# MARKET RESEARCH OF THE PRODUCT 'COLOUR ME ORGANIC HAIR COLOR'

# AND

# CONSUMER RESEARCH TO STUDY THE SIGNIFICANCE ORGANIC PRODUCTS IN THE HAIR COLOR INDUSTRY

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# Abstract

*Purpose:*Radico is an Indian based medium size multinational company corporate office and factories in India and distribution ware house and international office in Torrance, LosAngeles, California USA. Established in 1992, it specializes in the field of Natural and organic hairColors. It wanted to do a market research of its newly launched product, COLOUR ME ORGANIC HAIR COLOR and observe the consumer's response toward it. The main objective behind the research is to find the perception among the consumers about the word "Organic". It also wanted to know if they are willing to pay a premium for the product given its advantages and disadvantages.

*Design/Methodology/Approach:*For the market research the audience for this research was selected beforehand and the product was distributed amongst them. The respondents were all working professionals or entrepreneurs and fell in the age group of 25-45 years, both male and female. They were requested to fill a questionnaire.Regression analysis has been used to analyze these responses. For the consumer research, a separate questionnaire was prepared and with the responses, a perceptual map was formed of the hair color industry. In-depth interview of various hair-stylists in hair-salons of the NCR region was also conducted to understand the consumer behavior and preferences.

*Findings:*The results for the market research indicate that for the consumers, presence of organic ingredients is a major factor that affects their buying decision. It is extremely critical for them that the product does not cause any rashes or allergy and should be safe to use. The correspondence analysis shows us that according to the consumer's perception Loreal and Wella meet most of the requirements of a good hair color. The in-depth interviews tels us that the Indian consumers are not very willing to change the Hair color very often and that there is not much awareness about the organic hair color and its efficacy.

*Originality/Value:*It is a live market research project for the company Radico and the report will be directly submitted to the Founder and Director of the organization. The work is intended to help the organization understand the consumers in a better way and also to observe the response towards its newly-launched product.

# Introduction

The Indian hair color market is worth Rs 1800 crores and has witnessed a growth of 15-20% every year in the last decade. One of the largest segments is powder hair color or hair dye which due to its ease of use consists of 45-50% of the market and is growing at 15%. Creme forms 25% due to its higher price point, but growing faster at 20% while Beauty salons are growing almost at the rate of 30-40% in the last few years. With a penetration level of 36%, the market offers huge opportunities for growth.

Hair color market in India is driven because

- Today the consumer not only needs cover grey hairs but also to look presentable and stylish and to feel better and has become a fashion statement, especially for the young and trendy

- Rise in affordability, media penetration and increase in fashion consciousness among both women and men

- Availability of products especially the premium brands in the reach of consumers

Recent Consumer Trends

- Consumers have started to consider hair as an important part of their personality and are very keen to maintain them

- As their household incomes as well as the disposable incomes continues to grow they are willing to spend on high-quality hair care products and are willing to visit salons and go for services such as hair spas, straightening

- On the other hand Do-it-yourself (DIY) colorants are gaining immense popularity because of their affordability and the offering of 'salon-like hair'

Based on how long the hair coloring lasts, hair colors can be classified as:

- Permanent

- Demi-Permanent

- Semi-Permanent

- Temporary

Based on composition or ingredients, hair colors can be classified as:

- Chemical – These contain various chemicals that are used to prepare the artificial colors. While these have long color retention period and offer a large variety of colors, it caused both short term and long term damages and also causes various type of allergies like boils, itches, burning sensation, patchs etc.

- Organic – They are the most abused marketing strategy especially as people confuse it with natural or herbal. In actual sense, it conveys the way the ingredients have been treated before being formulated into hair color.  However,

according to laws in few countries, a brand requires proper certification to label their product as Organic. However, an Organic product may not be completely safe as for example it can have 90% of harmful chemicals and just 10% of organic products but still be marketed as organic product to motivate people to buy it.

- Herbal – These are derived from plants and herbs. Although herbal products are supposed to be 100% made of plants and thus completely safe, companies on the other hand add few herbs to their chemical composition as a USP to market their product

- Natural – These products are not to have any artificial or synthetic ingredients. Thus it can have some herbal substance as well as some naturally processed chemical. Companies mislead public with the world 'nature' also by adding few natural components to their high chemical composition.

# Literature Review

The project is to analyze whether the consumers are willing to pay a premium for an organic hair dye product given its advantages and disadvantages, we are considering the customer's perceived value of the products based on the brand, price, ingredients, advertisements, etc. which affect their purchasing behavior. As part of literature review, we have considered research papers on brand image, perceived value, perceived quality and purchase intentions.

## Brand Image

The associations made by the consumer based on his memory about a brand influences his perceptions about the brand and these perceptions form the brand image. So, it's not in the technology, features or the product, that the brand image exists but in things like promotions, users' opinions or advertisements (Keller, 1993 & 1998). According to Zeithaml, 1988; Richardson, Dick and Jain, 1994, When the evaluation of a product is done by a consumer before actual purchase, the extrinsic cue which is often used to influence is the Brand image.

## Perceived Value and Quality

The judgment of a consumer on the overall superiority and the excellence but not the actual or real quality of the product is known as perceived quality (Zeithaml, 1988; Aaker, 1991). Informational cues influence the beliefs of the consumers and they use these to judge the product's quality and decide on the final purchase based on these influenced beliefs (Olson, 1977).

Performance, Conformance, Features, Reliability, Durability, Serviceability, brand image and aesthetics are the influencers of perceived quality (Gavin, 1987). According to Petrick (2002), the product's perceived quality can be measured on a 4 dimension scale with the dimensions being consistency, dependability, superiority and reliability.

