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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>IMPACT OF ORGANISED RETAIL ON UNORGANISED RETAIL IN INDIA</b> <i>CMA JAYASHREE RAMANAN &amp; DR. K.P.V.RAMANAKUMAR</i>	1
2.	<b>AN ANALYSIS OF EMPLOYEE RETENTION PREVAILING IN MANUFACTURING INDUSTRY IN HOSUR, TAMIL NADU</b> <i>DR. B. N. SIVAKUMAR, DR. V. NAVANEETHAKUMAR &amp; K. R. KUMAR</i>	3
3.	<b>HRD PRACTICES IN BANKS: A STUDY WITH REFERENCE TO PUBLIC AND PRIVATE SECTOR BANKS</b> <i>DR. P. SUCHITRA</i>	7
4.	<b>PRE-PURCHASE INFORMATION SEARCH BEHAVIOUR OF RURAL CONSUMERS TOWARDS PRE-OWNED CARS</b> <i>DR. M. UMA MAHESWARI &amp; DR. M. JEZER JEBANESAN</i>	13
5.	<b>LINKING EMOTIONAL INTELLIGENCE, SALES PERFORMANCE AND SALES SUCCESS OF RETAIL SALESPEOPLE: A REVIEW APPROACH</b> <i>DR. M. M. MUNSHI &amp; SANJAY HANJI</i>	19
6.	<b>REASONS AND EXPECTATIONS OF CUSTOMERS TOWARDS SHAMPOO BRANDS</b> <i>KHAWAJA MUBEENUR RAHMAN &amp; DR. ROSHAN KAZI</i>	24
7.	<b>TEAM FORMATION STRATEGIES BASED ON PERSONALITY TYPES AND COMMUNICATION STYLES TO IMPROVE TEAM EFFECTIVENESS</b> <i>DR. MARY CHERIAN &amp; DR. KIRUPA PRIYADARSHINI M.</i>	28
8.	<b>MICROFINANCE CRISIS IN ANDHRA PRADESH AND REGULATORY RESPONSE</b> <i>K. LAKSHMI &amp; DR. S. VASANTHA</i>	32
9.	<b>COST OPTIMIZATION THROUGH 'INTERNAL TALENT RETENTION STRATEGIES': AN ANALYTICAL STUDY</b> <i>DR. SONALI DHARMADHIKARI</i>	37
10.	<b>TALENT MANAGEMENT: A NEW CORPORATE MANTRA</b> <i>K. USHA</i>	42
11.	<b>RATIONALITY AND EMOTIONALITY IN CUSTOMERS' ADVERTISING AND BRAND ELEMENT RECOLLECTION: A STUDY ON LOYAL CUSTOMERS OF CERTAIN BRANDS</b> <i>VINOD URATH &amp; N. R. NARAYANAN</i>	45
12.	<b>INDUSTRIAL-CORPORATE SOCIAL RESPONSIBILITY</b> <i>KONDA SANTOSH KUMAR &amp; GHANATHE RAMESH</i>	49
13.	<b>BRING YOUR OWN DEVICE (BYOD): AN EMPIRICAL STUDY ACROSS INDUSTRIES</b> <i>RINKU MAHINDRU</i>	54
14.	<b>FOREIGN BANKS IN INDIA: A LITERATURE REVIEW</b> <i>NEHA NAINWAL</i>	58
