



---

**A STUDY ON PERCEIVED BENEFITS AND PERCEIVED SACRIFICES OF SHAMPOO  
WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN TIRUCHIRAPPALLI  
DISTRICT**

**Dr. V.P.T. Dhevika\***

---

**Abstract:** *The concept of customer value has become an important factor in attracting and retaining customers, and an essential aspect in most business strategy models. It is considered to be one of the most significant factors in the success of companies and an important source of competitive advantage. Customers are loyal to a company as long as the company offers them the best value compared to its competitors. In today's busy and machine-like life, the traditional method of taking oil bath and use of shikakai is gradually disappearing. Due to pollution and hot weather conditions, daily hair wash is essential and also for hair maintenance, arresting hair fall and strengthening of hair conditioning. Shampoo plays a vital role in hair coloring, hair dye, hair styles and preventing hair fall. The main requisites of shampoo are to clean scalp and hair and to leave the hair lustrous, rinse off easily and pleasing odor. To achieve these properties, many popular brands of shampoo are being introduced in the market. Hence a study is made to study perceived benefits and perceived sacrifices of shampoo.*

**Keywords:** *perceived benefits, perceived sacrifices, and shampoo.*

---

\*Head-UG- Commerce, P.G & Research Department of Commerce, Srimad Andavan Arts & Science College, Tiruchirappalli – 620005.



The key dimensions of customer's value are defined in terms of get (benefits) and give (sacrifices) components or in other words, what is received and what is given. The dimensions of customer value associated with benefits are what customer receives to get the product. It includes

**Quality Value** is the consumer's judgment about a product or services.

**Emotional Value** is the utility derived from the feelings that a product or service generates.

**Epistemic Value** is the experience of novelty or surprise gained from a product or service.

**Social Value** is the utility derived because of the association between one or more specific social groups.

**Conditional Value** is the specific situation or context of the purchase decision. The dimensions of customer value associated with sacrifices are what customer has to give to get the product. It includes

**Monetary Cost** is the price of a Product/Service as encoded by the consumer.

**Time & Effort Cost** is the time and the efforts that a consumer allocates to the experience.

**Health Risk Cost** is the negative impact that affects the health of customers.

## STATEMENT OF THE PROBLEM

Shampoo market is undergoing changes due to: Changing demands of customers, increasing disposable income, rise in organized retail, increase in awareness & increase in global brands. Shampoo plays vital role- Hair maintenance, arresting hair fall, strengthening of hair, hair conditioning, hair coloring, hair dye & hair styles.

TABLE-1

MARKET SHARE OF HAIR CARE PRODUCTS

Product	Market Share (In Rupees)
Hair Care	10,243 Crores
Shampoo	3277 Crores
Perfumed Oil	3175 Crores
Coconut Oil	2151 Crores
Hair Conditioners	206 Crores
Hair dyes	1434 Crores

Table-1 shows that Shampoo occupies a major share among the hair care market.



50 respondents were asked to give a list of hair care products that comes to their mind (shampoo was mentioned by all the respondents, So Shampoo was selected). Hair care is more in the age group of 20 plus. Girls in this age group are prepared to enter the marital life and work life for which appearance is must and college going girls come under this category.

### **OBJECTIVES OF THE STUDY**

- To study the benefits perceived by shampoo users.
- To know the sacrifices perceived.
- To find out relationship between Nature of Subject & Benefits perceived and Sacrifices Perceived.

### **SCOPE OF THE STUDY**

Customer value is measured using benefits - cost ratio model from the point of view of customers only.

The study is designed to cover PG women students studying in the Arts and Science colleges in Tiruchirappalli District.

The study has been carried out between the period June 2011 and November 2011.

### **The study deals with the following dimensions of Customer Value of shampoo.**

- Quality Value
- Emotional Value
- Epistemic Value
- Social Value
- Conditional Value
- Monetary Cost
- Time and Effort Cost
- Health Risk Cost

### **HYPOTHESIS**

In order to address the research question-to explore customer value for shampoo between PG Arts respondents and PG Science respondents, 3 hypotheses were proposed basically.

H1 -There is no significant difference between nature of subject and benefits perceived.



H2 - There is no significant difference between nature of subject and sacrifices perceived.

## METHODOLOGY

Pilot Study was conducted with a sample of 50 respondents. First pilot study-obtaining a list of hair care products. Second pilot study-basic questions of why, what, when, where, and how was carried out with same respondents, to know the factors influencing purchase and brand preferences were found out. Third pilot study is based on the conceptual model with same respondents. Original pilot study was done after making certain additions, deletions and modifications by the experts and then the final questionnaire was drafted.

**TABLE-2**  
**RELIABILITY & VALIDITY**

Variables	No. of Items	Alpha Value
Quality value	7	0.753
Emotional Value	8	0.743
Epistemic Value	5	0.745
Social Value	5	0.752
Conditional Value	4	0.762
Monetary Cost	3	0.777
Time & Effort Cost	3	0.774
Health Risk Cost	5	0.786

**Table-2** shows that the average of Cronbach's alpha for eight variables of this research are more than 0.70 which is more than the mean acceptable alpha of (0.70).

