

A STUDY ON THE IMPACT OF CONSUMER PURCHASE INTENTION ON SCIENTIFIC CLAIMS MADE BY HAIRCARE BRANDS

A RESEARCH PROJECT

SUBMITTED BY

RIYA(SB21BMS029)

Under the guidance of

Dr. ANU RAJ

In partial fulfilment of the requirements for the award of the degree of
Bachelor of Management Studies (International Business)



**ST. TERESA'S COLLEGE (AUTONOMOUS),
ERNAKULAM**

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

March 2024

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CERTIFICATE

This is to certify that the project entitled "A Study on The Impact of Consumer Purchase Intention on Haircare Brands with Scientific Claims", has been successfully completed by Ms. Riya, Reg. No. SB21BMS029, in partial fulfilment of the requirements for the award of the degree of Bachelor of Management Studies in International Business, under my guidance during the academic year 2021-2024.

Dr. ALPHONSA VIAJAYA JOSEPH
PRINCIPAL

DATE:

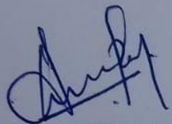
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DATE: 22/04/2024


Dr. ANU RAJ

INTERNAL FACULTY GUIDE

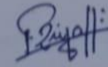
DECLARATION

I, Riya, Reg. No. SB21BMS029, hereby declare that this project work entitled "A study on the impact of consumer purchase intention on haircare brands with scientific claims" is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

DATE: 22/04/2024

Reg. No. SB21BMS029



RIYA

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First and foremost, I would like to take this opportunity to express my deepest appreciation to all those who have contributed to the completion of this research paper.

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RIYA

EXECUTIVE SUMMARY

The haircare industry is a thriving sector driven by developing consumer preference, technological advancement and shifting beauty standards. It remains a dynamic and lucrative market for investors and stakeholders alike. Consumer's demand for natural and organic ingredients in haircare products are increasing due to the growing health and environmental awareness. Expansion into adjacent categories such as hair supplements, scalp care, styling tools avenues for diversification and revenue growth. Strategic adaption to developing trends, a commitment to sustainability and technological integration will be crucial for businesses to thrive in this competitive and dynamic landscape. The constant use of chemical-based cosmetics and personal care products has resulted in ill effects on the hair, significantly influencing consumers' preferences toward organic products.

This study offered insights into a deeper understanding of the consumer's attitude toward scientifically claimed hair care products. the correlation helped in understanding that consumers trustworthiness and attitude have a positive influence on developing customer purchase intention towards buying hair care products with scientific claims, people who are more into authenticity and also support sustainable environmentally friendly products tend to purchase organic hair care products which boast certain scientific claims. From the regression test it is discovered that consumer trust and attitude majorly influence their purchase intention. This report covers the introduction to the study, literature review, industry profile, findings, and suggestions and ends with a conclusion and annexures.

The study's primary objective is to explore the different factors that influence customers' attitudes toward organic hair care products. here the researcher has tried to understand how the various factors directly or indirectly contribute to the purchase intention of consumers. The sample size of the study is 65 respondents and data were collected using a self-designed questionnaire which helped with the analysis and interpretation. To support the primary objective many secondary objectives were obtained which helped in a better understanding of the consumer behaviour, the researcher also used the demographics of the respondents for deeper understanding.

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CHAPTER 1
INTRODUCTION

INTRODUCTION

Haircare is often considered a vital aspect of personal grooming and expressing oneself. To maintain beautiful and healthy hair, a wide variety of haircare products are available on the market. These products are designed to address the diverse hair types, textures, and concerns of consumers and to provide them with solutions for everything from conditioning to styling and cleansing to treating specific issues. (Organic hair care and the green purchasing gap: A TPB approach Steffen Kleine Stüve, Jeannine Strau Adele Berndt, 23 May 2016)

Nowadays, personal growth, self-care, and haircare play a very important role in people's lives, both for men and women, so the knowledge of haircare products, their procedures and productivity, ingredients, claims, etc. has become more relevant for consumers to make purchasing decisions. The consumers' willingness to pay towards enhancing their appearance represents the amount of attention they give to their hair. (The Importance of Hair Care: Achieving and Maintaining Healthy Hair, oct 3 2023)

Globally, there are branded as well as unbranded haircare products with a wide variety of categories available in the market. Consumers use different kinds of haircare products to maintain their physical hair appearance and also to gain personal confidence, such as hair serum, hair dye, shampoos, conditioners, hair straighteners, and styling products. (Hair Care Product Usage Purposes and Brand Predilection of Male Consumers, P Jagadeesan, P Balaji, Associate Professor, Department of Commerce, Vels University, Pallavaram, Chennai, ICSSR/IPE Doctoral Research Fellow, Department of Commerce, University of Madras, Chennai, 26 April 2020)

Scientific claims are assertions or statements made by individuals, organizations, or entities based on scientific evidence or reasoning. These claims are intended to convey a level of credibility and reliability by aligning with established scientific principles.

In essence, the scientific claims made by haircare brands represent a dedication to bringing out new, innovative haircare solutions. As consumers navigate the variety of products on the market, the balance between scientific credibility, transparency, and consumer education becomes essential in shaping their preferences and fostering brand loyalty.

Haircare brands conduct trials and clinical studies to reinforce their claims; these studies provide objective evidence of a product's efficiency. Scientifically validated results from such studies are then highlighted in their marketing materials through various channels such as

product packaging, online platforms, advertisements, etc. Brands that create scientific claims place high importance on establishing credibility and trustworthiness.

It is predicted that the haircare industry will grow to \$3.6 billion by 2024. It is anticipated that the market will experience annual growth at a CAGR of 3.66% during the forecast period (2024–2029).

During this forecast period, the demand for these haircare products is expected to rise as the hair problems among millennials are rising, such as hair fall and dandruff caused by high stress levels and changes in lifestyle patterns. As a result, manufacturers are investing more in research and development to integrate organic and natural ingredients with clean- labels in the formulation of their haircare products. (Precise market intelligence and advisory. Source: <https://www.mordorintelligence.com>)

Furthermore, as consumers prefer sustainable, eco-friendly, and chemical-free products, companies have started placing high importance on providing innovative products to meet changing market trends.

1.2 PROBLEM STATEMENT

- The goal of this study is to evaluate the accuracy and transparency of how scientific claims made by hair care brands align with the actual scientific evidence and the level of trust consumers place in scientific claims.
- This study also examines how scientific claims influence consumers' decision-making processes and attitude when selecting hair care products, and whether these claims contribute to customer purchase intention.
- The study also focuses on analysing the consumers trustworthiness towards scientific claims made by the haircare brands

1.3 LITERATURE REVIEW

1.3.1 Haircare

“Hair care product shampoos which are for topical preparation on the hair. Recent advances in hair science and hair care technologies have been reported in literature claiming innovations and strategies for hair treatments and cosmetic products”. (Topic: Research Journal of Topical and Cosmetic Sciences, Authors: Sneha K Sonawane, Prajakta P Shinde, Suvarna J. Shelke).

“The hair cosmetic industry has undergone a revolutionary as well as innovative advancement over the last 2 decade. The focus has dynamically shifted from cleaning to repair, reducing oxidative damage, increasing the tensile strength and stimulating growth. New innovative procedure with shorter period to make the hair look smooth, lustrous and manageable have evolved”. (Madnani N, Khan K, Hair cosmetics. Indian J Dermatol Venereol Leprol 2013; 79:654-667)

1.3.2 Perceived value

Perceived behavioural control, Attitude and subjective norms positively influence the intention to buy cruelty-free products. Moreover, hedonism, environmental values, and knowledge play significant roles in shaping attitudes towards purchasing cruelty-free products. (Cleaner and Responsible Consumption ,Volume 11, December 2023, 100136, topic: Exploring consumer purchase intention towards cruelty-free personal care products in Indonesia, Authors: Firdia Rizky Amalia, Agus Darmawan)

According to Delgado and Fernandez (2016), major contributors to the BT literature, defined the construct as a “feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer” (p. 11).