To be able to forecast the purchase intentions of a consumer, the most important indicator would be the perceived value. It is also seen as an significant measure for getting ahead of the competitors (Zeithaml, 1988; Dodds et al., 1991; Cronin et al., 2000).

## Purchase Intention

The consumer's perceived value affects the purchase intention (Xua, Summersb, and Bonnie, 2004; Grwal et al., 1998; Dodds et al., 1991; Zeithaml, 1988). When a consumer is deciding upon purchasing a product, his decisions are affected by brand image and its influence on perceived value, quality and risk as well (Dodds, Monroe &Grewal, 1991; Monroe and Krishnan, 1985). The risks perceived by a consumer can be lowered if the brand is able to build a better positive image (Akaah and Korgaonkar, 1988; Rao and Monroe, 1988).

The perceived value, if increased for a consumer, it will build positive brand image for the company and it will be more likely that the consumer will buy the product (Bitta, 1988; Fredericks and Slater, 1998; Romaniuk and Sharp, 2003; Aghekyan, Forsythe, Kwon, and Chattaraman, 2012).The probability that a customer will buy the product is the purchase intention (Fishbein and Ajzen, 1975; Dodds et al., 1991; Schiffman and Kanuk, 2000).

# Research Methodology

The main objective behind the research is to find the perception among the consumers about the word "Organic". It also wanted to know if they are willing to pay a premium for the product given its advantages and disadvantages.On the basis of the objective of the study the following hypothesis is tested in the research study

**Ho:**Price is the biggest influencing factor in a consumer's purchasing decision

The research study is exploratory in nature and involved surveys, impromptu questionnaires and in-depth interviews.

The detailed data about the hair color industry was collected from the various website as well as from the published sources such as various journals, Govt. reports, newspapers etc. Primary datawas also collected from various hair salons through interviews.
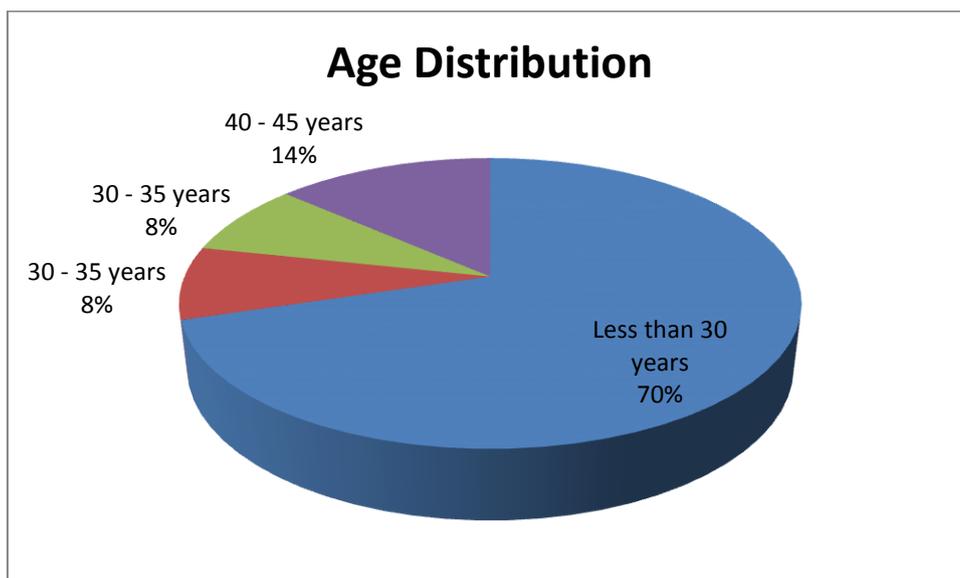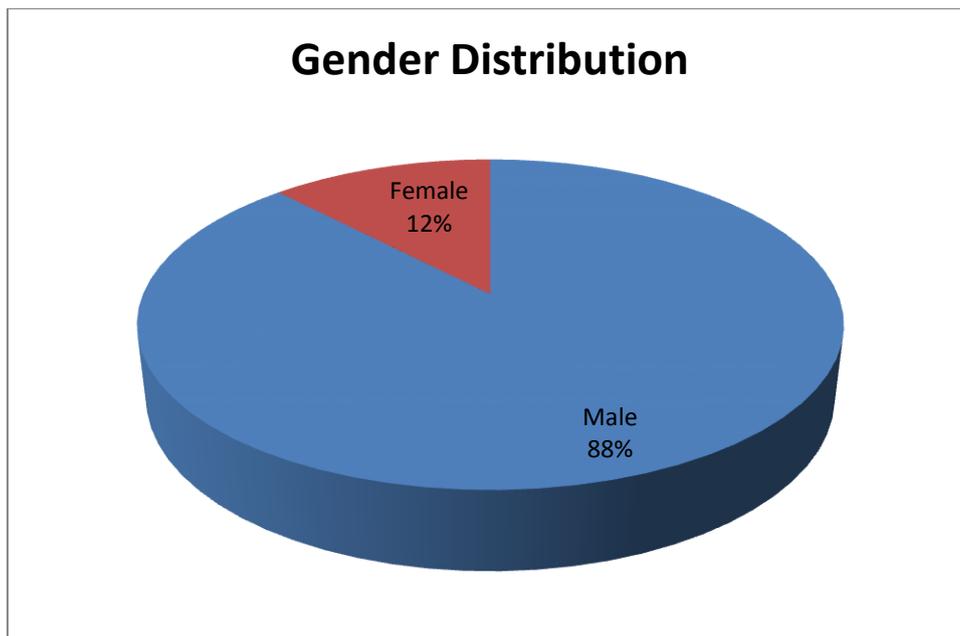
SPSS and MS Excel software has been used to analyze the data. The various statistical tools used areBar Diagrams, Regression analysis, One Way ANOVA and Correlation Analysis

## Data Analysis and Interpretation

This section includes the data analysis and interpretation. The motivation is to understand the consumer's purchase decision of hair color and also study their perception about various other competitors. The organization wants to understand whether the education or usage of their Organic product influences their preferences towards organic products.

