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Perceptual Appropriateness of Indian Women Towards Hair Colours

Saraju Prasad

Biju Patnaik Institute of Information Technology & Management Studies, Bhubaneswar, India

Email address

saraju_prasad@rediffmail.com

Abstract: Cosmetics companies faced lot of challenges in the changing environment as the competition within the specific market segment is more rigorous day by day. Companies are changing their strategies more often to understand the exact customers need and preference. Recent consumer buying points are changing with the advent of technology like cosmetics are available in various retail outlets, company's dealers and distributors, parlors and salons which indirectly affects the cosmetic brands to redesign the distribution strategy to suit best for their products. There is a great revolution in cosmetics for hair especially the hair colours. This research will give a direction to the hair colour manufacturers to know the perception Indian women towards different point of purchases for hair colours and also give knowledge about brand personality traits, look matters in preference of any cosmetic brands. The research also gives in depth knowledge about the different colours acceptability in Indian market. Theoretical frame work of the research gives a sketch about the consumer's perception on brand preference, image, personality towards different brands of hair colours. The research helps the different hair colour companies to know the factors that has greater influence on potential or existing consumers during purchase decisions. This research highlights the important role of physical qualities, price, advertisement and promotion of hair colours to change the consumer perception. Different statistical tools used to analyse the role of gender and cultural differences influence colour perception and companies should keep in mind when localizing the colours to develop different advertising strategies to entice women.

Keywords: Regression, Multi-dimensional Scaling, Perceptual Mapping, Stress Value etc

1. Introduction

Coloring hair is no longer just a replacement for anti-aging; it is now a matter of style, trend and wellness too. The increasing affluence among the young and changing lifestyles are driving the demand for the emerging hair color segment. The Rs 2,500-crore hair colour market in India today is exciting, experimental and transformative. Hair colouring is no longer considered an exercise in hiding greying hair. You can choose from an array of powders, gels, cremes, colours, in just about every shade, while being assured of nourishing, conditioning, enriching benefits at the same time. Formerly colour was an antidote to ageing. To add to it, there wasn't much choice for consumers in terms of colours – companies in the category mostly offered black. The process of combining components made the exercise in hair colouring very tedious and the packaging in glass bottles, which looked medicinal and carried detailed information on mixing and measurement components, was not customer-friendly. The defined routine of coloring or dyeing hair at home is reduced and there has been a rise in approach to salons for coloring hair. The difference in professional hair color and retail hair color is now filling the gap and to have an extra shine with smoothness and primarily the tiring and time spending transmission of coloring your own hair at home is reduced. Professional hair colors are the products that are used only at salons by trained hair technicians who also provide free consultation to most customers on the type of shade that would suit your appearance and will also complement your lifestyle. Professional hair colors last longer and have more benefits other than the retail colors as available in the market.

The professional hair care industry serve as a good example where creating an aesthetic experience plays a big part in influencing consumer behaviour. For instance, we have experienced that many styling products often serve little

utilitarian purpose and are not necessarily useful from a practical point of view; nevertheless these products seem to create intangible value and significance for the user. Professional styling products are being sold exclusively in hair salons and departmental stores where a symbolic atmosphere is created. The whole buying process is shaped around generating a social interaction, impulse and feeling. As a result hair product customer is not only influenced by the companies' visual output but also by becoming emotionally connected with organizational values and beliefs. People often purchase products spontaneously without any clear consideration whether a certain product is actually needed or worth the price paid. [21] suggest that this self-gifting phenomenon is provoked by the endeavor to motivate and indulge, relieve stress or just do something nice for oneself.