A higher consumers' perception of brand authenticity resulting in higher perceived value and brand trust. (Topic: Brand authenticity leads to perceived value and brand trust, Authors: Asuncion Hernandez-Fernandez, Mathieu Collin Lewis, 25 June 2019)

1.3.3 Consumer attitude

An individual's attitude is an outcome of certain learning processes which is impacted by friends, family, marketing strategy and personal experience (Wang and Heitmeyer, 2005).

The success or failure of the marketer as well as the company is greatly influenced by the consumer attitudes towards a firm and its products under the study (Kameswara Rao Poranki, Abdulbaset Hasouneh, 2014).

"It determines consumer's attitudes toward cruelty-free labels on haircare products and their effects on purchase intention, in addition, this study uses environmental knowledge and moral obligation variables as determinants of purchase intention and attitudes in cruelty-free haircare products as the dependent variables". (topic: Consumers' Attitude towards the Cruelty-Free Label on Cosmetic and Skincare Products and Its Influence on Purchase Intention, Author: Elisa, Christiani Wuisan, Agustinus Februadi, Journal of Marketing Innovation (2) 2022)

1.3.4 Purchase intention

The external (credibility and attitude towards marketing claims) and internal psychological variables (subjective norms and altruistic concerns with animal welfare) influence the attitude towards and purchase intention of "not tested on animals" personal care products. More egotistic concerns, such as personal appearance, also explain the formation of attitude towards cruelty-free products. (Topic: "Not tested on animals": How consumers react to cruelty-free cosmetics proposed by manufacturers and retailers? October 2021, Cindy G Grappe, Cindy Lombart, Didier Louis, Fabien Durif)

Dr. Rambabu Lavuri, Dr. D. Sreeramulu (2019) in their study on “Personal Care Products: A Study on Women Consumer Buying Behaviour” concluded that the majority of respondents buy personal care goods on a monthly basis, with a greater level of brand awareness and a preference for national brands for their personal products.

If customers cannot afford organic personal care products at a higher price, or if they are not available, the intention of buying these products decreases drastically, even though they might value them highly (Barbarossa & Pastore, 2015; Yeon Kim & Chung, 2011)

M Hsu et al. (2017), which also confirms that “consumers’ attitudes have a significant and positive effect on their purchase intentions”.

1.3.5 Trustworthiness

The consumers value environmental consciousness, as well as trust, as an aspect of perceived behavioural control, which influence the intention towards buying organic shampoo (Title: Organic hair care and the green purchasing gap: A TPB approach, Authors: Steffen Kleine Stüve, Jeannine Strau, Date: 23. May 2016).

At a basic level, brand trust is simply the trust a consumer has in that specific brand. Brand trust recognizes that brand value can be created and developed with management of some aspects that go beyond a consumer’s satisfaction with functional performance of the product and its attributes (Aaker, 1996)

These findings suggest that consumer perceptions of a brand’s authenticity are highly associated with their trust in the brand. (Topic: Brand authenticity leads to perceived value and brand trust, Authors: Asuncion_Hernandez-Fernandez, Mathieu Collin_Lewis, 25 June 2019)

Niterói and Rio de Janeiro has quoted that “The dermatologist's knowledge of hair care products, their use, and their possible side effects can extend to an understanding of cosmetic resources and help dermatologists to better treat hair and scalp conditions according to the diversity of hair types and ethnicity”.(Int J Trichology. 2015 Jan-Mar; 7(1): 2–15)

According to Liao and Ma (2009), consumers with a high need for authenticity tend to spend more time and energy searching for truly authentic offerings, consume authentic products deliberately, remain trust to authentic products and refuse to consume imitation goods, compared to consumers with a low need for authenticity (Napoli *et al.*, 2016). Therefore, marketers should clearly show in their communications campaign the characteristics and attributes that demonstrate the authenticity of a product.

1.3.6 Scientific claims

If a product has been “scientifically” or “clinically” proven, this implies that the product has been tested for effectiveness and the results indicated that the product yielded benefits compared to controls or competing products.

Although many companies use phrases like “clinically studied” in their advertisements to convey a product's efficacy, this phrase is ambiguous. Stating that something has been clinically studied only indicates that a product's effects have been studied in a laboratory; it does not necessarily mean that the product was effective in doing whatever was claimed in the advertisement. (Topic: Clinically studied or clinically proven? Memory for claims in print advertisements, Authors: Dillon H. Murphy, Shawn T. Schwartz, Kylie O. Alberts, Alexander L. M. Siegel, Brandon J. Carone, Alan D. Castel, 13 July 2023)

1.4 SIGNIFICANCE OF THE STUDY

The benefits of the study are as the industry of haircare are gaining more importance, it will help the companies and marketers to understand their consumer's attitude as well their purchase intentions towards buying their haircare products and also encourages the brands to promote their brand according to their customer's interest. This study will also help the retailers and manufacturers to understand the complex relationship between the consumers and scientific claims.

1.5 SCOPE OF THE STUDY

The scope of haircare industries is broader and is continuously changing, driven by technological advancements, changing market dynamics and consumer preferences. The haircare market is set to grow worldwide as people are becoming more conscious about their hair health which has led to the increase in demand for eco-friendly and animal-friendly products, this is where scientific claims come into consideration while purchasing haircare products.

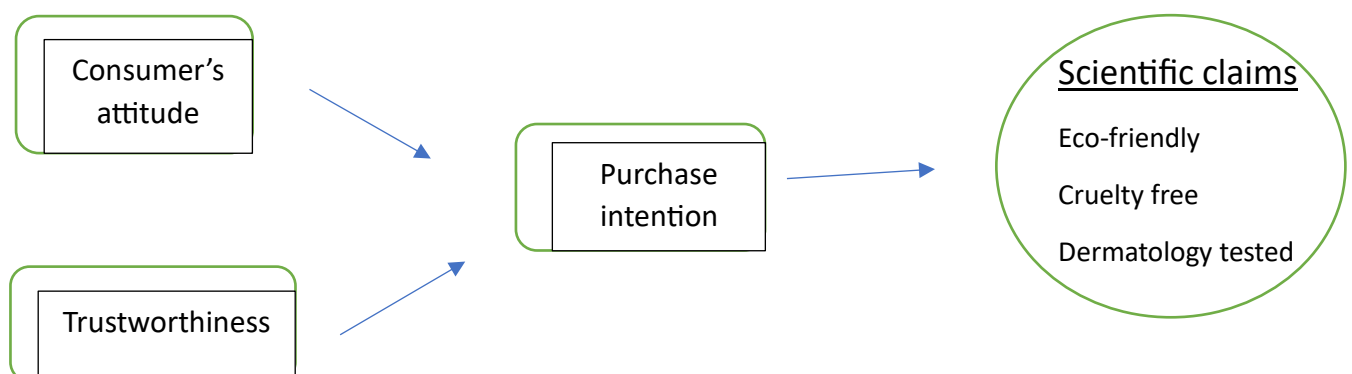
The scope of the study is to focus on the major reasons that encourage consumers' attitudes and perceptions towards buying haircare brands with scientific claims which include eco-friendly products, cruelty-free as well as dermatologist-tested products.

The study is concluded mainly focusing on people who consider scientific claims before buying haircare products.

1.6 OBJECTIVES OF THE STUDY

- To Investigate the level of trust consumers, place in scientific claims, examining the factors influencing their attitude towards buying haircare products.
- The research aims to focus on the complex relationship between consumers and scientific claims.
- It focuses on identifying the purchase intention and attitude of consumers while purchasing haircare products.

