

# A Study on Consumer Satisfaction Towards Haircare Products of Cavin Kare in Trichy Region

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## Abstract:

The main objective of the study is to identify various factors influencing consumer purchase and their frequency of purchase towards hair care products of Cavinkare. A study was conducted in Trichy through a structured questionnaire. Data collection includes demographic information and factors influencing the consumer purchase and the consumer satisfaction towards Cavinkare product. The statistical tools used for this research are Percentage analysis and chi-square test.

**Key words:** Cavinkare, Frequency of purchase, Consumer buying behaviour, Consumer satisfaction.

## Introduction

Mr. CK Ranganathan, the Founder Chairman of CavinKare, was founded Chik India in 1983 with an initial investment of Rs. 15,000 and Chik Shampoo as his introductory product. The Chik India was renamed as Beauty Cosmetics Pvt. Ltd. in 1990 and was subsequently named as CavinKare Pvt. Ltd. in 1998.

Cavinkare Private Limited initially manufactures personal care products, then Transformed from a pure personal care product to a FMCG (Fast Moving Consumer Goods) conglomerate expertly in Dairy, Snacks, Food, Beverages and Professional Care business. They have Single R&D center focuses on development of differentiated, innovative and proprietary products for all businesses.

Consumer preference is an individual consumer taste and is measured by utility of a product. The Consumer preference got vary from one individual to another individual. It is a ranking of products according to the level.

## OBJECTIVE OF THE STUDY

1. To know the consumer preference among the Cavinkare product especially the hair care products and the buying behaviour of consumer.
2. To identify the factors influencing the consumer purchase towards Cavinkare products.
3. To know the relationships between categorical variables.
4. To know the consumer satisfaction and loyalty towards cavinkare products.

## SCOPE OF THE STUDY

1. It can be used to understand the customer's preference and expectations, consumer satisfaction and consumer buying behaviour towards the Cavinkare products with reference to haircare products.

### **LIMITATIONS OF THE STUDY**

1. The area of the study is confined to Trichy region.
2. The Cavinkare has many product segments such as Dairy, Snacks, Food, Beverages and Professional Care and personal care and the study is conducted only on haircare products.
3. The survey is taken only from the customers of the cavinkare product use.
4. Information obtained from the respondents may be affected by personal bias.

### **REVIEWS OF LITERATURE**

Dr.A.Nallasivam, Factors Influencing The Consumer Satisfaction Towards FMCG Products In Erode.(2019) his study was to examine the factors influencing the consumer satisfaction towards FMCG products in Erode. According to him the most influencing factor that affects the buying decision of the consumers is still the price, followed by quality and then easy availability. It is concluded that the age, frequency of purchase and period of using increases their satisfaction on FMCG products also positively increases.

Ms.M.Gomathi , Ms.R.Gomathi, A Study On Consumer Preference Towards Selected Fmcg Personal Care products In Erode Town,Tamilnadu(2013). The purpose of this study is to examine the consumer preference on personal care products in FMCG sector and to study the factors which influencing them to prefer a particular product of Fast Moving Consumer Goods (FMCG).The taste and preferences of consumer are changed often. Every customer in the market has his/her own Brand Preferences. Customers will be looking for certain attributes before purchasing the products i.e., FMCG

Sohail Younus, Faiza Rasheed & Anas Zia conduct a study on Identifying the Factors Affecting Customer Purchase Intention (2015). This study learns and contributes the factors that affect customer purchase intention. The purpose of this study is to observe the effect of independent variable (customer knowledge, purchase intention, celebrity endorsement and perceived value) on dependent variable (purchase intention). The study describe that the relation between dependent variable have significant relationship with purchase intention. The results of this study shows that perceived value, customer knowledge, celebrity endorsement have significant relationship with purchase intention.

Mrs.S.Sangeetha, P. Sri Padma Abirami Customer Satisfaction Towards ITC Products(2016).They conclude Gender, marital status, educational qualification, occupational status,monthly income, type of family, have significant influence on type of product purchasing.Age, educational qualification, Marital status, Occupational status, monthly income, and type of family have significant influence on spending for purchase a ITC product monthly.

