

A Study on Motivational Factors Influencing the Purchase of Personal Care Products

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Abstract:

Your hair tells a lot about you. Make sure it's telling the right story." "Your hair is the statement you make without saying a word." - **Adriana Li.**

Fast Moving Consumer Goods are the requisite for all of us. Before buying any products or availing any services, consumers consider many factors that can influence their decision to buy the product or avail the services. The motivational factor plays an important role in the purchase decision of a product, especially related to personal care products, because beauty look prefer by all. The present study was undertaken by the researchers to determine the purpose, awareness, and motivational factors of the use of hair oil and shampoo which also come under green marketing. Using a convenience sampling technique, data were collected from areas with a sample size of 252, and statistical tools such as simple percentage, simple ranking technique, and correlation were applied. Internal factors such as trust, nourishment, and reduced hair fall, and external factors such as Quality, Price, Loyalty and Ingredients were considered to understand the motivational factors for consumers to buy hair oil and shampoo. Owing to climate change, environmental consciousness, and the effects of pollution, consumers now prefer to consume green products as well as Green Marketing products.

Keywords: External factors, Hair oil, Internal factor, Personal care products, Shampoo, Wealth.a

1. Introduction:

"Hair is the richest ornament of women". - Martin Luther.

According to Martin Luther, hair is the most valuable adornment for women, surpassing any other ornament they might acquire. To ensure the health and aesthetic appeal of hair, individuals must devote considerable attention to its care. From infancy, at the age of one month, through to the later stages of life, up to 70 or 80 years, women tend to prioritize hair care over men. The type, colour and length of hair are the primary considerations for women in maintaining their hair. Various internal and external motivational factors, such as emotional connections, trust, ingredients, loyalty, price, and quality, influence consumers' preferences for specific brands of hair oil and shampoo. This study examined women's hair care preferences and the brands of oil and shampoo they choose to purchase.

2. Statement Of The Problem

Hair oil and shampoo are essential components of women's personal care products, primarily because of their role in enhancing their appearance. Several factors must be considered when purchasing such products, as they play a crucial role in decision-making. Currently, the time required to apply shampoo or hair oil is a major concern. Additionally, women who operate two-wheelers may experience hair damage, leading to various hair-related issues. This studies was conducted to address the challenges posed by pollution, climate change, and the



chemical ingredients in these products. This study also aims to identify the motivational factors that influence the purchase of such products.

3. Scope Of The Study:

The concept of beauty is often perceived not merely through physical appearance but also through the positive of an individual. Despite this widely accepted notion, there remains a tendency, particularly among women, to invest considerable time and financial resources to enhance their physical appearance, with hair care being a significant focus of this investment. This study aimed to examine both intrinsic and extrinsic motivational factors influencing respondents' decisions to purchase specific hair oils and shampoos. The research was concentrated in the Madurai District and its surrounding areas.

4. Objectives Of The Study: The objective of the study is to

- identify the purpose of usage of hair oil and shampoo,
- source of awareness of the hair oil and shampoo,
- motivational factors to buy hair oil and shampoo

5. Review Of Literature:

In 2023, Abhay Thakur conducted a study to assess the effectiveness of natural and organic shampoos in comparison to traditional shampoos using a sample of 25 respondents. The findings indicated no discernible difference between natural and organic shampoos or any significant variation in their ability to clean hair, reduce dandruff, or enhance scalp health compared to conventional products.

In 2025, researchers Yogesh M. Bagad, Shashikant D. Barhate, and Shaikh Samir K explored the potential of herbal hair oil to promote hair growth, detailing the types, benefits, functions, and characteristics of such oils. They concluded that herbal hair oil significantly contributed to hair growth and addressed hair-related concerns.

In another study conducted in 2023, Monil Yogesh Neena Gala, Snehal Muchhala, Akhila Paspulate, Rahul Rathod, Krishna Veligandla, Biswajit Aich, Arti Sanghavi, Nilesh Guhe, and Bhavesh P. Kotak investigated the causes of hair fall and severe hair loss in 165 women. Their research concluded that maintop shampoo effectively strengthened hair, reduced dryness, and minimized hair fall

.In 2017, Kura, MM; Gupta, Arun,Srivastava, Ruch and Luthra, SK examined the safety and efficacy of vatika-enriched coconut hair oil (VHO) in women experiencing hair fall and dandruff. Using a sample of 44 participants divided into two groups, the authors tested the effects of VHO at regular intervals. This study found that VHO significantly controlled hair fall and dandruff, enhanced shine and blackness, and improved the overall hair health of the users.

