

Retailers Perception towards Hair Oil Market in Thoothukudi District

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ABSTRACT - The hair oil market is an evolving segment of the global personal care industry, driven by consumer demand for natural products, cultural preferences, and increasing disposable incomes. This study investigates retailer perspectives on brand popularity, challenges, and promotional strategies in the hair oil market, with a focus on the Thoothukudi District. Using a mixed-methods approach, the study analyzes primary data from 130 retailers through surveys and statistical tools. The findings highlight brand reputation, quality, and promotional activities as critical success factors while identifying key challenges like high competition and fluctuating customer demand. The study provides strategic recommendations for stakeholders to optimize marketing efforts and strengthen retailer partnerships.

Keywords

Hair Oil Market, Discount-Based Promotions, Retailer Challenges, Consumer Behavior, Brand Preference, Statistical Analysis

1. INTRODUCTION

The hair oil market is a significant segment of the personal care industry, characterized by a diverse range of products catering to various hair care needs. With roots in traditional practices, hair oils have evolved to include formulations enriched with natural and synthetic ingredients. The market's growth is fueled by increasing awareness of hair health, the influence of social media, and innovations in product formulations.

Retailers play a critical role in shaping consumer preferences and driving product success in the hair oil market. Understanding their perspectives on brand popularity, challenges, and effective marketing strategies is essential for manufacturers and marketers to align their efforts with market realities. This paper aims to provide actionable

insights by analyzing the factors influencing retailer preferences and strategies in the Thoothukudi District.

2. LITERATURE REVIEW

Since online reviews mostly consist of utilitarian information, such as product performance and product quality, goal-oriented consumers who look for utilitarian benefits are likely to give more weight to online reviews. If the environment does not provide substantial negative feedback, people with a goal will continue their behavioral strategies until the goal is achieved. Hence, in the online environment, where positive and negative reviews coexist, we predict that consumers with a purchase goal will express higher price satisfaction and purchase intention than when there is a low proportion of negative reviews. The high proportion of negative reviews (i.e., environmental disturbances) contradicts what goal-oriented consumers believe (i.e., the product is of good quality). They may choose to search for additional information or purchase an alternative product elsewhere (i.e., adjust their volitional behavior). Consumers without a purchase goal have low involvement during the shopping process and tend to be hedonic-oriented.

3. SCOPE OF THE STUDY

The scope of this study encompasses an in-depth analysis of the hair oil market in the Thoothukudi District, with a specific focus on retailers' perceptions and experiences. The study investigates three key dimensions:

- Brand Popularity
- Challenges Faced by Retailers
- Promotional Strategies

4. OBJECTIVE OF THE STUDY

- Identify the most popular hair oil brands among customers.
- Evaluate the challenges faced by retailers in the hair oil market.
- Analyze effective promotional strategies for marketing hair oil products.

5. RESEARCH METHODOLOGY

5.1 Research Design

The research design is descriptive, utilizing both primary and secondary data.

5.2 Data Collection

Primary Data: Collected through structured questionnaires with 130 retailers in the Thoothukudi District.

Secondary Data: Sourced from industry reports, journals, and relevant online resources.

5.3 Sampling

Sample Size: 130 respondents

Sampling Method: Convenience sampling

Sampling Period: May 31, 2024 – June 29, 2024

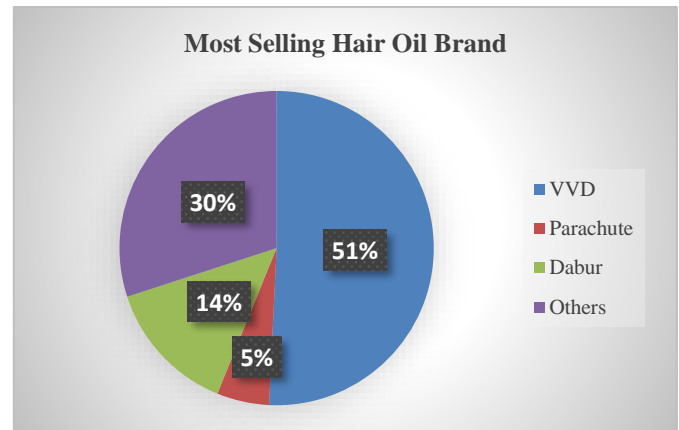
5.4 Analytical Tools

Data were analysed using pie charts, bar charts, chi-square tests, weighted averages, and regression analysis to identify key trends and relationships.