Nithya L, DuraiEswari S conduct a study on consumers satisfaction towards Himalaya products with special reference to dharapuram town(2016), this study is to identify the consumer satisfaction level and the problems faced by the respondents while using Himalaya products. Finding of the study reveals that there is no significant relationship between age, gender, educational qualification, monthly income, marital status and level of satisfaction of Himalaya product

## RESEARCH METHODOLOGY

Descriptive research is done in this research. The universe of the population includes the respondents who are the consumers of Cavinkare products, in Trichy. The samples were selected among the consumers of Cavinkare products, with reference to Trichy. By using Convenience sampling technique (i.e. Non-probability sampling technique), the samples were chosen. The primary data were collected using structured questionnaire.

The questionnaire is developed based on the factors which influence the consumer purchase towards a product. Five point Likert scale is used to analyse the factors that has significant relationship between the factors and extent to which the factors affect the consumer behaviour.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.831	.879	31

Source: Based on primary data

The reliability test Cronbach’s Alpha test has value above 7. i.e. 0.831 so the study can be conducted.

## FACTOR ANALYSIS

### Communalities

	Initial	Extraction
gender	1.000	.645
age	1.000	.616
education	1.000	.858
occupation	1.000	.804
income	1.000	.772
Marital status	1.000	.709
Members in family	1.000	.752
products	1.000	.616
Knowing product	1.000	.730

prefer	1.000	.780
often	1.000	.536
buy	1.000	.657
amount	1.000	.561
How long	1.000	.650
price	1.000	.514
Switch brand	1.000	.592
Positive experience	1.000	.560
Price quality	1.000	.814
Comfortable	1.000	.571
Quality	1.000	.744
Brand image	1.000	.593
Protect	1.000	.831
available	1.000	.801
safe	1.000	.870
packaging	1.000	.575
continue	1.000	.781
positive	1.000	.809
Price increase	1.000	.760
Expected needs	1.000	.850
First choice	1.000	.833
Regular consumer	1.000	.890

Extraction Method: Principal Component Analysis.

Source: Based on primary data

### **Chi-Square Analysis**

The **Chi Square** statistic is commonly used for testing relationships between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population; they are independent.

### **Research Hypothesis**

- H1: There is significant relationship between Gender and Quality.
- H2: There is significant relationship between Gender and amount spend.
- H3: There is significant relationship between Gender and Frequency of purchase.
- H4: There is significant relationship between Age and Amount spend.
- H5: There is significant relationship between Age and Frequency of purchase.
- H6: There is significant relationship between Income and Amount spend.
- H7: There is significant relationship between Income and Switch to another brand.
- H8: There is significant relationship between Marital status and Amount spend.
- H9: There is significant relationship between Marital status and continuous usage of product.
- H10: There is significant relationship between Marital status and Amount spend.

### **Hypothesis 1**

#### **Gender \* Quality**

- H<sub>0</sub>: There is no significant relationship between Gender and Quality.
- H<sub>1</sub>: There is significant relationship between Gender and Quality

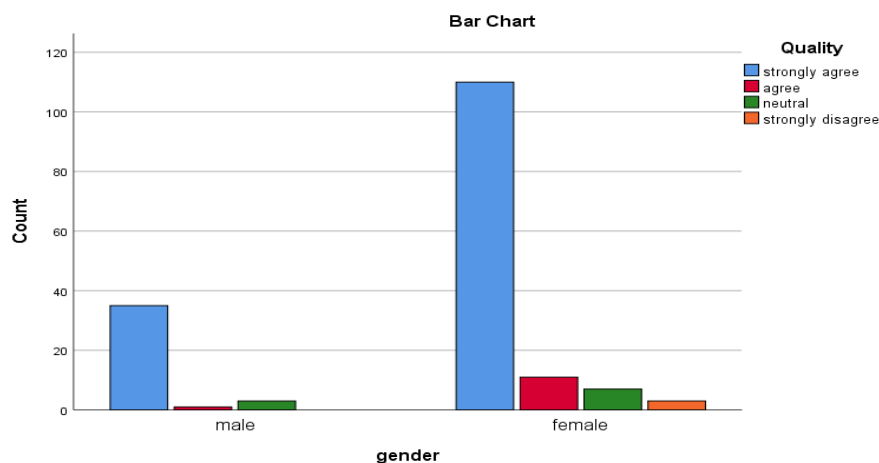
**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.741 <sup>a</sup>	3	.433
Likelihood Ratio	3.738	3	.291
Linear-by-Linear Association	.608	1	.436
N of Valid Cases	170		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .69.