6. Research Methodology:

- **SAMPLE SIZE:** 252
- **DATA COLLECTED:** Primary and secondary data were used.
- **TOOLS FOR ANALYSIS:** Simple percentage analysis, Correlation, and Simple ranking techniques were applied.
- **SAMPLING TECHNIQUES:** Convenience sampling technique was used.
- **SAMPLE AREA:** Madurai North and South.

7. Analysis And Interpretation:

Table No1: Details about the Respondents

Particulars	No. of Respondents	%
Age		
15-25	222	88
26 to 35	22	9
36 to 45	6	2
46 to 55	2	1
Present Status		
Employee	36	15
Employer	4	2
Housewife	26	10
Student	186	73
Driving Two wheeler		
Yes	194	77
No	58	23
TOTAL	252	100
Using Helmet		
Yes	186	96
No	4	2
Sometimes	4	2
Items use to protect hair while wearing helmet		
Any cotton cloth /kerchief	78	40
Cap	22	11
Scarf	94	49
Total	194	100

Source: Primary data

The table presents demographic and behavioural details about 252 respondents related to age, present status, use of two-wheelers, helmet usage, and items used to protect hair while wearing a helmet.- ****Age distribution:**** The majority of respondents are aged 26 to 35 (29%), followed by 15 to 25 years (22%), 36 to 45 years (24%), and 46 to 55 years (21%).- ****Present status:**** Most respondents are students (73%), with employees making up 15%, employers 4%, and housewives 10%. - ****Driving two-wheelers:**** 77% of respondents drive two-wheelers, while 23% do not.- ****Helmet usage:**** Among those who drive two-wheelers, 96% use helmets, while 4% either do not or use them sometimes (both categories at 4% each).- ****Items used to protect hair while wearing helmets:**** Of the 194 helmet users, 49% use scarves, 40% use cotton cloth or kerchiefs, and 11% use caps.

This data highlights a predominantly young, student population with high two-wheeler usage and helmet compliance, with scarves and cloths being the most common hair protection items under helmets.

Table 2: Analysis of Hair nature, Shampoo and Hair Oil used by the Respondents

Particulars	No. of Respondents	%
Type of Hair		
Coily hair	12	5
Curly hair	36	14
Straight hair	140	56
Wavy hair (curve)	64	25
Length of the Hair		
Normal length	162	64
Short	62	25
Too long	22	9
Too short	6	2
Colour of the Hair		
Black	226	90
Black with white	6	2
Brown	20	8
Give special care to Hair		
Yes	204	81
No	48	19
Items used to take care of Hair		
Beauty Palour	54	21
Homemade care like lemon, curd,alora vera, hibiscus, Henna	198	79
Cut the hair frequently		
Yes	54	21
No	80	32
Rarely	118	47
Frequency of washing hair		
Daily	69	27
Once in a week	22	9
Twice in a week	137	54
Thrice in a week	24	10
Using of hair dryer		
Yes	26	10
No	164	65
Sometimes	62	25
Type of water used to wash hair		
Normal water	218	86
Salty water	32	13
Mineral water	2	1
Using dye or coloring to hair		
Yes	8	3

No	236	94
Sometimes	8	3
Using shampoo to wash hair		
Yes	239	95
No	13	5
Shampoo used to wash the hair		
Chick	23	9
Clinic Plus	37	15
Dabur Vatika Health Shampoo	26	10
Dove	46	18
Himalaya Anti-Hair Fall	22	9
L'Oreal Paris	20	8
Meera	21	8
Pantene	48	19
Sun silk	9	4
Frequently change the shampoo		
Yes	99	39
Some times	62	25
No	91	36
Awareness about the shampoo		
Family	62	25
Friends & relatives	51	20
Magazine Advertisement	22	9
Newspaper Advertisement	29	11
Sales representatives	26	10
Television Advertisement	62	25
No. of years using the shampoo		
More than 2 year	140	56
More than 5 years	64	25
More than 10 years	32	13
More than 15 years	16	6
Specify problem in hair		
Yes	70	28
No	182	72
Problems faced in hair		
Dandruff with hair fall with frizz, split ends	20	29
Frizzy hair & Greasy hair	16	23
Hair fall & thinning of hair	22	32
Split ends, dry hair texture	12	16
Reason for using such shampoo		
Make my hair more silky and soft	64	25
Control dandruff	38	15