15.	<b>COST-BENEFIT ANALYSIS OF BUS TRANSPORT IN KUMBakonam REGION OF TAMIL NADU</b> <i>DR. C. KUMARAN</i>	63
16.	<b>RELATIONSHIP BETWEEN INDIAN CAPITAL MARKET AND FOREIGN INSTITUTIONAL INVESTMENT</b> <i>DR. SUMAN DAHIYA GAINA</i>	66
17.	<b>AN ANALYSIS OF EFFECTS OF ENVIRONMENTAL PERFORMANCE OF CONSUMER GOODS INDUSTRY AND THE FINANCIAL PERCEPTION OF THE INVESTORS: A COMPARISON OF INDIAN AND US FIRMS</b> <i>AMO GH TALAN</i>	71
18.	<b>DESIRED CONTRIBUTION: IMPACT OF PENSION FUND MANAGERS PERFORMANCE ON RISK AND RETURN</b> <i>SATHISHA H K, SOWMYA G S &amp; SUSHMA K</i>	76
19.	<b>AGE WISE STUDY OF JOB SATISFACTION OF DELHI UNIVERSITY FACULTY</b> <i>NARANDER KUMAR NIGAM &amp; SAUMYA JAIN</i>	87
20.	<b>THE EFFECT OF OWNERSHIP STRUCTURE ON AUDIT QUALITY</b> <i>ROYA DARABI &amp; NOTASH MOGHADAM</i>	94
21.	<b>A REFLECTION ON THE NATURE OF CORPORATE GOVERNANCE IN INDIA</b> <i>SHWETA SATUA</i>	100
22.	<b>THE PERCEPTION OF AGRICULTURAL STUDENTS AND SELF-EMPLOYMENT IN AGRIBUSINESS: A CASE STUDY OF STUDENTS OF UNIVERSITY FOR DEVELOPMENT STUDIES, GHANA</b> <i>HUDU ZAKARIA, HAMZA ADAM &amp; AFISHATA MOHAMMED ABUJAJA</i>	104
23.	<b>ISLAMIC BANKING AND IJARAH FINANCING IN PAKISTAN</b> <i>KALSOOM AKHTAR, AIMAN CHISHTI, SAMRA KANWAL, NADIA ASLAM &amp; SOBIA ASLAM</i>	109
24.	<b>ENVIRONMENTAL AUDIT: STEP TOWARDS SUSTAINABLE DEVELOPMENT</b> <i>DR. S. K. JHA</i>	118
25.	<b>CHIT FUND- ROTATION OF MONEY</b> <i>NAZIA ABBAS ABIDI</i>	122
26.	<b>CURRENCY DEVALUATION: A STORY FROM 1966 TO 2013</b> <i>REKHA RANI</i>	124
27.	<b>CHILD LABOUR AND TRADE LIBERALISATION</b> <i>SIDDHARTH RATHORE</i>	129
28.	<b>CORPORATE SOCIAL RESPONSIBILITY IN INDIAN BANKING SECTOR: A STUDY OF SONIPAT BRANCHES</b> <i>KAVERI HANS &amp; DR. MANISHA</i>	134
29.	<b>AN ASSESSMENT ON JOB SATISFACTION OF ACADEMIC EMPLOYEES: A SURVEY ON ETHIOPIAN PRIVATE INSTITUTIONS OF HIGHER LEARNING</b> <i>MULU ADERIE ALEMU</i>	138
30.	<b>REGULATIONS IN INDIAN CORPORATE DEBT MARKET</b> <i>ANSHIKA AGARWAL</i>	145
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	154