The data analysis starts with the analysis of the responses to the survey of the dedicated audience.For the purpose of the study, the data collected comprises of 74 responses of the potential 120 respondents.

The frequency distribution of the demographic details of these responses is below:

## Gender Distribution

Female
12%

Male
88%

## Age Distribution

40 - 45 years
14%

30 - 35 years
8%

30 - 35 years
8%

Less than 30
years
70%

The frequency distribution of various findings from the survey is shown below –

## Usage of Hair Color

Yes
41%

No
59%

## Clarity about organic product

organic is real natural and pure and safe health and body
14%

organic herbs are 100% natural plants
29%

during its cultivation no chemical pesticides or chemical fertilizers are used
57%
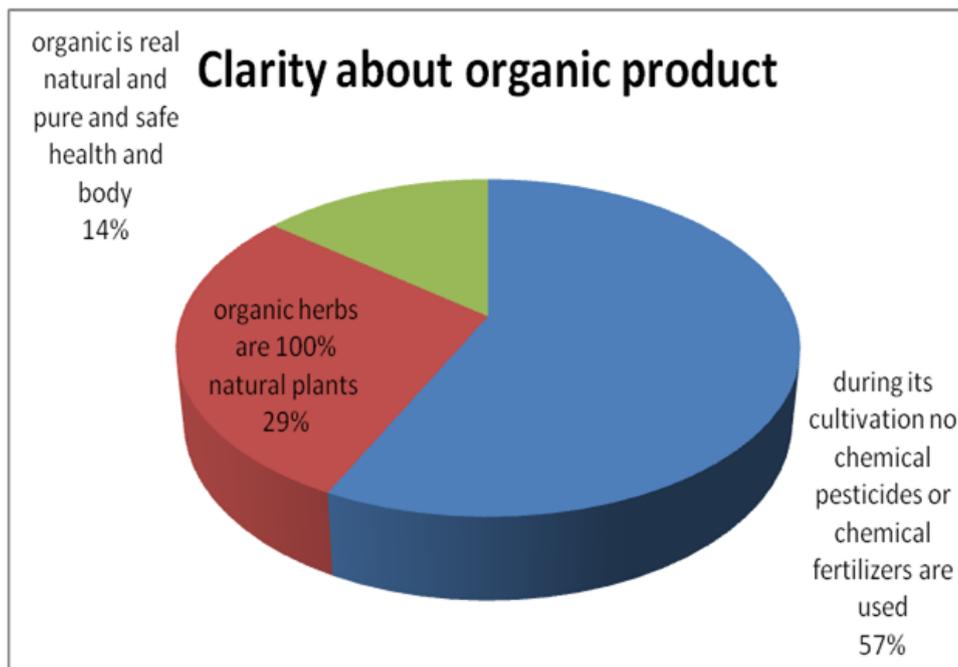
## Willingness to pay premium for organic products

even more
5%

three times
14%

two times
81%

## Willingness to use organic product

no
8%

yes
92%
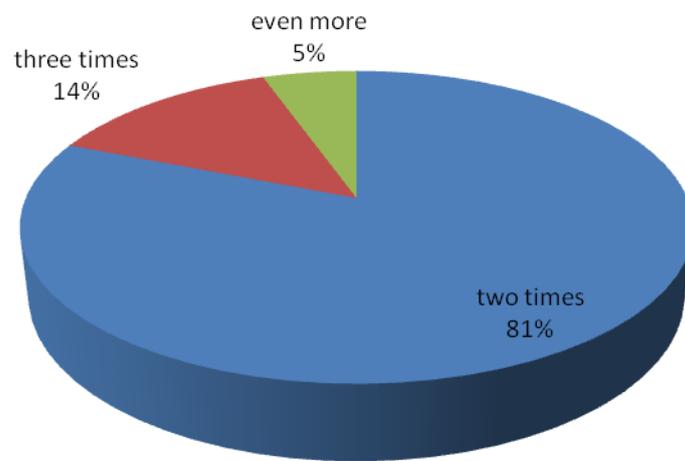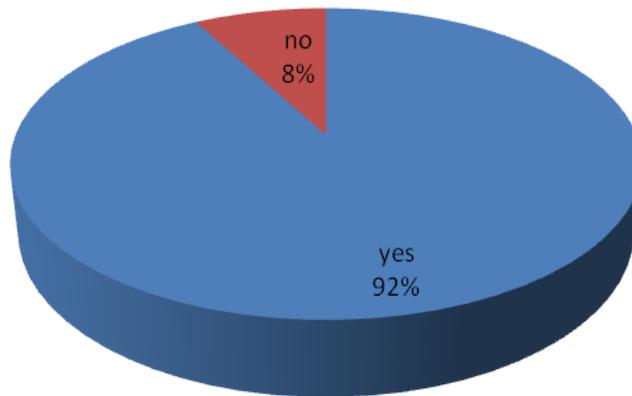
# Data Interpretation

## Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|---|---|---|
| Brand | 3.73 | 1.138 | 74 |
| Price | 3.16 | 1.250 | 74 |
| Prior Experience | 3.92 | 1.107 | 74 |
| Retention period | 3.78 | 1.174 | 74 |
| Presence of organic/natural/herbal ingredients | 4.11 | 1.142 | 74 |
| Print and TV adv | 2.59 | 1.134 | 74 |
| Recommendations | 3.91 | .847 | 74 |
| Fragrance | 3.15 | .715 | 74 |
| Texture of hair post usage | 3.74 | 1.239 | 74 |
| Should not cause allergy | 4.32 | 1.366 | 74 |

We can clearly see that Price is not the biggest influencing factor for a consumer when he purchases a particular brand of hair color. Comparing the means of the responses we see that consumers are giving more scores to variables like 'Presence of organic/natural/herbal ingredients' and 'Should not cause allergy'.

