



# SHAMPOO



# OBJECTIVES

- 1. To analyze the consumers brand preferences for shampoo
- 2. To evaluate consumers attitude towards the usage of shampoo
- 3. To evaluate consumers perception about the important factors pertaining to shampoo purchase decision

# Hypothesis

- 1. Male and female consumers are uniformly distributed on their pattern of shampoo usage.
- 2. There is no significant difference among the male and female consumers towards their attitude about the usage of shampoo.
- 3. Different factors which are important in the purchase decision of shampoo for consumers do not differ significantly.

# Testing Of Hypothesis

Hypothesis 1: Male and female consumers are uniformly distributed on their pattern of shampoo usage

To test hypothesis 1, chi square test was applied

	daily	Alt days	weekly	monthly	total
male	25	25	18	20	88
female	9	21	11	21	62
	34	46	29	41	150

Chi square value (calculated) = 5.24

Critical Chi square value (0.05, 3) = 7.8147

Chi square value (calculated) is less than critical chi square value, hence hypothesis is rejected and it can be concluded that Male and female consumers are not uniformly distributed on their pattern of shampoo usage

# Hypothesis 2

- There is no significant difference among the male and female consumers towards their attitude about the usage of shampoo.
- To test this hypothesis z test was applied with following results

	Mean	n	Z value	Z value critical at .05 and 125 df	Result
male	42.12	88	-0.06	1.95	Insignificant (Accept null hypothesis)
female	42.17	62	-0.06		

Since the calculated z value is less than z critical (two tailed) at .05 significance level, hence null hypothesis is accepted and it can be said that there is no significant difference among the male and female consumers towards their attitude about the usage of shampoo.

# Hypothesis 3

- Different factors which are important in the purchase decision of shampoo for consumers do not differ significantly among consumers
- To test this hypothesis ANOVA was applied with following results

## Anova: Single Factor

### SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Price	150	640	4.266667	0.49217
Brand	150	636	4.24	0.505772
Availabilit y	150	603	4.02	0.690872
Packaging	150	642	4.28	0.511678
Shine	150	653	4.353333	0.55217

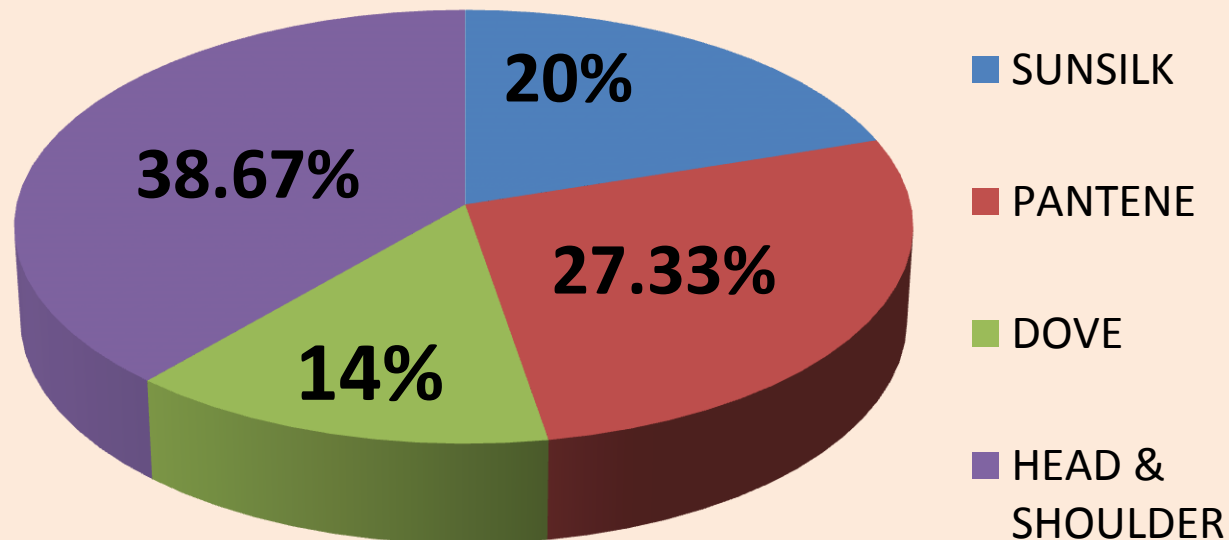
# ANOVA

<u>Source of Variation</u>	<u>SS</u>	<u>df</u>	<u>MS</u>	<u>F</u>	<u>P-value</u>	<u>F crit</u>
Between Groups	9.485333	4	2.371333	4.307345	0.001885	2.383885
Within Groups	410.1467	745	0.550532			
Total	419.632	749				

- Since F calculated is greater than F critical at 95% significance level, hence Null hypothesis is rejected.
- So, it can be concluded that different factors hold different importance for the consumers.

