

# An Empirical Analysis of Brand-switching Behaviour & Customer Loyalty Status of Different Shampoo Brands in Siliguri City under Darjeeling District of North Bengal

Shomnath Dutta

Assistant Professor, Department of MBA Siliguri Institute of Technology (SIT); H C Road, Darjeeling, West Bengal  
Email: shomnath76@gmail.com;

**Abstract**—As of now the developing worry for individual preparing among the two people urbanites, provincial masses have made cleanser utilization is on ascent to emerge the fantasy of sound hair. Media entrance, changing propensities for utilization and inclinations of the clients, expanded extra cash, developing mindfulness for hair care and forceful showcasing systems of organizations have made Shampoos the most broadly utilized hair items today. This exploration article endeavors to recognize the cleanser brand exchanging inclinations of the clients of Siliguri city of North Bengal. Markovian methodology has been received here to sort out the conceivable move example of clients' image exchanging demeanor. At last the article closes by portraying a serious market situation of well known cleanser marks in Siliguri through breaking down clients' Brand Choice and Loyalty perspectives utilizing Colombo-Morrison Model.

**Keywords:** Brand-switching, Brand loyalty, Markov chain, Colombo-Morrison Model, Chi- Square test

## INTRODUCTION

Understanding the concern of personal grooming of the Indians towards long hair, the hair care market has become a promising business sector. Expanding western impact, media infiltration, expanded discretionary cash flow, and developing mindfulness for hair care and dream of sound hair has come about a sharp change in utilization example of cleanser for both provincial and urbanites. Hair care, being a vital piece of Indian buyer every day excellence system, Indians have begun exploring different avenues regarding more current and premium items which baits numerous public and unfamiliar brands to get perpetual spot in Indian purchaser shopping bin. The new decrease in extract obligation and the utilization of sachet bundling, cleanser use rate and deals are raising progressively. The current cleanser market in India is mainly portrayed by the triple advantage stages – restorative, against dandruff and home grown. Indian Hair care market is divided into hair colorants and conditioners, hair gels, shampoos and hair

oils. As for the western partner less utilization recurrence of cleanser is seen among the normal Indians. The vast majority of them use cleanser more than once per week, instead of ordinarily in western nations. For a gathering of clients, cleanser is a solution for their hair issues like dandruff, hair fall and so forth however a few necessities cleanser for allure. Customers have regular assumptions from cleanser utilization, similar to sparkle, tidiness and cleanliness, saturating, and so on Cleanser purchasers are not extremely faithful to their image rather continually look for changes, basically so in scent. The business is developing at a yearly pace of 14% p.a. Incidentally, metropolitan India is seeing an adjustment in cleanser utilization, since families are moving from 'one cleanser a family' to 'one cleanser a relative'. Southern India is overwhelmingly a sachet market, instead of North India where jugs are more famous. The infiltration level of shampoos in provincial India is assessed almost at 43.14% (AC Nielson Report 2019 June). Sachets make upto 40% of the complete cleanser deals in the country. HUL overwhelms the market with 47% piece of the overall industry, trailed by P&G at 23%. The difficulties are relied upon to increment because of expanding rivalry and diminishing costs. Considering all these, this investigation attempts to ventilate pre-buy impression of the clients of Siliguri city of North Bengal about cleanser brand choice and their exchanging inclinations in future.

## OBJECTIVE OF THE STUDY

- (a) To distinguish whether the demographic profile (age, pay, sex) of the customers in Siliguri have any impact upon their shampoo brand determination.
- (b) To explore the brand exchanging personal conduct standard of shampoo users of Siliguri utilizing Stochastic Markovian apparatus which gives helpful bits of knowledge to shampoo brand proprietors with respect to their future business system for Siliguri market.

- (c) To distinguish and decipher the Brand decision factors impacting Shampoo-buying and Loyalty status of winning Shampoo Brands in Siliguri utilizing a multi-property dynamic model and in this way recognizing relative market position of significant Shampoo marks in Siliguri.