## Presence of multi-collinearity

### Correlations

| | | Presence of organic/natur al/herbal ingredients | Should not cause alrgy |
|---|---|---|---|
| Presence of organic/natural/herbal ingredients | Pearson Correlation | 1 | .856** |
| | Sig. (2-tailed) | | .000 |
| | N | 74 | 74 |
| Should not cause alrgy | Pearson Correlation | .856** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 74 | 74 |

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

We notice high correlation between the two variables 'Presence of Organic/natural/herbal ingredients' and 'Should not cause allergy'.
Hence only the former is considered for regression

## Testing assumptions – Normality

**Normal P-P Plot of Regression Standardized Residual**

**Dependent Variable: Brand**



**Histogram**

**Dependent Variable: Brand**

Mean = 3.04E-16
Std. Dev. = 0.944
N = 74
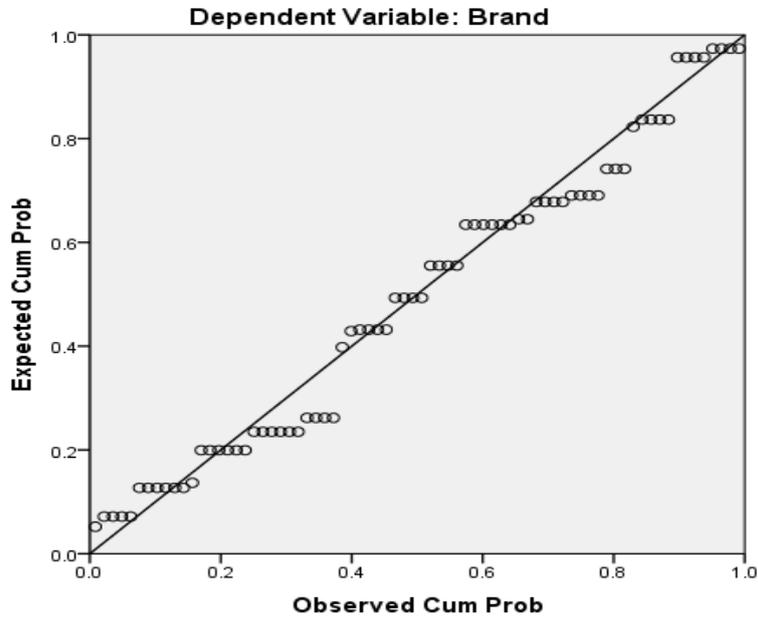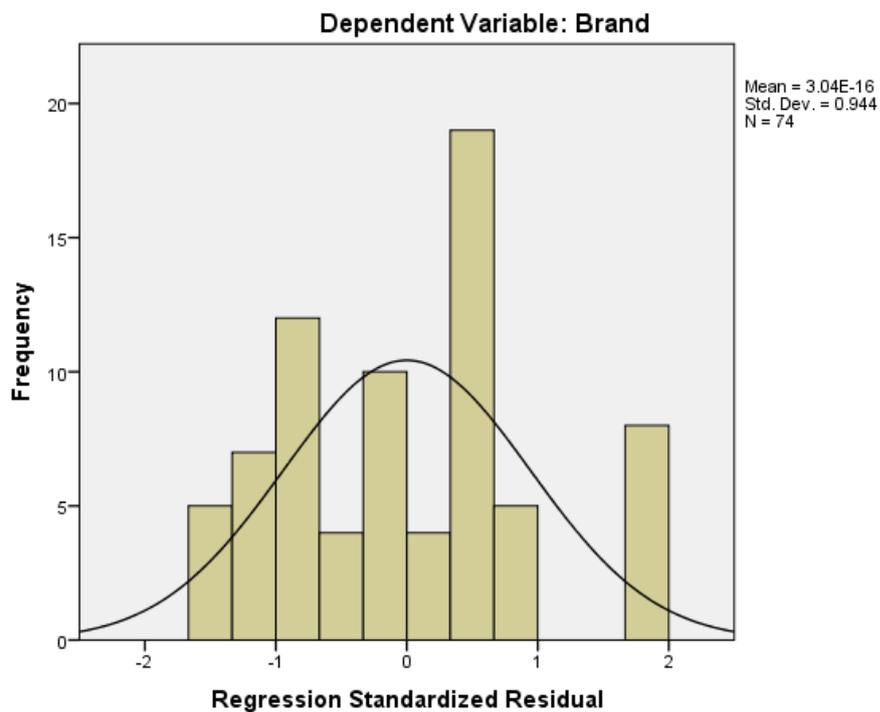


There are limited violations in the normality assumption.

