



Understanding Customer Preference for Product Development

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ABSTRACT: Demand of ayurvedic products in the medical industry inspires the researcher to identifying the key variables affecting buyer purchasing behaviour. This research report aims to examine consumer purchasing patterns for hair oil products in relation to herbal hair oil. The locations of this study is Punjab, Haryana, Himachal, and J&K. Both primary and secondary data is curated. Secondary data is gathered from magazines, books, and journals. In addition a standardized questionnaire is opted for collection of primary data. Respondent opinions are gathered using Likert five-point scales. 346 respondents from a varied range of age groups made up the entire sample for this study. The convenient sampling approach is employed in this study. The limitation of accuracy of the data retrieved and error of biased subjective result is the only constraint of the study. For data analysis, SPSS 25.0 software is employed. Consumers now have more disposable income and purchasing power, which has led to this industry's rapid expansion. The results could be used into future cosmetics marketing plans. This study indicates towards the consumer preference for hair oils with respect to demographic factors and shows that it has a significant impact on consumer purchasing decisions. This research report aids in providing further knowledge and ideas to cosmetic companies specially hair FMCG so they may learn more about consumer purchasing habits.

Keywords: Likert scale, hair, consumer, oil, Product, SPSS, survey.

I. INTRODUCTION

Glamour and beauty are essential components of everyone's vitality. In a study it was analyzed that hair has psychological and sociological significance throughout history in defining a person's personality and overall appearance [13]. Even though the FMCG market is overflowing with products, there is always a demand for new ones, particularly herbal items for beauty care. It was explored what further progress has indeed been accomplished in identifying a medication that can enhance hair growth that is equally safe and effective [14]. It was demonstrated that due to the idea of fewer side effects and a better safety and security profile, herbal cosmetics are now widely used by the general public [8]. The traditional herbal beauty care remedies have various well-known recipes that can be used in the cosmetics business without causing any negative side effects and with successful results [14]. However, due to the lack of knowledge on the pharmacokinetics, pharmacology, active ingredients, toxicity, adverse effects, drug-herb and drug-food interactions, and contraindications of herbal medications, it is challenging to evaluate the benefits and risks of their use. Therefore, benefit-risk analyses should be taken into account prior to implementing any medical technique [9]. A study of the variables influencing customer purchasing behaviour for cosmetics indicated that quality and price are the most significant variables [10]. Consumer buying behavior, attitudes, preferences, and decisions while purchasing a product or service have been influenced by an increase in awareness due to developed social media and a higher education rate. The consumer's purchase patterns for cosmetic products was evaluated while bearing in mind consumer demographics and exploring for factors that influence

customer purchase decisions [4]. It was studied that the cosmetic market is dominated by female consumers, but male consumers also participate in the same [12]. A study showed that the two most significant elements that can affect customer purchasing behavior are quality and price. The loss and greying of hair, which affects the appearance of the human body as a whole, is the main source of stress for young people nowadays [2]. The current study aims to examine consumer preferences for hair care products as well as the factors impacting the purchasing decisions of customers from various market segments and age groups. The primary factors in the demographic profile of the study's consumers include gender (male and female), age, marital status, monthly income, education, and occupation. The global professional hair oils market is being driven by an increasing trend toward the use of professional hair products, difficulties with pollution-related hair damage and hair loss, an ageing population, and consumer awareness of natural products [1]. A significant sales channel for professional hair oils is emerging as the internet retail market expands quickly. Everything involved in selling products or services to end users is referred to as retail business or retailing. Most business is being conducted online in developed retail markets across the world. The ability to provide consumers with a wide selection is one of the factors that have led to electronic retailing, or "e-tailing," being a viable business model [11]. The main obstacles to the market's expansion for professional hair oils are their exorbitant price and the accessibility of less expensive substitutes [7]. Sales of professional hair oils have drastically decreased as a result of certain products that include dangerous chemicals like ammonia and other allergens, as consumers are now more concerned with quality and cognizant of the potential long-term health

concerns [6]. Small-scale producers of organic goods who use no chemicals and frequently release new product batches are challenging top firms. As a result of this unfavorable market impact, manufacturers must be mindful of the supply-demand balance in order to avoid suffering significant sales declines. In order to gain additional insight into the respondent's opinions, this study conducted an exploratory investigation using a questionnaire. Despite the fact that a regime of hair care products are available in the market, still there is a demand for more specific herbal hair care products [5].