1.7 CONCEPTUAL MODEL



1.8 RESEARCH HYPOTHESIS

- H (1): There is a positive relationship between consumer attitude and purchase intention towards buying haircare products with scientific claims.
- H (2): There is a positive relationship between trust and purchase intention towards buying haircare products with scientific claims.
- H (3): There is a negative relationship between purchase intention and scientific claims towards buying haircare products.
- H (4): There is a positive relationship between consumers purchase intention and consumer attitude and trust towards buying haircare products with scientific claims.

1.9 RESEARCH METHODOLOGY

1.9.1 DATA COLLECTION

Data collection is the process of gathering and analysing information on variables of interest, in a predetermined and systematic way that enables one to answer stated research questions, test hypotheses, and assess results. The data collection component of research is common to all fields of study including physical, humanities, business, and social sciences, etc. While methods vary by discipline, the emphasis on ensuring honest and accurate collection remains the same.

Researchers normally uses primary and secondary data for collecting the data. Primary data is gathered from main sources through interviews, surveys, experiments, etc. it is the first-hand data collected by the researcher himself and it is always specific to the researcher's needs. whereas secondary data means data collected by someone else earlier other than the actual user through certain sources such as journal articles, websites, internal records, Government publications, books, etc are the major sources of secondary data.

Here the researcher has used both primary and secondary sources for gathering the information. The questionnaire was used as the primary data collection tool for identifying customer attitudes toward organic Hair care products. secondary data were used for collecting information for the literature review, introduction, and the Haircare/FMCG industry.

1.9.2 SAMPLING

1.9.2.1 Sample population

For this survey, the population chosen consist people of all ages who use organic haircare care products or have used them in the past. The survey was not limited to a specific region or country.

1.9.2.2 Sample Size

By considering the limited time and available resources, the sample size taken is 65 respondents. Surveys were sent through social media platforms such as WhatsApp and email to the respondents and they were given enough time to complete the questionnaire. In order to collect data on time and avoid low response rates, the researcher used convenience sampling techniques.

1.9.2.3 TOOLS USED FOR DATA COLLECTION

In order to meet the research objectives, the questionnaire was carefully designed. Among the questions in the questionnaire were those related to demographic information about respondents, as well as questions about consumer attitude, trustworthiness, Purchase intentions and scientific claims such eco-friendliness, cruelty free and dermatology tested products.

The majority of the questions are categorized into the Likert scale, which belongs to the noncomparative scaling technique, ranging from 1-strongly disagree; 2-Disagree; 3-Neutral; 4-Agree; and 5-strongly agree.

1.8.4 DATA ANALYSIS TECHNIQUES

The entire data has been analysed using the SPSS software package. The tools used in the analysis of the SPSS are as follows,

- Percentage analysis
- Correlation
- Regression

1.10 LIMITATIONS OF THE STUDY

The first limitation would be the sample size, even though data was collected from more than 60 respondents, the inclusion of more attractive organic HC users would have been a valuable addition. Beyond that collecting data from respondents from different countries where they have mixed culture and consumer behaviour would have been an excellent option for understanding the consumer attitudes toward organic pips.

The second limitation would be the rate of inaccuracy as people tend to misunderstand organic products with conventional products. Further research is recommended to measure actual buying behaviour as well as purchase intention and extend the study to a larger sample representative of the general population. Additionally, longitudinal studies are needed to examine whether consumer attitudes, perceptions, and bio-HC purchases are changing over time.

CHAPTER-2:
INDUSTRY, COMPANY AND PRODUCT PROFILE

2.1 INDUSTRY PROFILE

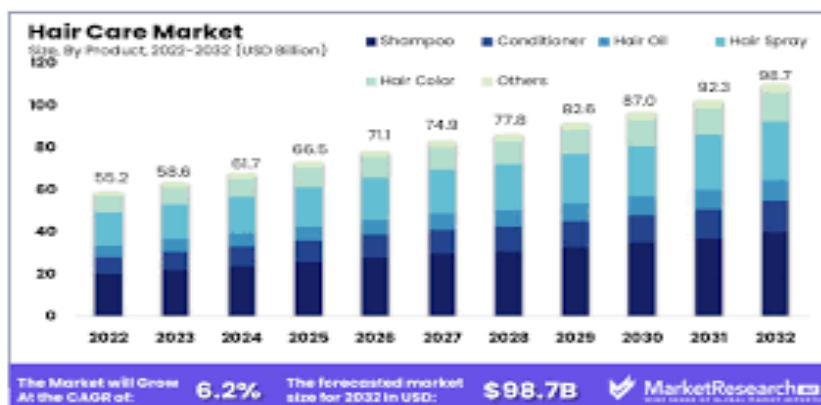
2.1.1 HAIRCARE INDUSTRY

The haircare industry is a diverse sector that includes a wide range of products and services that focuses on enhancing and maintaining the appearance, health and various hair styling. The industry consists of various segments such as salon services, hair care products, and specialized treatments.

There are many factors that enhances the growth of the global hair care market such as increasing hair problems, innovative technology in product manufacturing and advertising campaigns etc. Due to the increase in hair and scalp related problems among consumers, new innovative haircare products are in high demand to deal with these problems, as a result the demand for organic and natural hair care products are increasing. According to a study done by Euro monitor international, haircare is the leading industry in the beauty market with a steady increase in the growth rate of 23% since 2013.

The size of the haircare industry will increase by over USD 4.9 billion between 2020-2024 and is estimated to reach at USD 90.59 billion in 2024, advancing at a CAGR of more than 1% during the forecast period. This growth in haircare market can be enhanced through numerous factors such as technological, economic and environmental changes driving the demand for more innovative and naturally derived ingredients as well as extension in portfolio leading to product premiumization.

Overall, the haircare industry is vibrant, continually adapting to the technological advancements, trends in beauty and fashion and dynamic consumer demands.



2.1.2 INDIAN HAIRCARE MARKET

In 2024, The haircare market in India is estimated to generate a revenue of INR US\$3.06bn. It is forecasted that the market will experience an annual growth rate of 3.4% from 2024-2028 (CAGR 2024-2028).

The Indian hair care market is rapidly growing industry in the beauty and personal care industry. The market offers a diverse range of products catering to various hair typed and concerns through evolving beauty standards, dynamic consumer preferences and cultural significance. India's haircare market is witnessing a sudden increase in demand for ayurvedic and natural products, which continues to influence the modern formulation of enriched and natural ingredients such as Brahmi, henna, amla etc. consumers are increasingly seeking customized and holistic solutions for their hair problems which has to the rise in customized regimes, scalp health focused products and hair wellness supplements.

The market also reflects global trends such as smart devices with tech driven solutions, sustainability, clean beauty, and innovative apps for hair analysis. Inclusive offerings and gender-neutral features are gaining more prominence reflecting the dynamic narratives around beauty.

Overall, The Indian haircare market is characterized by customization, innovation and a shift towards ethical, effective and natural products.



2.1.3 INDIAN ORGANIC HAIRCARE MARKET

Organic haircare refers to a category of haircare products and practices that focuses on the use of non-synthetic, natural ingredients derived from sustainable sources and organic farming. These products exclude the use of pesticides, synthetic chemicals and artificial fragrances, making them healthier and more eco-friendly alternative to conventional haircare products aiming to promote a reduced environmental footprint and healthier hair.

2.1.3.1 Organic Hair Care Products Market Analysis and Latest Trends

In recent years there has been a significant growth potential in organic haircare products. The demand for organic alternatives has increased due to the rising awareness among consumers regarding the harmful effects of chemical-based haircare products. Changing lifestyle, increasing disposable income and a growing preference for eco-friendly and sustainable products have also contributed to the market growth.

Another enhancing factor is the rising trend of using natural ingredients in personal care products to their dynamic and potential benefits for a healthy hair. Organic hair care products are often rich in botanical extracts, essential oils and vitamins that strengthen and nourish the hair, promoting overall hair health.