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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**REASONS AND EXPECTATIONS OF CUSTOMERS TOWARDS SHAMPOO BRANDS****KHAWAJA MUBEENUR RAHMAN****ASST. PROFESSOR****SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & COMPUTER APPLICATION****LONAVALA****DR. ROSHAN KAZI****PROFESSOR & HEAD****DEPARTMENT OF MBA****ALLANA INSTITUTE OF MANAGEMENT SCIENCES****PUNE****ABSTRACT**

The expectations of today's customer are very high both from the product as well as from the manufacturing organization. That's why the organizations are also continuously taking the feedback of the customers for improvement of their products. In this paper also the researchers have tried to find the reasons and expectations of customers while purchasing a shampoo brand. For this ten different reasons and expectations of the customers regarding shampoo brands were taken into consideration by the researchers. Feedback was taken on a 10 point scale of least preferred feature to the most features from 500 shampoo users of Kolkata city. After analysis it was found that Hair fall has come out as the top most preferred reason for using a shampoo brand whereas Hair cleaning appears to be the most preferred expectation of customers. Similarly Fragrance was considered as the least preferred reason whereas Moisture was considered as the least preferred expectation of the customers.

**KEYWORDS**

Customer expectation towards shampoo, Expectations from shampoo, Reasons of using shampoo, Shampoo brands, Shampoo users expectations.

**INTRODUCTION**

In today's world customers are the key persons for every organization. They play an important role in deciding about which product is to be offered, where is to be offered and at what price they are going to purchase it. Accordingly their expectations from the products and organizations are also increasing day by day. In the past the soap which we were using for bath was also used for washing the scalp and hair. Day by day the scenario was changed; it was started with hair soap and Shikakai soap. Then due to industrialization, the growth of hair care segment was taken place through Shampoos, Conditioners, hair gel, hair dyes, herbal remedies for hair etc. Shampoo was introduced for the first time in the market during the 1950s. It came to Indian market as an innovation by Sunsilk in 1964 followed by Clinic Plus in 1971. Right now so many shampoo brands are available in Indian market namely Sunsilk, Clinic Plus, Pantene, Head and Shoulders, Dove, All clear, Dabur, Ayur, Garnier, L'oreal etc.