Partial Regression Plot

Dependent Variable: Brand



Partial Regression Plot

Dependent Variable: Brand
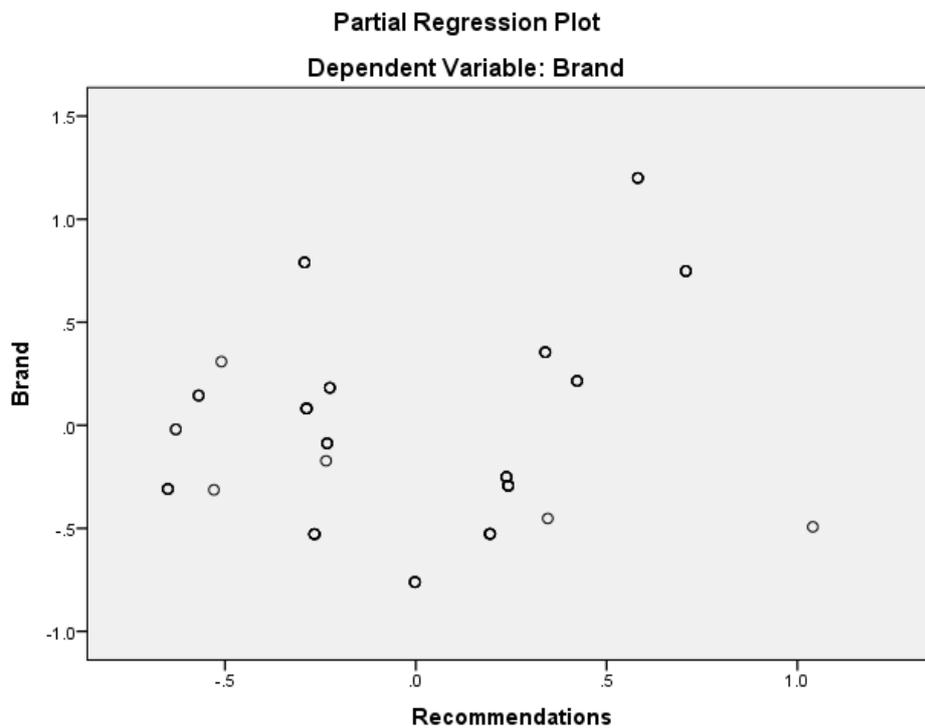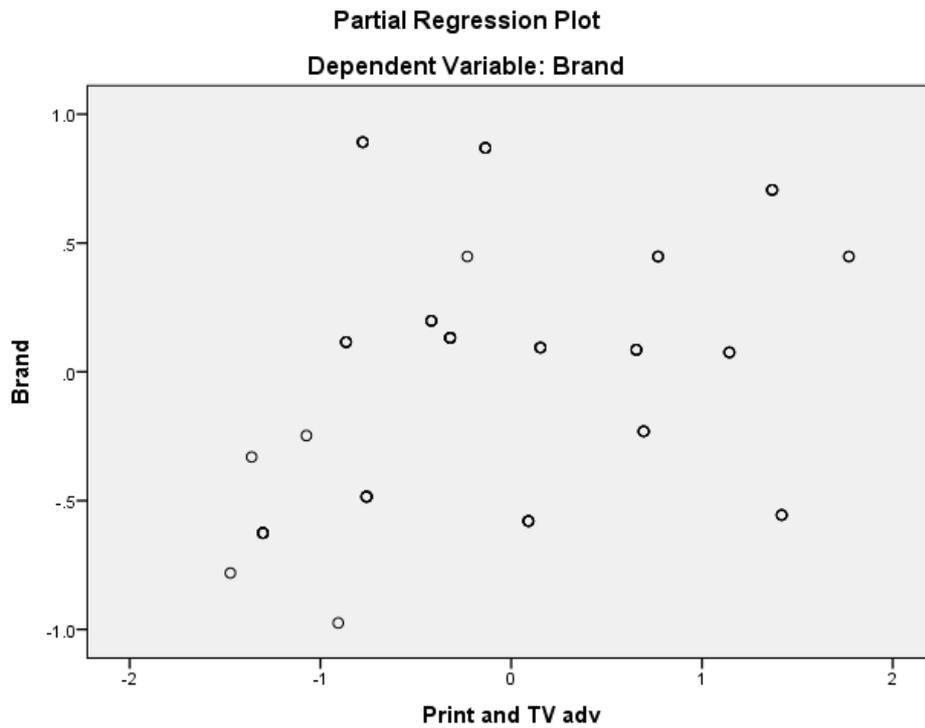


There needs to be a linear relationship between the dependent and independent variables.

The above plots indicate linearity with limited violations.