Overall, the organic hair care products market is estimated to experience steady growth, with a projected compound annual growth rate (CAGR) of % during the forecast period.

2.1.4 MAJOR TRENDS IN INDIAN ORGANIC MARKET

In recent years the Indian haircare market has witnessed several trends. One such trend is the increasing demand for organic shampoos and conditioners, as consumer preferably opt for products that smooth and gentle on the scalp and hair. Additionally, the development of innovative organic hair styling products such as sprays, creams and gels has gained traction among consumers who seek both safety and style.

The growing popularity of platforms such as e-commerce platforms and online retail channels has also acted as a fuel in boosting up the market. Online shopping offers a wide range of product choices, making it easier and more convenient for the consumers to access and purchase organic haircare products.

The Indian hair care market is estimated to witness a steady CAGR during the forecasted period (2024-2029). One of the major factor accountings for the growth of haircare market is the introduction of customized products. Moreover, dynamic grooming patterns, especially among male consumers, is expected to develop well for the development of Indian haircare industry through the forecast period. In addition to this, the growth of Indian haircare market has been positively influenced by the increase in demand for clean label products as well as prevalence of hair related issues. However, there are some factors that might act as a major hindrance for the growth of Indian haircare market through 2029 such as high cost included in product manufacturing.

Given the changing nature of the beauty and haircare industry, its important to stay updated about the latest trends in the market, technological advancements and consumer preference for a thorough understanding of the current landscape.

2.2 COMPANY PROFILE

2.2.1 MAJOR PLAYERS IN INDIA

The customer preference for haircare products with natural ingredients has resulted in substantial net revenues for major players like Dabur India Ltd., Marico Ltd., Bajaj Consumer care Ltd., Godrej Consumer product Ltd, and Hindustan Unilever Ltd. Other noteworthy start-ups are Nature's Absolutes, Follicle, Paradyes, Root Naturals etc.

2.2.2 DABUR INDIA LTD

Dabur Ltd is an Indian multinational company, founded by S K Burman and it is headquartered in Ghaziabad. It is one of the largest Fast moving consumer goods (FMCG) companies in India. It offers the best nature-based solutions by seamlessly combining the traditional Ayurvedic wisdom with modern science to provide the best health and well-being to consumers in more than 120 markets spanning the US, Europe and Asia. It enhances around 60% of its revenue from the consumer care business.

It was established in 1884 as an Ayurvedic company in Calcutta, India. Now a global goods giant, it swagers as the world's largest portfolio of natural and herbal products. The family run business has now developed into a professionally managed enterprise, setting benchmarks in corporate innovation and governance.

One of the haircare products of Dabur ltd. called the Dabur amla hair oil has steadily evolved as the epitome of beauty for Indian women. It has been the secret of thicker, longer, stronger hair in India and around the world with over 35 million consumers for over 80 years.

2.2.3 MARICO LTD.

Marico ltd. is an Indian multinational consumer goods company offering consumers products and services in the area of beauty, health and wellness. Marico is present in over 25 countries across Africa and Asia, with its headquarters in Mumbai. Marico ltd. Has Harsh Mariwala as its chairperson and Saugata Gupta as the CEO of the organization. It owns brands in various categories such as haircare, fabric care, personal care, edible oils, health foods, etc.

Marico ltd. Was established on 13 October 1988 under the title of Marico foods ltd. Later, in 1989 the company's name was changed into Marico industry ltd. The organization consists of a number of haircare products such as Parachute, Parachute advanced, hair & care fruit oils, Mediker, Nihar natural Uttam, Nihar naturals, Livon. In 1991 Marico launched Hair & care, a non-sticky hair oil, in 2006 it introduced Nihar and in 2011 it introduced Parachute into the market. Parachute is the flagship brand of Marico which is comprised of 100% coconut oil whereas advanced hair oil contains coconut oil as well as 50% of mineral oil. Marico has 8 factories in India located at Perundurai, Kanjikode, Puducherry, Dehradun etc.

2.2.4 BAJAJ CONSUMER CARE LTD.

Bajaj consumer care Ltd. was formerly known as Bajaj Corp Ltd. It is an Indian company specializing in hair care products. It is also the 2nd largest company in the Shishir Bajaj group of companies, which dates to 1930. It is a subsidiary of the Bajaj group established by Jammalal Bajaj. The Bajaj group consists of various industries such as consumer goods, power generation, sugar, and infrastructure development. In 1953, Kamalnayan Bajaj was the one who established Bajaj Sevashram to market and sell hair oils and other beauty products.

Bajaj consumer care Ltd. is the 3rd largest player in India's hair oils production, including light hair oil such as Bajaj Brahmi Amla hair oil, Jasmine hair oil, and especially almond drops hair oil as its flagship brand product holding 52% market share in the light hair oil category. Bajaj hair oil is the No: 1 hair oil in Indian market with premium positioning and commands one of the highest per unit price in the industry.

2.2.5 GODREJ CONSUMER PRODUCTS LIMITED (GCPL)

Godrej consumer products Ltd. is an Indian multinational consumer goods company based in Mumbai, India. The company operates in domestic as well as international markets in the 'household and personal care' segment consisting of wide category of products such as soap, hair colourants, toiletries and liquid detergents. Its brand includes 'Godrej no.1', 'Godrej Shikhakai', 'Godrej fair glow' and 'Cinthol' in soaps, 'colour soft', 'Godrej powder hair dye'. 'Renew' in hair colourants and 'Ezee' liquid detergent. GCPL operates many manufacturing facilities in India spread over seven different locations and grouped into 4 operating clusters at Guwahati (Assam), Baddi-Katha and Baddi-Thana (Himachal Pradesh), Malanpur (Madhya Pradesh), Chennai, Pondicherry and Sikkim.

The GCPL was part of the erstwhile Godrej soaps Ltd. (GSL) and was diverged into Godrej consumer products Ltd. in April 2001. In the hair colour category, its product majorly competes for the market share with Super Vasmol, Black Rose and L'Oreal. To edge closer to the consumers ultimate hair goal, Godrej professional introduces a wide range of haircare products specially formulated for Indian hair. Be it shampoos, conditioners, hair masks, hair oils, or serums the brand ensures to drive away all the hair-related woes of the consumers. Some of the Godrej haircare products are Godrej expert rich crème hair colour, Godrej nupur

henna, Godrej expert easy shampoo, Godrej professional hair care range (including shampoos, conditioners, hair serums etc.

2.2.6 HINDUSTAN UNILEVER LIMITED (HUL)

Hindustan Unilever Ltd. is a British owned Indian final good company which is headquartered in Andheri, Mumbai. It is a subsidiary of the British company Unilever. It consists of various product categories such as beverages, foods, personal care products, haircare products, cleansing agents, water purifiers and other fast moving consumer goods (FMCGs).

HUL was established in 1931 as Hindustan Vanaspati manufacturing Co. following a merger of constituent groups in 1956, The company was renamed for the 2nd time on June 2007 as Hindustan Unilever Ltd. It is the market leader in Indian consumer products with presence in over 20 different consumer categories such as tea, soaps, detergent and shampoos amongst others with over 700 million Indian consumers using its products.

HUL consists of India's largest beauty and personal care business, their portfolio consists of many iconic haircare brands such as Sunsilk, clinic plus, dove, TRESemme', Indulekha etc.

- Dove launched its haircare range in 2007 in India, and became the fastest growing haircare brand in India.
- Indulekha is an Ayurvedic medicine for hair fall and growth of new hair, it has been clinically proven and expanded its range with products such as Indulekha Bringha oil as well as Bringha hair cleanse.
- In India clinic plus is the most penetrated shampoo brand, penetrating 85% of the country annually at almost 225 million households.
- In India, Sunsilk has corporate with local NGO's & top role models to launch platforms that focuses on inspiring & motivating girls to follow their dreams.

