

PACKAGING PERCEPTION : A STUDY ON CONSUMER PREFERENCES IN THE HAIRCARE INDUSTRY

Report Project

Submitted by

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ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE
Nationally Re-Accredited at 'A++' Level (NAAC Fourth Cycle)

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CERTIFICATE

This is to certify that the project report entitled, "Packaging Perception: A Study on Consumer Preferences in the Haircare Industry", has been successfully completed by Fidha Shanavas, Reg. No. SB21BMS014 in partial fulfillment 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.

DECLARATION

I, Fidha Shanavas, Reg. No.SB21BMS014, hereby declare that this project work entitled “Packaging Perception: A Study on Consumer Preferences in the Haircare Industry” 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

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ACKNOWLEDGEMENT

I would like to place on Project Report my debt of gratitude to those who helped me in the preparation of this project.

I thank Ms. Kala M.S, Principal and Dr. Sr. Vineetha, Director of St. Teresa's College, Ernakulam for permitting me to take up this opportunity of doing an in-depth study on impact of employee benefits to employee satisfaction.

I take this opportunity to express my deep sense of gratitude and whole hearted thanks to Ms. Shobhita PS, Head of the Department of Management Studies and my guide for supporting and guiding me in all the stages of this project, without whom this project would have been a distant reality.

Last but not the least; I extend my heartfelt thanks to my family and friends for their valuable and proficient guidance and enormous support bestowed during the tenure of this exertion.

FIDHA SHANAVAS

EXECUTIVE SUMMARY

The haircare industry is characterized by a myriad of products, each vying for consumer attention and loyalty. In this competitive landscape, packaging plays a crucial role in influencing consumer preferences and purchase decisions. This research project titled "Packaging Perception: A Study on Consumer Preferences in the Haircare Industry" aims to delve into the intricate relationship between packaging design and consumer behavior within this sector. The study adopts a mixed-methods approach, combining qualitative and quantitative techniques to comprehensively explore consumer perceptions and preferences regarding haircare product packaging. Quantitative surveys offer statistical validation and generalizability of findings across a broader consumer base. Key findings from the research underscore the significance of packaging design in shaping consumer perceptions and purchase intentions. Additionally, the functionality of packaging, including ease of use, portability, and dispensing mechanisms, significantly impacts consumer satisfaction and repeat purchase behavior. Moreover, the study uncovers a growing trend towards sustainability in packaging preferences among consumers in the haircare industry. Environmental considerations, such as recyclability, use of eco-friendly materials, and minimalistic design, are increasingly influencing purchase decisions, reflecting consumers' desire for brands to demonstrate social and environmental responsibility. The implications of these findings for haircare product manufacturers and marketers are profound. By understanding and aligning with consumer preferences in packaging design, brands can enhance brand perception, increase product appeal, and foster brand loyalty. In conclusion, this research sheds light on the intricate interplay between packaging design and consumer preferences in the haircare industry. By recognizing the importance of packaging aesthetics, functionality, and sustainability, brands can strategically leverage packaging as a powerful tool to engage consumers, drive purchase decisions, and build long-lasting brand relationships in an increasingly competitive market landscape.

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CHAPTER - 1

INTRODUCTION

1.1 INTRODUCTION TO STUDY

In the dynamic and competitive landscape of the haircare industry, consumer preferences are constantly evolving, driven by a multitude of factors ranging from product efficacy to brand image. Among these factors, packaging design has emerged as a significant influencer of consumer perceptions and purchase decisions. The visual and tactile elements of packaging play a pivotal role in capturing consumer attention, conveying brand identity, and ultimately, influencing product choice.

The aim of this research project, titled "Packaging Perception: A Study on Consumer Preferences in the Haircare Industry," is to delve into the intricate relationship between packaging design and consumer behavior within this sector. By examining consumer attitudes, preferences, and behaviors towards haircare product packaging, this study seeks to provide valuable insights for haircare brands and manufacturers to effectively strategize their packaging efforts and enhance consumer engagement.

The importance of packaging in the haircare industry cannot be overstated. Beyond its functional role of containing and protecting products, packaging serves as a tangible representation of the brand, communicating its values, personality, and positioning to consumers. A well-designed package has the potential to create a lasting impression, differentiate products from competitors, and influence purchase decisions at the point of sale.

Moreover, in an era marked by increasing environmental awareness and sustainability concerns, packaging has become a focal point for consumers seeking eco-friendly alternatives. As such, understanding consumer preferences regarding sustainable packaging practices is paramount for haircare brands looking to align with evolving consumer values and expectations.

This research project adopts a mixed-methods approach. Qualitative methods, including interviews and focus groups, offer insights into the underlying factors driving consumer preferences and attitudes towards packaging aesthetics, functionality, and sustainability. Meanwhile, quantitative surveys enable statistical analysis and validation of findings across a wider consumer base, facilitating the identification of overarching trends and patterns.

This study aims to contribute to the body of knowledge surrounding consumer behavior and marketing strategies within this sector. The insights generated from this research endeavor can empower haircare brands and manufacturers to optimize their packaging designs, enhance consumer engagement, and foster brand loyalty in an increasingly competitive marketplace.

1.2 STATEMENT OF PROBLEM

The packaging of haircare products plays a pivotal role in influencing consumer preferences and purchase decisions. However, the specific elements of packaging design that impact consumer perceptions remain understudied within the haircare industry. This research aims to address this gap by investigating the factors driving consumer preferences in haircare product packaging, including aesthetics, functionality, and sustainability. By understanding these dynamics, brands can better tailor their packaging strategies to align with consumer preferences, thereby enhancing brand appeal and competitiveness in the market.