## QUESTIONNAIRE DESIGN

Likert's five point scale (1 - Strongly disagree, 2 - Disagree, 3 - Neutral, 4 - Agree and 5- Strongly agree)

## DATA COLLECTION

Primary data were collected through questionnaire method. Secondary data includes Text Books, Journals, Magazines, Newspaper, Research Articles, Websites and Annual Reports of shampoo manufacturing companies.



**Sample Size** consist of 600 respondents

**Sampling method**-Convenient Sampling Method was used.

**TABLE-3**

**Student strength- College wise**

Name of the College	Arts	Science	Total
Aiman College	01	02	03
Cauvery College	119	426	545
Chidambaram Pillai College	170	101	271
Holy Cross College	207	422	629
Shrimati Indira Gandhi College	389	782	1171
Seethalakshmi Ramaswamy College	170	383	553
Total	1056	2116	3172

Table-3 shows that Out of six women colleges in Tiruchirappalli district, four women colleges were considered.150 respondents each (75 arts and 75 science post graduate students) from four colleges totaling to 600 students were randomly selected for the study. There are six women colleges in Tiruchirappalli district functioning under full time (DAY COLLEGE). Out of six women arts and science colleges, only four women arts and science colleges were considered for the study. Two colleges were not considered as in one college the total sample was very few in number and in another college permission was not given.

### STATISTICAL TOOLS

t-test ANOVA, Regression, Factor Analysis, Chi-Square test and Inter Correlation Matrix.

### LIMITATIONS OF THE STUDY

- The study is limited to one product, namely shampoo.
- The study was confined to the period from June 2011 to November 2011. Hence this result may not be applicable for any other period.
- Women PG candidates are taken for the study.
- The study considered only eight variables.
- The findings, suggestions and the conclusions are applicable only to PG women students studying in Arts & Science colleges in Tiruchirappalli District.



## **REVIEWS**

**Alexander Chernev (2004)**, in his study predicted that when choosing a shampoo, 83 per cent of the respondents in the promotion –focus condition selected the hedonic option (hair softness) and 17 per cent as cleaning effectiveness in the utilitarian option..65 per cent of the respondents under the prevention focus opted the hedonic option (hair softness) and 35 per cent as cleaning effectiveness in the utilitarian option.

- **Anber Abraheem Shlash Mohammad (2012)** in his article presents the role of perceived values and brand trust as marketing tools for building brand loyalty. The sampling frames consist of randomly selected 445 female consumers of shampoo in Amman. Brand trust, perceived value and brand loyalty are very important for the shampoo manufacturers. Perceived value seems to play a more important role in brand loyalty than trust. Customers often evaluate the perceived value in view of their perceptions towards the benefit received and cost incurred. The study also revealed that lower the brand loyalty perceived value is crucial for customers to return and their recommendations to friends, relatives and others.
- **Ashok Kumar and Rakesh Roshan Mali (2010)**, in their article found that the formulated shampoo were not only safer but also greatly reduce the protein during comb. Synthetic preservatives have sometimes been the cause of adverse effects among consumers.
- **Bala Murugan(2010)**<sup>16</sup> in his article stated that Rejoice shampoo has a good image among the consumers in the study area of Salem town. Female respondents are satisfied and willing to buy this product at a reasonable price. The ‘smooth hair’ was the motivating factor to buy this product. The availability of the product is frequent the price of the product is reasonable.
- **S.Gopalsamy, S.Sannasi & R. Ganapathi (2011)** in their article found that majority of the male and female consumers prefer Sun silk, Clinic Plus, and Head & Shoulders respectively. The higher income level group people prefer Pantene. Normal income level group people prefer Sun silk and Head & Shoulders. Low income level group people prefer Clinic Plus. The study also found that there is no association between brand preference for shampoo and gender, age, occupation, monthly income, family size & period of usage.



