CONSUMER SATISFACTION STUDY FOR HAIR COLOURING PRODUCTS

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Abstract

The focus of this research is to study the consumer’s satisfaction for hair coloring products. This research is concentrated on preferences of brands, factors responsible for using hair coloring product. The tests like T test, P test and Chi-square revealed the significant relationships with various constructs. A model was proposed based on these constructs and the same is analyzed. The findings and suggestion of this research would be useful for practitioner.

Keywords: brand image, satisfaction, loyalty, brand strategy, hair coloring product

INTRODUCTION

Hair color, or Hair Dye, is a chemical tool that is used to change the color of a person’s hair. Hair color is used mostly to change gray hair, since gray hair is a sign of advanced age. Younger people that used hair color use it as a fashion statement or simply because they want to change their hair color. The Romans have been known to be interested in changing hair color and history revealed that they created over a hundred recipes that are made out of natural ingredients but unfortunately it could only darken hair. In Renaissance time, blonde was a popular choice because it was considered to be angelic and attractive. In 1907, Eugene Schuler, the founder of L’Oreal, created the first synthetic hair color, but it wasn’t widely sold. There has been concern about hair dye since scientist is trying to find out if there is a link between hair color and cancer.

L’Oreal

L’Oreal was found in the year 1909 by Eugene Schueller, a French chemist who developed an innovative hair color formula. Today, the L’Oreal Group is the world’s largest cosmetics and Beauty Company and is headquartered in the Paris suburb of Clichy, France. It got its start form the hair color business but soon it developed activities in the field of cosmetics, concentrating on skin care, sun protection, make up, perfumes and hair care. L’Oreal is active in the dermatological and pharmaceutical fields. It is also top nanotechnology patent-holder in the United States. L’Oreal is a listed company, but the founder’s daughter Liliane Bettencourt who is one of the richest people in the world, and the Swiss food company Nestle each control over a quarter of the shares and voting rights. L’Oreal famous advertising slogan is “Because I’m worth it”. It has recently been replaced by “Because you’re worth it”. Its portfolio of brands include the cosmetics range of L’Oreal Paris and Maybelline NY, shampoo range from Garnier, luxury products such as Lancome and active cosmetics such as Vichy. Its closest global competitor in the premium, make-up segment is Revlon.
India’s contribution to the growth of the global cosmetics market is about 60 percent. The beauty and the wellness sector in India are a boom. L’Oreal started its operations in India thirteen years ago. The share of Indian market is to L’Oreal’s turnover of 15.8 billion is small, but its growing. It operates India through its wholly owned subsidiary, L’Oreal India and has four divisions – consumer products, professional products, active cosmetics and luxury products. The biggest contributor to its revenue in India is the consumer products division led by its strongest brand in terms of sales – Garneir.

RESEARCH OBJECTIVE

The primary objective of this study is to know the customer satisfaction of hair coloring products.

Other objective includes:-

- To know the consumer satisfaction of…
  - Financial performance in FMCG industry
  - Market performance
  - Market position
  - Economic and the industry environment
- To find out the satisfaction level of people
- To find out the awareness level of customer
- Average age of respondents using hair coloring products is more than 25 years
- Less than 40% of respondents using hair coloring products are females
- Usage of hair coloring products is not independent of occupation

LITERATURE OVERVIEW

‘Natural’ hair colorants

The hair colorant industry is currently under significant pressure to develop economical, natural hair dyes. Although not yet commercialized, there may be some scope for using DOPA (3,4 dihydroxyphenylalanine), which after oxidation provides a natural brown dye. In the presence of cysteine, natural red pigments (pheomelanins) can be formed from DOPA, while the presence of sulfur-containing nucelophile (rather than cysteine) can increase still further the range of hair color shades possible. Here, hydrogen peroxide is a superior oxidizer, though the reaction can proceed even with basic atmospheric oxygen. Brown colors can be deepened to intense blacks if potassium ferricyanide is added.

