk	Between Groups	0.108	1	0.108	0.17	0.681
	Within Groups	62.381	98	0.637		
	Total	62.49	99			
Attitude towards Loreal	Between Groups	2.69	1	2.69	4.321	0.04
	Within Groups	61.017	98	0.623		
	Total	63.707	99			

One way ANOVA for Attitude-Urban vs. Rural

Further, One way ANOVA results for behavior shown below reveals that no significant difference has been there in the response among males and females for the entire three brands. In case L'Oreal significant difference has been found in the response of urban and rural respondents (sig. 0.001, F-Test, $p<.05$).

Table: 1.6

		Sum of Squares	df	Mean Square	F	Sig.
Behaviour towards Pantene	Between Groups	0.034	1	0.034	0.037	0.848
	Within Groups	90.876	98	0.927		
	Total	90.91	99			
Behaviour towards Sunsilk	Between Groups	2.218	1	2.218	2.32	0.131
	Within Groups	93.694	98	0.956		
	Total	95.912	99			
Behaviour towards Loreal	Between Groups	0	1	0	0	0.992
	Within Groups	115.727	98	1.181		
	Total	115.727	99			

One way ANOVA for Behaviour-Male vs. Female

Table: 1.7

		Sum of Squares	df	Mean Square	F	Sig.
Behaviour towards Pantene	Between Groups	0.015	1	0.015	0.016	0.9
	Within Groups	90.895	98	0.928		
	Total	90.91	99			
Behaviour towards Sunsilk	Between Groups	0.191	1	0.191	0.195	0.66
	Within Groups	95.721	98	0.977		
	Total	95.912	99			
Behaviour towards Loreal	Between Groups	11.545	1	11.545	10.86	0.001
	Within Groups	104.182	98	1.063		
	Total	115.728	99			

One way ANOVA for Behaviour-Urban vs. Rural

Conclusion:

Study shows that although Pantene has a significantly higher awareness among consumers in comparison to Sunsil and L'Oreal, however there is not much difference in the attitude and behavior of customers for the three major brands of shampoo selected for the study. It is an indicator that point of difference (POD) propositions communicated by these brands through marketing communications has still not been able to create a significant difference in the attitude and behaviour of customers. This makes the role of marketing channels a crucial factor for making customers buy a particular brand of shampoo.

References:

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