India has seen a recent growth of about 30% in recent years wherein a visit to a hair salon is increased by both the genders. Men's grooming has been a big impact since 2015 and the average clientele to a standard salon even in a rural area is around 3-4 male customers per day for hair color services. India has over 40% of the salon category described as 'Parlours' wherein the establishment still uses retail hair colors for their customers instead of professional hair colours, the reason being; price concern, easy availability, no professional training and a wide array of shades and brands. When it comes to shades at such establishments, preference is always a dark color in terms of black or brown, the reason here is the demand of just coverage of grey hair. Sachets and powder dyes have been replaced with cartons coming with easy application instructions and large quantity content. Popular Brands in the retail hair color segment are L'Oreal Paris, Streax, Garnier, Revlon, Godrej etc. The advantages to walk into a professional Salon to color your hair gives you variable advantages other than just professional coloring, here you stand a chance of mix match colors, highlights, streaking and much more. Primarily you are in safe hands, as the color of your hair should add charm to your personality. India's overall hair colour market is estimated to be around Rs. 2,900 crore with new players in various categories and brand estimate. The prominent players in the professional hair color industry in India are L'Oreal, Wella and Shwarzkopf with the secondary category of brands such as Matrix, Berina, Streax Pro. etc, currently dominating the market. In terms of fashion colors especially semi-permanent there are Fudge, N'rage and Crazy Colors, which is also now not widely available, and there is a high demand for the same in the Indian market.

Herbal based hair colors and organic hair colors also perceive to enter the salon industry but with poor marketing techniques and education, they are not able to penetrate. 80% professional salons keep a choice of hair color brands at their salons to suit their customer needs, whereas the other 20% professional salons cater to only one particular brand. The rise in demand for any professional hair colors at salons (other than the schemes and packaged offers) is; education, product innovation, marketing support and in-salon retail products. If the brand has a wide array of professional post care products to support their color and which can be supplied only through the salons then they are in more demand as compared to regular color brands as Salons prefer their clientele to keep growing with their support of purchase of post maintenance products. Extensive research and analysis also revealed that the share of hair care market is maximum in the cosmetic industry, with hair oil being the dominant segment as there is a surge in the Indian market with the variants in the segment like perfume oil, light oil, and many more. In future, although hair oil is expected to remain the leading market, but hair color will attain the fastest growth rate in the segment.

The story of the evolution of the Godrej Group is intertwined with the history of India. Innovation has always been core to our approach, and it goes hand in hand with our strong legacy of trust, integrity and respect for people, which spans over a century. By 1974, the Group was fairly well established. We were looking for a new segment to enter and decided to venture in the hair colour category. We already had businesses in metal locks and almirahs category, oleo chemicals, soaps and agri feed, among others. Hair colour, however, was a brand-new category. Back then, the hair dye market in India was undersized but we believed it held tremendous potential - it was growing well in other global markets. Our research and development team worked diligently on making a very good formula for hair dye and this encouraged us further to make a foray into the market. The first product we launched in 1974 was called Godrej Liquid Hair Dye. Packaged in bottles, this product was a runaway success, so much so that the term dye itself became synonymous with Godrej. It laid the foundation for us to become the number one player in the hair colour market, a position that we hold with pride even today. The Rs. 2,500-crore hair colour market in India today is exciting, experimental and transformative. Hair colouring is no longer considered an exercise in hiding greying hair. You can choose from an array of powders, gels, cremes, colours, in just about every shade, while being assured of nourishing, conditioning, enriching benefits at the same time. When we started out, however, it was very different. Colour was an antidote to ageing. To add to it, there wasn't much choice for consumers in terms of colours - companies in the category mostly offered black. The process of combining components made the exercise in hair colouring very tedious and the packaging in glass bottles, which looked medicinal and carried detailed information on mixing and measurement components, was not customer-friendly.

2. Hypothesis

This research as gone through a situation where women expenses on hair colours is increasing day by day of the customers. This expense on hair colour is affected by the different hedonic or utilitarian value of the company's product. Hypothesis can be formulated to study the relationship of women's age with hedonic or utilitarian value

of the different brands of hair colours. Hence the hypothesis is:

H0 = Importance of decision variables for hair colours depends upon age of the women

H1 = Importance of decision variables for hair colours does not depend upon age of the women

3. Objectives

This research will study the consumers´ subjective view on beauty and aesthetics and can be influenced by the professional hair care industry. Hair colour market is created by different hair colour companies which mainly satisfy emotional needs rather than fulfill utilitarian function. The research objectives formulated for this paper is to know the profile of women having high involvement with hair colours, to know the factors responsible to select any brands of hair colours and finally to find the relationship of individual's age with her preferred brand hair colours

