Factors influencing consumers purchase decision: a case study of Pantene shampoo

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FACTORS INFLUENCING CONSUMERS PURCHASE DECISION: A CASE STUDY OF PANTENE SHAMPOO

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ABSTRACT

This research is about Pantene shampoo in order to see the factors influencing consumer in the purchase of shampoo, their socio economic profiles, satisfaction towards current shampoo brand are also studied. The main objectives of this study were to investigate the factors that influence Consumer’s shampoo purchase decisions. For that purpose, a list of Pantene shampoo features was stated in the questionnaire, which was gathered from personal interviews with the experts from the sector. The consumers were asked which factors they found important when they were purchasing a Pantene shampoo. In this question, we used a 5-point Likert-scale that is comprised of 22 items in order to measure the factors influencing consumer’s Pantene shampoo purchase decisions. Finally, demographic questions such as age, education and gender were also asked.

Keywords: Shampoo, Consumer Behavior, Pantene.

1. INTRODUCTION

Every customer wants to have the best shampoo which will make their hair more shiny, more strong, thick and long. When it’s about hair customers specially woman or young girl’s are well aware and informed about various branded shampoo. When shampoo was not introduced in the market people we used soap to wash hair. But later many brands has introduced in the market. Before the advent of shampoos, people typically used soap for personal care. However, soap had the distinct disadvantages of being irritating to the eyes and incompatible with hard water, which made it leave a dull-looking film on the hair. In the early 1930s, the first synthetic detergent shampoo was
introduced, although it still had some disadvantages. The 1960s brought the detergent technology we use today.

This research is about Pantene hair care shampoo. Pantene is owned by Procter & Gamble. The product line was first introduced in Europe in 1947 by Hoffmann-La Roche of Switzerland, which branded the name based on panthenol as a shampoo ingredient. It was purchased by Procter & Gamble (P&G) in 1985 in order for P&G to compete in the "beauty product" market rather than only functional products.

The brand's best-known product became the conditioning shampoo Pantene Pro-V (Pantene Pro-Vitamin). The product became most noted due to an advertising campaign in the late 1980s in which fashion models said, "Don't hate me because I'm beautiful." Kelly Le Brock gained notoriety as the first television spokeswoman to speak the line. The line was criticized by feminists and became a pop-culture catch phrase for "annoying" narcissistic behavior.

Over the years, many improvements have been made to shampoo formulations. New detergents are less irritating to the eyes and skin and have improved health and environmental qualities. Also, materials technology has advanced, enabling the incorporation of thousands of beneficial ingredients in shampoos, leaving hair feeling cleaner and better conditioned.

2. LITERATURE REVIEW

Alexandra madar et al (2013) studied about ethical purchase intentions of consumers with regard to animal testing issues towards shampoos and found that their intentions are not related with their purchase behavior.

Anuj Thapa (2012) studied about consumer switching behavior with regard to shampoo brands and found that the impact of packing, price rise in current brand, scheme of brands, impact of advertisement etc are the reasons of switching behavior of shampoo consumers. Anirudda akarta and Amish arora (2012) studied about consumer behavior towards shampoo brands in Nagpur city, the study concluded that consumer awareness towards shampoos is less and per capita consumption of shampoos is very less in India.
Himani Sharma and Shallu Sharma (2012) studied about consumer attitudes towards use of shampoos at Sirsa city and found that male frequency in using shampoo is very less compared to females.

Nuntasaree Sukato and Barry Elsey (2009) studied male consumer behavior in purchasing skin care products in Thailand and revealed that beliefs, self-image, and attitudes of male consumers have role in their purchase behavior.

G.Laxmi Prabha (2007) studied about consumer behavior towards bathing soaps and found that advertisements proved to be very useful in selling the products and the study also revealed the importance of brand loyalties. Kuldeep Singh and Varshney (2003) studied about consumer behavior of toilet soaps and concluded that consumers preferred lower rank brands (economy brands).