Calculated value = 2.741, Asymptotic Significance value = 0.433

The Asymptotic Significance value is greater than 0.05. Hence  $H_0$  is accepted and  $H_1$  is rejected. Therefore, the gender and Quality of the product has no relationship.



## Hypothesis 2

### Gender \* Amount spend

$H_0$ : There is no significant relationship between Gender and amount spend.

$H_1$ : There is significant relationship between Gender and amount spend.

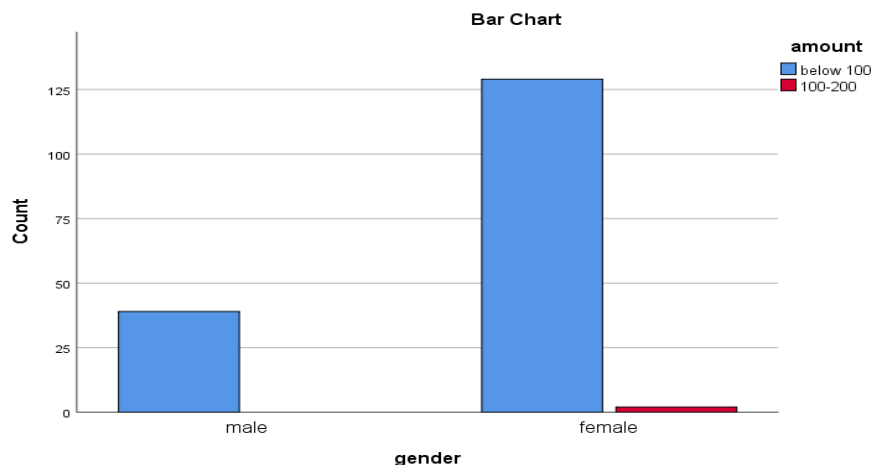
### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.434 <sup>a</sup>	1	.510		
Continuity Correction <sup>b</sup>	.000	1	1.000		
Likelihood Ratio	.782	1	.377		
Fisher's Exact Test				1.000	.677
Linear-by-Linear Association	.431	1	.511		
N of Valid Cases	170				

- a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .35.
- b. Computed only for a 2x2 table

Calculated value = 0.434, Asymptotic Significance value = 0.510.

The Asymptotic Significance value is greater than 0.05. Hence  $H_0$  is accepted and  $H_1$  is rejected. Therefore, the gender and amount spend for the product has no relationship.



### Hypothesis 3

#### Gender \* Often (frequency of purchase)

$H_0$ : There is no significant relationship between Gender and Frequency of purchase.

$H_1$ : There is significant relationship between Gender and Frequency of purchase.

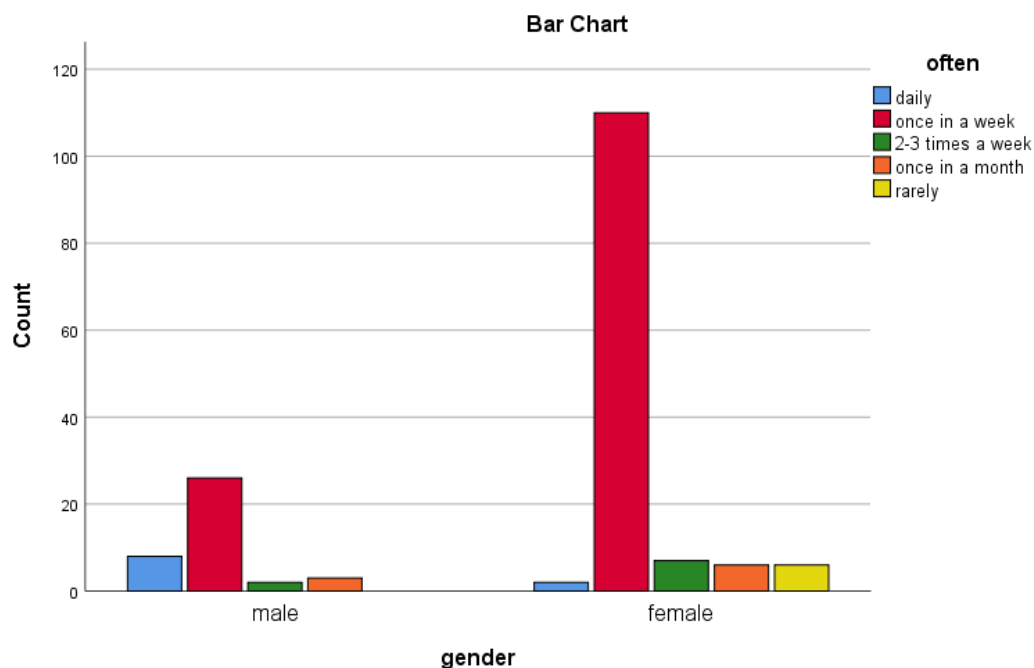
#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.880 <sup>a</sup>	4	.000
Likelihood Ratio	19.397	4	.001
Linear-by-Linear Association	3.562	1	.059
N of Valid Cases	170		