**REVIEW OF LITERATURE**

Anju Thapa (2012) conducted a study on consumer switching behavior of shampoo brands among the residents of girls' hostels of university of Jammu. She concluded that the usage rate of shampoo is high and at the same time they are buying the shampoo very frequently. Price, availability and packaging plays a very important role in purchasing of shampoo. It was also observed that gifts, extra quantity, discount, price off were the factors considered by the buyers while making the purchase decision.

Himani Sharma and Shallu Mehta (2012) conducted a study on customer attitude towards the use of shampoo in Sirsa by using a structured questionnaire as a research tool. They considered these factors responsible for purchasing a brand like price, quality, availability, packaging, free gifts and advertising. They concluded that the most preferred media for advertisement is TV with 51.39 %. They also concluded that the frequency of using a shampoo in males is very less as compared to females.

Prashant B. Kadam et al. (2012) conducted a research on consumer preferences towards shampoo in Pandharpur city. They concluded that the youths are highly involved in the usage of shampoo. They also concluded that TV is playing a major role in creating awareness as compared to any other media and shampoo users are very loyal towards the brand as they are ready to go a long distance to get the brand.

Rahman K. M. et al. (2012) concluded in their study that the Indian shampoo market is dominated by HLL i.e. Hindustan Unilever Ltd. with a market share of 46% followed by Procter and Gamble with 24%. The top shampoo brands in India are Sunsilk, Clinic Plus, Pantene and Head & Shoulders.

**OBJECTIVE OF THE STUDY**

The objective of the study is to analyze the reasons and expectations of customers for different shampoos brands available in Indian market.

**RESEARCH METHODOLOGY**

This research was conducted with a sample of 500 shampoo users of Kolkata city. Simple random sampling technique was used for selecting the sample. A ranking scale of preference from 1 to 10 was used to get the preference of the respondents for the different features of shampoo brands. In that scale 1 was considered to be the most preferred feature whereas 10 was considered as the least preferred feature of the shampoo brands. The respondents were asked to rank the features from 1 to 10 of their own preference. Care is to be taken that no rank should be repeated from a single respondent while collecting data. Graphical and tabular presentations were used for analyzing the data. The secondary data was collected through the journals, magazines, newspapers, annual reports, internet and websites of the companies.

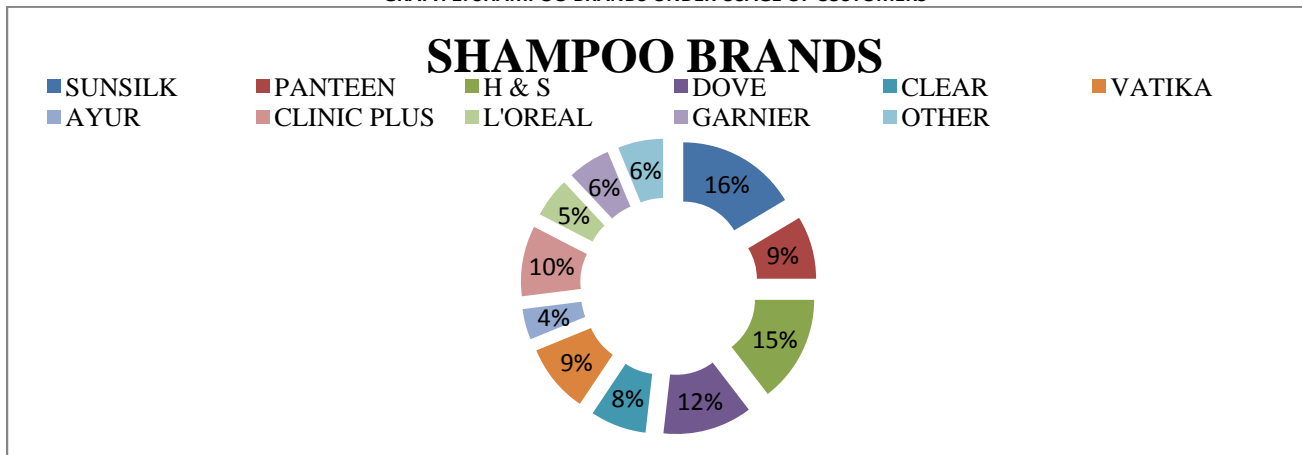
**FINDINGS OF THE STUDY**

Shampoo was introduced for the first time in Indian market by Sunsilk in the year 1964. The second player entered in the Indian market was Clinic Plus in 1971. Clinic All Clear was launched in the year 1987. Pantene entered in the market in 1995 followed by Head & Shoulders in 1997. Dabur was the first to introduce a herbal shampoo in Indian market in the year 2000. Right now so many market players are there in the market but the different brands which were taken into consideration for study were Sunsilk, Clinic Plus, Pantene, Head and Shoulders, Dove, All clear, Dabur, Ayur, Garnier, L'oreal etc.