II. MATERIAL AND METHODS

In the current study, the needed information was gathered by using both primary and secondary sources of data. Primary data was essential to understanding customer purchasing patterns for cosmetics items [3]. A structured questionnaire that was developed following a thorough and in-depth analysis of the issue and a review of the literature was used to gather primary data.

Information gathered from a variety of sources, including the internet, books, magazines, and articles, was reflected in the secondary source data. In the current study, a total of 346 respondents from a range of age groups of young adults (20–35 years old), middle-aged adults (36–55 years old), and senior citizens (56 years and older) were included. Due to incomplete responses, certain questionnaires were not included in the study. Respondent attitudes and opinions are gathered using the Likert five-point scales in response to a specific question or statement.

III. RESULTS AND DISCUSSION

The useful data gathered from the survey has been tabulated, evaluated, and interpreted in accordance with the demands of the study in order to examine consumer behavior and requirements towards hair oils. Below is a presentation of the findings from the current investigation:

Table 1: Demographic Details.

Sr. No.	Demographic Detail	Marital Status/Respondents	Frequency	Percent
1.	Gender	Female	197	56.9
		Male	149	43.1
2.	Age	20-35yrs	249	72.0
		36-55yrs	81	23.4
		>55yrs	16	4.6
3.	Qualification	Higher Secondary	21	6.1
		Under graduation	122	35.3
		Post-graduation	165	47.7
		Other	38	11.0
4.	Marital Status	Un Married	197	56.9
		Married	149	43.1
5.	Occupation	Employed	140	40.5
		Self Employed	36	10.4
		House wife	34	9.8
		Student	136	39.3

Table 1 details the responses retrieved through the questionnaire. The response of gender female/male frequency ranges from 197 to 149. Maximum respondents fall in age group of 20-35 years. The maximum respondents are highly qualified. The frequency of respondents of marital status ranges from 197 to 149 and for occupation maximum respondents

are either student or employed. The overall study concludes that both males and females are conscious for their looks. The educational awareness plays a vital role in influencing the customer's decision. The life style factors like marital status and occupation also have an impact on buying behaviour of customer.

Table 2: Significance of association between demographic profile of the respondents and responses for preference of oiling hair before hair wash.

Demographic Profile/Responses for never wash hair without oiling		Strongly disagree N(%)	Disagree N(%)	Neutral N(%)	Agree N(%)	Strongly Agree N(%)	Chi-square value	df	p-value
Age	20-35yrs	7(2.8)	47(18.9)	77(30.9)	92(36.9)	26(10.4)	10.5	8	0.23
	36-55yrs	3(3.7)	19(23.5)	23(28.4)	24(29.6)	12(14.8)			
	>55yrs	0(0)	5(31.3)	4(25)	4(25)	3(18.8)			
Gender	Male	8(4.9)	34(21)	35(21.6)	66(40.7)	19(11.7)	23.4	4	0.00**
	Female	2(1.1)	37(20.1)	69(37.5)	54(29.3)	22(12)			
Marital Status	Unmarried	6(3)	31(15.7)	60(30.5)	79(40.1)	21(10.7)	1.17	4	0.88
	Married	4(2.7)	40(26.8)	44(29.5)	41(27.5)	20(13.4)			
Educational levels	Higher Secondary	2(9.5)	4(19)	6(28.6)	5(23.8)	4(19)	18.3	12	0.11
	under graduation	2(1.6)	17(13.9)	32(26.2)	51(41.8)	20(16.4)			
	Post-graduation	5(3)	38(23)	57(34.5)	54(32.7)	11(6.7)			
	Other	1(2.6)	12(31.6)	9(23.7)	10(26.3)	6(15.8)			
Occupational Status	Employed	3(2.1)	39(27.9)	43(30.7)	38(27.1)	17(12.1)	13.5	12	0.33
	Self Employed	1(2.8)	5(13.9)	6(16.7)	21(58.3)	3(8.3)			
	House wife	1(2.9)	11(32.4)	12(35.3)	6(17.6)	4(11.8)			
	Student	5(3.7)	16(11.8)	43(31.6)	55(40.4)	17(12.5)			

** Significant at 0.01 level

Table 2 demonstrates the significance of the relationship between respondents' preference for oiling their hair before washing it and their demographic profile. Because the p value is 0.00, which is less than the threshold of significance of 0.01 for significance, it is determined that there is a significant correlation between gender and the response of never washing hair

without oiling. However, there is no correlation between age (chi-square = 10.5, df = 8, p value = 0.23), marital status (chi-square = 1.1.7, df = 4, P value = 0.88), educational attainment (chi-square = 18.3, df = 12, p value = 0.11), and employment (chi-square = 13.5, df = 12, P value = 0.33) as the p values are all greater than the significant value of 0.05 for each.