- a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.38.

Calculated value = 3.039, Asymptotic Significance value = 0.551

The Asymptotic Significance value is less than 0.05. Hence  $H_0$  is rejected and  $H_1$  is accepted. Therefore, the gender and frequency of purchase has relationship.



**Hypothesis 4**

**Age \* Amount Spend**

$H_0$ : There is no significant relationship between Age and Amount spend.

$H_1$ : There is significant relationship between Age and Amount spend.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.402 <sup>a</sup>	4	.078
Likelihood Ratio	6.657	4	.155
Linear-by-Linear Association	1.899	1	.168
N of Valid Cases	170		

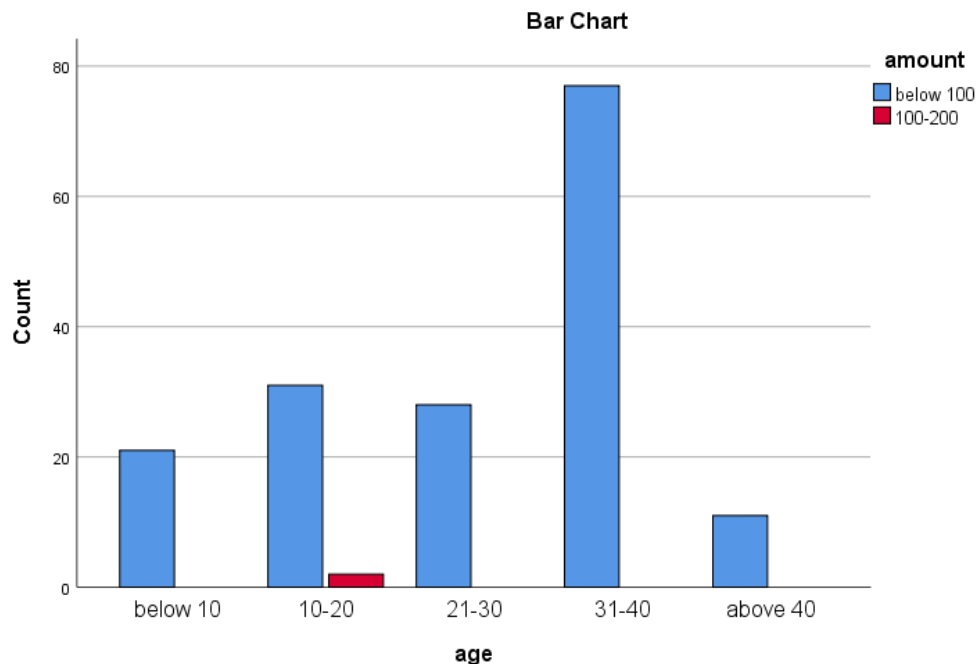
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .13.



Calculated value = 3.039, Asymptotic Significance value = 0.551.

The Asymptotic Significance value is greater than 0.05. Hence  $H_0$  is accepted and  $H_1$  is rejected.

Therefore, there is no relationship between age of the consumer and amount spend.



