

ABSTRACT

Title : The Study of consumer behavior towards
shampoo plus conditioner in Bangkok
Metropolitan Area

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The study of consumer behavior towards shampoo plus conditioner in Bangkok Metropolitan Area is a very interesting one, because now, shampoo plus conditioner has begun to be used in daily life instead shampoo and conditioner because of its economy in time and money. So, this advantage has been using to develop its formula. The shampoo plus conditioner business has been growing rapidly and the brands in the market are more increasing, each of them is competing with the others for higher market share in the shampoo market. The high growth in the shampoo market has inspired the writer to study in depth into the market.

The market employ survey method, using 420 questionnaires, and using simple random sampling which

has been devided in dependent variable of sex and age equally so as to explore the consumers' attitude toward shampoo plus conditioner in various aspects. The study should give some strategies guidance to dealers of shampoo plus conditioner and also reveal the product features that consumers will accept so as shampoo plus conditioner dealers will have some guidance to improve their products to meet the consumers' needs.

The study revealed the consumers would choose the kinds of shampoo plus conditioner that suit with their hair condition as the most important features. Secondary features are fragrance, other advantage ingredients, brands, advertising, packaging, price, like to try new products, foamy, color and promotion. Consumers tend to buy shampoo plus conditioner with beautiful color, attractive packaging and sufficient foam with fragrance. The quality of ingredients should be improved. Consumers have the opinions that most brands have so expensive price and have the opinions that at present the distribution is already appropriate. As regard promotion, consumers have the opinions that it is already appropriate. Most consumers have the opinions that the shampoo plus conditioner should be added other ingredients which advantage to hair condition.

Recommendation : Shampoo plus conditioner dealers should emphasize on product developement especially the physical and quality of shampoo plus

conditioner should be proper for hair and skin of the Thai consumers. The Composition of shampoo plus conditioner suit the condition of the Thai hair. The composition should contain vitamins and hair nourishing ingredients that is not harmful to eyes and skin. Fragrance not should be strong, not too foamy. Packaging should be attractive, easily to handle. Unit price should be lower. Dealers should emphasize channel of distribution through supermarkets/department stores, co-operatives and retail stores in the consumer areas to arouse convenience purchase. The advertising has been already appropriated. Media should be televisions as the main, magazines as the supporting media. Product premiums should be worthy and really useful. Product premiums should be used in the introduction stage in new market to arouse product trial only.