Hind Nasir Al Shudukhi and Raad Abdul Kareem Habeeb (1996) studied about Brand choice as a function of women consumer decision making process with regard to facial makeup brands and found that women limit the evaluation of product attributes to products made from natural extracts and fashionable products.

3. HYPOTHESIS DEVELOPMENT

I have developed five hypotheses to test dependent variable because the number of an independent variable is five.

3.1 Influence of brand image:
Brand image is a factor which can influence any product purchase decision.

H1: Brand Image influence positively on consumers purchase decision.

3.2 Influence of Performance
Performance is one of the important factors considered by maximum customer for purchasing any product

H2: Performance has a positive influence on purchase decision

3.3 Influences on Price
Price is a very important factor for these kinds of product.
H3: Price influence positively on consumer.

3.4 Influence of availability

This factor works as a key behind the popularity of any brand.

H4: Availability influence positively on consumer.

3.5 Influences on Prestige

This factor works as a key behind the purchase of any brand.

H5: Prestige has a positive influence on consumer

4. RESEARCH OBJECTIVES

- To identify how brand image influence customers” purchase decision for Pantene Shampoo.
- To identify how performance influence customers” purchase decision for Pantene shampoo.
- To identify how Availability influence customers” purchase decision for Pantene shampoo.
- To identify how Prestige influence customer’s purchase decision for Pantene shampoo.

5. RESEARCH METHODOLOGY

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems.

5.1 Types of Research Design

Here we have used exploratory research design because it will give us the insights, understanding of the problem although the results are primary idea and the findings are tentative but it will give the further conclusive research.

5.1.1 Data Collection

In order to get responses on the research questions, one questionnaire which included 34 questions were randomly distributed to 65 respondents and all of them were the students of The Millennium University.
5.1.2 Primary data

Primary data are originated by a researcher for the specific purpose of addressing the problem at hand. These data are originated by us for the specific purpose of addressing the factors that influence customer purchase decision of Pantene shampoo. Data were collected from respondents based on Liker scale. Seven (5) point Liker scale was used for data collection, as it reduces confusion level of respondents and increase response rate and quality.

5.1.3 Secondary data

Secondary data are data that have already been collected for purposes other than the problem at hand. These data can be located quickly and inexpensively. The secondary data collect from other purposes like internet, journals etc. This collection process is rapid & easy. Collection cost is relatively low, & collection time is short.

Secondary data especially for introduction and literature review were collected from different journals, books, past share market data and websites.

5.2 Sample design

5.2.1 Population

The sample was the student of The Millennium University. The nature of the sample was male and female.

5.2.2 Sampling Unit

\[ Y = X_1 + X_2 + X_3 + X_4 + X_5 \]

5.2.3 Sample size

65 respondents.

5.2.4 Sampling method

Simple random sampling was maintained for the data collection.

5.3 Survey Method

The survey method of obtaining information is based on the questioning of respondents. In structured data collection, a formal questionnaire is prepared
and the questions are asked in a prearranged order. In this research personal interviewing has been conducted from the student of The Millennium University.

5.4 Questionnaire Design

A questionnaire is a formalized set of questions for obtaining information from respondents. In the first part of the questionnaire, the consumers were asked whether they use Pantene shampoo or not, and those who use it were allowed to continue to rest of the survey.

6. RESULT

6.1 Mostly Taking Benefit

Most of our respondent is taking nourished silk & shine benefit. Then less number of our respondent is taking damage hair benefit, and then 21.5% are taking hair fall benefit.

Table: 1 Most Taking Benefit

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Control Hair Fall</td>
<td>For Damage Hair</td>
<td>For Nourished Silk &amp; Shine</td>
</tr>
<tr>
<td>21.5%</td>
<td>24.6%</td>
<td>50.8%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

6.2 Frequency of purchasing Pantene shampoo

Here I have found majority of our respondent are purchasing laptop once in a five year. Other frequencies I can see from the table.