### Hypothesis 5

#### Age \* Often (Frequency of purchase)

$H_0$ : There is no significant relationship between Age and Frequency of purchase.

$H_1$ : There is significant relationship between Age and Frequency of purchase.

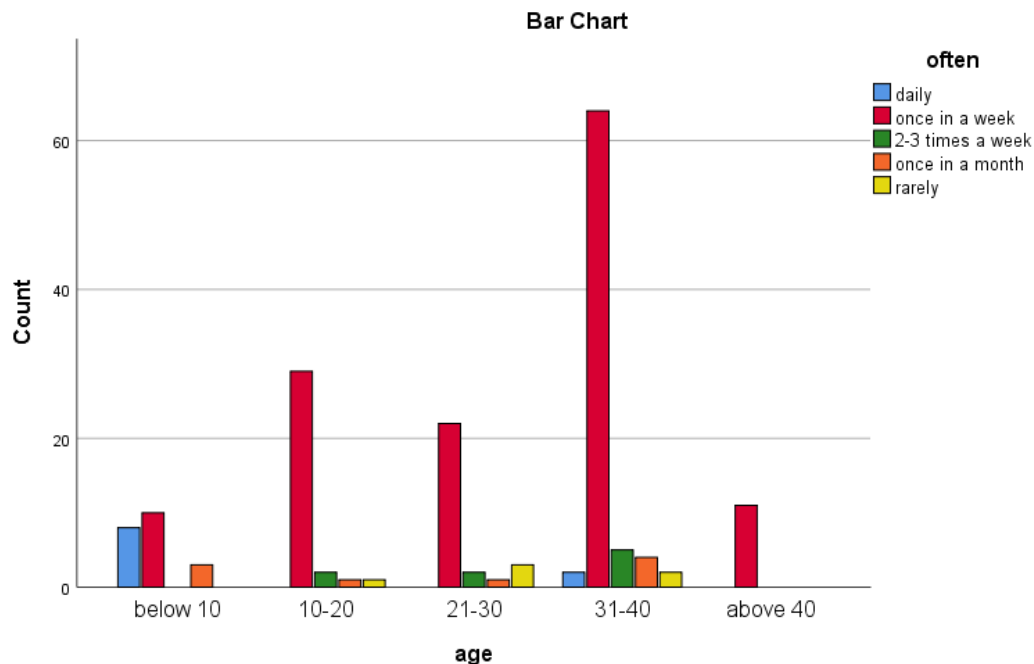
### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	58.177 <sup>a</sup>	16	.000
Likelihood Ratio	43.515	16	.000
Linear-by-Linear Association	.581	1	.446
N of Valid Cases	170		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .39.

Calculated value = 58.177, Asymptotic Significance value = 0.000

The Asymptotic Significance value is less than 0.05. Hence  $H_0$  is rejected and  $H_1$  is accepted. Therefore, the age and frequency of purchase has relationship.



### Hypothesis 6

#### Income \* Amount spend

$H_0$ : There is no significant relationship between Income and Amount spend.

$H_1$ : There is significant relationship between Income and Amount spend.

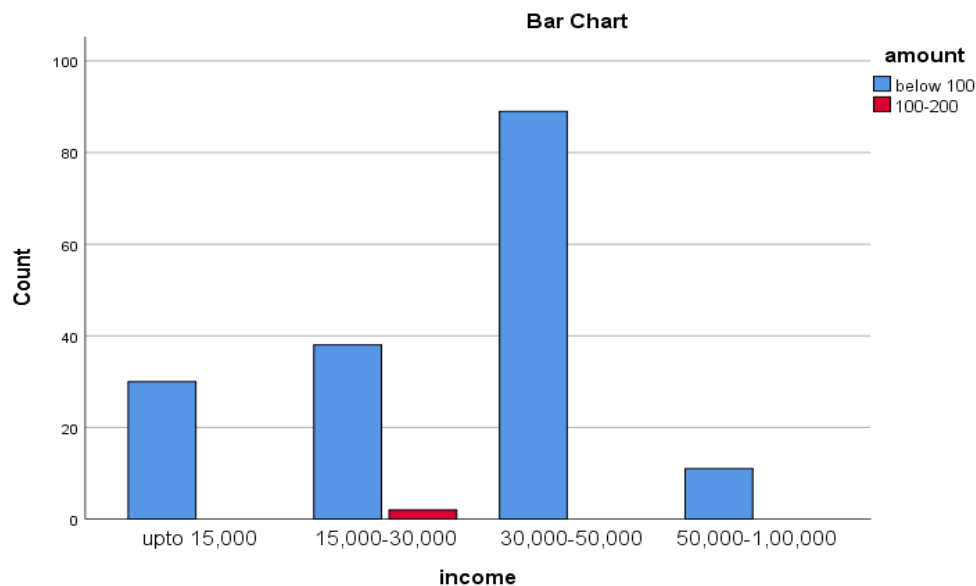
#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.030 <sup>a</sup>	3	.071
Likelihood Ratio	6.076	3	.108
Linear-by-Linear Association	.698	1	.403
N of Valid Cases	170		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .13.