**TABLE 1: SHAMPOO BRANDS UNDER USAGE OF CUSTOMERS**

Shampoo brands	Sunsilk	Pantene	H&S	Dove	All Clear	Dabur Vatika	Ayur	Clinic Plus	L'oreal	Garnier	Others
Response	82	43	73	61	38	47	21	48	27	29	31
Percentage	16	9	15	12	8	9	4	10	5	6	6

GRAPH 1: SHAMPOO BRANDS UNDER USAGE OF CUSTOMERS



It can be observed that SunsilK is the first choice of respondents with 16 %, very closely followed by Head & Shoulders with 15 %. Dove and Clinic Plus are also showing their presence with 12 % and 10 % respectively. It is also important to note that Dabur is dominating the herbal shampoo market with 9 % of the total market share.

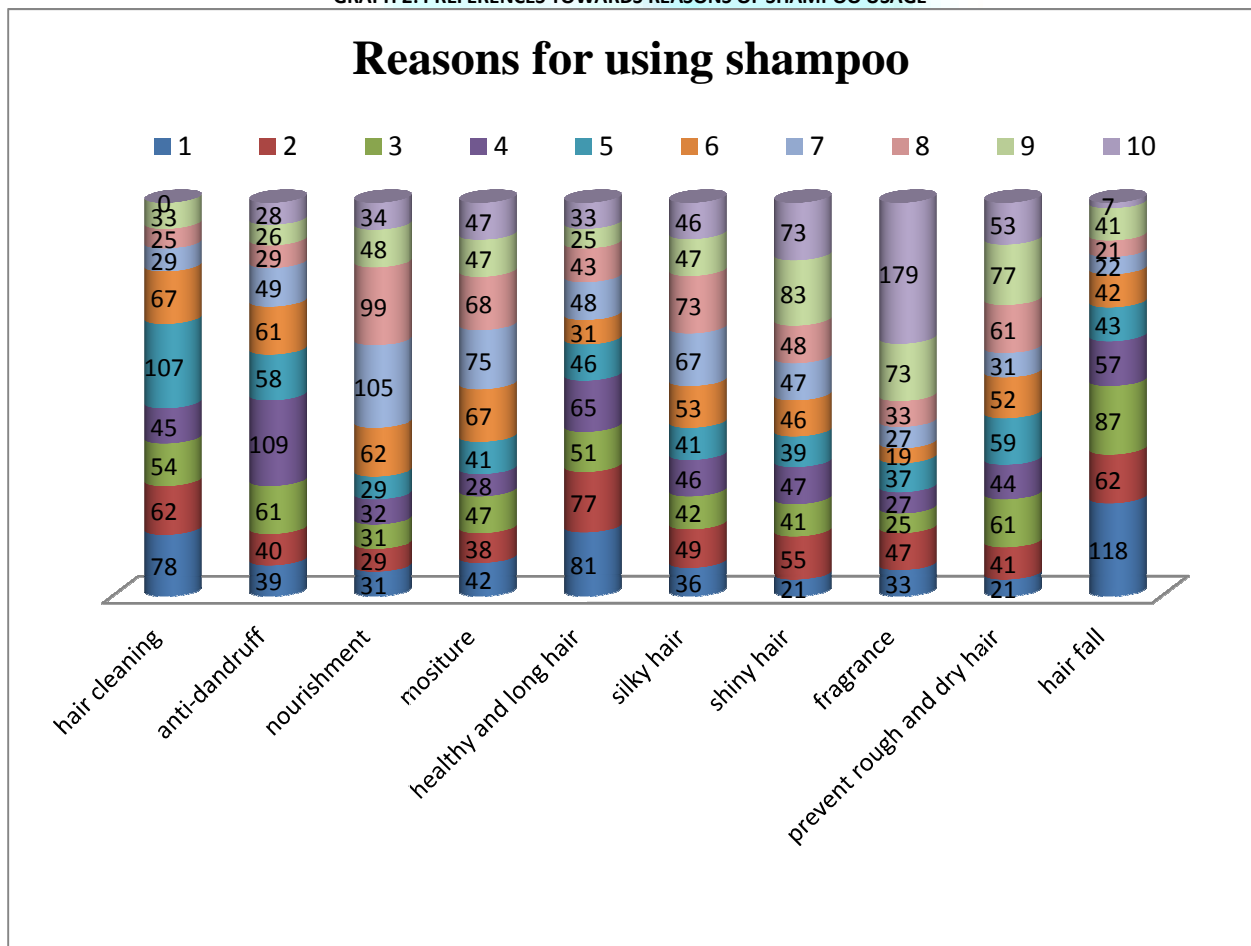
**REASONS FOR USING SHAMPOO**

Reasons of customers for using different products and brands vary from individual to individual. Ten different reasons namely Hair Cleaning, Anti-dandruff, Nourishment, Moisture, Healthy and long hair, Silky hair, Shiny hair, Fragrance, Prevent rough & dry hair and Hair fall which were considered important for this study.

TABLE 2: PREFERENCES TOWARDS REASONS OF SHAMPOO USAGE

Preferences	1	2	3	4	5	6	7	8	9	10
Hair Cleaning	78	62	54	45	107	67	29	25	33	0
Anti-dandruff	39	40	61	109	58	61	49	29	26	28
Nourishment	31	29	31	32	29	62	105	99	48	34
Moisture	42	38	47	28	41	67	75	68	47	47
Healthy and long hair	81	77	51	65	46	31	48	43	25	33
Silky hair	36	49	42	46	41	53	67	73	47	46
Shiny hair	21	55	41	47	39	46	47	48	83	73
Fragrance	33	47	25	27	37	19	27	33	73	179
Prevent rough and dry hair	21	41	61	44	59	52	31	61	77	53
Hair fall	118	62	87	57	43	42	22	21	41	7

GRAPH 2: PREFERENCES TOWARDS REASONS OF SHAMPOO USAGE





It was observed from the graph and table that Hair fall is the top most reason of using a shampoo since 118 respondents have given it as the first preference followed by Healthy & long hair with 81 respondents and Hair cleaning with 78 respondents. It was also observed that the addition of first two and first three preferences of Hair fall amounts to 180 (36 %) and 267 (53 %) of the total respondents respectively, which shows a very strong reason of using a shampoo brand by the customers. It is also important to note that no respondent has marked 10<sup>th</sup> preference to Hair cleaning and only 7 respondents marked Hair fall as the 10<sup>th</sup> preference. It was also seen that 179 i.e. 36 % of the respondents has marked the last preference to Fragrance of hair followed by Shiny hair with 73 i.e. 25 % of the respondents.