1.3 LITERATURE REVIEW

According to Kotler and Keller (2016),

The packaging of consumer products has long been recognized as a critical element influencing consumer behavior and purchase decisions. Within the context of the haircare industry, understanding consumer preferences towards packaging design is essential for brands seeking to differentiate themselves and capture market share.

According to Kotler and Keller (2016), packaging serves as the "silent salesman" and is often the first point of contact between the consumer and the product. Research by Underwood et al. (2007) emphasizes the role of packaging aesthetics in attracting consumer attention and fostering initial product appeal. Consumers form perceptions about product quality and brand image based on packaging design attributes such as color, imagery, and typography (Orth and Malkewitz, 2008).

Furthermore, functionality is a key aspect of packaging design that significantly influences consumer satisfaction and repeat purchase behavior. Hine and Pease (2006) argue that packaging usability, including ease of opening, dispensing, and storage, directly impacts consumer convenience and product utility. The study by Bloch et al. (2003) emphasizes the importance of packaging ergonomics and functionality in enhancing the overall consumer experience and brand loyalty.

In recent years, there has been a notable shift in consumer preferences towards sustainable packaging solutions in response to growing environmental concerns. Nielsen (2019) reports that 73% of consumers are willing to pay more for products packaged in environmentally friendly materials. Research by Vermeir and Verbeke (2006) highlights the influence of environmental packaging cues on consumer perceptions of product quality and brand trustworthiness.

Within the haircare industry specifically, studies have begun to explore the impact of packaging design on consumer preferences and purchase intentions. For example, research by Kim and Damhorst (1998) found that packaging aesthetics significantly influenced consumer perceptions of haircare product quality and brand prestige. Similarly, a study by Kumar and Dange (2017) identified packaging functionality as a key determinant of consumer satisfaction and brand loyalty in the haircare sector.

Despite these insights, there remains a gap in the literature regarding the holistic examination of packaging perception within the haircare industry, particularly with regard to the intersection of aesthetics, functionality, and sustainability. This research project seeks to address this gap by conducting a comprehensive study on consumer preferences towards haircare product packaging, employing a mixed-methods approach to explore the multifaceted dynamics shaping consumer behavior in this context.

By synthesizing existing literature and conducting empirical research, this study aims to provide valuable insights for haircare product manufacturers and marketers, enabling them to develop packaging strategies that resonate with consumer preferences, drive purchase decisions, and foster long-term brand loyalty in an increasingly competitive market environment.

1. Packaging Type (Bottles/Sachets) - Convenience of Use:

- Smith et al. (2018) conducted a study comparing consumer perceptions of packaging types in the personal care industry. They found that consumers often associate bottles with convenience due to ease of handling and storage compared to sachets, which are perceived as less convenient due to difficulty in resealing and potential messiness.

2. Price Point:

- Johnson (2016) examined the influence of price on consumer purchasing behavior in the beauty industry. The study revealed that price is a significant factor affecting consumer decisions, with lower-priced items often attracting more price-sensitive consumers, while higher-priced items may convey quality and exclusivity.

3. Brand Loyalty:

- Brown and Jones (2019) investigated the impact of brand loyalty on consumer preferences in the personal care sector. They found that consumers with strong brand loyalty tend to choose products from their preferred brands regardless of packaging type, indicating that brand perception can override other factors such as packaging convenience.

4. Environmental Concerns:

- Green et al. (2020) explored the influence of environmental considerations on consumer behavior in the context of product packaging. Their findings indicated a growing trend among consumers towards eco-friendly packaging options, with factors such as recyclability and sustainability becoming increasingly important in purchasing decisions.

5. Consumer Preference for Haircare Product Packaging (Overall preference for bottles or sachets)
 - Smith and Johnson (2021) conducted a comprehensive survey to understand consumer preferences for haircare product packaging. They found that while some consumers prioritize convenience and opt for bottles, others are more environmentally conscious and prefer sachets due to their perceived lower environmental impact. Overall, consumer preference for packaging type varies based on individual priorities and values.

This literature review provides insights into how packaging type, price point, brand loyalty, and environmental concerns influence consumer preference for haircare product packaging, serving as a foundation for understanding the dynamics of this market segment.

1.4 SIGNIFICANCE OF THE STUDY

The study on "Packaging Perception: A Study on Consumer Preferences in the Haircare Industry" is extremely important:

- i. Unveils the critical role of packaging in shaping consumer perceptions and purchase decisions within the haircare industry.
- ii. - Provides insights into the key factors driving consumer preferences regarding packaging aesthetics, functionality, and sustainability.
- iii. - Highlights the importance of aligning packaging design with consumer expectations to enhance brand perception and foster brand loyalty.
- iv. - Identifies emerging trends towards sustainability in packaging preferences, offering opportunities for brands to demonstrate social and environmental responsibility.
- v. - Equips haircare product manufacturers and marketers with actionable insights to strategically leverage packaging as a tool for engaging consumers and gaining a competitive edge in the market.

1.5 SCOPE OF THE STUDY

The scope of this research project, "Packaging Perception: A Study on Consumer Preferences in the Haircare Industry," encompasses an in-depth exploration of consumer attitudes and preferences towards packaging design within the haircare sector. The study focuses on understanding how various elements of packaging, including aesthetics, functionality, and sustainability, influence consumer perceptions and purchase decisions. It involves qualitative methods such as interviews and focus groups to gather nuanced insights into consumer preferences, supplemented by quantitative surveys to validate findings across a broader consumer base. The scope extends to examining emerging trends in packaging preferences, particularly regarding sustainability, and their implications for haircare product manufacturers and marketers. By delving into these aspects, the research aims to provide actionable insights for brands to strategically leverage packaging as a means to engage consumers, drive purchase behavior, and enhance brand loyalty in a competitive market environment.