Control dandruff, my hair more silky and soft Strengthen my hair	19	9
Control hair fall, Control dandruff, Strengthen my hair, Make my hair more silky and soft	97	38
Strengthen my hair, Make my hair more silky and soft.	34	13
Total	252	100

Source: Primary Data

The table presents a detailed analysis of the respondents' hair characteristics, hair care practices, and product usage patterns. The majority of respondents (56%) reported having straight hair, followed by wavy (14 %), curly (25%), and coily hair (5%). Regarding hair length, 64% of the respondents indicated normal length, with shorter and longer hair lengths reported by smaller proportions. Most respondents (90%) had black hair, with fewer reporting black and white (6%) or brown hair (8%). A significant proportion (81%) of the participants provided special care to their hair, primarily through beauty parlours (42%) and homemade remedies such as lemon, curd, aloe vera, hibiscus, and henna (79%). The frequency of hair cutting varied, with 42% cutting their hair frequently, 32% not cutting it regularly, and 47% rarely cutting it. The frequency of hair washing was as follows: 54% washed their hair twice a week, 27% daily, 10% three times a week, and 9% once a week. Regarding hair dryers, 10% used them regularly, 25% sometimes, and 65% did not use them at all. Normal water was the predominant choice for hair washing (86%), followed by saline water (13%) and mineral water (2%). Regarding hair colouring, 6% used dye regularly, 94% did not, and another 6% sometimes used dye. Shampoo usage was nearly universal (95%), with a variety of brands preferred, including Clinic Plus (15%), Dove (18%), Pantene (19%), and others (not shown in the figure). Shampoo changing habits showed that 39% changed frequently, 25% sometimes, and 36% did not change their shampoo. Awareness of shampoo products was mainly influenced by family (25%), friends and relatives (20%), television advertisements (25%), and other media sources, such as magazines and newspapers. The duration of shampoo use varied, with 56% using it for more than 2 years, 25% for more than 5 years, 13% for more than 10 years, and 6% for more than 15 years. Regarding hair problems, 28% reported issues, including dandruff with hair fall and frizz (29%), frizzy and greasy hair (23%), hair fall and thinning (32%), and split ends with a dry texture (16%). The primary reasons for shampoo choice included making hair silky and soft (25%), controlling dandruff (15%), strengthening hair (19%), and combinations of these benefits (38%). This analysis highlights the prevalent hair types and care routines among respondents, emphasising the reliance on specific shampoos and hair care practices tailored to address common hair concerns.

Table 3 Internal Motivational Factors for usage of Shampoo by the respondents

Internal factors	R1	R2	R3	R4	R5	R6	Total
	No. of Respondents						
Emotional connections	58	36	22	52	32	52	252
Nourishes	42	32	55	63	25	38	
Reduces dandruff	41	56	19	77	26	33	
Reduce hair damage	28	61	40	10	51	64	
Reduce hair fall	53	32	67	20	66	17	
Trust	30	35	49	30	52	56	
Total	252						

Source: Computed data

Correlation: H0: There is no relationship between Age and Internal Motivational Factors of Shampoo ranked as 1 by the respondents.

H1: There is a relationship between age and internal motivational factors of shampoos ranked 1 by the respondents. Since the r value is 0.6629, and concluded that there is significant relationship with strong and positive correlation between Age and Internal Motivational Factors.

Table 4 External Motivational Factors for usage of Shampoo by the respondents

External Factors	R1	R2	R3	R4	R5	Total
No. of Respondents						
Ingredients	59	52	32	40	69	252
Quality	53	69	47	43	40	
Size of package	45	64	77	59	7	
Loyalty	41	33	31	56	91	
Price	54	34	65	54	45	
Total	252					

Source: Computed data

Correlation: H0: There is no relationship between Age and External Motivational Factors of shampoo ranked as 1 by the respondents.

H1: There is a relationship between Age and External Motivational Factors of shampoo ranked 1 by the respondents. Since the r value is 0.6576, we concluded that there is a significant relationship between Age and External Motivational Factors ranked as 1 by the respondents.

Table 5 Internal Motivational Factors related to usage of Hair Oil by the Respondents

Internal Factors	R1	R2	R3	R4	Total
No. of Respondents					
Reduce hair fall	109	42	39	62	252
Helps to protect my hair	52	99	72	29	
Strengthen my hair	31	82	108	31	
No chemical compositions	60	29	33	130	
Total	252				

Source: Computed data

Correlation:H0: There is no relationship between Age and Internal Motivational Factors of hair oil ranked as 1 by the respondents.