4. Methodology

This study attempted to determine whether women are assigned specific personality traits based on their hair color and length within the setting of a college campus. In order to conduct this study, surveys were administered to a randomly collected sample of women. The surveys collected demographic information about participants and allowed each participant to administer personality traits based on the picture presented. Methodology used for this research is based on the profile of customers being taken as respondents. Secondary data are collected from the different sources like electronic and print medium respectively and the sources mentioned in references. Primary data are collected from the respondents through questionnaire method. Depending upon the type of questions in questionnaire sample size of 300 is quite adequate for the research. Sampling procedure used for this research is convenient one. Statistical Tools like tabulation, weighted average mean and regression analysis and multi-dimensional scaling technique are being used for the data analysis. In order to conduct this study, 300 women in Bhubaneswar region have been selected by sampling method and mainly questionnaire has been used for collecting the data. All the data required for this analytical study has been obtained mainly from primary sources, but at times, secondary sources of data have also been considered. The data collection method used to obtain the desired information from primary sources has been through direct interview and questionnaire has been used as an instrument. Basically, targeted populations belong to the Bhubaneswar region and considering only women of different ages as a sampling unit. Judgment sampling has been used for collecting the sample.

5. Literature Review

[11] suggested that utilitarian and hedonic brand benefits had both contributed to the satisfaction with the cosmetic brands with an overall stronger influence of emotional consumption experiences. Beauty is a subject which is difficult to grasp especially since it is perceived differently and related to various cultural or social norms. Beauty might be seen as a powerful tool that can help one to achieve higher ambitions which might be significant for future growth and development [10]. According to [6], the word beautiful expresses something that we are fond of, enjoy looking at. For that reason, a sense of personal fulfillment as well as indulgence is created [22]. Hair styling has emerged as one of the key fashion points in recent years as individuals, particularly young consumers realize that styling hairs in a trendy manner has an impact on people's perception of their fashion sense. Hair styling is particularly interesting for consumers because hairstyle is one aspect of appearance which can be set in different styles as compared to rest of the face which the individuals can do little about except for wearing makeup.

Aesthetics is defined by [3] as a science of perception that relies on our ability to distinguish value or significance in the object of interest and thereby develop taste. In advertising beauty is produced by aesthetic images and symbols which are interpreted by consumers [27]. For that reason, as [26] state, aesthetics can be used as an influential tool for organisations to differentiate their products with. However, emotions can be easily abused by organisations and hence produce a false view of the "scientific truth" [16]. For instance, illusions can be formed by companies, that state that certain products are better than others and that customers gain more for the money they pay. As a result the companies will neglect the truth as long as consumers are convinced that the information is correct. Jensen discusses the problem further by claiming that a false rationality is eventually created in order to justify the purchases made. There is extensive scientific documentation that aesthetic experience undoubtedly affects consumer behaviour in several ways [3], [13].

Further, by using experiential and sensory marketing strategies [25], closely studying consumer attitudes and preferences [9], creating symbolic [19] and emotional [1] values organisations can produce a luxurious and overpowering feeling of desire [2] that hopefully end in both increased profits and improved consumer value. Thus, it is essential for organisations to identify what consumers desire, often before they actually know that themselves, and use the marketing strategies to enhance that desire. L'Oreal's marketing strategy involves using attractive models with different hairstyles; using these models L'Oreal creates a false perception among consumers that using L'Oreal's products will make them look like the models. L'Oreal's models use extensive makeup which highlights the fact that L'Oreal's consumers are very sensitive about their appearance and may use lot of make up as well. Another key aspect of L'Oreal's marketing strategy for hair care products is using models with different skin colours. This could be a strategy to improve the aesthetic appeal of L'Oreal's hair care

products. One key aspect of L'Oreal's marketing strategy is to advertise a single shade of a hair colour. For example; when it advertises red hair colour, all the models in the advertisement will be wearing different shades of red hair colour only.