- **G.Kavitha,(2006)** observed that Sunsilk had the highest recall and were also considered as the best brands by the respondents. Emotional appeal plays a greater role than celebrity in attracting buyers.
- **Nargis Parvin and Md Humayun Kabir Choudhary, (2006)**, The results of this study have shown that beautification item for 'sunsilk' shampoo brand image, perceived quality, and perceived country of origin have positive and significant influences on consumers' brand evaluation. However, a puzzling and contradictory result occurred in the role of perceived price. In this study, it was hypothesized that price has a positive influence on brand evaluation. However, the results showed that price had a positive but insignificant influence on brand evaluation. The reason might be that perceived price may not be an important cue in brand evaluation in the context of beautification items. Instead, other extrinsic cues are more important in brand evaluation.
- **Secil Tuncalpand Jagdish N. Sheth, (1975)**, the attitudinal object used in the study consisted of three major brands of hair shampoo. The choice of hair shampoo influenced by a high degree of familiarity and a low degree of brand loyalty. The study also found that a person may like or dislike a product strictly due to past habit which has been reinforced. Second a person may like or dislike a product strictly due to its social imagery which may be independent of the product attributes. Finally a person may like or dislike a product strictly due to other motivational influences which are not specific or relevant to the product class. Study also reveals that consumer behaviour is more complex and cannot be fully explained or predicted by the specific expectancy-value models such as the Rosenberg or the Fishbein models. Rather than borrow the models and test to what extent they are relevant in consumer behaviour
- **Subash C. Lniaal & Selim Zaim( 2010)** In their study determined attributes that are important for choosing household personal shampoo. 12 attributes of the shampoo were investigated under three factors. The factors were named 'Manageability factor (factor 1), 'Maintenance Factor' (factor 2) and 'Cleanliness factor' (factor 3). Attributes like 'avoids hair loss', 'provides volume', 'Avoids Stickness' and 'Appropriate for hair' were determined to need improvement. 'Naturalness' has the largest dissatisfaction impact on overall satisfaction, followed by 'provides volume' and fragrance of shampoo has the high dissatisfaction impact value.



- **T. Suchitra Rani (2009)**, in their study found that in shampoo category, homemade products are felt safer than any other as it has more usage and acceptance. Result shows that under cluster analysis, clusters 1 & 2 representing the group of customers who prefer a brand of shampoo because of its quality is 63 per cent and, cluster 3 representing the group of customers who prefer a brand of shampoo because of its easy availability is 12.5 per cent. Brand preference for shampoo were more for 'dove' (26.1 per cent) followed by 'garnier' (21.2 per cent) and 'sun silk' (13.6 per cent) and 9.8 per cent of the respondents do not use shampoo.
  - **Stephan Zielke and Thomas Dobbstein, (2007)**, in their study found that social acceptance is high in case of shampoo while purchasing new store brands. Satisfaction was also considered important and where quality was difficult to evaluate. Respondents rated acceptance by friends as more important factor and willingness to buy was also high.
- . There has been many contributions emerged in the past addressing the consumer behavior, brand preference, customer satisfaction and brand loyalty of shampoo. Substantial literature is also available on customer value of services. Only very few studies have been made on customer value of products. But no study has been made on customer value of shampoo. Hence a study has been made on customer value of shampoo.

## RESULT & DISCUSSIONS

### BENEFITS PERCEIVED

**TABLE – 4**  
**OPINION REGARDING QUALITY VALUE (in %)**

Dimensions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Shampoo which use I has quality consistently	1.2	2.5	5.3	45.2	45.8
Shampoo which I use is reliable in terms of quality	4.8	5.4	8.3	51.8	29.7
Shampoo which I use is very good for hair	5.2	5.0	14.8	36.7	38.3
Shampoo which I use is very consistency	5.8	8.4	18.5	46.3	21.0
Shampoo which I use performs as described	7.5	10.0	20.8	42.5	19.2
Shampoo which I use improves the conditioning of hair	8.2	7.2	14.3	42.3	28.0
Shampoo which I use serves the purpose	8.0	8.2	16.0	43.8	24.0





**Table-4** shows the extent of agreement or disagreement of respondents about seven dimensions on Quality Value. Table shows that most of the respondents agree with the statement –‘reliable in terms of quality’ (51.8 per cent), ‘consistency ‘ (46.3 per cent), ‘performs as described’ (42.5 per cent), ‘improves the conditioning of hair’ (42.3 per cent), ‘serves the purpose’ (43.8 per cent) .Most of the respondents strongly agree the statement – ‘has quality consistently ‘ (45.8 per cent), and ‘very good for hair’ (38.3 per cent).

**TABLE -5**  
**OPINION REGARDING EMOTIONAL VALUE (in %)**

Dimensions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Shampoo which I use makes me feel delighted	5.0	6.7	13.2	41.3	33.8
I am satisfied with my brand of shampoo	3.3	5.0	8.7	39.5	<b>43.5</b>
I am happy with my brand of shampoo	3.5	3.0	10.5	45.5	37.5
Shampoo which I use makes me feel good	4.7	7.1	16.2	40.7	31.3
Shampoo which I use makes other people to use it	10.2	14.3	22.7	23.0	18.7
I use shampoo because of its packaging	15.2	15.5	27.6	23.0	18.7
The shampoo which I use make others envy	9.5	12.8	23.2	31.5	23.0
Whenever I use shampoo I look fresh	4.5	8.2	12.2	35.3	39.8

**Table-5** shows the extent of agreement or disagreement of respondents about eight dimensions on Emotional Value. Result also shows that most of the respondents agree with the statement –‘feel delighted’ (41.3 per cent), ‘happy with the brand ‘ (45.5 per cent), ‘feel good’ (40.7 per cent), ‘other people to use it’ (32.5 per cent), ‘makes others envy’ (31.5 per cent) .Most of the respondents strongly agree the statement – ‘look fresh’ (39.8 per cent). Most of the respondents are neutral to the statement -‘packaging’ (27.6 per cent).