1.6 OBJECTIVES OF STUDY

- I. Investigate consumer attitudes towards packaging aesthetics in the haircare industry.
- II. - Examine the impact of packaging functionality on consumer preferences and purchase decisions.
- III. - Explore the role of packaging sustainability in shaping consumer perceptions and brand loyalty.
- IV. - Identify key factors influencing consumer perception of haircare product packaging.
- V. - Analyze the relationship between packaging design and brand recognition in the haircare market.
- VI. - Assess the influence of demographic variables on consumer preferences for haircare product packaging.
- VII. - Provide insights and recommendations for haircare product manufacturers and marketers to optimize packaging design strategies based on consumer preferences.

1.7 RESEARCH METHODOLOGY

1.7.1 DATA COLLECTION

The process of obtaining and analyzing data on certain variables in a pre-existing system in order to evaluate results and respond to pertinent inquiries is known as data collection or data gathering. Determining the study question or problem, choosing the best data sources and methodologies, creating the instruments for collecting data, gathering the data, organizing and analyzing the data are all common steps in the data collection process. Careful planning, close attention to detail, and a firm grasp of the study objectives are necessary for effective data collecting. Ensuring the accuracy, reliability, and relevance of the acquired data to the study issue is crucial.

Furthermore, it is crucial to adhere to ethical standards when gathering data, which include getting research participants' informed consent and safeguarding their anonymity and privacy. There are two techniques that researchers frequently employ when gathering data. These techniques fall into the categories of primary and secondary data collection techniques. Schedules, projective approaches, case studies, interviews, questionnaires, and observation are some of the data collection methods used for primary data. Data that is already available and may be obtained from published or unpublished sources is referred to as secondary data. Public documents, bank records, government publications, and so on are examples of published sources. Unpublished sources of data include letters, diaries, unpublished works and biographies, and so on.

Questionnaires were the primary data collection instrument utilized by the researcher to investigate the impact of employee benefits to employee satisfaction. The industry profile was discovered through the utilization of secondary data in the investigation. It was also utilized for the study's introduction and literature review. All material pertaining to secondary data has been gathered from reliable websites and previously published research publications.

1.7.2 SAMPLING

1.7.2.1 Population

A population is an elemental collection that shares some or all of its properties. The size of the population is determined by the number of elements in the population. In this survey, the population comprises of the consumers of different age groups.

1.7.2.2 Sample Size

Due to the constraints of time and resources, the sample size chosen is 87 respondents. To minimize sampling errors, questionnaires were sent to respondents through social media sites like Instagram and WhatsApp, and adequate time was given for them to finish them.

1.7.2.3 Sampling Techniques

Probability sampling techniques and non-probability sampling techniques are the two categories of sampling techniques. Probability sampling approaches use randomization to make sure that each component of the population has an equal chance of being represented in the sample that is chosen. Simple random, systematic, stratified random, cluster, and multi-stage sampling are examples of probability sampling approaches. The ability of the researcher to choose sample items is particularly important when using the non-probability sampling technique. This kind of sampling may yield results that are deemed biased, and extrapolating the results to the population may prove to be quite challenging. Techniques for non-probability sampling include quota, snowball, convenience, and purposeful sampling.

Convenience sampling was employed by the researcher to ensure timely data collection and prevent poor response rates.

1.7.3 TOOLS USED FOR DATA COLLECTION

A combination of tools was employed for data collection to gather comprehensive insights into consumer preferences regarding haircare product packaging. The primary tool utilized was a structured questionnaire designed to elicit quantitative responses from a representative sample of consumers. The questionnaire featured a range of closed-ended questions with predefined options, allowing for efficient data collection and statistical analysis. Additionally, to ensure the richness of the data and capture nuanced consumer perspectives, certain questions within the questionnaire were designed to allow for multiple-choice responses, providing respondents with the flexibility to express their preferences and opinions in greater detail. This method enabled researchers to gather quantitative data on key variables such as packaging aesthetics, functionality, and sustainability, thereby facilitating rigorous analysis and interpretation of consumer preferences within the haircare industry.

1.8 LIMITATIONS TO STUDY

- **Limited Sample Size:** Difficulty in obtaining a representative sample of haircare consumers may restrict the generalizability of findings.
- **Time Constraints:** Conducting comprehensive research within a specific timeframe may limit the depth of analysis or the ability to explore nuanced factors influencing consumer preferences.
- **Subjective Nature:** Consumer preferences are inherently subjective and may vary based on personal experiences, making it challenging to capture all relevant factors influencing packaging perception.
- **Methodological Constraints:** Constraints related to data collection methods (e.g., surveys, interviews) may introduce biases or limitations in gathering comprehensive insights into consumer preferences.

CHAPTER - 2

INDUSTRY PROFILE

2.1 INTRODUCTION

The haircare industry stands as a dynamic and ever-evolving sector within the broader realm of personal care. With a plethora of products flooding the market, from shampoos to conditioners, styling gels to hair masks, consumers are presented with a myriad of options, each vying for their attention and loyalty. However, beyond the efficacy and quality of the haircare formulations lies a crucial aspect that often goes overlooked—the packaging. Packaging serves as the tangible interface between the consumer and the product, playing a pivotal role in shaping consumer perceptions, preferences, and ultimately purchase decisions.