## LITERATURE REVIEW

In 2007, Dr. R. Vijay Kumar, N. Raman and Prof. P. V. Prabhu in their examination paper endeavored to quantify the fulfillment determined by the clients of a shampoo brand and inferred that the fulfillment level of cleanser brands are dependent upon factors like varieties, sex gatherings, age, time of utilization, value, quality and item credits. P. Master Ragavendran et al (2009) deduced in their examination in understanding the customer discernment on cleanser brand mindfulness and relative market position of various brands, that Quality, benefits offered and bundling seemed, by all accounts, to be top three influencers of cleanser brand choice. In ongoing examination by Dr. Himani Sharma and Shallu Mehta in 2012 found that Males are less successive client of cleanser than females and cleaning rather than better and more grounded hair is the sole justification utilizing cleanser. Around the same time another exploration by Prashant B. Kadam et al on buyer inclinations towards cleanser in Pandharpur city saw that the adolescents are more disposed to the use of cleanser as affected by TV publicizing contrasted with other media. Rahman K. M. et al. (2012) deduced in their examination that the Indian cleanser market is overwhelmed by Hindustan Unilever Ltd. followed by Procter and Gamble. In Anju Thapa's (2012) concentrate on brand exchanging conduct of shampoos among the young lady hostellers of Jammu University, it was seen that young lady understudies are continuous clients of cleanser and Price, accessibility and bundling assume a significant part in buying cleanser.

Irabatti and Irabatti (2013) directed an exploration on the fulfillment level determined by Pantene cleanser clients in Western Maharashtra. The fulfillment level of Pantene cleanser is determined against various components, for example, sex bunch, age bunch, value, quality, foam, aroma, pressing and capacity to forestall hair fall. In the observational examination by Chen (2017) on five Taiwan-based portable specialist co-ops in regards to impact of administration quality upon saw worth and client maintenance, presumed that, the immediate impact of administration quality is decidedly identified with seen esteem, and saw esteem is additionally emphatically identified with client maintenance. Xavier and Ypsilanti in their investigation in 2008 tracked down that the inspiration to switch (port) is for the most part a component of customers' gauge of the Performance of their current supplier and whether they accept the back better choices accessible from different suppliers on the parts of administration that make a difference to them.

## METHODOLOGY

The current investigation is exploratory cum descriptive and in this manner semi-organized survey was utilized to gather essential field information. Siliguri Municipal Corporation territory under Darjeeling District of North Bengal has been picked as area of study for the significant business and vital significance of Siliguri being circled by Nepal, Bhutan, Bangladesh, Sikkim and North-east. The investigation used random sampling method. An aggregate of 100 residents of Siliguri from different foundations during September 2019 were tested dependent on their accessibility and readiness to react (Gravetter and Forzano, 2006) and involving 60% guys and rest 40% females. Discoveries from field study were investigated utilizing Chi-Square Test, and Markovian methodology for brand exchanging.

## DATA COLLECTION & FINDINGS

Demographic Profile of Respondents (Customers) are tabulated below in Table No 1.

**Table No 1: Demographic Profile of Respondents**

Gender	No of	Percentage	Age	No	Percentage
Male	40	40 %	Less than 18	26	26 %
Female	60	60 %	19 to 30 years	34	34 %
Total	100	100	31 to 45 years	30	30 %
Occupation	No	Percentage	More than 45	10	10 %
Student	34	34 %	Total	100	100

Job holder	30	30 %	<b>Usage Rate</b>	<b>No</b>	<b>Percentage</b>
Self-employed	15	15 %	Daily	38	38 %
Homemaker	15	15 %	Once/Twice in a week	45	45 %
Entertainment/Glamour	6	6 %	Irregular/Occasional	17	17 %
Total	100	100	Total	100	100

[Source: Field Survey Data, (Sept'19)]

Chi-Square Test was carried out to test whether demographic profile (age, income, gender) of the customers have any influence upon Shampoo brand selection in Siliguri and the results are tabulated below in Table No 2.

**Table No 2: Chi-square Test Results**

Demographic Variable	Chi-Square value from Survey data	Chi-Square value from Table	Decision
Gender	11.57	9.43	Reject $H_0$ & Accept $H_1$
Age	85.15	7.81	
Occupation	11.72	3.86	

To comprehend the brand exchanging probability and most expected brands for next use, those 100 respondents who are utilizing diverse mainstream contending shampoo

brands were asked some information about their present image being used and the following shampoo brands they would like while purchasing in one month from now. Data gathered was tabulated as shown in the below Table No 3.