Table: 2 Frequency of purchasing shampoo

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Every month</td>
<td>Every two to three month</td>
<td>Every four to five month</td>
<td>Every five to six month</td>
<td>Once in a year</td>
</tr>
<tr>
<td>23.1%</td>
<td>32.3%</td>
<td>9.2%</td>
<td>12.3%</td>
<td>12.3%</td>
<td>10.85%</td>
</tr>
</tbody>
</table>
6.3 *Ranking among Top Brand*

We have chosen 7 top brands according to world popularity basis to compare the condition among our respondents. But we have seen difference between the world ranking and the average ranking done by our respondents. Garnier is in the first position, but our respondent has marked Pantene at 7 out of 7. The detail can be seen by the table.

Table: 3 Ranking among top brand

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Garnier</td>
<td>All Clear</td>
<td>Sunsilk</td>
<td>L'oreal</td>
<td>Head &amp; Shoulder</td>
<td>Dove</td>
<td>Pantene</td>
</tr>
<tr>
<td></td>
<td>4.8%</td>
<td>4.54%</td>
<td>4.17%</td>
<td>3.65%</td>
<td>3.6%</td>
<td>3.02%</td>
<td>2.97%</td>
</tr>
</tbody>
</table>

6.4 *Influence factor for choosing the current brand*

In finding the influence factor I can see that maximum of our respondents are influenced mostly by self and then from celebrity. The other source of influence I can see from the table.

Table 4: Influence factor for choosing the current brand

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Self</td>
<td>Family</td>
<td>Friend</td>
<td>Celebrity</td>
<td>Marketing Activity</td>
</tr>
<tr>
<td></td>
<td>84.6%</td>
<td>1.5%</td>
<td>0.00%</td>
<td>6.2%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

6.5 *How they come to know about the brand*

This finding has a similarity with influence factor. Here maximum number of the respondents comes to know about their current brand by TV commercials, newspaper and billboards.
Table 5: Knowing about the brand

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV commercials</td>
<td>84.6%</td>
<td>1.5%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

6.6 Gender of the respondents

From the table I can see the percentage of male and female respondents among our respondents.

Table 6: Gender of the respondents

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>56.9%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>43.1%</td>
<td></td>
</tr>
</tbody>
</table>

6.7 Age level of the respondents

From the table I can see the age level of our respondent.

Table 7: Age level of the respondents

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>12–15 years</td>
<td>0%</td>
<td>1.5%</td>
<td>96.9%</td>
<td>1.5%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>16–19 years</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>20–29 years</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>30–39 years</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>40–49 years</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>50–59 years</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

6.8 Level of education

From the table I can see the level of education of our respondents.
Table 8: Level of education

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masters</td>
<td>1.5%</td>
<td>Graduate</td>
<td>55.4%</td>
<td>HSC</td>
<td>21.5%</td>
<td>SSC</td>
</tr>
</tbody>
</table>

6.9 Occupation of the respondent

From the table I can see the occupation of our respondents.

Table 9: Occupation of the respondent

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Govt. Employee</td>
<td>0%</td>
<td>Private Employee</td>
<td>3.1%</td>
<td>Businessman</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

6.10 Respondent’s Average monthly income

From the table I can see the occupation of our respondents.

Table: 10 Respondent’s Average monthly income

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 or less</td>
<td>33.8%</td>
<td>5,001-10000</td>
<td>13.8%</td>
<td>10001-15000</td>
<td>15.4%</td>
<td>15001-20000</td>
</tr>
</tbody>
</table>

6.11 Measurement of variable

As a multi item measures are used we have prepare total 37 questions as a statement to get the level of agreement. The internal consistency is measured for
one dependent variable with five independent variables by using coefficient alpha. The minimum range of accepting reliability is 0.50. Based on assessment I have considered all the 22 items finally. The alpha values were computed for each variable separately. The range is 0.63 to 0.82