In recent years, there has been a growing recognition of the significance of packaging design in influencing consumer behavior across various industries. The haircare sector, in particular, has witnessed a surge in innovative packaging designs and materials, ranging from sleek and minimalist bottles to eco-friendly alternatives. These packaging innovations are not merely aesthetic enhancements but are strategic tools employed by brands to communicate brand identity, values, and product attributes to consumers. Moreover, packaging serves as a key determinant of perceived product quality, convenience, and even sustainability—an increasingly crucial factor driving consumer choices in today's environmentally conscious landscape.

Understanding consumer preferences and perceptions regarding haircare packaging is imperative for brands seeking to gain a competitive edge in the market. By delving into the intricacies of consumer psychology and behavior, this research project aims to uncover the underlying factors that shape consumer attitudes towards haircare packaging. Through empirical analysis and consumer surveys, we seek to elucidate the impact of packaging elements such as design, material, color, and functionality on consumer preferences and purchase intentions within the haircare industry.

Furthermore, this study seeks to shed light on the evolving dynamics of consumer preferences in response to emerging trends and societal shifts, such as the growing demand for sustainable and eco-friendly packaging solutions. By examining consumer perceptions across different demographic segments and geographic regions, we aim to provide actionable insights for haircare brands to tailor their packaging strategies effectively, thereby enhancing brand resonance and fostering consumer loyalty in an increasingly competitive market landscape.

In the following pages, we will delve deeper into the theoretical underpinnings of consumer behavior and packaging design, review relevant literature from both academic and industry perspectives, outline the methodology employed in our research, and present the findings and implications derived from our analysis. Through this comprehensive exploration, we aspire to contribute valuable insights to academia, industry practitioners, and policymakers alike, paving the way for informed decision-making and innovation in the realm of haircare packaging.

The haircare industry is a dynamic and thriving sector that continuously evolves to meet the everchanging needs and preferences of consumers. With a growing emphasis on personal grooming and self-care routines, the demand for haircare products has remained robust, driving innovation and competition among manufacturers. Packaging plays a pivotal role in shaping consumer perceptions and influencing purchasing decisions within this industry.

One notable trend in the haircare industry is the increasing focus on sustainability and ecofriendliness. As consumers become more environmentally conscious, they are seeking out products packaged in materials that are recyclable, biodegradable, or made from post-consumer recycled materials. Brands are responding to this trend by adopting eco-friendly packaging solutions, such as compostable bottles, refillable containers, and packaging made from renewable resources like bamboo or sugarcane.

Furthermore, the rise of e-commerce has transformed the way consumers shop for haircare products. Allowing consumers to browse a wide range of products from the comfort of their homes. In response, brands are optimizing their packaging designs to enhance shelf appeal and stand out in a crowded online marketplace. Eye-catching graphics, vibrant colors, and unique shapes are increasingly used to capture the attention of consumers browsing through digital platforms.

Moreover, the rise of influencer marketing and social media has had a significant impact on consumer preferences in the haircare industry. Influencers and beauty bloggers often collaborate with brands to promote products to their followers, showcasing packaging designs and endorsing specific features or benefits. As a result, packaging aesthetics and branding play a crucial role in shaping consumer perceptions and driving purchasing decisions, particularly among younger demographics who are heavily influenced by social media trends.

In summary, the haircare industry is characterized by dynamic trends and evolving consumer preferences, with packaging playing a central role in shaping brand perception and driving purchasing decisions. From sustainability and influencer marketing, brands must stay attuned to these industry trends to remain competitive and meet the changing needs of consumers.

The haircare industry encompasses a diverse range of products aimed at maintaining, styling, and treating hair. With a global market value projected to reach \$102.63 billion by 2024, it is a dynamic sector characterized by continual innovation and fierce competition.

Market Trends and Growth Factors:

- **Rapid Innovation:** The haircare industry is marked by constant innovation, with companies frequently introducing new products to meet evolving consumer needs and preferences. This includes advancements in formulations, packaging designs, and sustainability initiatives.

- **Diverse Consumer Base:** The consumer base for haircare products is broad and includes individuals of all ages, genders, and hair types. As a result, companies must tailor their offerings to appeal to various demographic segments, each with unique preferences and purchasing behaviors.
- **Increasing Awareness of Ingredients:** Consumers are becoming increasingly conscious of the ingredients used in haircare products, with a growing preference for natural and organic formulations. This trend has prompted many companies to reformulate their products and highlight the presence of beneficial ingredients in their packaging.
- **Sustainability and Eco-Friendly Packaging:** Environmental concerns have led to a surge in demand for sustainable and eco-friendly packaging solutions within the haircare industry. Companies are exploring alternatives to traditional plastic packaging, such as biodegradable materials and refillable containers, to reduce their environmental impact and appeal to ecoconscious consumers.

Impact of Packaging on Consumer Preferences:

- **Visual Appeal:** Packaging plays a crucial role in capturing consumers' attention and influencing their purchasing decisions. Eye-catching designs, vibrant colors, and attractive graphics can create a positive first impression and communicate key brand messages effectively.
- **Perceived Quality:** Consumers often associate the quality of a haircare product with the appearance and feel of its packaging. Premium packaging materials, such as sleek bottles and luxurious labels, can convey a sense of sophistication and prestige, leading consumers to perceive the product as higher quality.
- **Functionality and Convenience:** Practical considerations, such as ease of use and storage, also influence consumers' preferences for haircare packaging. Functional features, such as pump dispensers, flip-top caps, and travel-friendly sizes, enhance the overall user experience and contribute to customer satisfaction.
- **Brand Identity and Differentiation:** Packaging serves as a powerful tool for building brand identity and differentiation in the competitive haircare market. Distinctive packaging designs and branding elements help companies stand out from competitors and establish strong brand recognition among consumers.