Current Brand Usage	Count
Head & Shoulders	19
Clinic Plus	10
Pantene	20
Tresemme	16
Dove	21
Herbal/Ayurvedic (Himalaya, Patanjali and Ayur)	14

Cross tabulating the above data as per their next probable switching preference in the following way in Table No 4:

**Table No 4: Shampoo Switching Preference (Field Survey Sept'2019)**

		Next Brand					
		Head & Shoulders	ClinicPlus	Pantene	Tresemme	Dove	Herbal/ Ayurvedic
Current Brand	Head & Shoulders	6	1	3	3	4	2
	Clinic Plus	3	2	0	2	3	0
	Pantene	1	2	8	3	2	4
	Tresemme	0	3	1	11	0	1
	Dove	2	0	4	1	12	2
	Herbal/Ayurvedic	3	2	0	2	1	6

Using Markov chain algorithm to find the switching preference, the Initial State matrix found as

**Table No 5: Initial State Matrix of Shampoo Brand Usage**

Initial State of Brand Use					
Head & Shoulders	ClinicPlus	Pantene	Tresemme	Dove	Herbal/ Ayurvedic
0.19	0.1	0.2	0.16	0.2	0.14

Transition Probability matrix showing the proportion of current consumers of each shampoo brand who would switch to other brand in the next 1 month & hence is found as given below.

**Table No 6: Transition Probability Matrix**

		Transition Probability Matrix					
	From	Head & Shoulders	Clinic Plus	Pantene	Tresemme	Dove	Herbal/ Ayurvedic
<b>CurrentBrand</b>	Head & Shoulders	0.32	0.05	0.16	0.16	0.21	0.11
	Clinic Plus	0.30	0.20	0.00	0.20	0.30	0.00
	Pantene	0.05	0.10	0.40	0.15	0.10	0.20
	Tresemme	0.00	0.19	0.06	0.69	0.00	0.06
	Dove	0.10	0.00	0.19	0.05	0.57	0.10
	Herbal/Ayurvedic	0.21	0.14	0.00	0.14	0.07	0.43

Now the Steady State matrix showing the proportion of the Shampoo users who would be using the corresponding preferred brands is found as below.

**Table No 7: Steady-state Matrix for Shampoo Brand usage**

Steady State of Brand Use					
Head & Shoulders	ClinicPlus	Pantene	Tresemme	Dove	Herbal/ Ayurvedic
0.13	0.11	0.14	0.28	0.20	0.14

This means, there is 28% probability that the consumers would be using Tresemme Shampoo brand, 20% probability of using Dove and so on after 3 months. So the Markovian analysis indicates that maximum switching preference would be in favour of Tresemme followed by Dove.

In this examination, Expectancy-value model is utilized to quantify Brand decision while Brand unwaveringness (loyalty) is estimated through Colombo-Morrison model (last dependability) utilizing Preference-Behavior approach. As indicated by the past literature, the accompanying elements are considered as compelling to pick Shampoo Brand – (I) Core Factor (Ingredients, Color, Consistency and Fragrance), (ii) Utility Factor (Hair Cleaning, Dryness expulsion, Hair fall and Dandruff control, Hair Nutrition and Repair capacity), (iii) Price (Value for Money) and Promotional offers, (iv) Silky and Shiny look and materialness to a hair, (v) Media publicizing, Availability of varied packaging. Present clients were approached to allocate values for these elements out of 100 to catch the profile of their relative significance. The mean qualities for these 5 elements

utilized as loads allocated by the respondents and given underneath in rate design.

**Table 8: Brand Selection Weightage Score for Shampoo Brands**

No	Factors for Selecting Shampoo Brand (W: Weightage)	Score (%)
1	Utility Factor ( $W_1$ )	34.2
2	Price (Value for Money) & Promotional offers ( $W_2$ )	18.3
3	Core Factor ( $W_3$ )	26.4
4	Silky & Shiny look and applicability to any type of hair ( $W_4$ )	14.1
5	Media advertising, Availability of varied packaging ( $W_5$ )	07.0
	<b>Total</b>	100

Shampoo users of Siliguri were asked randomly to rate their preference for 6 major individual brands of shampoos on all the above factors on a five-point Likert scale (1: Least satisfied to 5: highly Satisfied). Calculation of the Mean Score of brand ratings for all players given by respondent-customers are tabulated below in table.