2.3 PRODUCT PROFILE

2.3.1 PRODUCT CATEGORIES

There are various types of product categories in the Haircare industry such as:

2.3.2 SHAMPOOS & CONDITIONERS

Shampoo is a hair care product designed to clean the scalp skin along with its hair. Currently the known modern shampoo was established in the 1930's with Drene, the first shampoo that used synthetic surfactants instead of soap. Initially they were used laundry, cleaning cars and carpets, later they developed as hair shampoos

Conditioning agents can be defined as additives which drives the appearance, feel, fullness, reflectance and general manageability of hair. Therefore, a need for conditioner raised which would be able to minimize static electricity, increase hair volume, shine and the manageability of hair and also maintains the hair styling.

Head & Shoulders (H&S)

It is an American brand of anti-dandruff and non-dandruff shampoo produced by the Procter and gamble company. The piroctone olamine with some clinical strength verities also consisting of selenium disulfide is active anti- fungal ingredient in the head & shoulder products. Its shampoo is 100% dandruff free and featured with enhanced fragrance notes for an improved in-shower scent experience. Its conditioner is formulated with added moisturizers to restore frizz, dry hair by helping to hold a dandruff-fighting power and leave you with soft, beautiful and manageable hair.

2.3.2 STYLING PRODUCTS

Theres is a wide of wide variety of styling products in the haircare industry such as Hair serum, hair masks, hair spray, hair wax, hair gel etc.

Mamaearth is the most famous brand known for its organic and natural skincare and haircare products. With in It is the 1st brand which received the Made safe Certificate in Asia. It is Indian based D2C personal care brand established in 2016 by married couple Varun Alagh

and Ghazal Alagh. The company sell wide variety of haircare products such as Tea tree anti-dandruff shampoo, No more tangles conditioner, onion hair mask, argon hair serum etc. Mamaearth brand has solutions for types of hair and concerns.

2.3.3 HAIR COLORANTS

Hair colouring offers a range of commercial products colouring the hair in different shade and tints, ranging from very blonde to black, passing through a range of tones, like a Reddish, Golden ash, violets, Mahogany, etc. the no. of shades consisting such a range can be as high as sixty or more.

Garnier is a mass market cosmetic brand of French cosmetics company L’Oreal. It produces haircare as well as skin care products. The company was founded in France in 1904 by Alfred Amour Garnier. The company’s 1st product was a first hair lotion derived from natural ingredients, followed by permanent home hair colour in 1960.

The Garnier hair colour is enriched with 3 essential oils such as almond, avocado, olive and a non-Ammonia formula. It makes your hair look fabulous and nourished for up to 8 weeks. It follows the latest trends with vibrant hair colours.

2.3.4 HAIR TREATMENTS

Hair treatments can be used to target specific signs of damage to maintain the healthy condition of hair, whether it be a result of chemical processing or heat styling, by providing benefits such as softening, smoothening, conditioning, strengthening to name a few. Low level laser therapy treatment is the most popular and the latest approach for hair growth.

L’Oreal Paris provides many hairs treatment such as In shower masks and scrubs, leave in conditioners, oils, serums etc. the best hair treatment of loreal Paris would be a multi-use treatment to strengthen hair and a toning mask for blondes.

2.3.5 ACCESSORIES AND TOOLS

Hairstyling tools may include hair irons (consisting of flat & curling irons), Hair dryers, hair brushes (both flat & round) hair rollers, diffusers and various types of scissors. Hair dressing can also include the use products to add shine, curl, texture, volume or hold to a particular style.

Dyson Ltd. is doing business as Dyson is Singaporean based multinational technology company founded 1991 by James Dyson. Dyson Air wrap styler uses unique attachments to create a variety of hair styles with air and no extreme heat, which help to obtain a curl, smooth or wavy hair at home. The Dyson supersonic hair dryer is a hair dryer designed to dry hair faster with no extreme heat.

CHAPTER:3

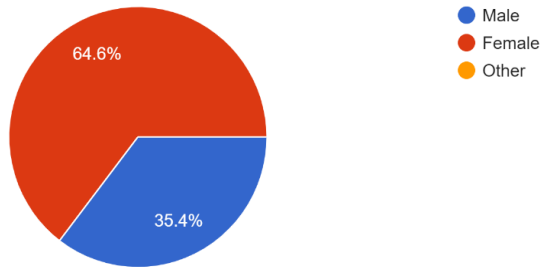
DATA ANALYSIS AND INTERPRETATION

3.1 PERCENTAGE ANALYSIS

3.1.1 Demographic details of the respondents

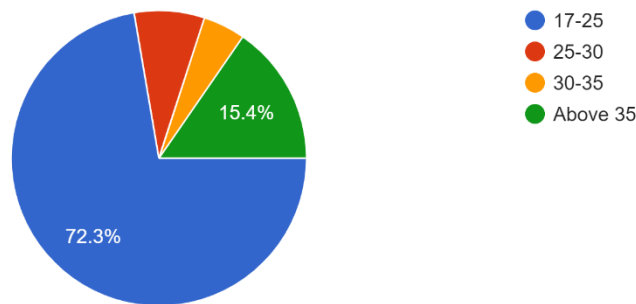
3.1.1.1- Graph (Gender of the respondents)

3. Gender
65 responses



3.1.1.2- Graph (age of the respondents)

2. Age
65 responses



GENDER AND AGE:

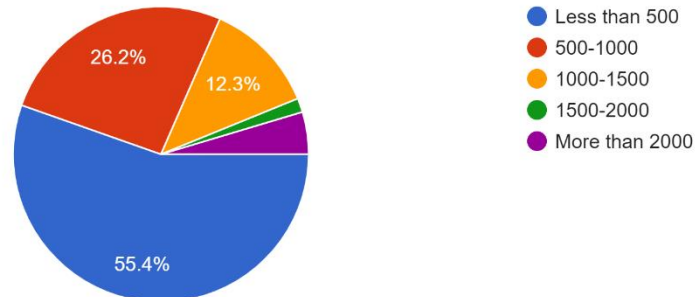
To understand the demographic details of the respondents their gender and age was taken into consideration and from the data obtained it is evident that females are more inclined towards buying haircare care products with scientific claims than males. The percentage shows 64.6% are females and 35.4% males.

In the age category people that comes under the category of (17-25) shows more interest towards buying haircare products with scientific claims followed by people who are 35 and above.

3.1.2 CONSUMER SPENDING:

7. Approximately How much amount do you spend on haircare products monthly?

65 responses



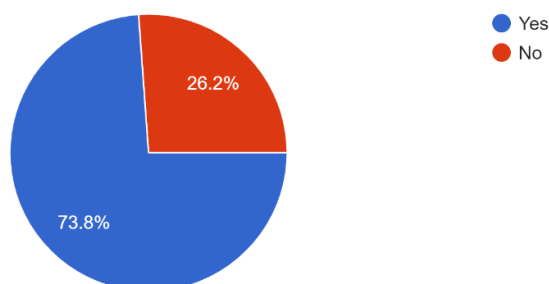
A pie chart was used to find the consumers monthly expense towards buying haircare products. A 5-point Likert scale was used for options. According to the Pie chart results, the majority of 55.4% consumers spend less than 500 in their haircare products, 26.2% consumers spend between 500-1000 for haircare products, 12.3% consumer does their spendings between Rs.1000-1500, green part shows consumer spendings between 1500-2000 and the violet part represents the spendings that are more than 2000, monthly. Here the majority of the consumers i.e.; 55.4% consumer spend less than 500 in purchasing their haircare product monthly.