**TABLE -6**  
**OPINION REGARDING EPISTEMIC VALUE (in %)**

Dimensions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I use shampoo because of its ingredients	8.5	10.3	24.0	32.7	24.5
I use shampoo because of its herbal value	10.0	11.7	20.3	35.2	22.8
I use shampoo because of its fragrance	7.8	13.9	20.3	<b>35.5</b>	22.5
I use shampoo because it is a novel product	13.3	12.5	26.3	32.2	15.7
I use shampoo because of its colour	15.2	17.5	26.3	23.2	17.8

**Table-6** shows the extent of agreement or disagreement of respondents about five dimensions on Epistemic Value .Result also describes that most of the respondents agree with the statement –‘ingredients’ (32.7 per cent), ‘herbal value ‘(35.2 per cent), ‘fragrance’ (35.5 per cent), ‘novel product’ (32.2 per cent). Most of the respondents are neutral to the statement -‘colour’ (26.3 per cent).

**TABLE -7**  
**OPINION REGARDING SOCIAL VALUE (in %)**

Dimensions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
People identify me because of my shampoo	17.5	14.8	21.5	25.2	21.0
People give importance to me because of using this shampoo	20.8	18.9	28.0	20.3	12.0
People accept me by using this shampoo	17.5	14.5	23.7	27.2	17.2
It would give me a social approval	19.5	13.8	24.5	27.9	14.3
Whenever I use shampoo I get more compliments from others	14.7	13.1	22.2	<b>31.7</b>	18.3

**Table-7** explains the extent of agreement or disagreement of respondents about five dimensions on Social Value. Result also shows that most of the respondents agree with the statement –‘people identify me’ (25.2 per cent), ‘people accept me ‘ (27.2 per cent), ‘gives social approval ‘ (27.9 per cent), ‘get compliment from others’ (31.7 per cent) . Most of the respondents are neutral to the statement -‘people give importance’ (28 per cent).



**TABLE -8 OPINION REGARDING CONDITIONAL VALUE (in %)**

Dimensions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I will continue to buy this shampoo if the price same or it decreases	7.0	10.0	16.2	36.3	30.5
I will continue to buy this shampoo if quality is same or it increases	4.8	9.4	10.8	<b>40.5</b>	34.5
I will continue to buy this shampoo till it is available in the market	4.2	7.5	9.8	38.8	39.7
I will continue to buy this shampoo if there is no increased functionality on other brand	9.8	10.7	16.8	34.4	28.3

**Table-8** depicts the extent of agreement or disagreement of respondents about four dimensions on Conditional Value. Result also shows that most of the respondents agree with the statement –‘continue to buy the shampoo if the price is same or it decreases’ (36.3 per cent), ‘continue to buy the shampoo if the quality is same or it increases’ (40.5 per cent), ‘continue to buy the shampoo if there is no increased functionality on another brands’ (34.4 per cent). Most of the respondents strongly agree the statement -‘continue to buy the shampoo till it is available in the market’ (39.7 per cent).

**TABLE -9**

**MEAN & STANDARD DEVIATION OF OPINION STATEMENTS OF QUALITY VALUE**

Dimensions	Mean	Median	S.D	Skewness	Kurtosis	Min	Max	Rank
Shampoo which use I has quality consistently	<b>4.32</b>	4	0.784	-1.525	3.416	1	5	1
Shampoo which I use is reliable in terms of quality	3.96	4	1.014	-1.349	1.694	1	5	3
Shampoo which I use is very good for hair	3.98	4	1.095	-1.14	0.786	1	5	2
Shampoo which I use is very consistency	3.68	4	1.075	-0.882	0.299	1	5	5
Shampoo which I use performs as described	3.56	4	1.132	-0.734	-0.142	1	5	6
Shampoo which I use improves the conditioning of hair	3.75	4	1.176	-0.977	0.187	1	5	4
Shampoo which I use serves the purpose	3.68	4	1.159	-0.901	0.079	1	5	5



**Table -9** depicts that the mean values of seven dimensions of Quality Value range from 4.32 to 3.56. ‘Quality consistently ‘is the most important factor with the highest mean value of 4.32 and the least important factor is “performs as described” with a lowest mean value of 3.56.