**Table 9: Brand Choice Mean Score for Shampoo Selection factors**

No	Factors for Selecting Shampoo Brand (W: Weightage)	Head & Shoulder	Clinic Plus	Pantene	Tresemme	Dove	Herbal/ Ayurvedic
1	Utility Factor (W <sub>1</sub> =0.342)	58	49	61	82	77	62
2	Price (Value for Money) & Promotional offers (W <sub>2</sub> =0.183)	72	76	68	73	48	75
3	Core Factor (W <sub>3</sub> =0.264)	62	67	81	78	79	86
4	Silky & Shiny look and applicability to any type of hair (W <sub>4</sub> =0.141)	64	68	71	86	78	71
5	Media advertising, Availability of varied packaging (W <sub>5</sub> =0.070)	84	63	82	79	80	56

**Table 10: Overall Weighted Brand Selection Score for Shampoo Brands in Siliguri**

Factors for Selecting Shampoo Brand	Shampoo Brands		Head & Shoulders		Clinic Plus		Pantene		Tresemme		Dove		Herbal/ Ayurvedic	
	Weight	Mean Rating Score	Factor Score	Mean Rating Score	Factor Score	Mean Rating Score	Factor Score	Mean Rating Score	Factor Score	Mean Rating Score	Factor Score	Mean Rating Score	Factor Score	
Utility Factor (W <sub>1</sub> =0.342)	0.342	58	19.84	49	16.758	61	20.86	82	28.04	77	26.33	62	21.204	
Price (Value for Money) & Promotional offers (W <sub>2</sub> =0.183)	0.183	72	13.18	76	13.908	68	12.44	73	13.36	48	8.784	75	13.725	
Core Factor (W <sub>3</sub> =0.264)	0.264	62	16.37	67	17.688	81	21.38	78	20.59	79	20.86	86	22.704	
Silky & Shiny look and applicability to any type of hair (W <sub>4</sub> =0.141)	0.141	64	9.024	68	9.588	71	10.01	86	12.13	78	11	71	10.011	
Media advertising, Availability of varied packaging (W <sub>5</sub> =0.070)	0.07	84	5.88	63	4.41	82	5.74	79	5.53	80	5.6	56	3.92	
<b>Brand wise Total Weighted Score</b>			64.28		62.352		70.44		79.65		72.57		71.564	

The Individual MNSP Brand Selection Score (Weighted) was calculated using the formula - An i<sup>th</sup> Brand Selection Score = Σ (Mean Score in j<sup>th</sup> Attribute x Weight of j<sup>th</sup> Attribute)

The above Table 11 shows in Siliguri, Shampoo selection factor wise Tresemme topped in Utility factor & Silky-shiny look of hair followed by Pantene & herbal brands. Price wise Clinic plus & Herbal brands scored high than others. Again Herbal brands & Pantene were top in respect of core factor.

The Colombo-Morrison (C-M) brand loyalty model classifies consumers as per degree of loyalty & switching

pattern and based on the concept of an asymmetric generalization, few non-switchers are committed to brand loyal customers whereas other customers are represented by a zero-order symmetric switching probability. This model classifies consumers as “Hard-Core Loyal” (consumers strictly indifferent to other brands) and “Potential Switchers” (those who are flexible in brand choice while making a purchasing decision). The mathematical equation proposed by this model to generate Brand loyalty Score is given as:

$$X = \alpha_i + (1 - \alpha_i) \times \beta_i \quad \text{Where}$$

Parameter  $\alpha_i$  (For  $i^{\text{th}}$  Brand) = (All respondents who use & prefer only the  $i^{\text{th}}$  brand)/ (sum of all those respondents who currently use  $i^{\text{th}}$  brand & also prefer other brands).

Parameter  $\beta_i$  (For  $i^{\text{th}}$  Brand) = (Sum of all respondents who currently use other brands except  $i^{\text{th}}$  brand but have said they prefer  $i^{\text{th}}$  brand)/ (sum of all respondents who

currently use all brands including  $i^{\text{th}}$  brand & have said they prefer  $i^{\text{th}}$  brand).

To find the values of  $\alpha$  and  $\beta$ , Obermiller, C. (2002) proposes Preference behavior model that captures both behavioral and attitudinal components of brand loyalty. The brand last purchased and the brand the consumer prefers are considered as input for developing a Preference Behavior Model matrix.