Calculated value = 7.030, Asymptotic Significance value = 0.071

The Asymptotic Significance value is greater than 0.05. Hence  $H_0$  is accepted and  $H_1$  is rejected .  
Therefore, the income and Amount spend has no relationship.



### Hypothesis 7

#### Income \* switch brand

$H_0$ : There is no significant relationship between Income and Switch to another brand.

$H_1$ : There is significant relationship between Income and Switch to another brand.

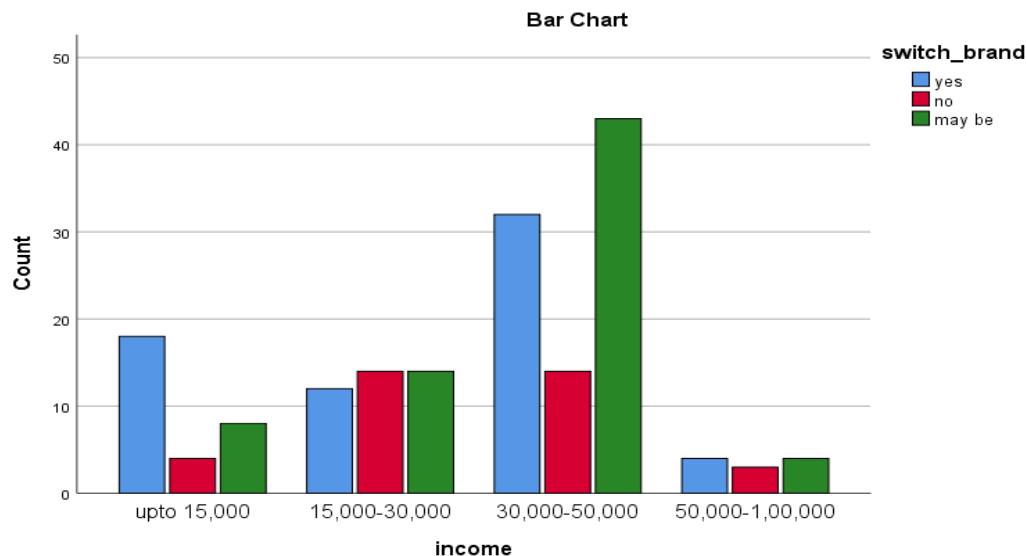
#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.632 <sup>a</sup>	6	.034
Likelihood Ratio	12.819	6	.046
Linear-by-Linear Association	3.856	1	.050
N of Valid Cases	170		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 2.26.

Calculated value = 13.632, Asymptotic Significance value = 0.034

The Asymptotic Significance value is less than 0.05. Hence  $H_0$  is rejected and  $H_1$  is accepted. Therefore, There is a relationship between the income and Switch to another brand.



### Hypothesis 8

#### Marital status \* amount spend

$H_0$ : There is no significant relationship between Marital status and Amount spend.