6. ANALYSIS AND FINDINGS

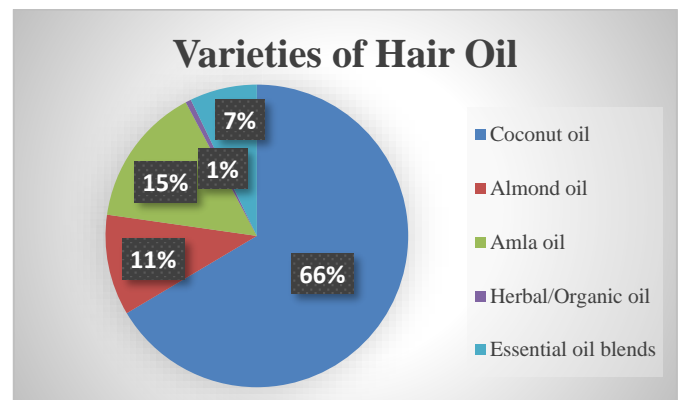
6.1 Popular Hair Oil Brands

The study identified VVD as the most popular brand, accounting for 51% of sales, followed by local brands (30%) and Dabur (14%). Retailers attributed VVD's success to its quality, brand reputation, and effective marketing strategies.

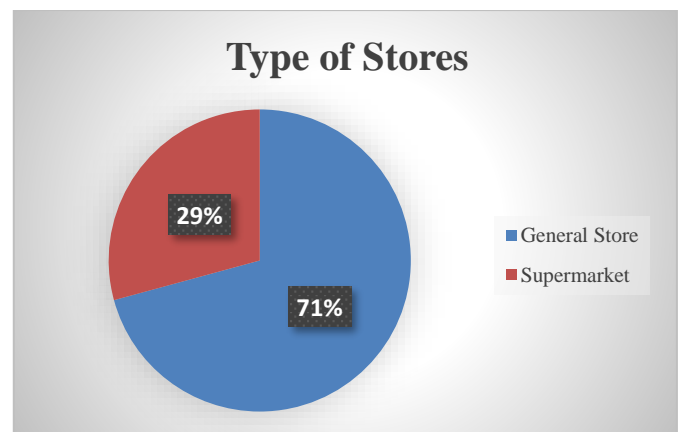


6.2 Customer Preferences

Product Type: Coconut oil emerged as the most preferred type (66%), followed by amla and almond oils.



Store Type: General stores dominated sales (71%), highlighting their accessibility and customer reach.



6.3 Challenges Faced by Retailers

Maintaining Quality and Consistency: Ranked highest with a mean score of 4.25.

High Competition: The presence of multiple brands creates a saturated market.

Price Sensitivity: Retailers struggle to balance competitive pricing with profitability.

6.4 Effective Promotional Activities

Discount Offers: Ranked as the most effective strategy (mean score 4.34).

In-Store Promotions: Visual merchandising and shelf placement significantly influence customer purchasing decisions.

Sampling Campaigns: Helped build brand awareness and trust.

7. RECOMMENDATIONS

7.1 Marketing Strategies

Enhanced Promotions: Focus on discounts, in-store displays, and social media advertising to attract customers.

Product Innovation: Develop multi-functional oils addressing specific concerns like dandruff and hair fall.

Brand Positioning: Leverage cultural heritage and natural ingredients to strengthen brand identity.

7.2 Retailer Engagement

Training Programs: Educate retailers on product benefits and selling techniques.

Incentives: Offer loyalty programs and performance-based incentives to motivate retailers.

Feedback Mechanisms: Establish channels to gather insights from retailers for continuous improvement.

7.3 Technological Integration

Inventory Management Systems: Provide retailers with tools to optimize stock levels and reduce waste.

Data Analytics: Use sales data to predict trends and tailor marketing efforts.

8. CONCLUSION

The study reveals that retailer preferences and challenges are pivotal in shaping the hair oil market. By addressing quality concerns, leveraging effective promotional activities, and fostering retailer partnerships, manufacturers can enhance market penetration and customer satisfaction. Future research should explore the impact of emerging technologies, such as AI-driven consumer insights, on the hair oil market.

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