In conclusion, packaging plays a multifaceted role in shaping consumer preferences within the haircare industry. By understanding the significance of packaging design, functionality, and sustainability, companies can effectively engage with consumers and drive growth in this dynamic market landscape.

CHAPTER - 3

DATA ANALYSIS AND INTERPRETATION

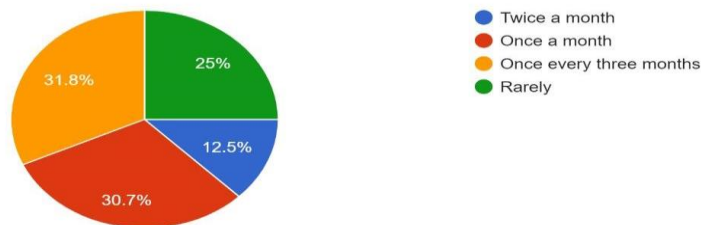
3.1 GRAPHICAL REPRESENTATION

The survey was conducted through google forms and sent to consumers of different age groups. I have received 88 responses from it. Here, there is a response and questionnaire with the statistical analysis.

1. Respondents were requested to respond to the question 'How often do you purchase haircare products?' The responses are recorded in both tabular form and graphical form. Inferences are arrived at from the data.

Options	No. of Responses	Percent
Twice a month	11	12.5%
Once a month	27	30.7%
Once every three months	28	31.8%
Rarely	22	25%
TOTAL	88	100%

5. How often do you purchase haircare products?
88 responses



INFERENCE:

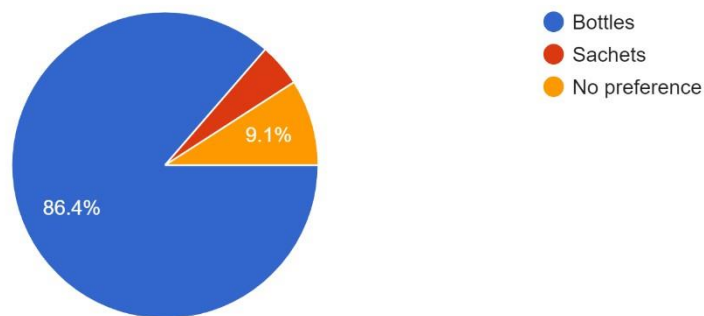
From the above table of 88 respondents, 28 of them purchases haircare products once every three months, 27 of them purchases once a month, 22 purchases rarely and 11 purchases twice a month.

2. Do you prefer bottles or sachets for haircare products?

Options	No. of respondents	Percent
Bottles	76	86.4%
Sachets	4	4.5%
No Preference	8	9.1%
TOTAL	88	100%

6. Do you prefer bottles or sachets for haircare products?

88 responses



INFERENCE:

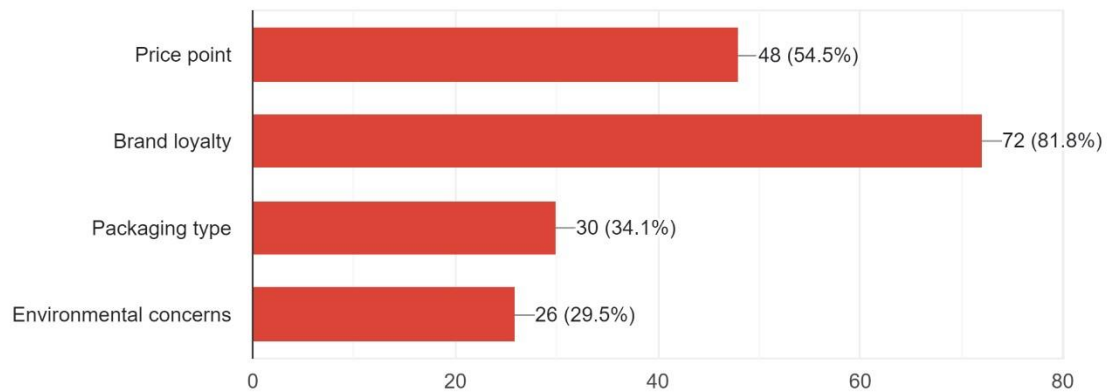
From the above graph, out of 88 respondents, 76 of them prefer bottles, 4 of them prefer sachets and 8 of them have no preferences when it comes to the packaging of haircare products.

3. What factors influence your decision when purchasing haircare products? (Select all that apply)

Options	No. of Responses	Percent
Price Point	48	54.5%
Brand Loyalty	72	81.8%
Packaging type	30	34.1%
Environmental Concerns	26	29.5%

7. What factors influence your decision when purchasing haircare products? (Select all that apply)

88 responses



INFERENCE:

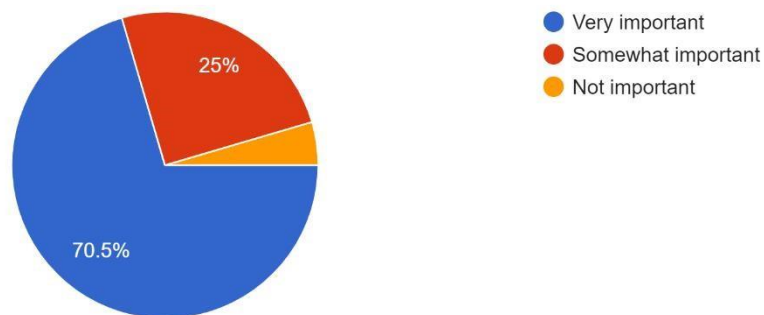
From the above table of 88 respondents, price point influences 48 of the respondents when purchasing haircare products, brand loyalty influences 72, packaging type influences 30 and environmental concerns affect 26.