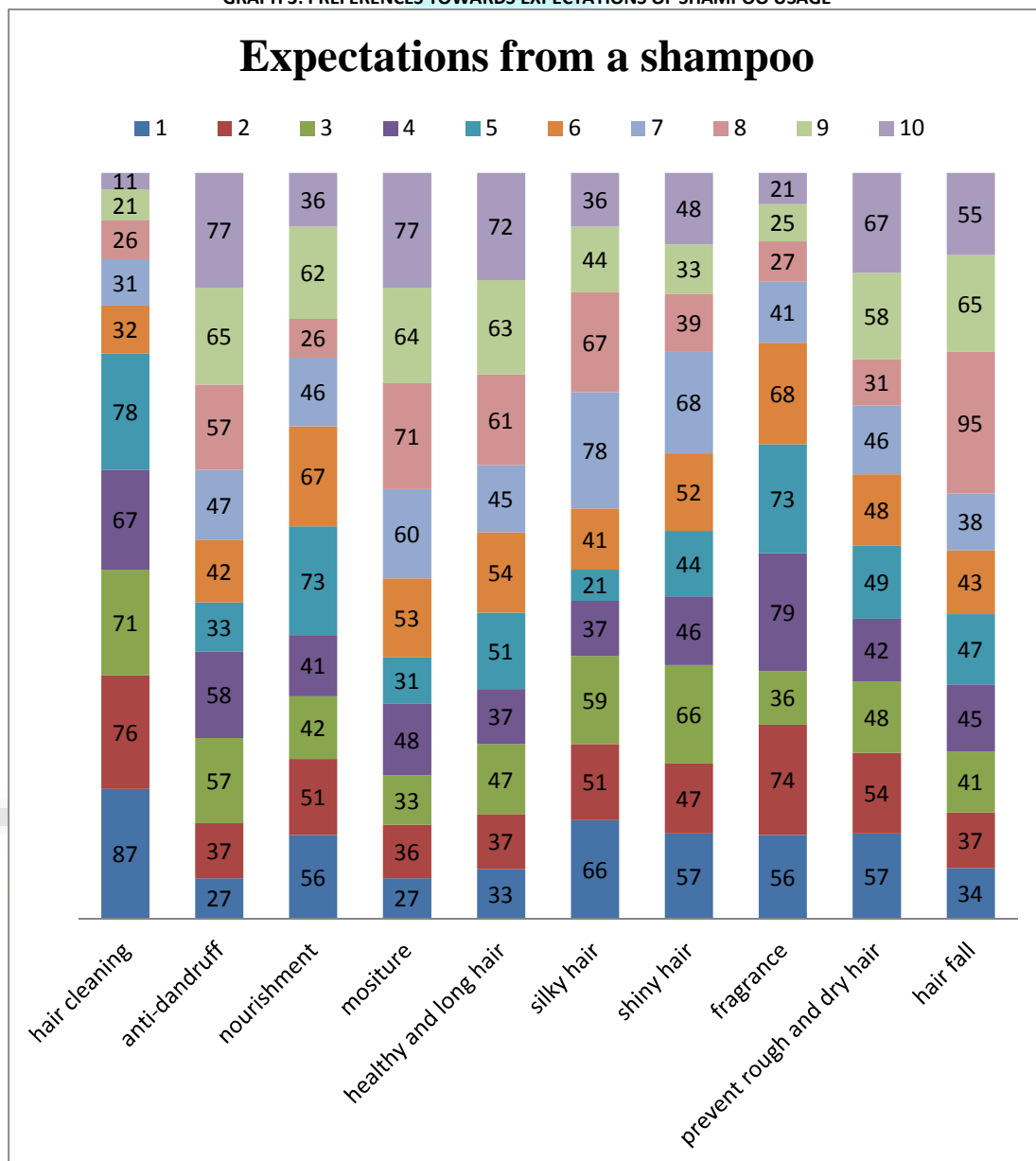
**EXPECTATIONS FROM A SHAMPOO**

Expectations of customers also vary from person to person for the products and brands they are using. Again the researchers considered the same features and benefits for marking the preference of respondents which were considered as reasons for using a shampoo brand during this study.

**TABLE 3: PREFERENCES TOWARDS REASONS OF SHAMPOO USAGE**

Preferences	1	2	3	4	5	6	7	8	9	10
Hair Cleaning	87	76	71	67	78	32	31	26	21	11
Anti-dandruff	27	37	57	58	33	42	47	57	65	77
Nourishment	56	51	42	41	73	67	46	26	62	36
Moisture	27	36	33	48	31	53	60	71	64	77
Healthy and long hair	33	37	47	37	51	54	45	61	63	72
Silky hair	66	51	59	37	21	41	78	67	44	36
Shiny hair	57	47	66	46	44	52	68	39	33	48
Fragrance	56	74	36	79	73	68	41	27	25	21
Prevent rough and dry hair	57	54	48	42	49	48	46	31	58	67
Hair fall	34	37	41	45	47	43	38	95	65	55

**GRAPH 3: PREFERENCES TOWARDS EXPECTATIONS OF SHAMPOO USAGE**



It was observed from the graph and table that Hair cleaning is the most preferred expectation of customers from a shampoo brand with 87 respondents followed by Silky hair with 66 respondents. It was also observed that the first five preferences of Hair cleaning are 87, 76, 71, 67 and 78 respectively. The sum of all these five preferences are 379 i.e. 76 % of the respondents which shows a very strong expectation of customers towards Hair cleaning from a shampoo brand. The least preferred expectation appears to be Moisture because the last five preferences of Moisture amounts to 325 i.e. 65 % of the respondents.

**CONCLUSION**

Hair fall has come out as the top most preferred reason for using a shampoo brand whereas Hair cleaning appears to be the most preferred expectation of customers. Fragrance of hair was considered as the least preferred reason for using a shampoo brand as it was marked as the 10<sup>th</sup> preference by majority (176 i.e. 35 %) of the respondents and the last two preferences of the respondents regarding Fragrance amounts to 252 i.e. 50 %. Moisture seems to be least preferred expectation of customers from a shampoo brand as the last five preferences of Moisture amounts to 325 i.e. 65 % of the respondents.

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