**TABLE- 10**

**MEAN & STANDARD DEVIATION OF OPINION STATEMENTS OF EMOTIONAL VALUE**

Dimensions	Mean	Median	S.D	Skewness	Kurtosis	Min	Max	Rank
Shampoo which I use makes me feel delighted	3.92	4	1.088	-1.097	0.684	1	5	4
I am satisfied with my brand of shampoo	<b>4.15</b>	4	1.001	-1.404	1.747	1	5	1
I am happy with my brand of shampoo	4.11	4	0.952	-1.401	2.216	1	5	2
Shampoo which I use makes me feel good	3.87	4	1.08	- 0.973	0.435	1	5	5
Shampoo which I use makes other people to use it	3.39	4	1.242	-0.441	-0.782	1	5	7
<b>I use shampoo because of its packaging</b>	3.15	3	1.312	-0.176	-1.028	1	5	8
The shampoo which I use make others envy	3.46	4	1.24	-0.491	-0.712	1	5	6
Whenever I use shampoo I look fresh	3.98	4	1.12	-1.082	0.423	1	5	3

**Table 10** reveals that the mean value of eight dimensions of Emotional Value ranges from 4.15 to 3.15. ‘Satisfied with brand of shampoo’ is the highest factor with a mean value of 4.15 and **use shampoo because of its packaging** is the least important factor with a mean value of 3.15.



**TABLE-11**

**MEAN & STANDARD DEVIATION OF OPINION STATEMENTS OF EPISTEMIC VALUE**

Dimensions	Mean	Median	S.D	Skewness	Kurtosis	Min	Max	Rank
I use shampoo because of its ingredients	<b>3.54</b>	4	1.207	-0.588	-0.499	1	5	1
I use shampoo because of its herbal value	3.49	4	1.242	-0.592	-0.613	1	5	3
I use shampoo because of its fragrance	3.51	4	1.204	-0.551	-0.619	1	5	2
I use shampoo because it is a novel product	3.24	3	1.245	-0.396	-0.794	1	5	4
.I use shampoo because of its colour	3.11	3	1.311	-0.133	-1.062	1	5	5

**Table-11** shows that the mean value of five dimensions of Epistemic Value ranges from 3.54 to 3.11. Use shampoo because of its ingredients is the highest important factor with a mean value of 3.54 and Use shampoo because of its colour is the least important factor with a mean value of 3.11.

**TABLE -12**

**MEAN & STANDARD DEVIATION OF OPINION STATEMENTS OF SOCIAL VALUE**

Dimensions	Mean	Median	S.D	Skewness	Kurtosis	Min	Max	Rank
People identify me because of my shampoo	3.17	3	1.383	-0.234	-1.179	1	5	2
People give importance to me because of using this shampoo	2.84	3	1.297	0.058	-1.061	1	5	5
People accept me by using this shampoo	3.12	3	1.339	-0.229	-1.102	1	5	3
.It would give me a social approval	3.04	3	1.331	-0.199	-1.118	1	5	4
Whenever I use shampoo I get more compliments from others	<b>3.26</b>	3.5	1.306	-0.387	-0.95	1	5	1

**Table -12** depicts that the mean values of five dimensions of social value range from 3.26 to 3.84. “Whenever I use shampoo I get more compliments from others ‘is the most important



factor with the highest mean value of 3.26 and the least important factor is “People give importance to me because of using this shampoo” with a mean value of 3.56..

**TABLE - 13**

**MEAN & STANDARD DEVIATION OF OPINION STATEMENTS OF CONDITIONAL VALUE**

Dimensions	Mean	Median	S.D	Skewness	Kurtosis	Min	Max	Rank
.I will continue to buy this shampoo if the price same or it decreases	3.73	4	1.195	-0.817	-0.215	1	5	3
I will continue to buy this shampoo if quality is same or it increases	3.91	4	1.12	-1.042	0.352	1	5	2
I will continue to buy this shampoo till it is available in the market	<b>4.02</b>	4	1.082	-1.196	0.824	1	5	1
I will continue to buy this shampoo if there is no increased functionality on other brand	3.61	4	1.269	-0.705	-0.541	1	5	4

**Table 13** depicts that the mean values of four dimensions of Conditional Value range from 4.02 to 3.61. “Continue to buy this shampoo till it is available in the market ‘is the most important factor with the highest mean value of 4.02 and the least important factor is “continue to buy this shampoo if there is no increased functionality on other brand” with a mean value of 3.61.

**SACRIFICES PERCEIVED**

**TABLE -14**

**OPINION REGARDING MONETARY COST (in %)**

Dimensions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Shampoo purchased is reasonably priced	6.8	10.7	14.3	<b>40.4</b>	27.8
Shampoo offers value for money	6.3	8.9	19.8	39.0	26.0
Shampoo is a good product for the price	9.2	10.8	16.5	39.5	24.0

**Table 14** indicates the extent of agreement or disagreement of respondents about three dimensions of Monetary Cost. Result also shows that most of the respondents agree with



the statement –‘reasonably priced’ (40.4 per cent), ‘offers value for money’ (39 per cent) and ‘good product for the price’ (39.5 per cent).

**TABLE – 15**  
**OPINION REGARDING TIME & EFFORT COST (in %)**

Dimensions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I spend more cost to purchase my shampoo	23.7	18.7	27.0	18.3	12.3
I spend more time to purchase my shampoo	27.0	19.0	24.2	18.6	11.2
I spend more effort to purchase my shampoo	<b>30.3</b>	16.5	23.5	17.7	12.0

**Table 15** indicates the extent of agreement or disagreement of respondents about three dimensions on Time & Effort Cost. Result shows that most of the respondents strongly disagree with the statement –‘spent more time to purchase’ (27.0 per cent) and ‘take more effort to purchase’ (30.3 per cent). Most of the respondents are neutral to the statement ‘spent more cost to purchase’ (27 per cent).