R.J.W. Hefford, in Handbook of Textile and Industrial Dyeing, 2011

Products intended to color the hair
Hair dyes are used in products designed to colour the hair either in an extreme or a very subtle fashion. The primary function of hair colouring products used to be to cover grey. However, more recently it has become fashionable to change the colour of the hair radically and achieve multi-colouring effects which can be striking in the extreme.

Level 3 or permanent colourants

Permanent colourants contain two parts which are sold together in cartons to the retail market or separately to the salon trade and the colour is expected to last until the hair grows out in about 4–6 weeks. Permanent colours usually contain ammonia in the colourant which enables the product to lighten the underlying hair colour (natural or artificial) and these are the most effective and versatile of all current hair colouring products. Permanent colours have also been produced containing monoethanolamine (MEA) and these have been marketed as having a nice fragrance but usually cannot give the lightening levels associated with ammonia. It is very difficult to mask the odour and impact of ammonia with a fragrance. These products are the best ones available to cover grey effectively and to give a wide range of colour effects. A recent innovative product launch claims to be able to lighten the hair to the same extent as ammonia but with the use of MEA.

Level 2 or demi-permanent or tone-on-tone or long-lasting semi-permanent colourants

Demi-permanent colourants are also oxidative colourants but do not contain ammonia and are not intended to lighten the hair at all. Often these products are claimed to last ‘up to’ 28 washes although it is still possible to achieve a ‘permanent effect’ with ‘no ammonia’ products. Sometimes the problem with these is that the colour does not actually wash out as fast as claimed. To avoid consumer complaints these products should only be used on hair colour that is close to the intended shade. It is generally easier to achieve this demi-permanent effect with fashion colours as the dyes used to effectively cover grey tend to form larger more insoluble dyes in the hair and thus are hard to remove with washing.

Level 1 or semi-permanent colourants

Semi-permanent colourants have received much less commercial support in the last 20 years than have the oxidative colourants and this has resulted in less of this product type being sold. It is now quite difficult to purchase a ‘grey coverage’ semi-permanent or one designed to be used as a ‘toner’ on pre-lightened hair. This type of product is still more widely available in ‘fashion’ colours. It can be quite difficult to obtain a consistent tonality across the hair with direct dyes due to the differing condition on the hair from root to tip. This problem may be seen particularly during the wash out of this product type.

Colour ‘reviving’ or ‘boosting’ shampoos and conditioners
This type of ‘maintenance’ product has become more fashionable in recent years and is usually based on anionic or cationic dyes depending upon the degree of colour deposit that is required.

Shampoos for grey and bleached hair

Grey and bleached hair can sometimes acquire an unpleasant yellow tonality and this can be countered by the addition of a blue or purple coloured dye which moves the yellow colour to a more neutral or ash shade. This type of product used to be widely known as a ‘blue rinse’ and they still have a place in the market.

RESEARCH METHODOLOGY

Sources of data:

The data required for the study are combination of both primary and secondary data. Primary data is collected by using of questionnaire method and secondary data is collected by Social media, other research papers etc.

Sampling sizes and techniques:

The method of sampling used for this study is random sampling wherein 40 respondents were distributed the questionnaire, sampled individuals were diverse in nature.

Methodology analysis:

The data collected is been analyzed by making use of hypothesis testing.

1. Occupation
Observation:-

- 2% of the respondents have business.
- 15% of the respondents are employees.
- 80% of the respondents are students whereas 3% have other occupation.

2. Age Group

Observation:-

- 85% of the respondents have group 20-40 years.
- 2% of the respondents have age group 20-40 years.
• 13% of the respondents have age group below 20 years.

HYPOTHESES TESTING

Hypothesis 1

Ho: Average age of respondents using hair coloring products is less than 25 years
Ha: Average age of respondents using hair coloring products is more than 25 years