**Table 11: Preference Behavior Matrix for 6 major Shampoo Brands in Siliguri**

Preference Behavior Model Matrix Head & Shoulders		Existing Brand (Last Subscribed)						Total
		Clinic Plus	Pantene	Tresemme	Dove	Herbal/ Ayurvedic		
Preferred Brand for Switching	Head & Shoulder	6	3	1	0	2	3	15
	Clinic Plus	1	2	2	3	0	2	10
	Pantene	3	0	8	1	4	0	16
	Tresemme	3	2	3	11	1	2	22
	Dove	4	3	2	0	12	1	22
	Herbal/Ayurvedic	2	0	4	1	2	6	15
Total		19	10	20	16	21	14	100

$$\alpha_{\text{Head \& Shoulder}} = 06/19 = 0.315 \ \& \ \beta_{\text{Head \& Shoulder}} = 09/15 = 0.600$$

$$\text{Brand Loyalty Score, } X_{\text{Head \& Shoulder}} = \alpha_{\text{Head \& Shoulder}} + (1 - \alpha_{\text{Head \& Shoulder}}) \beta_{\text{Head \& Shoulder}} \\ = 0.315 + (1-0.315)0.600 = 0.726$$

Similarly after calculating  $\alpha$  and  $\beta$  parameters with results of Table 11 for other brands the final Brand Loyalty Score as per Colombo-Morrison (C-M) Model is tabulated below.

**Table 12: Preference Behavior Matrix for 6 major Shampoo Brands in Siliguri**

Shampoo Brand	Composite Brand Loyalty Score
Head & Shoulder	0.726
Clinic Plus	0.689
Pantene	0.700
Tresemme	0.844
Dove	0.766
Herbal/Ayurvedic	0.771

The above Table 12 shows that in Siliguri city, Tresemme & Dove shampoo users are very much committed to stick

to current brand while Clinic Plus users are least loyal to their present brand indicating high proneness to switch to other brands.

## DISCUSSIONS

As per Chi-square Test Results in Table 2, demographic profile (age, income, gender) of the Shampoo users have significant influence upon brand selection in Siliguri as calculated Chi-square value exceeds tabulated value thereby nullifying Null hypothesis ( $H_0$ ). The Markovian analysis of brand switching among the present customers of major 6 shampoo brands, the steady state matrix depicted in Table 7 indicates that maximum switching preference would be in favour of Tresemme followed by Dove as there is 28% probability that in next purchase, consumers would choose Tresemme, 20% probability for Dove and so on after 3 months. In assessing Brand

choice & Brand loyalty of current shampoo brand users of Siliguri, it has been found that while selecting a shampoo brand customers put maximum importance to Utility, Core & Price factors out of 5 shortlisted (Table 8). With respect to the results in Table 9 & 10, customers' choice for shampoo in relation to 5 major factors, Tresemme topped in Utility & Silky-shiny look of hair followed by Pantene & Herbal brands. Price wise Clinic plus & Herbal brands scored high than others. Again Herbal brands & Pantene were top in respect of core factor. Interestingly, the Herbal brands (Patanjali, Himalaya & Ayur) are found to be the strong rival to the big brands in respect of all factors. Finally the brand loyalty score as per Colombo-Morrison Model & related calculations tabulated in Table 12, Tresemme & Dove shampoo users of Siliguri seemed to be much loyal to their current brand & reluctant to change while Clinic Plus users are most likely to switch to other brands since out of 10 users, only 2 sticks to present brand & rest 8 wants to change their current brand. Therefore this study provides useful insights to shampoo brand owners regarding their future business strategy with respect to their present competitive market standing in Siliguri market.

## CONCLUSION

Like Indian shampoo market, shampoo brands in Siliguri subdivision of Darjeeling district of West Bengal are competing to achieve a sustainable competitive advantage over the rivals. In Siliguri, the demographic factors put substantial influence on users shampoo brand preference and Core, Utility and Price & Promotional factors play major role out of five shortlisted factors, as depicted by weighted factor importance scores in Table No 8. The Markovian Analysis shows that Tresemme & Dove appears to be the top two choices for shampoo brand-switchers of Siliguri (Table No 7). Finally in competitive scenario of Siliguri, the Colombo-Morrison Model demonstrates that considering the major five factors - Core, Utility, Price-promotion, Silky-shiny hair and Advertising, Tresemme is topped the list of Brand loyalty followed by Dove & Herbal brands. Clinic plus is found to have least loyal customers and stiff completion prevails between Pantene and Head & Shoulders to occupy to leading positions. Finally to conclude this study provides strategic inputs to shampoo brand owners to chalk out their future brand building strategy with respect to their present market standing in Siliguri.

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