3.1.3 SCIENTIFIC CLAIMS & PURCHASE INTENTION:

3.1.3.1 - Graph

9. Do you look at scientific claims of hair care before purchasing it?

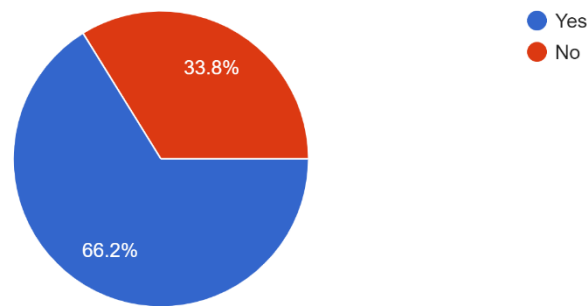
65 responses



To understand the consumer purchase intention towards buying scientifically claimed haircare products, the details of the respondent's opinion was taken into consideration and from the data obtained it is evident that a majority of 73.8% consumers consider buying scientifically claimed haircare products as compared to the other 28.2% consumers. Here the result shows that the scientific claims positively influence the purchasing decisions of the consumers.

3.1.3.2 - Graph

10. Have you purchased a hair care product that claims to be sulphate free and paraben free
65 responses

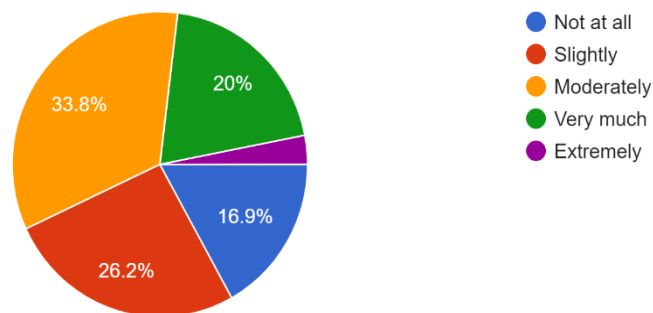


Here the above pie chart shows that a majority of 66.2% consumers have purchased the haircare products that claim to be sulphate free and paraben free while 33.8% consumers haven't purchased a haircare product with such claims.

3.1.4 CUSTOMER ATTITUDE & PURCHASE INTENTION

3.1.4.1- Graph (ATTITUDE)

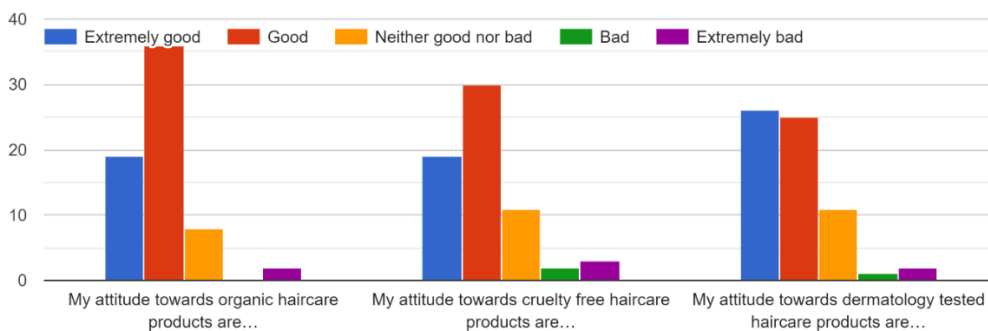
13. How much do scientific claims influence your decision to purchase a haircare product?
65 responses



A pie chart was used to find the consumers rate of agreement of attitude at which the scientific claims influence consumers purchasing decision towards buying haircare products. A 5-point Likert scale was used for the options. According to the Pie chart results, 33.8% consumers are moderately affected by the scientific claims, 26.2% consumers are slightly influenced by the claims and 20% consumer are very much influenced by the claims while 16.9% consumers are not at all influenced by the scientific claims.

3.1.4.2- Graph (ATTITUDE)

14. Please rate your degree of attitude with the following statement

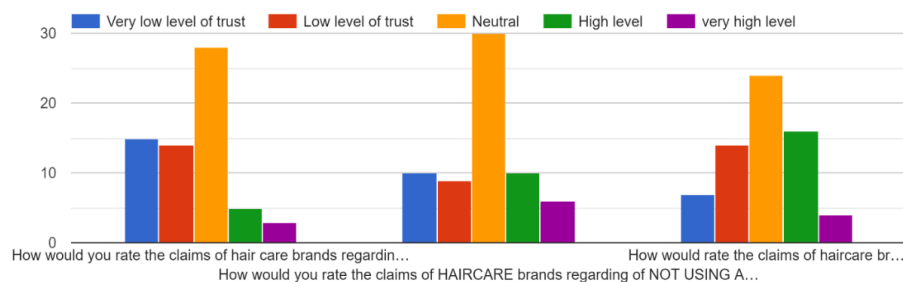


A bar graph was used to find the consumers degree of attitude towards buying scientifically claimed haircare products. A 5-point Likert scale was also used for options. According to the Bar graph results the blue, red orange and orange bar represents the positive attitude of the consumers towards buying scientifically claimed haircare products and green and purple bar represents their negative attitude.

3.1.5 TRUSTWORTHINESS & PURCHASE INTENTION

3.1.5.1- Graph (trustworthiness)

15. Please rate your degree of trustworthiness towards scientific claims put forward by haircare brands. (1 = least trustworthy, 5 = very trustworthy)



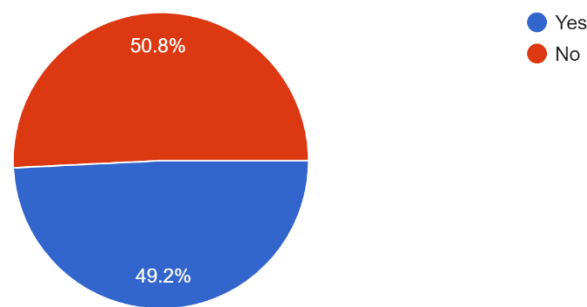
A bar graph was used to find the consumers degree of trust towards buying scientifically claimed haircare products. A 5-point Likert scale was used for options. According to the Bar graph results the violet, green and orange bar represents the positive level of trust of the consumers towards buying scientifically claimed haircare products and blue and red orange bar represents their negative level of trust.

3.1.6 PURCHASE INTENTION

3.1.6.1- Graph (purchase intention)

11. Have you ever researched or sought additional information to understand the scientific claims of a haircare product?

65 responses

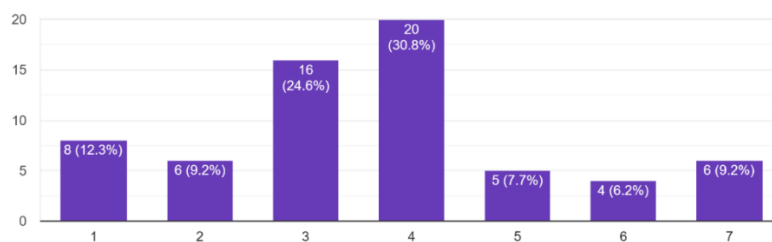


To measure the purchase intention of consumers to buy haircare products a pie chart was used. From the data obtained it is evident that a majority of 50.8% consumers consider buying scientifically claimed haircare products as compared to the other 49.2% consumers. Here the result shows that the scientific claims positively influence the purchasing intention of the consumers.

3.1.6.2- Graph (purchase intention)

18. The likelihood of buying hair care products with such claims.

65 responses



A 7-point Likert scale was used to measure the consumers likeliness to buy scientifically claimed haircare products. According to the above graph's results, A majority of 20 consumers are neutral towards the likelihood of purchasing haircare products with such claims, 8 consumers are least likely to purchase, 6 consumers are very low likely to purchase, 16 consumers are low likely to purchase, 5 consumers are high likely to purchase, 4 consumers are very high likely to purchase, 6 consumers are extremely likely to purchase the products.