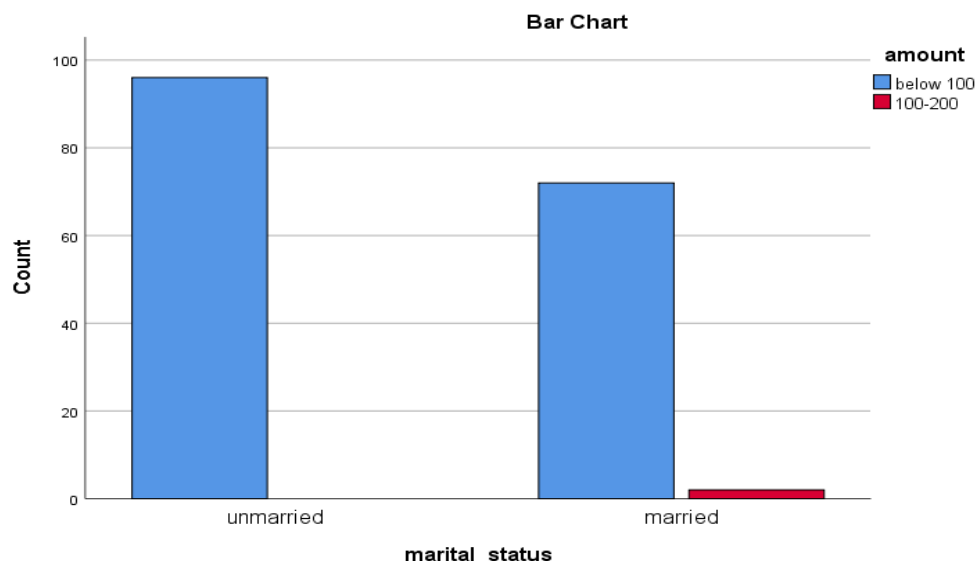
$H_1$ : There is significant relationship between Marital status and Amount spend.

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.144 <sup>a</sup>	3	.162
Likelihood Ratio	5.119	3	.163
Linear-by-Linear Association	.499	1	.480
N of Valid Cases	170		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .01.

Calculated value = 5.144, Asymptotic Significance value = 0.551



The Asymptotic Significance value is greater than 0.05. Hence  $H_0$  is accepted and  $H_1$  is rejected. Therefore

, there is no relationship between Marital Status and amount spend.

### Hypothesis 9

#### Marital status \* continuous usage of product

$H_0$ : There is no significant relationship between Marital status and continuous usage of product.

$H_1$ : There is significant relationship between Marital status and continuous usage of product.

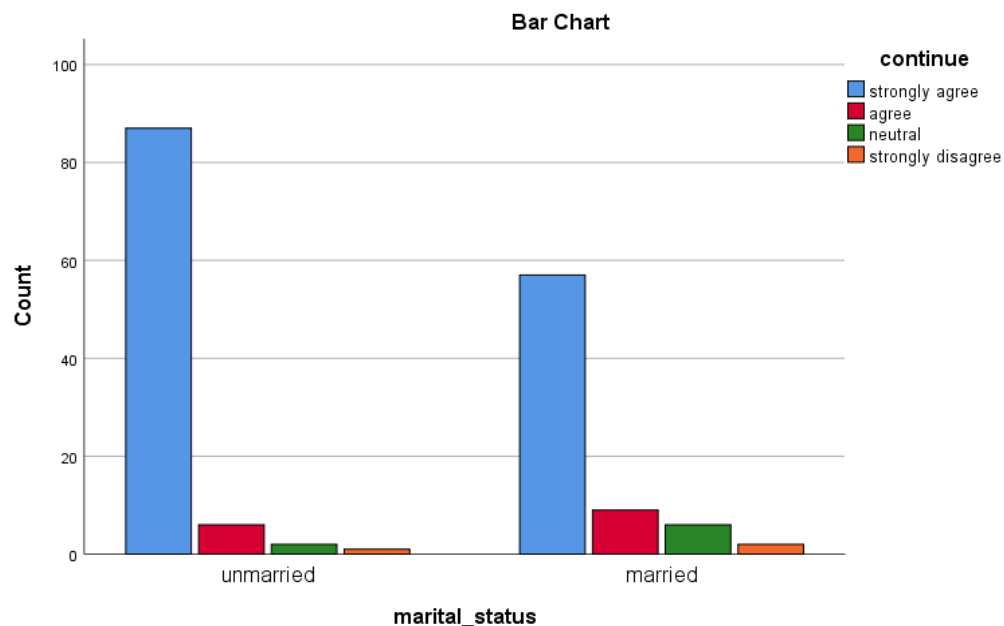
#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.444 <sup>a</sup>	3	.092
Likelihood Ratio	6.478	3	.091
Linear-by-Linear Association	5.083	1	.024
N of Valid Cases	170		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.31.