In the latter half of the 20th century a rapid growth of the global market resulted in a significant increase in the amount of brands and products present in most, if not all, industries with a focus on the end consumers. Companies are obliged to identify the underlying aesthetic reasons for the consumption as consumers have access to numerous choices. This alteration causes a need for differentiation in order to beat the competition by offering products that not only fulfill basic needs but also add value to the lifestyle customers desire to be a part of. Such "brand intangible" features of the brands that do not include any explicit qualities, are vital for providing exclusive aesthetic experiences for their customers. The objective of a company is to create an image, a sign of recognition and quality [26]. Positive memories created in consumers' minds can provide loyalty and premium price setting in the future as people are keen to return to the brands that previously delivered trustworthy satisfaction. The expansion of benefits of a strong brand is crucial [17]. The company behind the strong brand may, for example, gain easier access to new markets by utilizing a brand extension- the process where novel products are released under the existing brand. This strategy effectively stimulates a feeling of recognition and approval the consumer might have towards the original brand line. The professional hair care industry serve as a good example where creating an aesthetic experience plays a big part in influencing consumer behaviour. Professional styling products are being sold exclusively in hair salons and departmental stores where a symbolic atmosphere is created. The whole buying process is shaped around generating a social interaction, impulse and feeling. As a result hair product customer is not only influenced by the companies' visual output but also by becoming emotionally connected with organisational values and beliefs. People often purchase products spontaneously without any clear consideration whether a certain product is actually needed or worth the price paid. [21] suggest that this self-gifting phenomenon is provoked by the endeavour to motivate and indulge, relieve stress or just do something nice for oneself.

[7] conducted a study of the European cosmetic industry which showed that it is the largest and fastest growing cosmetic market in the world. European men as well as women are fashion forward and often, fashion innovators as well. Germany, France, UK, Italy and Spain are labeled as the 'big 5' companies of the cosmetic industry of Europe. These European countries not only generate largest revenues but are also leaders of export and import of cosmetic products. [23] state that in the year 2010-11, the Indian hair care market was dominated by hair oil segment (54.83%) followed by shampoo segment (31.28%) in terms of value. Moreover, even in terms of volume, hair oil segment leads the Indian hair care market. Hair dye segment has grown by 16.19% in 2010-11 in terms of value. The Indian market share of hair care segment contributes a considerable amount i.e. 9% of FMCG sector which is continuously increasing from Rs. 6230.8 crores to Rs. 8417.79 crores of rupees in the commercial years of 2008-09 to 2010-11. [28] states that a lot of hair care market customers indulge in brand switching often, due to introduction of new and improved products, heavy advertisements, sales promotions and even celebrity branding. Moreover, when dealing with hair care, customers prefer those brands that emphasize on using natural ingredients in the product such as Chamomile, Red clover, Vitamin E and so on. [28] further states that due to this preference, the brands of shampoos that claim to be 100% organic and toxic-free have created a niche in the hair care market. In spite of such popular use of hair dyes globally, hair dyes contain chemicals that scientists have never termed as 'toxic-free'. [5] conducted research in the field of hair dyes and the subsequent health effects arising due to their long-term usage. This research was conducted after a review by the International Agency for Cancer Research (IARC) in 1993 concluded that evidence was inadequate to evaluate the carcinogenicity of hair dye use. [5] scientifically researched the association between use of hair dye and diseases like lymphomas and multiple myeloma (MM). Though some cases were found, these associations were not consistent within and between the studies conducted.

Further, [24] conducted a research by studying various articles published in January 1992-February 2005 that investigated the association between personal hair dye use and cancer. The result was that there existed an association between hair dye use and various cancerous diseases like non-Hodgkin's lymphoma, multiple myeloma, acute leukemia, and bladder cancer which were observed in at least one well-designed study with detailed exposure assessment. However, these results were not consistently observed across all the studies. [8] identified in their research that consumer's preference is based on the 'halo effect'. This means that consumers do not consider all the attributes of a brand but globally evaluate the product and brand. This research work focused on analyzing consumers' preferences and choice for international, national and private brands which in turn would allow a greater understanding of product positioning and targeting issues in a market. The result was that attributes such as shampoo's scent, foam, after use feeling, and reputation were considered significant by customers while making a choice. However, different gender and consumer groups had different preferences about the same product.