H1: There is a relationship between Age and Internal Motivational Factors ranked as 1 by the respondents. Since the r value was 0.9277, it was concluded that there is a strong relationship between Age and Internal Motivational factors.

Table 6 External Motivational Factors related to usage of Hair Oil by the Respondents

External Factors	R1	R2	R3	R4	R5	Total
No. of Respondents						
Ingredients	59	49	42	54	48	252
Quality	59	78	49	34	32	
Size of package	63	37	48	52	52	

Loyalty	36	56	55	46	59	
Price	35	32	58	66	61	
Total	252					

Computed data

Correlation H0: There is no relationship between Age and External Motivational Factors of hair oil ranked as 1 by the respondents.

H1: There is a relationship between Age and External Motivational Factors of hair oil ranked 1 by the respondents. The r value was 0.4063, indicating that there was a moderate and positive correlation between Age and External Motivational factor.

Table 7 Satisfied with the usage and output of Hair Oil and Shampoo

Satisfied with the usage and output of Hair Oil and Shampoo	No. of Respondents	%
Yes	108	43
No	57	23
Sometimes	87	34
Total	252	100

Source: Primary Data

The data in Table 7 indicate the level of satisfaction among respondents regarding the usage and output of Hair Oil and Shampoo. Of the 252 respondents, 108 (43%) expressed satisfaction with the products, while 57 (23%) reported dissatisfaction. Additionally, 87 respondents (34%) indicated occasional satisfaction, suggesting variability in their experiences. These results demonstrate that although a plurality of users are satisfied, a significant proportion either have inconsistent experiences or are dissatisfied, highlighting potential areas for product improvement or further investigation into the factors influencing user satisfaction.

Table 8 Recommended the Hair Oil and Shampoo to others

Recommended the Hair Oil and Shampoo to others	No. of Respondents	%
Yes	197	78
No	55	22
Total	252	100

Source: Primary Data

The data in Table 8 indicates that a substantial majority of respondents (78%) recommended the Hair Oil and Shampoo to others, with 197 out of 252 participants expressing a positive endorsement. Conversely, 22% of the respondents (55 individuals) did not recommend the products. This distribution suggests a generally favourable perception and acceptance of the Hair Oil and Shampoo among the surveyed population, reflecting a strong likelihood of customer satisfaction and potential for positive word-of-mouth promotion. The results highlight the effectiveness of these products in meeting user expectations.

8.Findings:

- Demographic and Behavioral Profile of Respondents - The majority of respondents were aged between 26 and 35 years (29%), followed by those aged 15 to 25 years (22%), 36 to 45 years (24%), and 46 to 55 years (21%). The predominant occupation among respondents was students (73%), with employees (15%), housewives (10%), and employers (4%) comprising the remainder. A substantial proportion (77%) reported operating two-wheeled vehicles, and of these, 96% consistently utilized helmets.

Among helmet users, scarves (49%) and cotton cloths/kerchiefs (40%) were the most frequently employed items for hair protection, followed by caps (11%).