**TABLE -16**  
**OPINION REGARDING HEALTH RISK COST (in %)**

Dimensions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Fragrance in shampoo causes headache	<b>27.0</b>	20.3	19.7	16.0	17.0
Use of shampoo causes eye irritation	26.2	19.7	23.3	21.8	9.0
Continuous use of shampoo destroys hair	20.7	13.1	24.3	23.2	18.7
Continuous use of shampoo Increases the of skin cancer with SLES& SLS	25.8	19.0	24.0	18.7	12.5
Continuous use of shampoo makes the hair & scalp dry	18.5	12.7	18.2	30.3	20.3

**Table 16** indicates the extent of agreement or disagreement of respondents about five dimensions on Health Risk Cost. Result shows that most of the respondents strongly disagree with the statement –‘fragrance cause headache’ (27 per cent), ‘cause eye irritation’



(26.2 per cent) and ‘increases skin cancer with SLES and SLS ’ (25.8 per cent). Most of the respondents are neutral to the statement ‘destroys hair’ (24.3 per cent) and 30.3 per cent of the respondents agree the statement ‘makes the hair and scalp dry’.

**TABLE -17**

**MEAN & STANDARD DEVIATION OF OPINION STATEMENTS OF MONETARY COST**

Dimensions	Mean	Median	S.D	Skewness	Kurtosis	Min	Max	Rank
Shampoo purchased is reasonably priced	<b>3.72</b>	4	1.177	-0.841	-0.145	1	5	1
Shampoo offers value for money	3.70	4	1.136	-0.786	-0.056	1	5	2
Shampoo is a good product for the price	3.58	4	1.222	-0.734	-0.734	1	5	3

**Table-17** indicates that the mean values of three dimensions of Monetary Cost range from 3.72 to 3.58. Result also shows that the item, ‘Shampoo is a good product for the price’ is the most important factor with a highest mean value of 3.72 and Shampoo is a good product for the price is the least important factor with a lowest mean value of 3.58.

**TABLE -18**

**MEAN & STANDARD DEVIATION OF OPINION STATEMENTS OF TIME & EFFORT COST**

Dimensions	Mean	Median	S.D	Skewness	Kurtosis	Min	Max	Rank
.I spend more cost to purchase my shampoo	<b>2.77</b>	3	1.327	0.135	-1.101	1	5	1
I spend more time to purchase my shampoo	2.68	3	1.343	0.204	-1.151	1	5	2
I spend more effort to purchase my shampoo	2.65	3	1.383	0.237	-1.205	1	5	3

**Table-18** indicates that the mean values of three dimensions of Time & Effort Cost range from 2.77 to 2.65. Result also shows that item, ‘spend more cost to purchase my shampoo’ is the most important factor with a highest mean value of 2.77 and more effort to purchase my shampoo is the lowest important factor with a lowest mean value of 2.65.





TABLE -19

MEAN & STANDARD DEVIATION OF OPINION STATEMENTS OF HEALTH & RISK COST

Dimensions	Mean	Median	S.D	Skewness	Kurtosis	Min	Max	Rank
Fragrance in shampoo causes headache	2.76	3	1.438	0.229	-1.281	1	5	3
Use of shampoo causes eye irritation	2.68	3	1.312	0.151	-1.17	1	5	5
Continuous use of shampoo destroys hair	3.06	3	1.392	-0.152	-1.204	1	5	2
Continuous use of shampoo Increases the of skin cancer with SLES& SLS	2.73	3	1.357	0.176	-1.17	1	5	4
Continuous use of shampoo makes the hair & scalp dry	<b>3.21</b>	4	1.393	-0.344	-1.161	1	5	1

**Table-19** indicates that the mean values of five dimensions of Health Risk Cost range from 3.21 to 2.68. Result also shows that the item, 'Continuous use of shampoo makes the hair & scalp dry' is the most important factor with a mean value of 3.21 and use of shampoo causes eye irritation is the least important factor with a lowest mean value of 2.68.