Through a multi-sensory experience, created by sensory perceptions, people respond to external stimulations as well as they react to emotional images which are either consciously or unconsciously. This creates possibilities for hedonic consumption which is, as explained by [14], a phenomenon that: "designates those facets of consumer behaviour that relate to the multi-sensory, fantasy and emotive aspects of one's experience with products". It is essential for companies to identify the symbolic meaning of consumer goods which are increasingly becoming a part of

our consumer identity and image. Symbolic meaning of hair care products such as hair colour is to give the hairs a colour which matches the personality, mood, occasion and the rest of the attire. This is often witnessed in case of air colour advertising by L'Oreal as often the products are advertised using models who are wearing the clothing and makeup which matches the hair colour. Thus, L'Oreal tries to symbolise hairs as one part of the body which needs to be dressed like rest of the body to make the look complete. For hair care products, L'Oreal's marketing strategy is to highlight the hairs as the most important part of the looks. This is often done by highlighting the hairs so that everything else looks meaningless (as is evident from some of the advertisements shown below):

All these advertisements highlight hairs as the main part of the look. By highlighting the hairs as the most important part and noticing that it is possible to alter the appearance of hairs (by styling and colouring), L'Oreal tries to convey the message that it is possible to achieve the model looks. In other words, the highlight are the hairs which have been treated with L'Oreal products which means that the looks of the model in the advertisement are a result of L'Oreal's product and hence the consumers can get the same looks if they use L'Oreal products.

6. Analysis and Findings

6.1. Demographic Profile

In the present study the respondent's income mostly above Rs. 20,000 per month is being considered on the total sample. In order to avoid the risk related to those who are getting below Rs. 20,000 may not be the suitable customer for the regular deodorant user. The total sample size for the research is 300. Out of the total respondents 16.6% are students in various professional and non-professional institutes, 15.3% are businessmen and 30% are professionals and 15.3% are service holders and 18% are housewives. 100% of the total respondents are coming under the income level of higher than Rs. 20,000. Most of the people are coming above the age of 30. About 90% of the respondents are coming under the age of 50. Out of this 9% are coming under age 20, 17.6% are coming under age 21-30 and 28.3% are coming under 31-40 and 31% are coming under 41-50 and 13.6% are coming above the age of 50. The people who are very much aware of hair colours are taking into consideration because the questions can be solved by the highly aware respondents only. The above information is available in the table 1 in appendix.

The usage pattern of hair colours is given in above table 2 in appendix. It shows 66 percent of the respondents prefer to apply hair color and 34% of respondents prefer hair dye. Out of 198 respondents those are using hair colours 54.5% percent of them prefer to apply hair color of black shade, 50.5 of the respondents prefer to apply hair colour once on every three months. 77.7 percent of them prefer chemical based hair colour. 30.30 percent of the respondents use crème based hair colour and 40.4 percent prefer small size of pack.

49.49 percent of the respondents have been using hair colour for a period of less than 10 years.

6.2. Relationship of Age with Variables in Decision Making

Different issues and perspectives of 198 respondents who use hair colours are given in below table 2 in appendix. Out of the total respondents 39.39% of the respondents select hair colours on the basis of brand name. 34.34% of the respondents are of the opinion that they are influenced by the beautician in their decision to select a hair colour brands. 44.44% of the respondents have complained about the problem of hyper pigmentation after the consistent application of hair dyes and want to switch over to hair colours.

This table 4 in appendix provides the R and R^2 values where the R value represents the simple correlation and is 0.954 (the "R" Column), which signifies a high degree of correlation among the 16 variables in table 3 in appendix and gives validity to conduct regression analysis and the R^2 value is 0.977 signifies the extent of total variation in hair colours explained by the sixteen independent variable related to hedonic and utilitarian value of different brands of hair colours. The sixteen variables considered for the behavioral studies can be able to explain 91.6% of the decision which is very large i,e. and the age of women is directly affected by the hedonic and utilitarian values of the hair colours. Hence,

H0 = Importance of decision variables for hair colours depends upon age of the women