- **Hair Characteristics and Hair Care Practices-** The predominant hair type among participants was straight (56%), followed by wavy (25%), curly (14%), and coily (5%). A majority of respondents (64%) reported having hair of normal length, with shorter and longer lengths being less common. Black hair was the most frequently reported color (90%), with smaller proportions indicating black and white (6%) or brown (8%) hair. A significant proportion (81%) of participants engaged in special hair care practices, primarily through beauty parlors (42%) and homemade remedies (79%). The frequency of hair cutting varied, with 42% cutting their hair frequently, 32% not regularly, and 47% rarely. Hair washing was predominantly conducted twice a week (54%), followed by daily washing (27%). Most respondents utilized normal water (86%) for washing their hair, while a minority used saline (13%) or mineral water (2%). The use of hair dryers was low, with 65% of participants not using them at all. Hair dye usage was minimal, with 6% of participants regularly using dye and another 6% using it occasionally.
- **Patterns of Shampoo Usage and Awareness-** The prevalence of shampoo usage was nearly universal, with 95% of individuals reporting use. The most popular brands included Clinic Plus (15%), Dove (18%), and Pantene (19%). - Regarding shampoo changing habits, 39% of individuals reported frequent changes, 25% changed occasionally, and 36% did not change their shampoo. - Awareness of shampoo products was primarily influenced by family (25%), friends and relatives (20%), and television advertisements (25%). The duration of shampoo use varied, with 56% of individuals using their shampoo for more than two years, 25% for more than five years, and smaller proportions for longer durations.
- **Hair Problems and Reasons for Shampoo Selection-** Approximately 28% of respondents indicated experiencing hair issues, such as dandruff accompanied by hair loss and frizz (29%), frizzy and oily hair (23%), hair loss and thinning (32%), and split ends with a dry texture (16%). The primary motivations for selecting a particular shampoo included achieving silky and soft hair (25%), dandruff control (15%), hair strengthening (19%), and combinations of these benefits (38%).
- **Motivational Factors for Shampoo Usage-** A substantial and robust positive correlation ($r = 0.6629$) was identified between age and internal motivational factors, such as emotional connection, nourishment, dandruff reduction, hair damage reduction, hair fall reduction, and trust, which influence shampoo selection. Similarly, a significant positive correlation ($r = 0.6576$) was observed between age and external motivational factors, including ingredients, quality, package size, loyalty, and price, which affect shampoo usage.
- **Motivational Factors for Hair Oil Usage -** Internal motivational factors for the use of hair oil encompass the reduction of hair fall, hair protection, hair strengthening, and the absence of chemical compositions. A strong positive correlation ($r = 0.9277$) was identified between age and these internal motivational factors. - External motivational factors, including ingredients, quality, package size, brand loyalty, and price, exhibited a moderate positive correlation with age ($r = 0.4063$).
- **Satisfaction and Recommendation of Hair Care Products -** Among the respondents, 43% reported satisfaction with the use of hair oil and shampoo, 23% expressed dissatisfaction, and 34% indicated occasional satisfaction, suggesting variability in user experiences. - A significant majority (78%) recommended the hair oil and shampoo products to others, while 22% did not, reflecting generally favorable perceptions and acceptance of these products. These findings collectively illuminate the demographic characteristics, hair care behaviors, product preferences, motivational factors, and

satisfaction levels among respondents, providing valuable insights into consumer profiles and product usage patterns in the hair care sector.

9.Limitations Of Study

The study focused only on the personal care products of hair oil and shampoo. New Marketing strategies may be implemented due to heavy competition in the market, in which motivational factors may vary over time. Female sex alone was the focus of this study.

10.Suggestions:

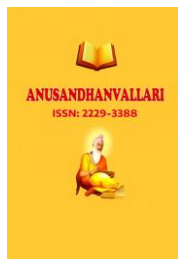
- Manufacturers should prioritize the development of hair care products that specifically address consumer-identified issues such as dandruff, hair loss, frizz, and thinning, thereby enhancing user satisfaction.
- Marketing strategies ought to capitalize on the significant influence exerted by family, friends, and television advertisements to increase awareness of hair oil and shampoo brands.
- Product packaging should take into account consumer preferences regarding size and convenience, as these external factors substantially affect consumer choices and brand loyalty.
- In light of the widespread use of two-wheelers and helmets, companies could devise targeted hair protection solutions to mitigate damage resulting from environmental exposure and helmet use.
- Emphasizing natural and chemical-free ingredients in product formulations is crucial to align with internal motivational factors, particularly among older age groups who exhibit a strong preference for such attributes.
- Educational campaigns should promote regular hair care routines by highlighting the benefits of frequent haircuts, appropriate washing frequency, and protective measures to enhance hair health.
- Customer engagement can be improved by addressing variations in satisfaction through feedback mechanisms and product enhancements tailored to diverse hair types and user needs.
- Expanding product availability and promotions in the Madurai district and surrounding areas is advisable, considering the demographic concentration and specific preferences identified in this study.

11.Conclusion:

This study provides a thorough analysis of the motivational factors influencing women's purchases of hair oil and shampoo in the Madurai district. The findings reveal that both intrinsic factors, such as emotional connection, nourishment, and trust, and extrinsic factors, including ingredients, quality, and price, significantly impact consumer decisions, with age playing a substantial role in these motivations. Hair care practices are diverse, with a majority of respondents prioritizing special care through beauty parlors and homemade remedies, and exhibiting varied hair types and issues. Despite a considerable proportion of users expressing satisfaction and recommending products, a notable segment reported inconsistent or negative experiences, highlighting opportunities for product enhancement. This study underscores the importance of tailored marketing, product innovation, and consumer education to effectively meet the evolving needs of hair care consumers. These insights can guide manufacturers, marketers, and healthcare professionals in developing strategies to foster customer loyalty and improve overall hair health outcomes.

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