TABLE -20

T-TEST SHOWING NATURE OF SUBJECT / COURSE AND BENEFITS PERCEIVED

Subject nature	Mean	S.D	P value	Statistical inference
<b>Quality value</b>				T = 2.045
PG Arts (n=300)	27.30	4.309	<b>.041</b>	P < 0.05 Significant
PG Science (n=300)	26.55	4.666		
<b>Emotional value</b>				T = -.915
PG Arts (n=300)	25.86	4.514	<b>.360</b>	P > 0.05 Not Significant
PG Science (n=300)	26.20	4.495		
<b>Epistemic value</b>				T = .992
PG Arts (n=300)	21.05	4.374	<b>.322</b>	P > 0.05 Not Significant
PG Science (n=300)	20.71	4.016		
<b>Social value</b>				T = .918
PG Arts (n=300)	15.61	4.909	<b>.359</b>	P > 0.05 Not Significant
PG Science (n=300)	15.25	4.699		
<b>Conditional value</b>				T = 1.031
PG Arts (n=300)	15.40	3.244	<b>.303</b>	P > 0.05 Not Significant
PG Science (n=300)	15.13	3.173		
<b>Benefit</b>				T = 1.140
PG Arts (n=300)	105.22	14.966	<b>.255</b>	P > 0.05 Not Significant
PG Science (n=300)	103.84	14.766		



**Table 20** shows that the mean value of the arts respondent is greater than science respondents. It can easily be concluded that the arts respondent give greater importance to Quality value, Emotional value, Epistemic value, Social value, Conditional value and Overall Benefits. And science students give greater importance to Emotional value.

T test result reveals that there is no significant difference between nature of subject and emotional value, epistemic value, social value conditional value & overall benefits since the p- since the p-.value is greater than 0.05. There is a significant difference between nature of subject and quality value since the p- value is less than 0.05.

**TABLE-21**

**T-TEST SHOWING NATURE OF SUBJECT / COURSE AND SACRIFICES PERCEIVED**

Subject nature	Mean	S.D	P value	Statistical inference
<b>Monetary cost</b>				T = -.446
PG Arts (n=300)	10.95	2.551	<b>.656</b>	P > 0.05 Not Significant
PG Science (n=300)	11.04	2.391		
<b>Time &amp; effort cost</b>				T = -.390
PG Arts (n=300)	8.04	3.605	<b>.697</b>	P > 0.05 Not Significant
PG Science (n=300)	8.15	3.305		
<b>Health risk cost</b>				T = -2.796
PG Arts (n=300)	13.87	5.113	<b>.005</b>	P < 0.05 Significant
PG Science (n=300)	15.01	4.842		
<b>Overall Sacrifices</b>				T = -2.057
PG Arts (n=300)	32.86	8.249	<b>.040</b>	P < 0.05 Significant
PG Science (n=300)	34.20	7.658		

**Table 21** shows that the mean value of the Science respondents is greater than Arts respondents. It can easily be concluded that the Science respondents give greater importance to Monetary Cost, Time & Effort Cost, Health Risk Cost and Overall Sacrifices.

T test result reveals that there is no significant difference between nature of subject and Monetary Cost, And Time & Effort Cost since the p- since the p-.value is greater than 0.05. There is a significant difference between nature of subject and Health Risk Cost and Overall Sacrifices since the p- value is less than 0.05.

**FINDINGS**

51.8 per cent agree the statement – ‘reliable in terms of quality’ constitute towards Quality Value.

45.5 per cent of the respondents agree the statement ‘happy with the brand’ constitute towards Emotional Value.



35.5 per cent of the respondents agree the statement 'fragrance' constitute towards Epistemic Value.

31.7per cent of the respondents agree the statement 'get compliments from others' constitute towards Social Value.

40.5 per cent of the respondents agree the statement 'continue to buy the shampoo till it is available in the market' constitute towards conditional value.

Quality consistently 'is the most important factor with the highest mean value of 4.32 among Quality Value.

'Satisfied with brand of shampoo' is the highest factor with a mean value of 4.15 among Emotional Value.

Use shampoo because of its ingredients is the highest important factor with a mean value of 3.54 among Epistemic Value.

"Whenever I use shampoo I get more compliments from others 'is the most important factor with the highest mean value of 3.26 among Social Value.

"Continue to buy this shampoo till it is available in the market 'is the most important factor with the highest mean value of 4.02 among Conditional Value.

40.4 per cent of respondents agree the statement 'reasonably priced' constitute towards Monetary Cost.

30.3 per cent of the respondents strongly disagree the statement 'take more effort to purchase' constitute towards Time and Effort Cost.

30.3 per cent of the respondents agree the statement 'makes the hair and scalp dry' constitute towards Health Risk Cost.

'Shampoo is a good product for the price' (mean =3.72) is ranked first place as it influences the perceived sacrifices' Monetary Cost to the greatest extent.

Spend more cost to purchase my shampoo' is ranked first place as it influences the perceived sacrifices'- Time & Effort Cost to the greatest extent.

'Continuous use of shampoo makes the hair & scalp dry' 'is ranked first place as it influences the perceived sacrifices' Health Risk Cost to the greatest extent.

Nature of subject/ course (Arts & Science) has no impact on benefits perceived.

Nature of subject/ course (Arts & Science) has an impact on overall sacrifices perceived.