The ANOVA table explains the extent of the regression equation fits the data (i.e., able to predict the dependent variable). The table 5 in appendix shows the output of the ANOVA analysis shows that the significance value is 0.00 (i.e., p =.000) which is below 0.05 and is statistically significant. The table 6 in appendix shows that the dependent variable "Age wise Consumers' Decision" depends upon the independent variables like "Problems associated with hair colour", "Types of Influencers" and "Factors or Features of the product". Mathematically the equation is

$$Y = 77.854 + (.851) X1 + (.143) X2 + (-1.403) X3$$

Where,
Y= Age wise Consumers' Decision
X1= Factors considered for hair colour selection
X2= Decision Influencers
X3= Problems with dye use

6.3. Perception About Brands on Colours

Colours are said to have emotional and psychological properties [29]. The meanings linked with different colours are vital to marketers as they communicate brand image to the consumers [20], [14]. The intrinsic meaning of colour, if appropriately selected may bring, 'inherent and immediate value to the brand' [18], like a carefully chosen name. Logo colour is also very important due to its mnemonic quality in

the areas of recognition and recall [12]. Colour may play a role in imparting information, creating lasting identity and suggesting imagery and symbolic value [12]. Colour is sometimes referred to as the 'silent salesperson' as it exerts persuasive power at a subliminal level. Therefore, it is necessary to address the need to examine how people perceive the colour, design and meaning of logos to examine how these interlink to and affect the identity of the organization [12]. In this research the dispersion accounted for is 0.95 and Truckers Coefficient of congruence is 0.97 which is highly acceptable for the perceptual map available in table 7 in appendix. [4] had shown that some colors have stronger associations with products than others which are important when designing the package of a product.

The figure 1 in appendix shows the perceptual image which gives the pictorial representation of the different brands of colours perceived by the respondents. Here respondents have given high favoritism to Garnier, Streax, LO'real and Revlon with comparison to Vasmol, Godrej, Wella K, and Bigen. Respondents have given high favoritism in one dimension to Revlon and LO'real. The coordinates of the different brands in perceptual map has shown in table 8 in appendix. Multi-dimensional scaling is calculating the Euclidean distance among the different brands of colours in perceptual map. The detailed Euclidean distances table is being shown in table 9 in appendix.

7. Conclusion

It has been observed that people not only use hair dyes but also preferred to use hair colours because of its requirement during different occasions. People also use more than one brand of hair colours to taste variety. People prefer high priced hair colours to look fashionable and to impress people. Price of reputed brand hair colours is not a big issue for people. People prefer reputed brand colours over non-branded regardless of high price. Majority of the people in the age group of 31-50 use hair colours. Majority of them have been using the hair colours for the past 10 years. Most of the respondents prefer chemical based hair colours and

prefer black shade. The frequency of application of hair colours is every three months. The Brand image and the Price are the factors in selecting a hair colours. The respondents were influenced by beauticians and advertisements in selecting a brand. Hyper pigmentation is the major problem reported by the respondents after the application of hair dye. People consume exclusive hair care products in faith that these will fulfil the ageless want of preserving their beauty and youth. Our research results show that people are highly aware of their looks and how their physical appearance influences others. Therefore their main goal is to satisfy a need for beauty and achieve recognition from the environment. This acceptance from the society and true feeling of actually being beautiful fulfils another need, that of self-esteem.

8. Limitations and Directions for Future Research

This study was conducted to determine the public's perception on hair colours products and the side effects, and as a result, it was confirmed that the level of awareness was fairly low. Therefore, it is necessary for people to fully know the ingredients of hair coloring products and to properly use them, such as conducting a patch test for the causative agents of contact dermatitis before use, in order to decrease the side effect caused by hair coloring products. It is advisable to introduce a system that will enables users to become aware of the ingredients of hair coloring products and the side effects of hair coloring products. We should give broad opportunities for users to become aware of the side effects of hair coloring through education, publicity and publication of an informational booklet so that people can appropriately use hair coloring products. Additionally, for the people who experience side effects of hair dye products, a patch test for the main substances that cause contact dermatitis may be helpful to select hair colour products and to decrease the side effects of them.