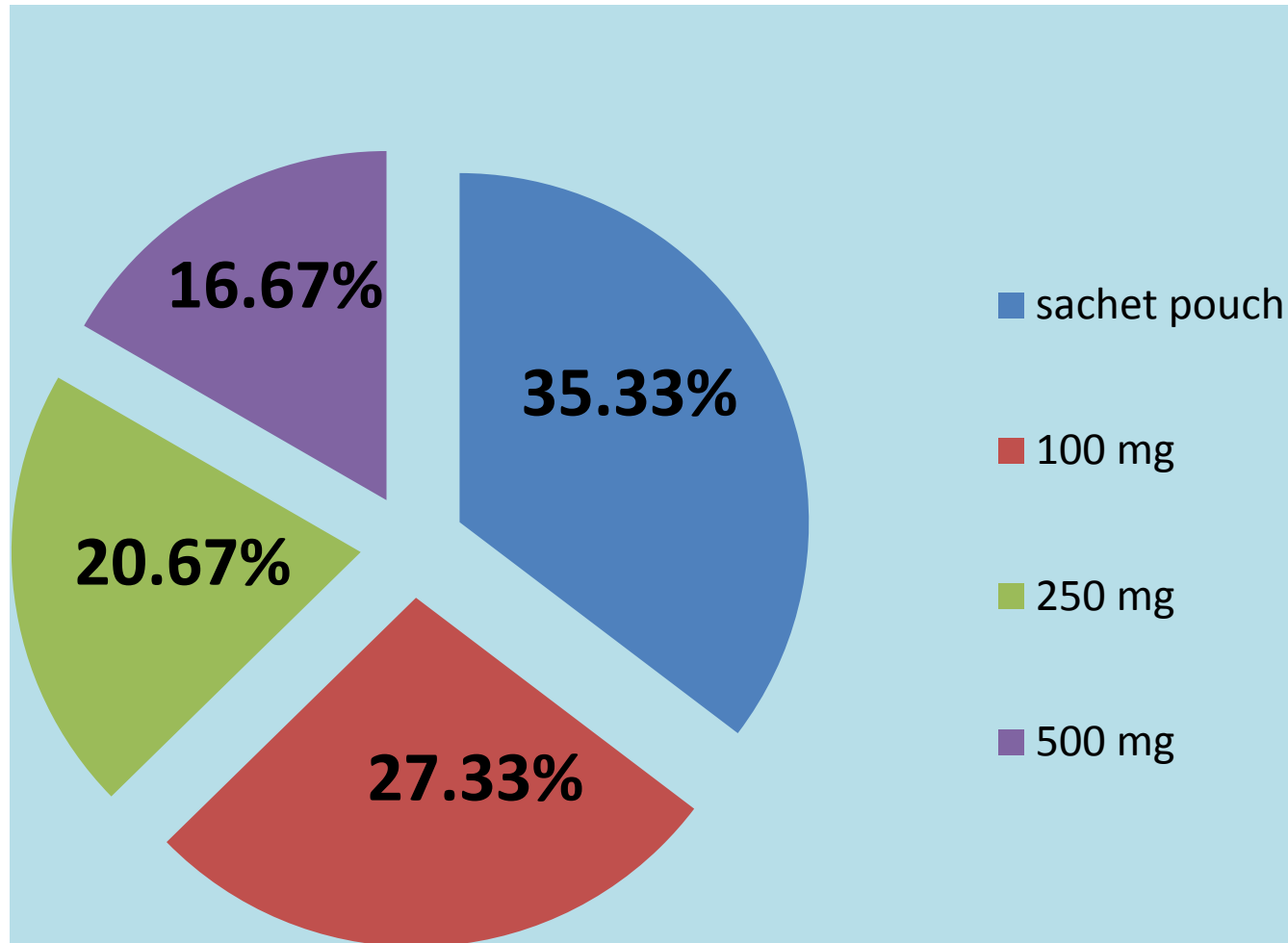
# Descriptive statistics analysis

- Most popular brand



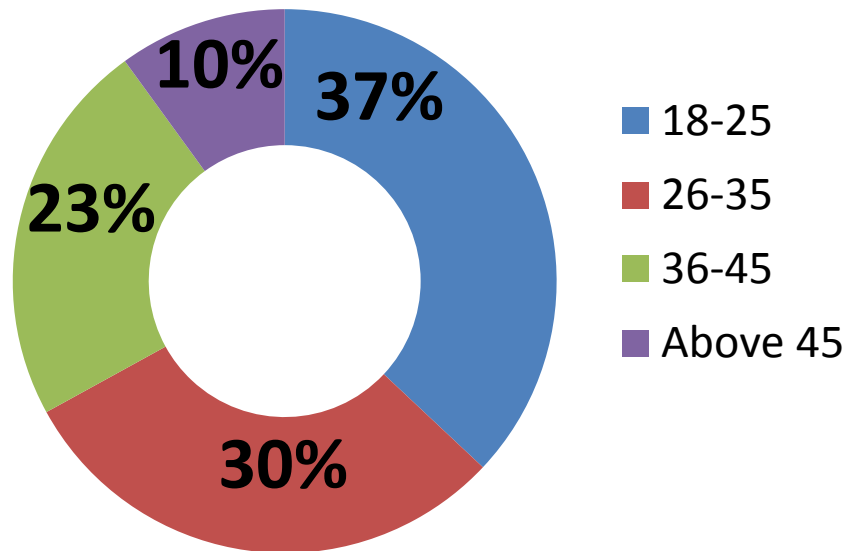


# In what quantity do you buy shampoo?