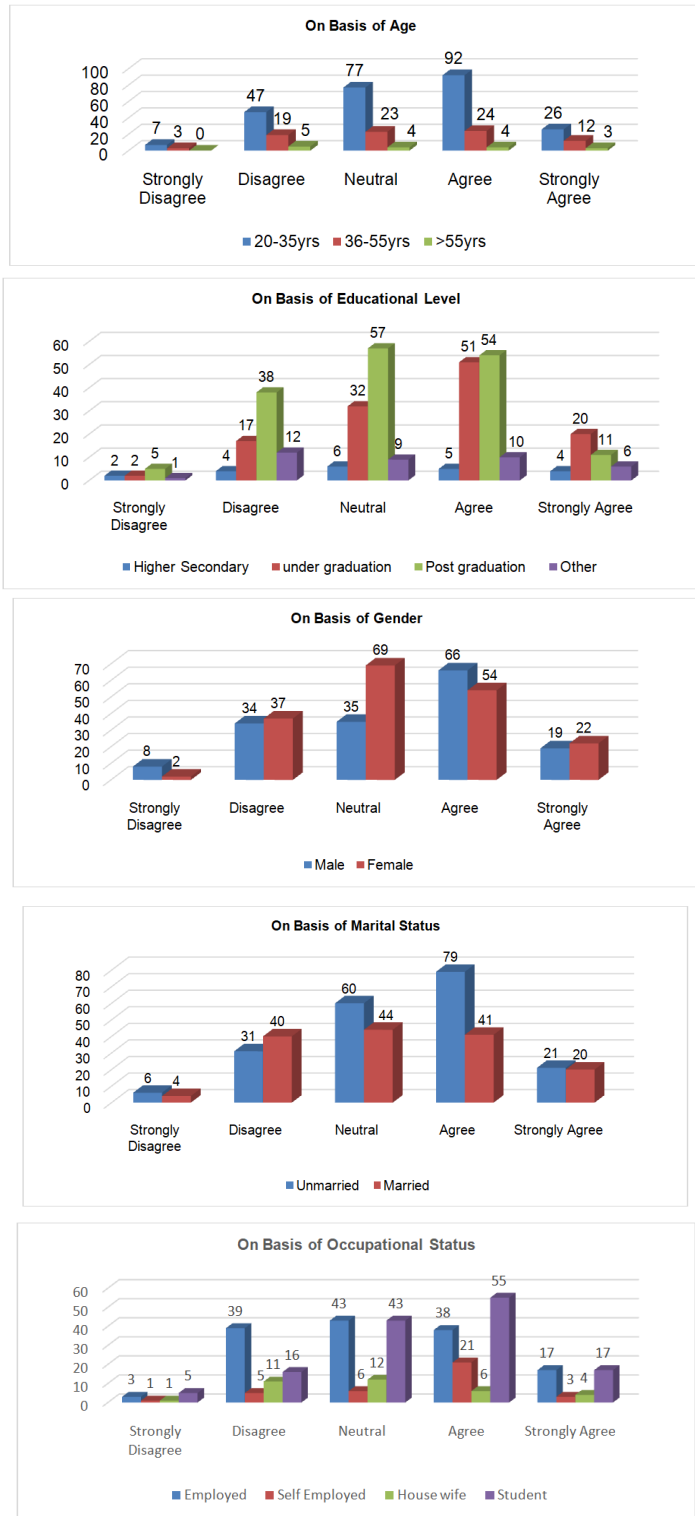


Fig. 1. Number of responses for preference of oiling hair before hair wash on basis of demographic profile (a) age, (b) educational, (c) gender, (d) marital, (e) occupational.