Calculated value = 5.144, Asymptotic Significance value = 0.551

The Asymptotic Significance value is greater than 0.05. Hence  $H_0$  is accepted and  $H_1$  is rejected. Therefore, there is no relationship between Marital Status and continuous usage of product.



**Hypothesis 10**

**Marital status \* often (Frequency of purchase)**

H<sub>0</sub>: There is no significant relationship between Marital status and Amount spend.

H<sub>1</sub>: There is significant relationship between Marital status and Amount spend.

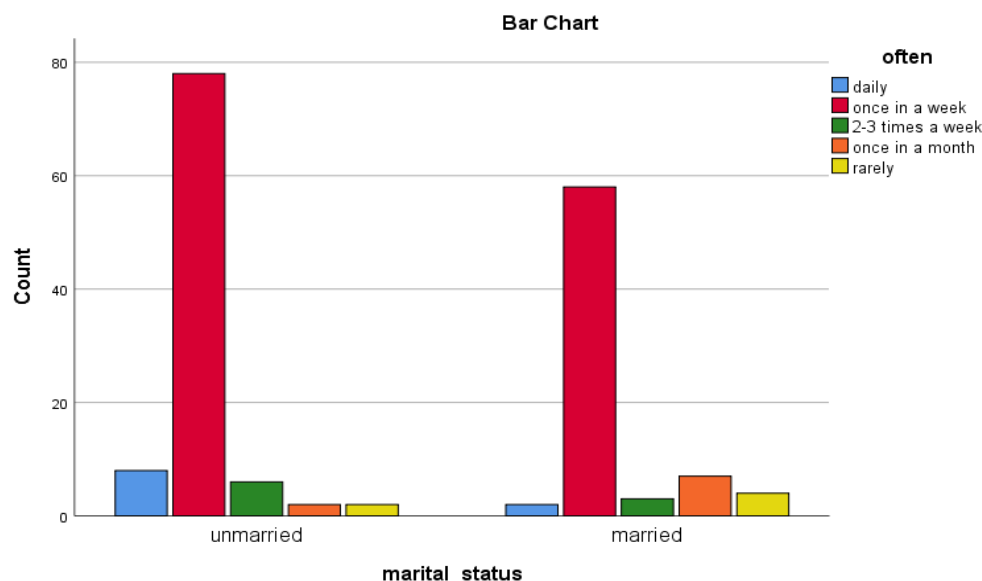
**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.143 <sup>a</sup>	6	.657
Likelihood Ratio	6.257	6	.395
Linear-by-Linear Association	1.264	1	.261
N of Valid Cases	170		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .04.

Calculated value = 4.143, Asymptotic Significance value = 0.657

The Asymptotic Significance value is greater than 0.05. Hence H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. Therefore, there is no relationship between Marital Status and amount spend.



## FINDING OF THE STUDY

The following are the major finding from the analysis

1. Gender and Quality of the product has no relationship.
2. Gender and amount spend for the product has no relationship.
3. Gender and frequency of purchase has relationship
4. There is no relationship between age of the consumer and amount spend.
5. The age of the consumer and frequency of purchase has relationship.
6. the income and Amount spend has no relationship.
7. There is a relationship between the income and Switch to another brand.
8. There is no relationship between Marital Status and amount spend.
9. There is no relationship between Marital Status and continuous usage of product.
10. There is no relationship between Marital Status and amount spend.

## SUGGESTIONS

1. The study proves that male shop less in compared to female especially in Personal care product. So more attention should be pay for the male segments.
2. The Company may provide more discount for their product. This may increase the number of consumers.
3. Quantity and Quality of the Cavinkare product to be increased with the prevailing price rate.
4. The Cavinkare should concentrate on expand the variety of products in haircare. They should be expanded there products both in vertical and horizontal way,

## CONCLUSION

Cavinkare with 28 years of experience in 22 countries with 16 brands. They have good brand image and has excellent marketing strategy. They target all group of people and produce product to each segment separately. If the above suggestions are implemented then they may occupy more market share.

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