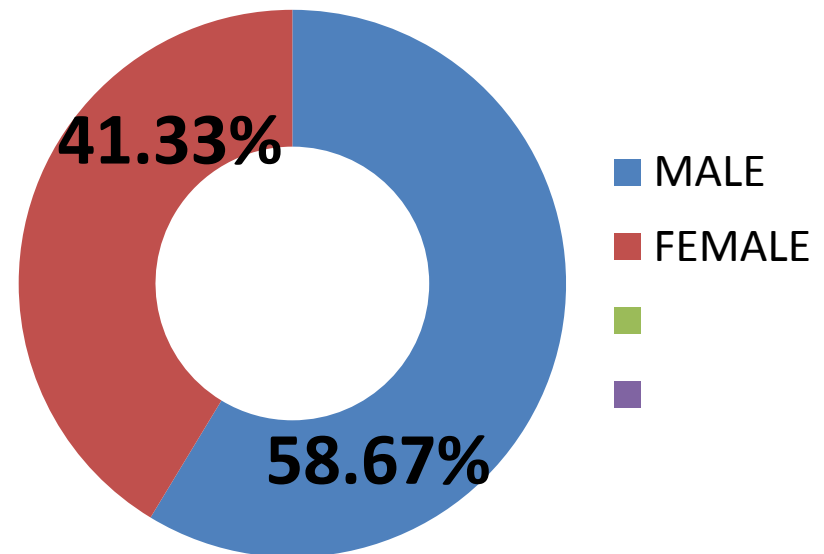


# CONSUMER PROFILE

## AGE PROFILE

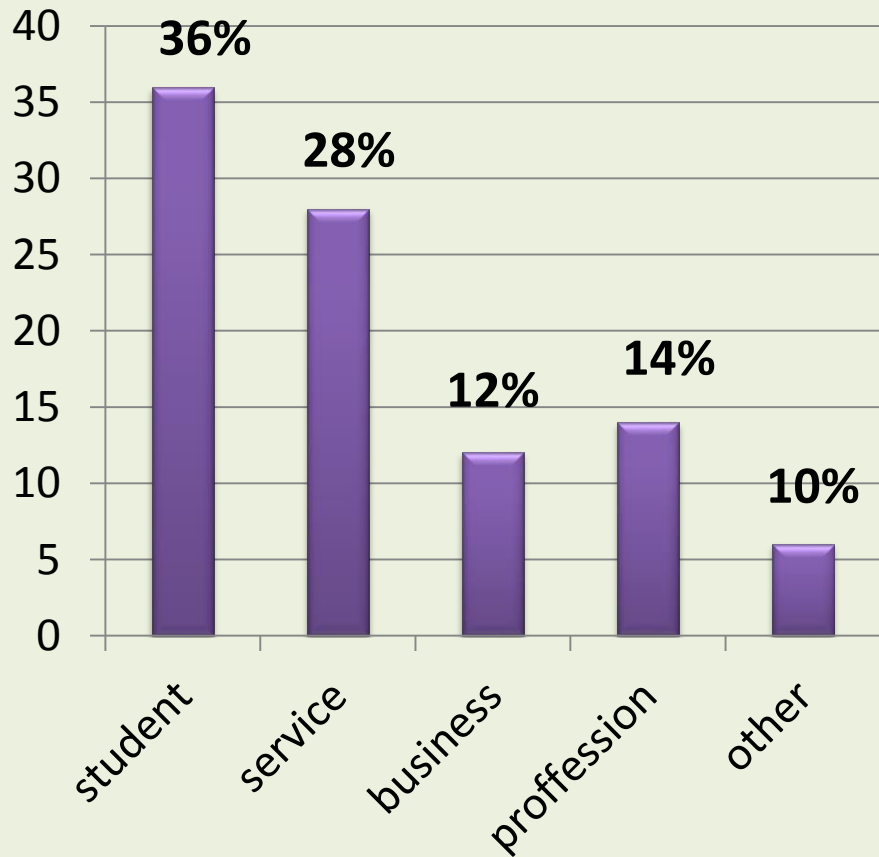


## GENDER

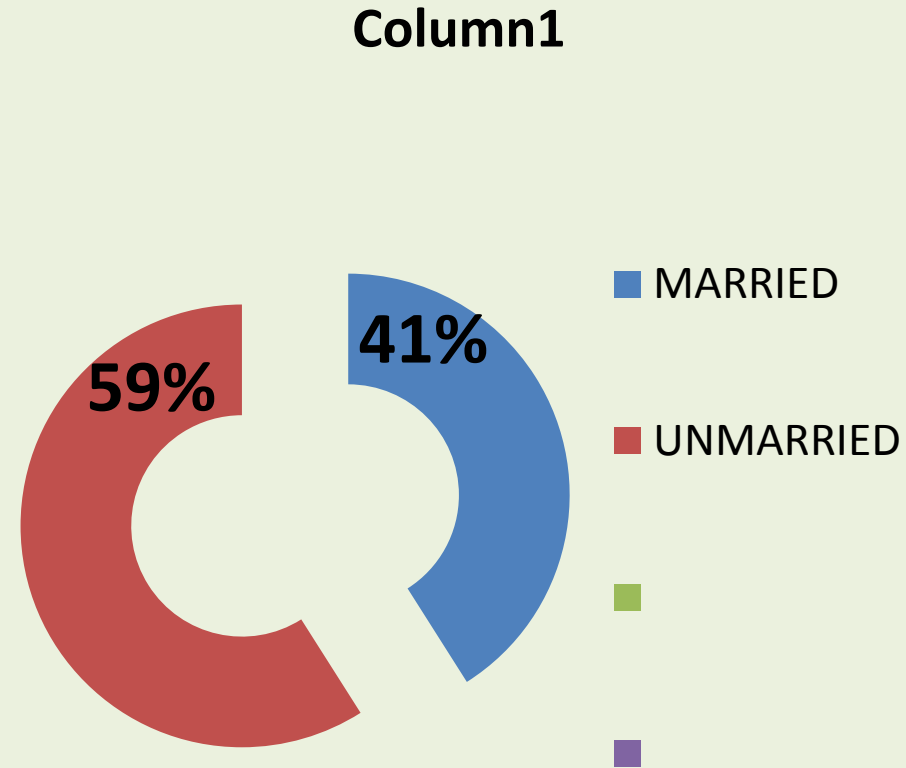