<table>
<thead>
<tr>
<th>Variable</th>
<th>Number of item</th>
<th>Alpha value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent</td>
<td>6</td>
<td>0.6309</td>
</tr>
<tr>
<td>Brand image</td>
<td>4</td>
<td>0.7170</td>
</tr>
<tr>
<td>Performance</td>
<td>2</td>
<td>0.6672</td>
</tr>
<tr>
<td>Price</td>
<td>3</td>
<td>0.6719</td>
</tr>
<tr>
<td>Prestige</td>
<td>5</td>
<td>0.8152</td>
</tr>
<tr>
<td>Availability</td>
<td>2</td>
<td>0.8292</td>
</tr>
</tbody>
</table>

6.12 Model summary

After computing an average value separately for all the variables I have done regression analysis to get the final result.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R squire</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.745</td>
<td>.556</td>
</tr>
</tbody>
</table>

Here $R^2$ = 0.556 means that our six variable have 55.6% influence on the Purchase decision of Pantene shampoo. The rest of 44.4% influenced by other Variables I have not considered for this research.

For testing hypothesis we are considering 10% error. It means that if our $p$-value is greater than 0.10 our null hypothesis will be rejected and if less than 0.10 our
null hypothesis will be accept and when less than .10, then our alternative hypothesis will be accepted. Otherwise hypothesis will be rejected.

<table>
<thead>
<tr>
<th>Model</th>
<th>Standardized coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td></td>
<td>2.443</td>
<td>.018</td>
</tr>
<tr>
<td>Brand image</td>
<td>.033</td>
<td>.339</td>
<td>.736</td>
</tr>
<tr>
<td>Performance</td>
<td>.193</td>
<td>1.164</td>
<td>.083</td>
</tr>
<tr>
<td>Price</td>
<td>-.099</td>
<td>-.924</td>
<td>.059</td>
</tr>
<tr>
<td>Prestige</td>
<td>.610</td>
<td>6.055</td>
<td>.000</td>
</tr>
<tr>
<td>Availability</td>
<td>.118</td>
<td>1.235</td>
<td>.222</td>
</tr>
</tbody>
</table>

H1: Brand image has positive influence on consumers purchase decision of Pantene shampoo.
Here p-value = 0.736, so this hypothesis is rejected.

H2: Performance has positive influence on consumers purchase decision of Pantene shampoo
Here p-value = 0.083, so this hypothesis is accepted.

H3: Price has positive influence on consumers purchase decision of Pantene shampoo
Here p-value = 0.059, so this hypothesis is accepted.

H4: Prestige has positive influence on consumers purchase decision of Pantene shampoo
Here p-value = 0.000, so this hypothesis is accepted.

H5: Availability has positive influence on consumers purchase decision of Pantene shampoo
Here p-value = 0.222, so this hypothesis is rejected.
7. CONCLUSION

From the introduction years of shampoo, today they have been used by almost all age groups, and by both males and females, and the gap between age groups and the gap between males and females with respect to shampoo usage decreases. Furthermore, consumer’s desire for shampoo according to individual needs is increasing day-by-day.

On the supply side of the market, the companies try to make profit and even survive in a highly competitive environment. From this research we can see that Pantene have to focus more on availability and brand image. Moreover, they need to identify which factors affect most in consumer’s purchase decision.

8. FUTURE RESEARCH

It is found by this research that the factor like design, price, brand image, performance, function & durability are influencing 55.6% of the purchase decision, these are other factors that are influencing the rest 44.4% of the purchase decision. So there are huge scopes for further research to find out the other factors that have strong influence on our dependent variable. In further research we can test some other variable accept this five because the other variable have a strong influence on consumers mind.

REFERENCES


Himani Sharma, Shallu Mehta, (2012) “Consumer attitude towards the use of shampoos : A Case study of sirsa city”, International journal of research in