Fig. 1 displays the number of responses and shows that 92 responses from the 20–35 age group agree with the statement. Around 57 to 54 graduates and postgraduates who responded agree with the following statement: 66 men and 54 women agree with the statement on a gender-based basis. 79 singles and 41 married people concur with the statement. According to

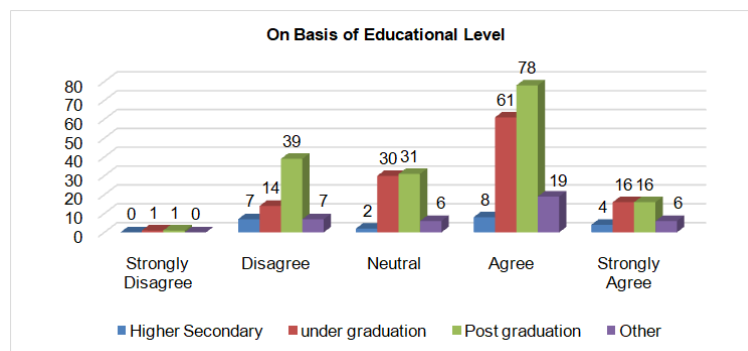
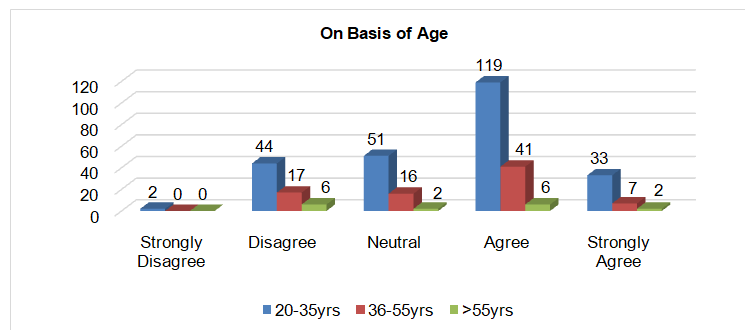
occupational level, 55 students and 38 working adults agree with the statement. However, housewives and independent workers did not generally concur with the statement. It demonstrates that young people, particularly those with an understanding of education, have a significant impact on how customers act and make decisions.

Table 3: Significance of association between demographic profile of the respondents and responses for preference of use of hair oil at regular intervals.

Demographic Profile/Responses for use of hair oil at regular intervals		Strongly disagree N(%)	Disagree N(%)	Neutral N(%)	Agree N(%)	Strongly Agree N(%)	Chi-square value	df	p-value
Age	20-35yrs	2(0.8)	44(17.7)	51(20.5)	119(47.8)	33(13.3)	9.10	8	0.34
	36-55yrs	0(0)	17(21)	16(19.8)	41(50.6)	7(8.6)			
	>55yrs	0(0)	6(37.5)	2(12.5)	6(37.5)	2(12.5)			
Gender	Male	2(1.2)	21(13)	32(19.8)	89(54.9)	18(11.1)	5.92	4	0.21
	Female	0(0)	46(25)	37(20.1)	77(41.8)	24(13)			
Marital Status	Unmarried	2(1)	29(14.7)	44(22.3)	97(49.2)	25(12.7)	2.93	4	0.57
	Married	0(0)	38(25.5)	25(16.8)	69(46.3)	17(11.4)			
Educational levels	Higher Secondary	0(0)	7(33.3)	2(9.5)	8(38.1)	4(19)	18.2	12	0.11
	under graduation	1(0.8)	14(11.5)	30(24.6)	61(50)	16(13.1)			
	Post graduation	1(0.6)	39(23.6)	31(18.8)	78(47.3)	16(9.7)			
	Other	0(0)	7(18.4)	6(15.8)	19(50)	6(15.8)			
Occupational Status	Employed	0(0)	36(25.7)	21(15)	66(47.1)	17(12.1)	9.36	12	0.67
	Self Employed	1(2.8)	4(11.1)	5(13.9)	23(63.9)	3(8.3)			
	House wife	0(0)	9(26.5)	8(23.5)	16(47.1)	1(2.9)			
	Student	1(0.7)	18(13.2)	35(25.7)	61(44.9)	21(15.4)			

Table 3 shows the importance of the relationship between the respondents' demographic characteristics and their responses about the regular use of hair oil. The results show that there is no significant correlation between age (chi square = 9.10, df = 8, p-value= 0.34), gender (chi square = 5.92, df = 4, p-value=0.21), marital status (chi square = 2.93, df = 4, p-value=0.57),

educational level (chi square = 18.2, df = 12, p-value=0.11), and occupational status (chi square = 9.36, df = 12, p status (chi square = 9.36, df = 12, p-value=0.67) as the p value for age, gender, marital status, educational attainment, and employment status is more than the significant value of 0.05.