# Consumer Profiles

## Occupation:-



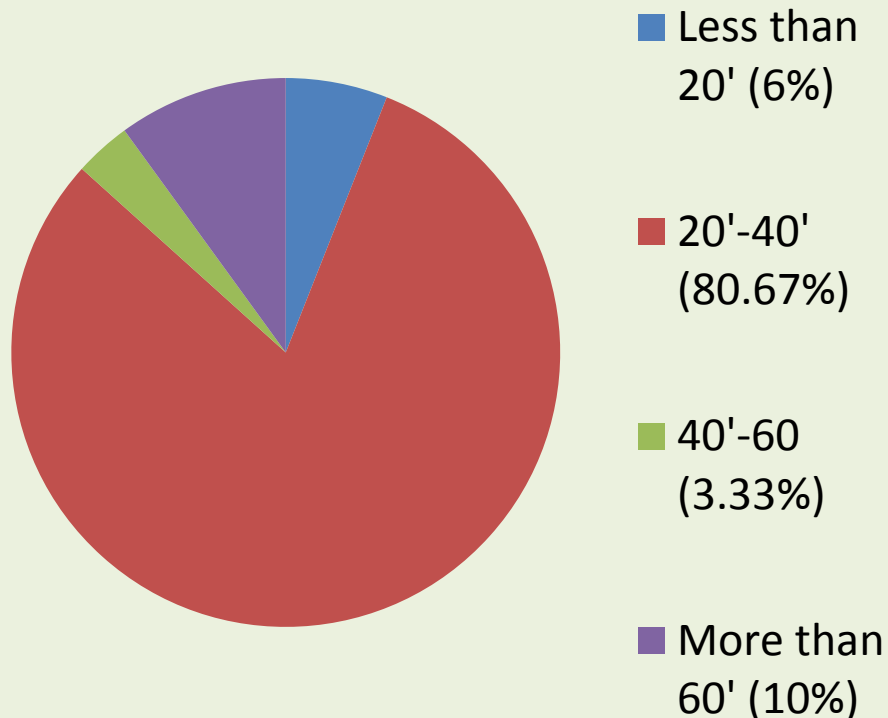
## Marital status:-



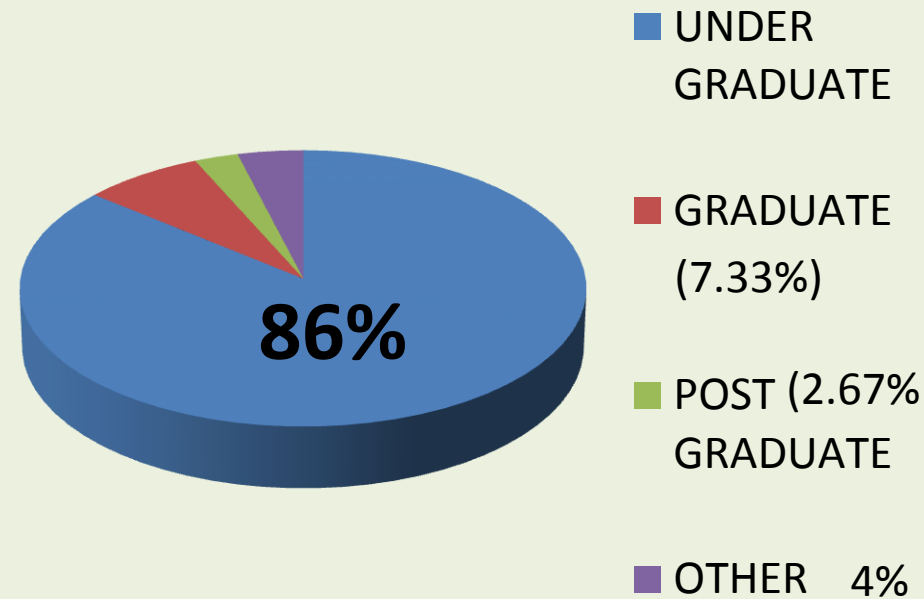
# Consumer Profiles

## MONTHLY INCOME:-

In '000



## EDUCATIONAL QUALIFICATION:-



# THANK YOU

**1. AVANTIKA  
TEOTIA**

**2. AARTI KUMARI**

PRESENTATION

BY:-

**3. ASHISH  
CHAUDHARY**

**4. ANUJ PRATAP  
SINGH**

**miet**

**GROUP OF INSTITUTIONS**