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Respondents (F)</th>
<th>M</th>
<th>F*M</th>
<th>M-x’</th>
<th>(M-x’)²</th>
<th>F*(M-x’)²</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-40</td>
<td>19.00</td>
<td>30.00</td>
<td>570.00</td>
<td>0.43</td>
<td>0.19</td>
<td>3.59</td>
</tr>
<tr>
<td>40-60</td>
<td>1.00</td>
<td>50.00</td>
<td>50.00</td>
<td>20.43</td>
<td>417.58</td>
<td>417.58</td>
</tr>
<tr>
<td>Below 20</td>
<td>3.00</td>
<td>20.00</td>
<td>60.00</td>
<td>(9.57)</td>
<td>91.49</td>
<td>274.48</td>
</tr>
<tr>
<td>Grand Total</td>
<td>23.00</td>
<td>680.00</td>
<td>695.65</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mean 29.57 µ 25.00 Var 30.25 SD 5.50 N 3.00

Ho: µ≤25
A Ha: µ>25
T Right Tail
T T test
Alpha 10.00%
Probability 0.90
C: t-critical 1.32
O: t-observed
Observed

x' 29.57 µ 25.00 s 5.50 sqrt (n) 1.73
x’-µ 4.57 s/sqrt(n) 3.18
tobserved 1.44 P 0.90 A 0.10
D to>tc Reject the null
Hypothesis 2

Ho: More than 40% of respondents using hair coloring products are females

Ha: Less than 40% of respondents using hair coloring products are females

N  Ho:  μ ≥ 40%
A  Ha:  μ < 40%
T  P test

T  Left Tail
A  10%
P  90%

C  1.28
O

p'  35%
p  40%
q  60%
n  40
p*q  24%
sqrt(p*q)  0.49
Zo  0.01

P  90%
A  10%
D  Zo < Zc  Failed to reject the null
Hypothesis 3

Ho: Usage of hair coloring products is independent of occupation

Ha: Usage of hair coloring products is not independent of occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Respondents (fo)</th>
<th>(fe)</th>
<th>(fo-fe)</th>
<th>(fo-fe)^2</th>
<th>(fo-fe)^2/fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>1.00</td>
<td>5.75</td>
<td>(4.75)</td>
<td>22.56</td>
<td>3.92</td>
</tr>
<tr>
<td>Employee</td>
<td>4.00</td>
<td>5.75</td>
<td>(1.75)</td>
<td>3.06</td>
<td>0.53</td>
</tr>
<tr>
<td>Other</td>
<td>1.00</td>
<td>5.75</td>
<td>(4.75)</td>
<td>22.56</td>
<td>3.92</td>
</tr>
<tr>
<td>Student</td>
<td>17.00</td>
<td>5.75</td>
<td>11.25</td>
<td>126.56</td>
<td>22.01</td>
</tr>
<tr>
<td>Grand Total</td>
<td>23.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

N  Ho: Usage of hair coloring products is independent of occupation
A  Ha: Usage of hair coloring products is not independent of occupation
T  Chi-Squared

T  Chi- test

A  10%
P  10%

C  6.25
O  30.39
P  0.00

A  0.10
D  P value < alpha

Reject the null
CONCLUSION
The statistical tests and inferential analysis lead us to conclude that average age of respondents is less than 25 years. Less than 40% of respondents using hair coloring products are females. Usage of hair coloring products is not independent of occupation. The study has shown the importance of brand image benefits on satisfaction and loyalty. The identification of brand image benefits of the branded product will help practitioners to establish effective marketing strategies. It is very important to understand brand image dimension judgments from customers' point of view, and whether these image dimensions are parallel to their perceptions, expectations, needs and goals. Knowing this, may assist managers to develop a marketing strategy based on consumers' perceptions and meanings of the product. With regard to satisfaction and loyalty, it is important for companies to measure customers' satisfaction in order to analyze their product or service image performance and whether their satisfied customers are willing to recommend their branded product to others as well as having the intention to purchase their product/services in the future. Finally, in order to create a successful brand, marketing managers should be more devoted on building brand image, customers' satisfaction and brand loyalty as part of their branding strategy. By maintaining and strengthening the brand images and values, it will hopefully position the brand positively in the minds of consumers. Therefore, there is a need to understand the important roles of three branding strategies: brand image, brand satisfaction and brand loyalty in order to enhance their brand appeal.

LIMITATIONS
This data is be limited to Mumbai it can’t be applicable to other city. This survey is been conducted online like whatsapp, gmail etc.

REFERENCES