## Testing assumptions – Homoscedasticity

### Scatterplot
### Dependent Variable: Brand
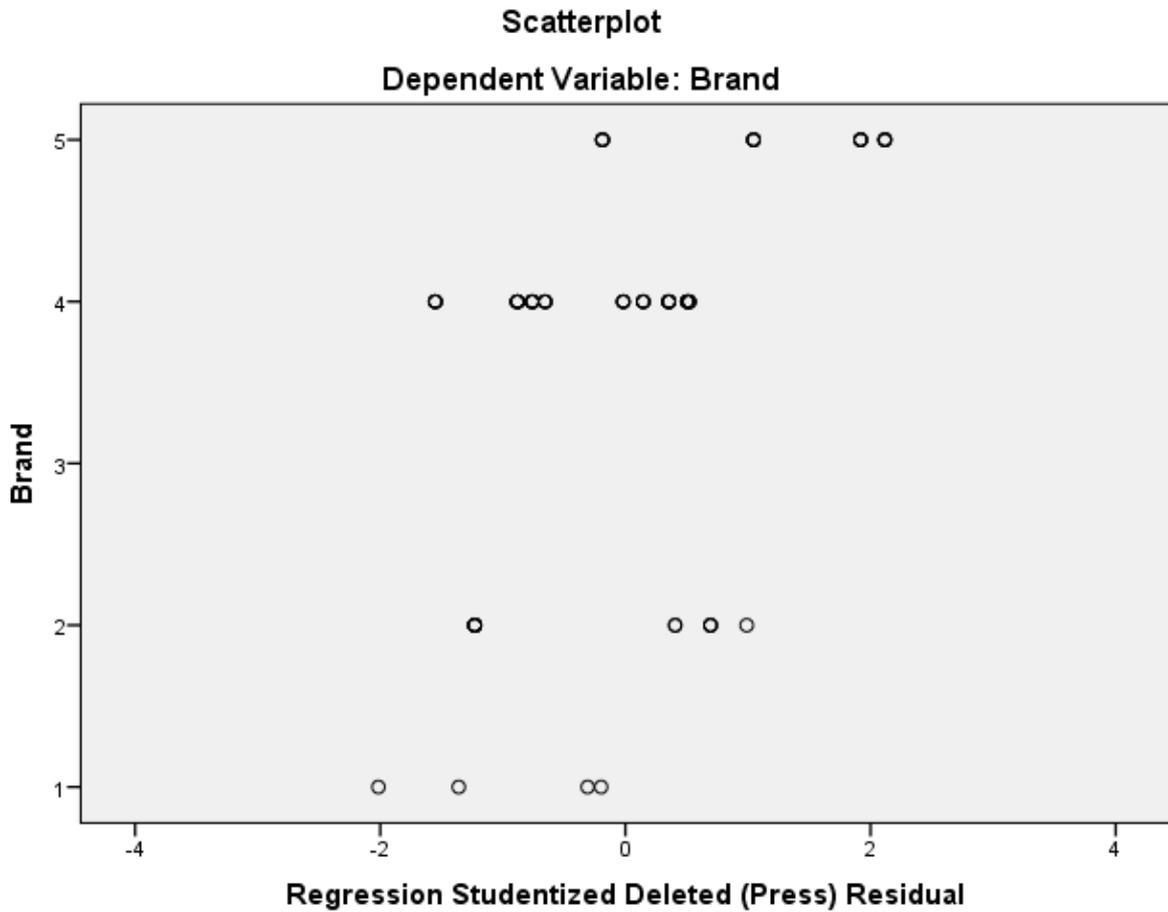


No fanning effect is observed

## Regression

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
|---|---|---|---|---|---|---|---|---|---|
| 1 | .903[a] | .815 | .792 | .519 | .815 | 35.727 | 8 | 65 | .000 |

a. Predictors: (Constant), Texture of hair post usage, Price, Print and TV adv, Fragrance, Prior Experience, Presence of organic/natural/herbal ingredients, Recommendations, Retention period

b. Dependent Variable: Brand

79.2% of variance explained

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 77.068 | 8 | 9.634 | 35.727 | .000[b] |
| | Residual | 17.527 | 65 | .270 | | |
| | Total | 94.595 | 73 | | | |

a. Dependent Variable: Brand

b. Predictors: (Constant), Texture of hair post usage, Price, Print and TV adv, Fragrance, Prior Experience, Presence of organic/natural/herbal ingredients, Recommendations, Retention period

## Variances of independent variables are not equal

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Correlations Zero-order | Correlations Partial | Correlations Part | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | -.861 | .361 | | -2.386 | .020 | | | | | |
| | Price | .054 | .072 | .059 | .746 | .458 | .224 | .092 | .040 | .455 | 2.198 |
| | Prior Experience | .890 | .277 | .866 | 3.210 | .002 | .852 | .370 | .171 | .039 | 25.502 |
| | Retention period | -.172 | .296 | -.178 | -.582 | .562 | .858 | -.072 | -.031 | .031 | 32.696 |
| | Presence of organic/natural/herbal ingredients | .097 | .093 | .097 | 1.035 | .304 | .676 | .127 | .055 | .325 | 3.081 |
| | Print and TV adv | .144 | .068 | .143 | 2.132 | .037 | .222 | .256 | .114 | .629 | 1.589 |
| | Recommendations | .338 | .148 | .251 | 2.278 | .026 | .641 | .272 | .122 | .234 | 4.268 |
| | Fragrance | -.157 | .147 | -.099 | -1.065 | .291 | .403 | -.131 | -.057 | .332 | 3.014 |
| | Texture of hair post usage | -.003 | .113 | -.003 | -.023 | .981 | .659 | -.003 | -.001 | .189 | 5.290 |

a. Dependent Variable: Brand

## High ViF values indicate multicollinearity

## *Print and TV adv* and *Recommendations* are the two significant variables

- Standardized Coefficient is highest for recommendations(.251) indicating its importance
- For 1 Unit change in Recommendation, brand changes by 33.8%

- For 1 Unit change in Print and TV adv, brand changes by 14.4%

## Crosstabs – Gender v/s Usage of hair colors

**Gender * Usage Crosstabulation**

| | | | Usage | | Total |
|---|---|---|---|---|---|
| | | | No | Yes | |
| Gender | Female | Count | 4 | 5 | 9 |
| | | % within Gender | 44.4% | 55.6% | 100.0% |
| | Male | Count | 40 | 25 | 65 |
| | | % within Gender | 61.5% | 38.5% | 100.0% |
| Total | | Count | 44 | 30 | 74 |
| | | % within Gender | 59.5% | 40.5% | 100.0% |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | .958[a] | 1 | .328 | | |
| Continuity Correction[b] | .380 | 1 | .537 | | |
| Likelihood Ratio | .940 | 1 | .332 | | |
| Fisher's Exact Test | | | | .471 | .266 |
| N of Valid Cases | 74 | | | | |

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.65.

b. Computed only for a 2x2 table

The test is not statistically significant and thus gender variable does not have a significant impact on the usage of hair color. This could be because the number of women respondents is low.