3.2 SPSS ANALYSIS

3.2.1 HYPOTHESIS TESTING

Sample comprised of the details of the respondents and the profile of the same is given below.

3.2.1.1 DEMOGRAPHIC DETAILS OF RESPONDENTS

(Table 3.2.1 Gender and age of the respondents collected)

Demographic characteristics		Number of respondents	Percentage
Gender	• Male	23	35.4
	• Female	42	64.6
Total		65	100
Age group	• 17-25	47	72.3
	• 25-30	5	7.7
	• 30-35	3	4.6
	• Above 35	10	15.4
Total		65	100

OCCUPATION	<ul style="list-style-type: none"> • Student 	43	66.2
	<ul style="list-style-type: none"> • Working professional 	21	33.3
	<ul style="list-style-type: none"> • Self-employed 	1	1.5
Total		65	100

GENDER:

The demographic profile indicates that 64.6% of respondents are female and 35.4% are male. As it was already stated, the purpose of the survey is to determine whether consumers prefer scientific claims while purchasing haircare products. People of all ages who have used haircare products, whether deliberately or unknowingly, were able to take part. There were 65 respondents in total, 42 of which were female and 23 were male. So, it is observable from the survey's conclusions that female consumers are more attracted towards haircare products. This information was gathered online using Google forms.

AGE:

Responses have been collected from people of all age groups for this study. the majority of people is from the age category of 17-25,17 people come under the category of below 20,15 people is from the age category of above 40, 12 people are under the age category of 25-30,11 under 30-35 and 5 respondents comes under the category of 35-40. Youngsters between the age of 17 and 25 are the ones that buys haircare products by considering the scientific claims more than other age group.

OCCUPATION:

From the responses collected majority of 66.2% consumers were students, 33.3% consumers were in working profession and 1.5% consumers were self-employed.

3.2.2 H (1): CORRELATION BETWEEN CONSUMER ATTITUDE AND PURCHASE INTENTION

Correlation refers to a statistical method that indicates how strongly two variables are related to each other or the level of connection between two variables. Here it is used to verify the relation between consumer attitude and purchase intention towards buying haircare products with scientific claims.

		Attitude	Purchase_intention
Attitude	Pearson Correlation	1	.264*
	Sig. (2-tailed)		.034
	N	65	65
Purchase_intention	Pearson Correlation	.264*	1
	Sig. (2-tailed)	.034	
	N	65	65

*. Correlation is significant at the 0.05 level (2-tailed).

Analysis of data using correlation shows that the frequency of relation between consumer attitude and purchase intention is .034 which is <0.05, hence it is significant. This test was done to find the relationship between consumer attitude and purchase intention towards buying haircare products with scientific claims. As it is significant, it is proved that consumer attitude and purchase intention have positive influence towards buying haircare products with scientific claims.

3.2.3 H (2): CORRELATION BETWEEN CONSUMER TRUST AND PURCHASE INTENTION

Correlation refers to a statistical method that indicates how strongly two variables are related to each other or the level of connection between two variables. Here it is used to verify the relation between consumer trust and purchase intention towards buying haircare products with scientific claims.

		Purchase_intention	Trust
Purchase_intention	Pearson Correlation	1	.325**
	Sig. (2-tailed)		.008
	N	65	65
Trust	Pearson Correlation	.325**	1
	Sig. (2-tailed)	.008	
	N	65	65

** . Correlation is significant at the 0.01 level (2-tailed).

In the above table it is shown that data analysed by correlation indicates that the frequency of the relationship between consumer trust and purchase intention stands at .008, which is less than 0.05, hence signifying significance. This analysis aimed to reveal the association between consumer trust and purchase intention regarding the purchase of haircare products boasting scientific claims. The significance of this analysis demonstrates that consumer trust and purchase intention indeed positively impact the purchase of haircare products with scientific claims.

3.2.4 H (3): CORRELATION BETWEEN SCIENTIFIC CLAIM AND PURCHASE INTENTION

Correlation refers to a statistical method that indicates how strongly two variables are related to each other or the level of connection between two variables. Here it is used to verify the relation between scientific claims and purchase intention towards buying haircare products.

3.2.5 REGRESSION

3.2.5.1 H (4): REGRESSION BETWEEN PURCHASE INTENTION TOWARDS CONSUMER ATTITUDE AND TRUST

Linear regression is the next step up after correlation. It is used when we want to forecast the value of a variable based on the value of another variable. Here this test is conducted to find out how purchase intention influences the consumer's trust and attitude towards purchasing haircare products with scientific claims.

Simple linear regression analysis was conducted to evaluate the extent to which [attitude and trust] could predict [purchase intention].

A significant regression was found ($F(2, (62)) = (5.988)$, $p = (.004)$). The R^2 was (.162), indicating that [attitude and trust] explained approximately [.162 multiplied by 100] % of the variance in [purchase intention].

The regression equation is: [purchase intention] = (1.290) + (.405) ([attitude and trust]).

That is, for each one unit increase in [attitude and trust], the [purchase intention] [increased by approximately (.405 x100) in the [purchase intention unit of measurement].

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.402 ^a	.162	.135	.99191

a. Predictors: (Constant), Trust, Attitude

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.783	2	5.892	5.988	.004 ^b
	Residual	61.001	62	.984		
	Total	72.785	64			

a. Dependent Variable: Purchase_intention

b. Predictors: (Constant), Trust, Attitude

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.290	.811		1.590	.117
	Attitude	.405	.198	.238	2.042	.045
	Trust	.372	.143	.305	2.612	.011

a. Dependent Variable: Purchase_intention

b. Predictors: (Constant), Trust, Attitude

The above table revealed that consumers purchase intention is affected by customer attitude and trust towards buying haircare products in consideration to the scientific claims. here the level of significance is 0.004 which means it is highly significant as it is ($p < 0.005$), this means consumer's purchase intention towards buying scientifically claimed haircare brands have positive influence towards consumer attitude and trust in haircare products. thus, alternate hypothesis is accepted.

CHAPTER 4

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 LIST OF FINDINGS

1. From the total population, 65 responses have been collected through the survey from which 64.6% respondents were female and 35.4% were male. And mostly 72.3% of the respondents were between the age of 17-25, followed by 15.4% respondents who are above the age of 35, while 7.7% respondents were between the age of 25-30 and about 4.6% respondents were between 30-35.
2. In the total responses of 65, a majority of 66.2% of them were students, 32.3% were from the working profession while only 1.5% were self-employed.
3. Most of the respondents spend less than 500 monthly, while purchasing the haircare products i.e.; 55.4% of them, where as 26.2% respondents spends nearly 500-1000, 12.3% of them spend between the range of 1000-1500, 4.6% respondents spend at the range of 1500-2000 and only 1.5% respondents spend more than 2000.

4. The findings indicate that from the total of 65 respondents 73.8% respondents have purchased the haircare products by considering the scientific claims while 26.2% of them haven't purchased their haircare products by considering the scientific claims. The haircare product that claims to be sulphate free and paraben free has purchased by 66.2% of the respondents as compared to the 33.85 of them. These factors indicate that most of them consider scientific claims while purchasing the haircare products.
5. In the 3.1.4 graph it is depicted that the majority of the respondents has agreed that the consumer's attitude highly influences their purchase intention in buying haircare products with scientific claims.
6. In the 3.1.5 graph it is depicted that consumer's trustworthiness highly influences the consumers purchase intention to buy haircare products with scientific claims. A brand's claims greatly affect the consumers belief about that particular product which directly influences their intention to purchase.
7. In the graph 3.1.6 it is depicted that most of the respondents are highly neutral towards seeking additional information before purchasing the haircare product and their likelihood of purchasing is highly neutral as well.
8. Data analysed in Table 3.2.2 indicates the correlation done between the consumer's attitude and purchase intention. In the table positive relation has been shown between the attitude and purchase intention which means that consumer's attitude highly influences their purchasing intention in buying haircare product with scientific claims.
9. Data analysed in Table 3.2.3 indicates the correlation done between the consumers trust and purchase intention. It shows that the trustworthiness has a positive impact on the consumer's purchase intention towards buying scientifically claimed haircare products.
10. Data analysed in Table 3.2.4 indicate that the correlation done between the scientific claims and purchase intention. It shows that the scientific claim has a negative impact on consumer's purchase intention while buying haircare products with scientific claims.