Appendix

Table 1. *Demographic profile of respondents using hair colours).*

Demographic Profile			
Type	**Particulars**	**Frequency**	**Percentage**
Gender			
	Unmarried	82	27.33
	Married	218	72.67
Age			
	Less than 20	28	9.33
	21-30	53	17.67
	31-40	85	28.33
	41-50	93	31.00
	More than 50	41	13.67
Educational Qualification			

Demographic Profile			
Type	**Particulars**	**Frequency**	**Percentage**
	Graduation	105	35.00
	Post-Graduation	90	30.00
	PG above	55	18.33
Occupation			
	Student	50	16.67
	Businessman	46	15.33
	Professional	90	30.00
	Service holder (Pvt/PS/Govt)	46	15.33
	Housewife	54	18.00
Family Income per month			
	Less than 20K	50	16.67
	20K- 40K	60	20.00
	40K-60K	80	26.67
	60K-80K	55	18.33
	Above 80K	55	18.33

Table 2. *Hair colour preferences of respondents related to colour composition.*

Factor	**Classification**	**Respondents**	**Percentage**
Application of hair colors	Yes	198	66.00
Application of hair dye	Yes	102	34.00
Preferred Color			
	Black	108	54.55
	Brown	59	29.80
	Burgundy	19	9.60
	Blonde	10	5.05
	Other	2	1.01
Frequency of Application			
	Once in a month	15	7.58
	Once in two months	38	19.19
	Once in three months	100	50.51
	Once in more than three months	45	22.73
Type of hair colors			
	Herbal	45	22.73
	Chemical	153	77.27
Form of hair colors			
	Powder	45	22.73
	Liquid	53	26.77
	Crème	60	30.30
	Oil	40	20.20
Size of Pack			
	Small	80	40.40
	Medium	62	31.31
	Large	56	28.28
Period of use of hair colors			
	<1 month	15	7.58
	<1 year	37	18.69
	<10 years	98	49.49
	<20 years	48	24.24

Table 3. *Factors responsible to select any brands of hair colour.*

(Issues and Perspectives)

Decision Variables	Classification	Respondents	Percentage
	Brand Name	78	39.39
	Content	10	5.05
Factors considered for Hair colours selection	Color Range	15	7.57
	Availability	18	9.09
	Price	67	33.8
	Safety	10	5.05
	Friends	28	14.14
	Relatives	48	24.24
Decision Influencers	Ads	44	22.22
	Beauticians	68	34.34
	Doctors	10	5.05
	Pigmentation	88	44.44
	Allergies	25	12.62
Problems with dye use	Rashes	15	7.57
	Other	5	2.52
	No problem	65	32.82

Table 4. *R and R square value for significance of prediction of independent variables affecting hair colour selection.*

Regression Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.977[a]	.954	.815	12.06449

a. Predictors: (Constant), Problems with dye use, Decision Influencers, Factors considered for hair colour selections

Table 5. *ANOVA Table to signify all the variables in decision making of hair colours.*

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3002.448	3	1000.816	6.876	.272[b]
1	Residual	145.552	1	145.552		
	Total	3148.000	4			

a. Dependent Variable: Age wise Consumers' Decision
b. Predictors: (Constant), Problems with dye use, Decision Influencers, Factors considered for hair colour selections

Table 6. *Regression Analysis: relationship of age wise consumers' decision with factors, influencers and problems.*

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	77.854	30.171		2.580	.235
1	Factors	.851	.613	.978	1.390	.397
	Influencer	.143	.481	.112	.298	.816
	Problems	-1.403	.593	-1.768	-2.364	.255

a. Dependent Variable: Age wise Consumers' Decision

Table 7. *Stress value for better fit of brands in Multidimensional Scaling Technique.*

Stress and Fit Measures	
Normalized Raw Stress	.0142
Stress-I	.1193[a]
Stress-II	.3047[a]
S-Stress	.0285[b]
Dispersion Accounted For (D.A.F.)	.9858
Tucker's Coefficient of Congruence	.9929

PROXSCAL minimizes Normalized Raw Stress.
a. Optimal scaling factor = 1.014.
b. Optimal scaling factor =.985.