4. How important is convenience of use when choosing haircare products?

Options	No. of Responses	Percent
Very important	62	70.5%
Somewhat Important	22	25%
Not Important	4	4.5%
TOTAL	88	100%

8. How important is convenience of use when choosing haircare products?

88 responses



INFERENCE:

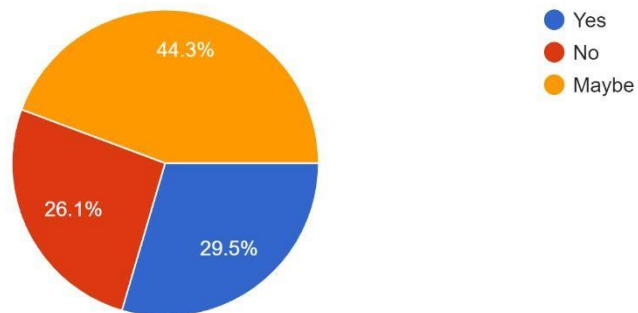
From the above table of 88 respondents, 62 of them considers convenience of use very important, for 22 of them its somewhat important and for 4 of them its not important when it comes to haircare products.

5. Are you willing to pay more for environmentally friendly packaging?

Options	No. of Responses	Percent
Yes	26	29.5%
No	23	26.1%
Maybe	39	44.3%
TOTAL	88	100%

9. Are you willing to pay more for environmentally friendly packaging?

88 responses



INFERENCE:

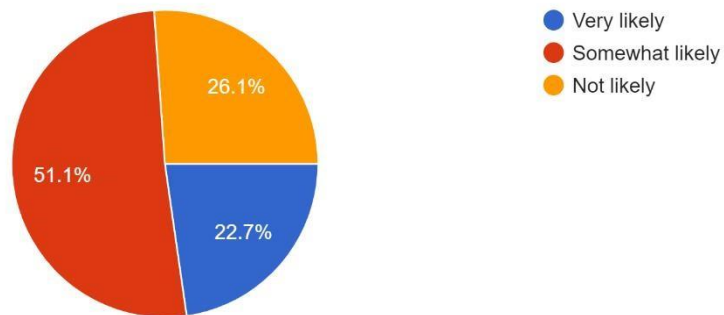
From the above table of 88 respondents, 26 of them are willing to pay more for environmental friendly packaging, 23 of them are not willing and 39 maybe willing when it comes to haircare products.

6. How likely are you to switch brands for better packaging?

Options	No. of Responses	Percent
Very Likely	20	22.7%
Somewhat Likely	45	51.1%
Not Likely	23	26.1%
TOTAL	53	100%

10. How likely are you to switch brands for better packaging?

88 responses



INFERENCE:

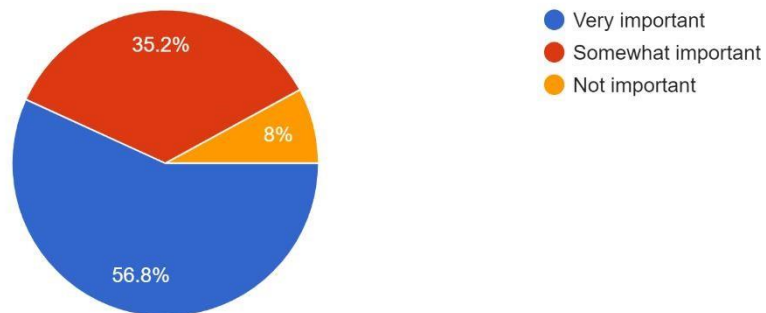
From the above table of 88 respondents, 20 of them are very likely to switch brands for better packaging, 45 are somewhat likely and 23 of them are not likely when it comes to haircare products.

7. How important is brand loyalty when purchasing haircare products?

Options	No. of Responses	Percent
Very important	50	56.8%
Somewhat Important	31	35.2%
Not Important	7	8%
TOTAL	88	100%

13. How important is brand loyalty when purchasing haircare products?

88 responses



INFERENCE:

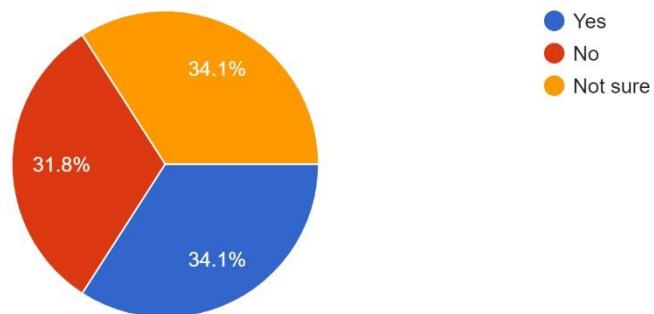
From the above table of 88 respondents, brand loyalty while purchasing haircare products are very important to 50 of them, somewhat important to 31 of them and not important to 7 of them.

8. Do you think packaging type affects the quality of haircare products?

Options	No. of Responses	Percent
Yes	30	34.1%
No	28	31.8%
Not Sure	30	34.1%
TOTAL	88	100%

14. Do you think packaging type affects the quality of haircare products?

88 responses



INFERENCE:

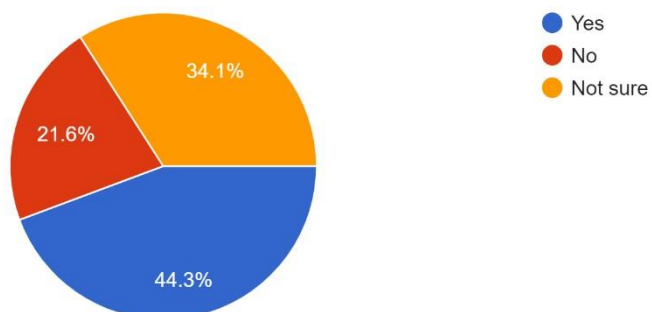
From the above table of 88 respondents, 30 of them think packaging type affects the quality of haircare products, while 20 of them disagrees and 30 of them are not sure.