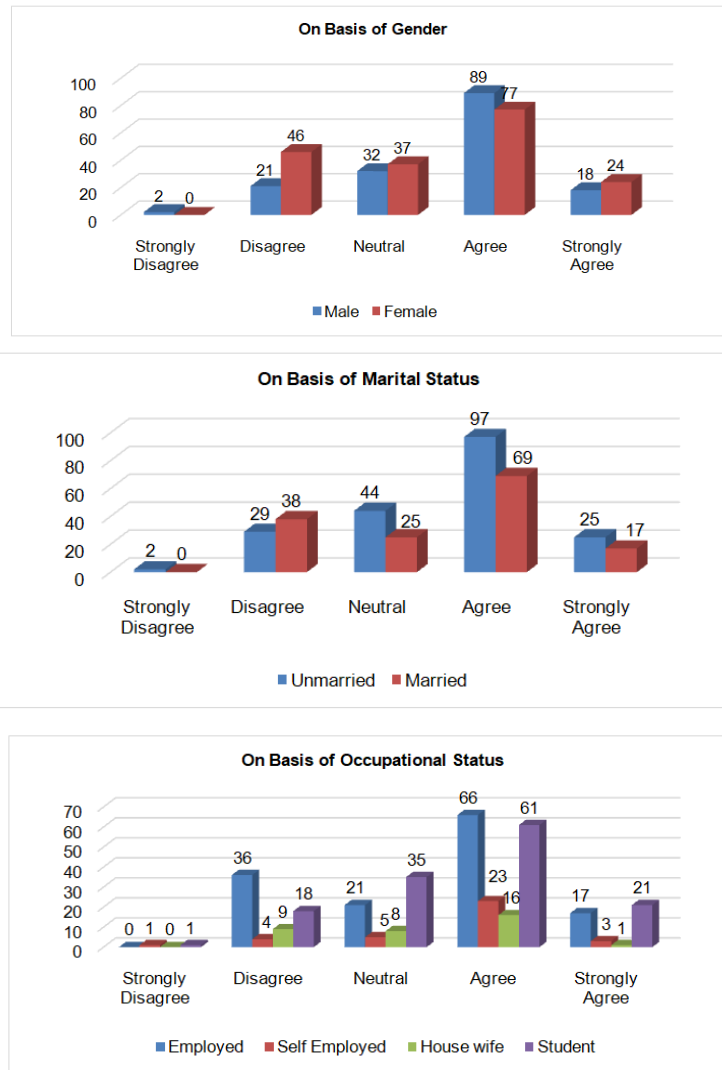


Fig. 2. Number responses for preference of use of hair oil at regular intervals on basis of demographic profile (a) age, (b) educational, (c) gender, (d) marital, (e) occupational.

Fig. 2 shows the total number of replies and shows that 119 responses in the 20–35 year age range agree with the statement. Around 78 to 61 postgraduates and graduates who responded concur with the assertion. 89 men and 77 women support the statement on the grounds of gender. 69 married people and 97 singles concur with the statement. According to occupational level, 66 working people and 61 students concur with the statement. Self-employed people and housewives, however, did not generally agree with the assertion. It demonstrates how young people who are aware of education play a significant influence in influencing consumer choice and behaviour. It demonstrates that everyone uses hair oil, regardless of gender, marital position, level of education, etc.

IV. CONCLUSION

In FMCG, the cosmetics sector is one of the most competitive sector therefore it requires an investigation of consumer preferences for using various hair. Before starting any sector, marketers should conduct research on the aspects that influence consumer behaviour. According to a study, people view hair oils as essential for maintaining healthy hair and as a crucial component of daily living. This paper aims to identify the factors influencing customer usage of hair oil products. **Sharma & Saluja** *International Journal on Emerging Technologies* 13(1): 65-70(2022)

this study, it was discovered that consumer preferences towards the use of hair oil have a stronger influence on consumer purchasing decisions. Consumers give their purchases careful consideration before making a selection based on whether they like to use hair oil or not. Since there are alternative products which compete with respect to price, quality and brand. These factors that influence the decision making process can be considered in future research. The beauty products market is even more intense therefore all the demographic factors may play a major role in consumer buying decision. Manufacturers and retailers of beauty products must have this thought at the back of their mind when they emphasize on the marketing of their products.

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Conflict of Interest. None.

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