Table 8. *Hair colour brands axis coordinates in two dimensional graph.*

Final Coordinates		
	Dimension	
	1	2
Loreal	.631	-.210
Revlon	.715	-.249
Garnier	.306	.531
Streax	.463	.350
Godrej	-.113	-.451
Vasmol	-.551	-.269
Bigen	-.735	.020
WellaK	-.715	.278

Table 9. *Euclidean Distance among the different hair colour brand in perceptual map.*

Distances								
	Loreal	**Revlon**	**Garnier**	**Streax**	**Godrej**	**Vasmol**	**Bigen**	**WellaK**
Loreal	.000							
Revlon	.092	.000						
Garnier	.810	.881	.000					
Streax	.585	.650	.240	.000				
Godrej	.783	.852	1.068	.986	.000			
Vasmol	1.184	1.266	1.173	1.188	.474	.000		
Bigen	1.386	1.475	1.160	1.242	.779	.343	.000	
WellaK	1.432	1.524	1.052	1.180	.945	.572	.259	.000
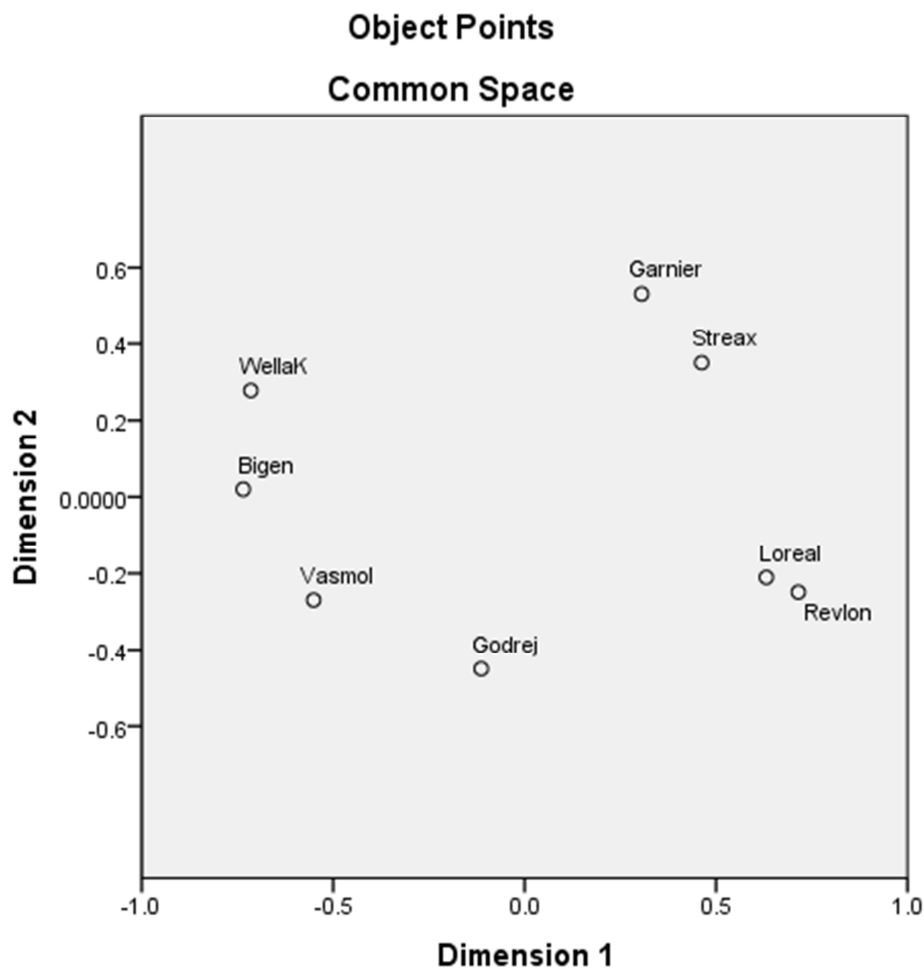
Figure 1. *Perceptual map of different hair colour brands.*

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