## SUGGESTIONS

- ✓ Shampoo is a product that consumers pay considerable attention to when making purchase decisions due to its perceived value in enhancing their appearance though considered as a low-involvement product.
- ✓ **Quality Value** plays an important role in increasing Customer Value. Hence, the company should focus on the quality value of shampoo in order to sustain the loyalty of quality seeking customers. Quality seeking customers are more profitable for the business in the long run.
- ✓ **Emotional Value** is related to inner feeling and aesthetics: it can be aroused by advertising. Advertising content stimulating negative emotions can be avoided.
- ✓ In case of **Epistemic Value**, users welcome new arrival and new variants. When there are too many variants, consumers will get confused in selecting or choosing a brand that would satisfy their demands. So care can be taken by the producers to provide a multipurpose shampoo including conditioners.
- ✓ With regard to **Conditional Value**, availability of product is important. It must be made easily available in the market.  
  
The influence of **Social Value** may compel a consumer to choose a particular product because of the enhanced social status as college students are more influenced by their peers and so it can be taken into account
- ✓ **Monetary Cost** helps to find out whether the consumers are price conscious or not. If their needs are met out quality seeking customers do not consider the price.
- ✓ **Time and Effort Cost** shows the level of patience the customers have in purchasing the product. If they lose the patience, worst will be the outcome which should be duly considered.
- ✓ Formulators must play an active role in educating the consumers about the potential harmful effects of synthetic detergents and other chemical additives present in shampoo as **Health Risk Cost** is the highest sacrifice made by the respondents. Even if the product possesses the entire benefits component, a single feature which affects health will be a serious matter as far as the consumer is concerned.



- ✓ Promotional campaigns may be conducted by the marketers to create awareness among the consumers to know the type/nature of hair they have and to maintain them thereby increasing the beauty conscious among the younger generation.
- ✓ The product should 'perform as described' must be viewed seriously to attract new customers and retain the existing customers.

### **SCOPE FOR FUTURE RESEARCH**

The study is limited to one product only and can be extended to other products of same hair care or other personal care segments.

- ✓ Customer Value studies can be made combining different models.
- ✓ A gender comparison study can be made in the future.
- ✓ Research can also be made across boundaries.
- ✓ Research can also be done by making a comparison with chemical shampoo and herbal shampoo & type of hair.

### **CONCLUSION**

Customer Value of shampoo is high for PG Arts respondents and low for PG Science respondents. Today as services and products are becoming increasingly intertwined and the competition increasingly global, delivering customer value is not as simple as it used to be. So the firms should take steps to increase the benefits and decrease the sacrifices in order to retain and acquire the customers.

### **BIBLIOGRAPHY**

1. Alexander Chernev (2004), "Goal- Attribute Compatability In Consumer Choice", *Journal Of Consumer Psychology*, Vol.14 (1 & 2), pp 141-150.
2. Anber Abraheem Shlash Mohammad (2012). The Effect of Brand Trust and Perceived Value in Building Brand Loyalty. *International Research Journal of Finance and Economics* , Issue 85, Page No 111-120.
3. Ashok Kumar and Rakesh Roshan Mali (2010), "Evaluation of Prepared Shampoo Formulations and to Compare Formulated Shampoo with Market Place", *International Journal Of Pharmaceutical Sciences Review*, Vol, 3(1), pp120-126.



4. Bala Murugan A Study on Rural Consumers' perception- A case of shampoo. <http://ssrn.com/abstract=1613067> accessed on 27/09/11.
5. S. Gopalsamy, S.Sannasi & R. Ganapathi (2011), Consumers Preference towards Various Brands of Shampoo in Tirupur Town, *International Journal Of Information Creativity And management*, vol 1, issue 1 page 11-22.
6. G.Kavitha,(2006), "A Study On The Effectiveness Of The Advertising Techniques Used In The Personal Care Segment Of Women Consumers", *Indian Journal Of Marketing*, Vol.36(8), pp12-17.
7. Nargis Parvin and Md Humayun Kabir Choudhary, (2006), "Consumer Evaluations of Beautification Products: Effects Of Extrinsic Cues", *Asian Academy of Management Journal*, Vol. 11(2), 89–104.
8. Secil Tuncalpand Jagdish N. Sheth, (1975), "Prediction of Attitudes: A Comparative Study of the Roseenberg, Fishbein and Sheth Models", *Advances In Consumer Research*, Vol.2 pp389-404.
9. T. Suchitra Rani (2009),"Cluster Analysis For Better Segmentation: A study On Branded Female Personal Care Products", *Journal of Marketing and Communication*, Vol.5 (1), pp14-19.
10. Stephan Zielke and Thomas Dobbstein, (2007), "Customers Willingness to Buy New Store Brands", *Journal of Product and Brand Management*, Vol.16 (2), pp112-121.
11. Subhash. C. Lonial & Selim Zaim, Investigating of Product Attributes and Their Affect in Overall Satisfaction, pg 553-564. [www.opf.slu.cz/vvr/akce/turecko/pdf/lonial.pdf](http://www.opf.slu.cz/vvr/akce/turecko/pdf/lonial.pdf) accessed on 15/05/2010.