11. Data analysed in Table 3.2.5 shows the regression done between trust, attitude and purchase intention. The results depicts that the consumer trust and attitude highly influence the consumer's purchase intention towards purchasing haircare products with scientific claims.

4.2 SUGGESTIONS

1. Try to find out the effectiveness of consumer's perceived value when certain haircare brands boast about their scientific claims through social media, advertisements, etc. Brands often promote their brand through various taglines highlighting certain scientific claims, the level of transparency and consumers perceived value towards the haircare brand can be measured.
2. quality plays a major role in influencing the consumers purchasing decision, quality shouldn't be compromised as it depicts the brand image as well as its position in the market. try to find the degree of transparency that the consumer expects from a particular brand in the category of quality.
3. Examine the factors that leads to brand loyalty and also find the reasons behind consumers changing brand continuously i.e.; what all factors leads to brand shifting, this could include studying consumer behaviour or conducting brand perception surveys.
4. As the study shows the current trend of sustainability, investigate the various strategic steps adopted by haircare industries regarding environmental practices and sustainable practices. This can include reducing carbon footprint, assessing the product packaging, examining consumer behaviour towards sustainability.
5. Examine the importance the haircare companies place towards the effectiveness of their ingredients used in their products, as the organic components and safety plays an important role in framing consumers perception about the product and the company as well. This may include laboratory experiments, clinical studies etc.,

through which safety and efficacy of different ingredients used in the haircare product can be measure.

6. Investigate the emerging market trends in the global haircare market through surveys or focus groups to collect information regarding the factors that influences consumer's purchasing decisions in the case of haircare products. As new technologies are continually evolving in the haircare industry, a study regarding coming trends can enable the companies to implement new innovative strategies.
7. Evaluate the effectiveness of brands specific hair treatments and procedures such as hair masks, salon treatments etc., through consumer testing or clinical studies which may also analyse the consumer satisfaction or disadvantage towards the haircare brand.
8. Consumer's past experience decides the consumers present attitude towards the particular brand; therefore, it is very important that the company discloses all the relevant information regarding the haircare product such as its expiry date, allergic contents if any, toxic chemicals etc. investigate the consumer perception towards brand awareness.

4.3 CONCLUSION

This project provides a comprehensive understanding of the haircare industry. As the organic and sustainable haircare market is growing rapidly, consumers are shifting brands towards more organic and authentic brands, this study shows the importance of authenticity through scientific claims because scientific claims are nearly equal to the authenticity of a brand, scientific claims reveal the major details about the product such as its ingredients as well clinically proven results which enhances the consumer attitude and trust towards the particular brand.

This study shows the degree at which consumers attitude and trust influences the consumers purchase intention towards buying haircare products that claims to be clinically tested. The study focuses on the consumer behaviour towards purchasing haircare products, as safety and

organic ingredients are the major factors that contribute towards forming consumer attitude and trust, scientific claims play an important role in disclosing such facts.

The study aims at enhancing the current understanding of what factors contribute to the consumer attitude and consumer trust towards developing their purchase intention towards buying particular product. To conclude the study focuses on depicting the importance of scientific claims stated by certain brand which leads to the evolving purchase intentions of consumers through their attitude and trust towards the brand.

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ANNEXURE

QUESTIONNAIRE

1. Name

2. Age
 - 17-25
 - 25-30
 - 30-35
 - Above 35
3. Gender
 - Male
 - Female
 - Other
4. Education

- High school
- Degree
- Master/PG
- Doctorate

5. Occupation

- Student
- Working professional
- Self-employed / freelancer
- Retired
- Others

6. Annual income

- <2L
- 2L-4L
- 4L-6L
- 6l-8L
- >8L

7. Approximately How much amount do you spend on haircare products monthly?

- Less than 500
- 500-1000
- 1000-1500
- 1500-2000
- More than 2000

8. Which specific types of haircare products do you use?

- Shampoo
- Conditioner
- Hair serum
- Hair oil
- Styling Gel/Cream
- Others

If others, please specify _____

9. Do you look at scientific claims of hair care before purchasing it?
- Yes
 - No
10. Have you purchased a hair care product that claims to be sulphate free and paraben free
- Yes
 - No
11. Have you ever researched or sought additional information to understand the scientific claims of a haircare product?
- Yes
 - No
12. If yes, where do you usually seek information?
- Online reviews
 - Brand's official website
 - Advertisements
 - Social media
 - Friends or family
 - Others

If other, please specify _____

13. How much do scientific claims influence your decision to purchase a haircare product?
- Not at all
 - Slightly
 - Moderately
 - Very much
 - Extremely

14. Please rate your degree of attitude with the following statement.

	Extremely good	good	Neither good nor bad	bad	Extremely bad
My attitude towards organic haircare products are					

My attitude towards cruelty free haircare products are					
My attitude towards dermatology tested haircare products are					

15. Please rate your degree of trustworthiness towards scientific claims put forward by haircare brands. (1 = least trustworthy, 5 = very trustworthy)

	Very low level of trust	Low level of trust	Neutral	High level of trust	Very high level of trust
How would you rate the claims of haircare brands regarding eco friendliness used in their advertisements.					
How would you rate the claims of haircare brands regarding of not using animals for testing of used in their advertisement.					
How would you rate the claims of haircare brands regarding the products being dermatology tested used in their advertisements.					

16. Please rate your agreements with the following statement (1 =Strongly disagree, 2=Disagree, 3 Neutral, 4=agree, 5 Strongly Agree).

	1	2	3	4	5
I find the scientific claims made by haircare brands to be sincere.					
I expect the haircare brands to provide all the relevant information regarding the products and be transparent about it.					

I find the advertisements of haircare products to be important before making a purchase.					
I feel the environmental claims of organic haircare products are generally trustworthy.					
I thoroughly search for the information about haircare products before purchasing it.					

17. How would you rate the scientific claims made by haircare products? (7-point scale 1-7):

Very unreliable 1 2 3 4 5 6 7 Very reliable

18. The likelihood of buying hair care products with such claims.

Very high 1 2 3 4 5 6 7 Very low

19. Please indicate your level of agreement with respect to the below statement.

- Ecofriendly haircare products

	Strongly disagree	Agree	Neutral	Agree	Strongly agree
Compared with regular products, I believe that eco-friendly products would be healthier.					
I believe eco friendly haircare products are manufactured with full responsibility for the environment.					
I believe that eco-friendly haircare products have high safety for daily use.					
I am familiar with eco friendly haircare products.					

- Cruelty free haircare products

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Compared with regular products, I believe that cruelty-free products would be healthier.					
I believe that cruelty-free haircare products have high safety for daily use.					
I believe that cruelty-free haircare products have high safety for daily use.					
I am familiar with cruelty-free haircare products.					

- Dermatology tested haircare products

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Compared with regular products, I believe that dermatology tested products would be healthier.					
I believe that dermatology tested haircare products have high safety for daily use.					
I believe that dermatology tested haircare products have high safety for daily use.					
I am familiar with dermatology tested haircare products.					

20. Are there specific scientific claims in haircare products that you find more convincing or appealing?

- Clinically proven
- Dermatologist recommended
- eco-friendly

- cruelty free
- Others

21. Have you ever purchased a haircare product solely because of its scientific claims?

- Yes
- No