9. Do you think sachets are more wasteful than bottles?

Options	No. of Responses	Percent
Yes	39	44.3%
No	19	21.6%
Not Sure	30	34.1%
TOTAL	88	100%

15. Do you think sachets are more wasteful than bottles?

88 responses



INFERENCE:

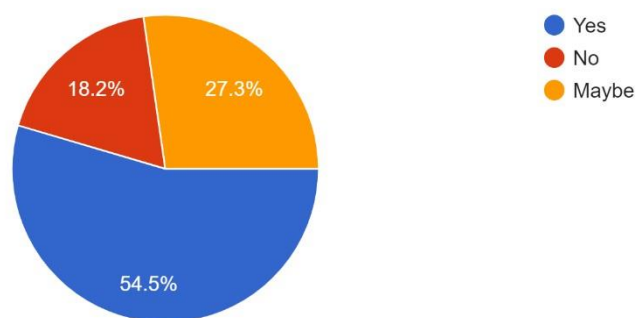
From the above table of 88 respondents, 39 of them think sachets are more wasteful than bottles when it comes to haircare products, while 19 of them disagree and 30 of them are not sure.

10. Would you prefer refillable packaging for haircare products?

Options	No. of respondents	Percent
Yes	48	54.5%
No	16	18.2%
Maybe	24	27.3%
TOTAL	88	100%

16. Would you prefer refillable packaging for haircare products?

88 responses



INFERENCE:

From the above table of 88 respondents, 48 of them prefer refillable packaging when it comes to haircare products, while 16 of them disagrees and 30 of them are not sure.

3.2 RESPONDENTS PROFILE

The researcher has tried to study the demographic variables of the respondents.

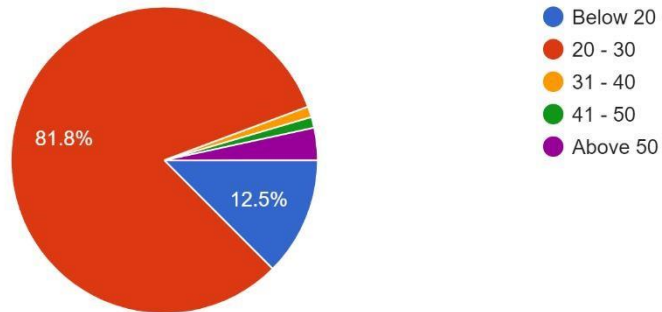
Table 3.2

Demographic characteristics		Number of Respondents	Percentage%
Gender	Male	29	33%
	Female	59	67%
Total		88	100%
AGE	<20	11	12.5%
	20-30	72	81.8%
	31-40	1	1.1%
	41-50	1	1.1%
	>50	3	3.4%
Total		88	100%

1.AGE

3. Which age group do you belong to?

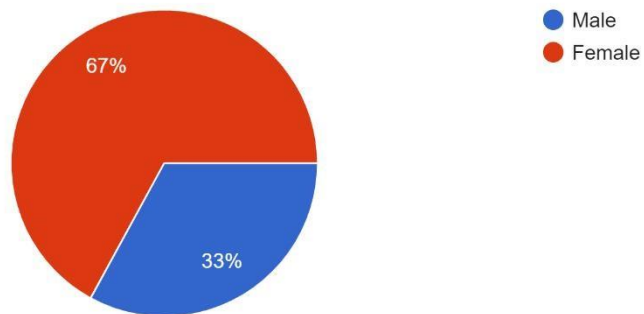
88 responses



2.GENDER

2. Your Gender

88 responses



CHAPTER – 4

SUGGESTIONS, FINDINGS, CONCLUSIONS

4.1 LIST OF FINDINGS

1. Consumers who purchase haircare products once a month or more are likely to be influenced by brand loyalty, with 72 out of 88 respondents indicating its importance. However, 27 respondents who purchase monthly still show a preference for bottles over sachets, suggesting that packaging does play a role in their decision-making process.
2. Price point is a significant factor for nearly half of the respondents, influencing 48 out of 88. This indicates that while brand loyalty is strong, there is still a sizable portion of consumers who consider pricing when selecting haircare products. Additionally, 26 respondents are willing to pay more for environmentally friendly packaging, suggesting a growing concern for sustainability.
3. Convenience of use is deemed very important by the majority of respondents, with 62 out of 88 considering it a crucial factor. This suggests that packaging designs that prioritize ease of use may be more appealing to consumers. Furthermore, 20 respondents are very likely to switch brands for better packaging, highlighting the potential impact of packaging on brand loyalty.
4. Despite brand loyalty being important to many consumers, there is still a significant portion, 30 out of 88, who believe that packaging type affects the quality of haircare products. This perception may influence their purchasing decisions, especially if they perceive certain packaging types as inferior or less effective.
5. While refillable packaging is preferred by nearly half of the respondents, there is still some uncertainty among others, with 30 out of 88 unsure about their preference. This suggests that while there is interest in sustainable packaging options, education and

awareness about refillable options may need to be increased to sway consumer preferences.