## Crosstabs – Age v/s Frequency of usage of hair colors in a month

**Age * Frequency Crosstabulation**

| | | | Frequency | | | | Total |
|---|---|---|---|---|---|---|---|
| | | | As and when the need is felt | NA (If the ans for the previous ques was a No) | Once in 2 months | Once in a month | |
| Age | 30 - 35 years | Count | 0 | 0 | 0 | 6 | 6 |
| | | % within Age | 0.0% | 0.0% | 0.0% | 100.0% | 100.0% |
| | 35 - 40 years | Count | 0 | 0 | 0 | 6 | 6 |
| | | % within Age | 0.0% | 0.0% | 0.0% | 100.0% | 100.0% |
| | 40 - 45 years | Count | 0 | 4 | 0 | 6 | 10 |
| | | % within Age | 0.0% | 40.0% | 0.0% | 60.0% | 100.0% |
| | Less than 30 years | Count | 6 | 40 | 6 | 0 | 52 |
| | | % within Age | 11.5% | 76.9% | 11.5% | 0.0% | 100.0% |
| Total | | Count | 6 | 44 | 6 | 18 | 74 |
| | | % within Age | 8.1% | 59.5% | 8.1% | 24.3% | 100.0% |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 61.649[a] | 9 | .000 |
| Likelihood Ratio | 70.660 | 9 | .000 |
| N of Valid Cases | 74 | | |

a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .49.

Age and frequency of usage are statistically significant. The interpretations are
- Most of the people below 30 years do not use hair colors
- We can see that as the age increases, the frequency of usage of hair colors increases
- The results could have been more clear with increase in responses

# Crosstabs – Age v/s Usage of hair colors v/s Willingness to use organic products

**Age * Usage * Willingness Crosstabulation**

| Willingness | | | | | No | Yes | Total |
|---|---|---|---|---|---|---|---|
| | | | | | | Usage | |
| No | Age | 35 - 40 years | Count | | 0 | 6 | 6 |
| | | | % within Age | | 0.0% | 100.0% | 100.0% |
| | | 40 - 45 years | Count | | 0 | 6 | 6 |
| | | | % within Age | | 0.0% | 100.0% | 100.0% |
| | | Less than 30 years | Count | | 24 | 6 | 30 |
| | | | % within Age | | 80.0% | 20.0% | 100.0% |
| | Total | | Count | | 24 | 18 | 42 |
| | | | % within Age | | 57.1% | 42.9% | 100.0% |
| Yes | Age | 30 - 35 years | Count | | 0 | 6 | 6 |
| | | | % within Age | | 0.0% | 100.0% | 100.0% |
| | | 40 - 45 years | Count | | 4 | 0 | 4 |
| | | | % within Age | | 100.0% | 0.0% | 100.0% |
| | | Less than 30 years | Count | | 16 | 6 | 22 |
| | | | % within Age | | 72.7% | 27.3% | 100.0% |
| | Total | | Count | | 20 | 12 | 32 |
| | | | % within Age | | 62.5% | 37.5% | 100.0% |
| Total | Age | 30 - 35 years | Count | | 0 | 6 | 6 |
| | | | % within Age | | 0.0% | 100.0% | 100.0% |
| | | 35 - 40 years | Count | | 0 | 6 | 6 |
| | | | % within Age | | 0.0% | 100.0% | 100.0% |
| | | 40 - 45 years | Count | | 4 | 6 | 10 |
| | | | % within Age | | 40.0% | 60.0% | 100.0% |
| | | Less than 30 years | Count | | 40 | 12 | 52 |
| | | | % within Age | | 76.9% | 23.1% | 100.0% |
| | Total | | Count | | 44 | 30 | 74 |
| | | | % within Age | | 59.5% | 40.5% | 100.0% |

**Chi-Square Tests**

| Willingness | | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|---|
| No | Pearson Chi-Square | 22.400[b] | 2 | .000 |
| | Likelihood Ratio | 27.340 | 2 | .000 |
| | N of Valid Cases | 42 | | |
| Yes | Pearson Chi-Square | 13.382[c] | 2 | .001 |
| | Likelihood Ratio | 16.558 | 2 | .000 |
| | N of Valid Cases | 32 | | |
| Total | Pearson Chi-Square | 25.750[a] | 3 | .000 |
| | Likelihood Ratio | 30.280 | 3 | .000 |
| | N of Valid Cases | 74 | | |

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is 2.43.

b. 4 cells (66.7%) have expected count less than 5. The minimum expected count is 2.57.

c. 4 cells (66.7%) have expected count less than 5. The minimum expected count is 1.50.

These variables are statistically significant

- As and when the age increases, the reluctance of using organic products has decreases

- The group which is most willing to use organic hair colors are less than 35 years