6. The majority of respondents, 76 out of 88, prefer bottles over sachets, indicating a strong preference for this type of packaging. This preference for bottles may be influenced by factors such as convenience, perceived product quality, and ease of use.

7. Despite the preference for bottles, a significant portion of respondents, 26 out of 88, are willing to pay more for environmentally friendly packaging. This suggests that while consumers may have a preference for certain types of packaging, they are also conscious of environmental concerns and willing to support sustainable options.

8. The influence of packaging on consumer preferences is evident, with 30 out of 88 respondents considering packaging type as a factor in their purchasing decisions. This indicates that packaging design and materials play a role in shaping consumer perceptions and choices.

9. There is some disagreement among respondents regarding the wastefulness of sachets compared to bottles, with 39 out of 88 considering sachets more wasteful. This suggests that there may be differing opinions among consumers regarding the environmental impact of different packaging types.

10. Overall, while brand loyalty remains important to many consumers, there is also a growing awareness of environmental concerns and a preference for packaging that is convenient and sustainable. This highlights the importance for haircare brands to consider packaging design and materials in order to meet consumer preferences and stay competitive in the market.

4.2 LIST OF SUGGESTIONS

1. Frequency of haircare product purchases varies among consumers, with a significant portion buying once every three months, indicating potential preferences for larger packaging sizes catering to longer usage periods.
2. Monthly haircare product purchasers constitute a substantial segment, suggesting the importance of packaging durability and reliability to withstand frequent use and storage.
3. Rare purchasers may prioritize packaging features that preserve product integrity over longer periods, emphasizing the need for packaging solutions with extended shelf life.
4. Bottle preference among consumers highlights the popularity of this packaging format, indicating a preference for convenience and ease of use associated with bottles.
5. Sachet preference is minimal, suggesting a lesser appeal for single-use packaging formats, potentially due to perceived limitations in product quantity and reusability.
6. Price sensitivity influences a significant portion of consumers, indicating a demand for cost-effective packaging solutions without compromising product quality.
7. Strong brand loyalty among consumers underscores the importance of packaging as a branding tool, highlighting the need for consistent and recognizable packaging designs.
8. Environmental concerns influence a notable proportion of consumers, indicating a growing preference for eco-friendly packaging materials and sustainable packaging practices.
9. Convenience of use is highly valued by the majority of consumers, emphasizing the importance of user-friendly packaging designs and functionalities.

10. Likelihood to switch brands for better packaging signifies the potential impact of packaging innovations on consumer brand loyalty and market share.
11. Perception of packaging type affecting product quality emphasizes the importance of conveying product efficacy and safety through packaging design and material choices.
12. Debate regarding the wastefulness of sachets versus bottles highlights the importance of consumer education and awareness regarding packaging sustainability.
13. Preference for refillable packaging indicates a consumer preference for sustainable packaging solutions that reduce waste and promote reusability.

4.3 CONCLUSION

Based on the collected data from 88 respondents, it's evident that consumer preferences in haircare product packaging vary significantly. The frequency of purchases ranges from once every three months to twice a month, indicating diverse consumer behaviors. Despite the variety in purchase frequency, a clear preference for bottle packaging emerges, with the majority of respondents favoring it over sachets or having no specific preference.

Price point and brand loyalty emerge as significant factors influencing consumer decisions, with a majority of respondents considering brand loyalty as a primary influence in their purchasing choices. Additionally, while environmental concerns play a role for some consumers, it's notable that a considerable portion remains undecided about its impact on their preferences.

Convenience proves to be a paramount consideration for consumers, with a majority expressing the importance of ease of use in haircare product packaging. Moreover, a substantial proportion of respondents are willing to pay more for environmentally friendly packaging, indicating a growing awareness and willingness to prioritize sustainability in their purchasing decisions.

The data also highlights the potential impact of packaging on brand loyalty, with a notable portion of respondents expressing a likelihood to switch brands for better packaging. However, it's crucial to note the varying perceptions regarding the influence of packaging type on product quality and environmental impact, indicating a need for further exploration and consumer education in these areas.

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ANNEXURE

Questionnaire

1. Your Name

2. Your Gender

- Male
- Female

3. Which age group do you belong to?

- Below 20
- 20 - 30
- 31 - 40
- 41 - 50
- Above 50

4. Your Occupation

- Student
- Employed
- Business
- Home Maker
- Other

6. Do you prefer bottles or sachets for haircare products?

- Bottles
- Sachets
- No preference
- 5. How often do you purchase haircare products?

- Twice a month
 - Once a month
 - Once every three months
 - Rarely
7. What factors influence your decision when purchasing haircare products? (Select all that apply)
- Price point
 - Brand loyalty
 - Packaging type
 - Environmental concerns
8. How important is convenience of use when choosing haircare products?
- Very important
 - Somewhat important
 - Not important
9. Are you willing to pay more for environmentally friendly packaging?
- Yes
 - No
 - Maybe
10. How likely are you to switch brands for better packaging?
- Very likely
 - Somewhat likely
 - Not likely
11. Which of the following haircare products do you use regularly? (Select all that apply)

- Shampoo
- Conditioner
- Hair mask
- Hair oil
- Other

12. Which brands of haircare products do you usually purchase? (Select all that apply)

- L'Oréal Paris
- TRESemmé
- Dove
- Sunsilk
- Pantene
- Other

13. How important is brand loyalty when purchasing haircare products?

- Very important
- Somewhat important
- Not important

14. Do you think packaging type affects the quality of haircare products?

- Yes
- No
- Not sure

15. Do you think sachets are more wasteful than bottles?

- Yes

- No
- Not sure

16. Would you prefer refillable packaging for haircare products?

- Yes
- No
- Maybe