# Correspondence Analysis

Here we have created a perceptual map of the hair color industry. The respondents were the various consumers of Hair colors which we encountered while visiting various salon. We chose 6 leading hair color brands and matched them against various parameters –
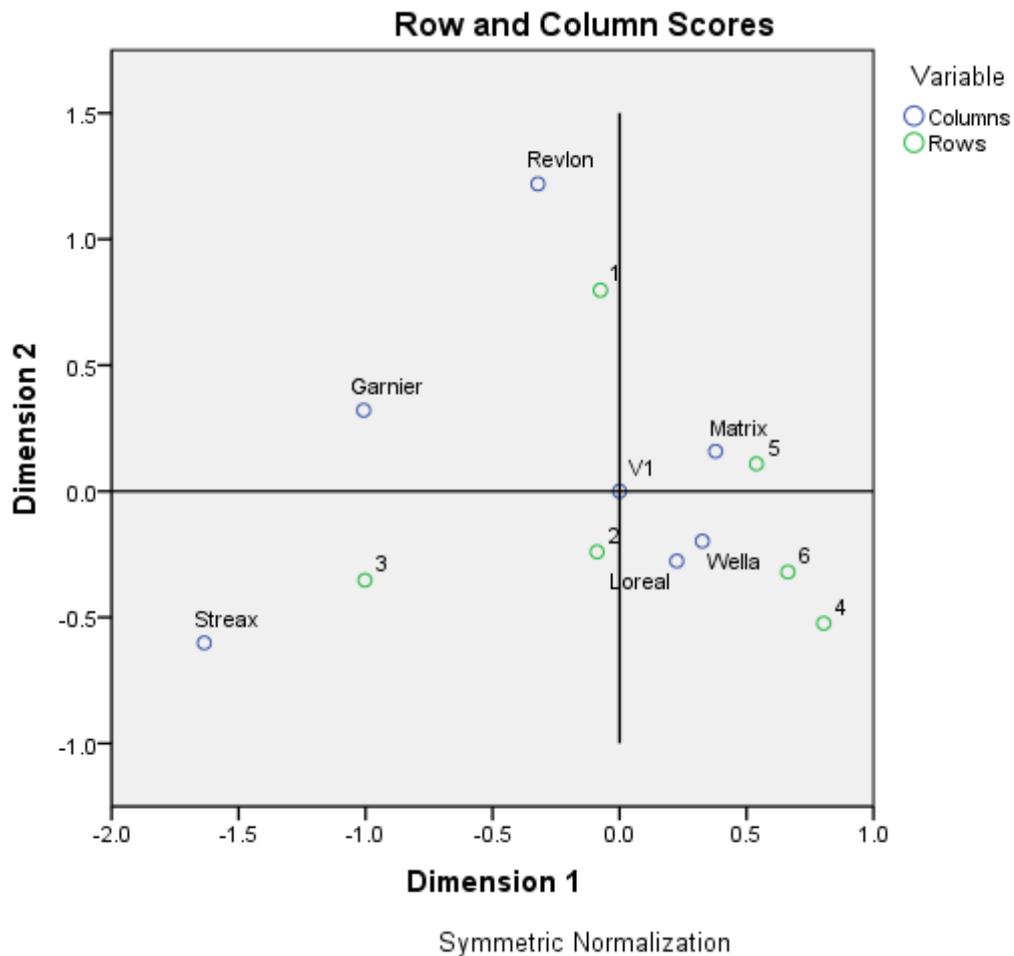
Brands –
- Loreal
- Garnier
- Wella
- Revlon
- Streax
- Matrix

Parameters –
1. Value for Money
2. Color Quality
3. Retention Period

4. Texture
5. Damage
6. Long term damage

### Row and Column Scores



Symmetric Normalization

# In-depth Interviews

Interviews of various hair-stylists of hair salons in the NCR region were taken to analyze the professional range of the brands. Most of the salons were using Loreal's range of products and their responses tend to bias towards the brand. The chief respondents of the in-depth interviews were MsShaliniBharadwaj of Vanity Affaire Unisex Salon, Mr. Javed of Looks Unisex Salon,Ms. ShubinaSood of Elle passion, Faridabad, and Ms. SargamSood of Sargam Salon, Faridabad. We express our heartfelt gratitude to these interviewees for providing valuable insights about the industry. Few of them are listed below -

- A majority of consumers seek advice and recommendation from these hair-stylists to decide which product to apply.
- Loreal and Wellaoffers an extensive range of colors and comes in three different types of product. Their 'Ammonia free' product is the most popular product.

- An equal number of Men and Women customers visit these parlors to color their hair. In-fact according to some of the stylists, men use hair color more often than women.
- Men give more importance to long term safety and experiment less with the hair.
- Customers are reluctant to change their Hair color brand and generally stick to the brand they have been using until there is a specific complaint.
- None of these hair-stylists have ever used an organic product.
- Those consumers who perceive the advantage of a ammonia-free product prefer it inspite of the short retention period. They are aware that all the product they would be using would cause long term damage.
- Consumer's purchase decisions are more governed by short term damage rather than long term. Thus they go for LO'real and Wella as they don't cause any short term damage.
- DIY product market doesn't have an opportunity to grow as much as in the western world in India because Indians have dark hair and they need to apply a blonder and developer before applying color.

# Conclusion

- Respondents of age group less than 35 years are more willing to use organic products than those above

- Print and TV advertisements and Recommendations from friends are the significant factors affecting the brand value and purchase decisions

- 81%of the survey respondents are willing to pay a premium (2 times) for the organic products. Maximum of the consumers are aware about the word 'organic'.

- Price is not the most influential factor in purchase decision of the consumer rather what came up as the most influential factor was that it should not cause allergy.

- For Radico as a organic hair color producer this outcome is of great significance as it can promote or market itself as a brand that does not cause allergy or any long term damage to the hair unlike inorganic hair color which cause damages like hair loss, hair thinning and slow growth

- L'oreal and Wella has indeed established itself as major players in the hair color industry and with a suitable positioning of causing no short term damage to the hair. This has earned them brand loyalty, a factor which is extremely important given the reluctance of Indian users to switch brands.

- A majority of the L'Oreal's success is attributable to its Differentiation Focus strategy of coming up with professional series products meant only for salons as the hairstylists have been the motivator behind the first usage and even its continuance.

Organic hair color is still not high on awareness and maximum consumers are preferring ammonia free products as it does not cause any immediate damage .Thus health of the hair is extremely important to the customer so positioning Radico as a damage free brand made of natural ingredients is a unique positioning statement for the hair color industry. Another interesting factor that came up is that males are a major user of hair color compared to females and age wise 25-40 is the target segment.

Hair color industry is a massively growing industry with no player in the natural hair color segment so if the organization can promote itself as a natural hair color it can tap into a huge customer base. As we see in the survey conducted presence of natural ingredients is also a significant factor in purchase decision and in the perceptual map we notice that most of the available brands cause damage. So promoting the importance of long term damage is equally important and establishing itself as the only brand to not cause any permanent damage to the hair is the unique proposition for Radico.

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