

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Diploma Thesis**

**Role of Culture in Consumer Buying Behaviour**

**Ipek Cucuk**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## DIPLOMA THESIS ASSIGNMENT

Bc. Ipek Cücük, BSc

Economics Policy and Administration  
Business Administration

Thesis title

**Role of Culture in Consumer Buying Behavior**

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### Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on Consumer Behavior, Marketing Management and Cultural Differences Effects on global marketing planning and execution. This analyze will be combined with original primary reconnaissance aiming to suggest marketing strategy arrangements for a concrete company, operating in global environment.

### Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices.

**The proposed extent of the thesis**

60-80 pages

**Keywords**

marketing, consumer behavior, culture, marketing research, marketing mix, marketing planning

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**Recommended information sources**

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MCCARTHY, J. – PERREAULT, W. Basic marketing. Boston: Irwin, 1990.

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## **Declaration**

I affirm that I have worked on my diploma dissertation titled "Role of Culture on Consumer Buying Behaviour " by myself, and only the sources listed at the end of the thesis were used for this thesis. As the author of this diploma thesis, I announce that the thesis does not breach any person's copyrights.

In Prague on date of submission

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## **Acknowledgement**

With the aid of kind support from many individuals and my university, this thesis was made possible. The university is predominantly a major support system. The resources gave me so much support in terms of information access as well as the environment. To all of them, I would like to extend my heartfelt thanks.

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The largest and most influential source came from books and other assets from the university library, which allowed me to cite terms, topics, approaches, and case studies that were most important to the topic being discussed.

I would like to extend my gratitude to my parents, family, and friends who, during the study, supported me throughout.

Thank you very much everyone.

# **Role of Culture in Consumer Buying Behaviour**

## **Abstract**

This diploma dissertation concentrates on the role of culture in the consumer buying behaviour of Shampoo to develop a marketing mix that could be useful for the 'Head and Shoulders' brand of 'Procter and Gamble' company. This study is based on three different countries, the Czech Republic, India, and the USA, to target and study three different continents, "Europe, Asia and America." This study is divided into two fragments. The first fragment manifests the objectives to be focused on making the study, and then a review of the literature to give reliable supporting information to this study. The second fragment focuses on the analysis of the primary data collected from the respondents of the Czech Republic, India, and the USA; it is followed by recommendations and outcomes of this study. The literature review is widely supported by secondary sources to understand and study the shampoo market, the company statistics, consumer buying behaviour, consumer product switching behaviour, marketing tactics, SWOT analysis of the company, and the role of culture in consumer buying behaviour. For the practical part, a sample size of 50 respondents is randomly selected from each targeted country. The marketing mix is provided based on cultural observations of the buyers of Shampoo, which is influencing their choices. The questionnaire was designed to understand the consumers deeply by interpreting their perception, behaviour, and demographics in order to discern why, when and where they buy the product. Nevertheless, consumer brand awareness, consumers' attitudes towards the brand, and consumers' thinking about brand ethics have also been discussed.

**Keywords:** Consumer Buying Behaviour, Role of Culture, Head and Shoulders, Procter and Gamble, Marketing Tactics, Marketing Mix, Consumer Choices, Shampoo Market, FMCG, Brand Loyalty, Brand Awareness

# **Role kultury v chování spotřebitele při nákupu**

## **Abstrakt**

Tato diplomová práce se zaměřuje na roli kultury ve spotřebitelském chování šamponu při vývoji marketingového mixu, který by mohl být užitečný pro značku „Head and Shoulders“ společnosti „Procter and Gamble“. Tato studie je založena na třech různých zemích, České republice, Indii a USA, zaměřených na tři různé kontinenty, „Evropu, Asii a Ameriku“. Tato studie je rozdělena do dvou fragmentů. První fragment ukazuje cíle, které je třeba zaměřit na provedení studie, a poté přehled literatury, která poskytuje spolehlivé podpůrné informace k této studii. Druhý fragment se zaměřuje na analýzu primárních údajů shromážděných od respondentů z České republiky, Indie a USA; následují doporučení a výsledky této studie. Přehled literatury je široce podporován sekundárními zdroji, které slouží k pochopení a studiu trhu šamponů, statistik společnosti, chování spotřebitele při nákupu, chování spotřebitele při změně produktu, marketingové taktiky, SWOT analýzy společnosti a role kultury v chování spotřebitele při nákupu. Pro praktickou část je náhodně vybrán vzorek 50 respondentů z každé cílové země. Marketingový mix je poskytován na základě kulturních pozorování kupujících šamponu, což ovlivňuje jejich výběr. Dotazník byl navržen tak, aby hluboce porozuměl spotřebitelům interpretací jejich vnímání, chování a demografických údajů s cílem zjistit, proč, kdy a kde produkt kupují. Bylo však rovněž diskutováno povědomí o značce spotřebitele, postoje spotřebitelů ke značce a myšlení spotřebitelů o etice značky.

**Klíčová slova:** Chování spotřebitele při nákupu, role kultury, hlava a ramena, Procter and Gamble, marketingová taktika, marketingový mix, možnosti zákazníků, trh šamponů, FMCG, věrnost značce, povědomí o značce

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## **List of abbreviations**

CBB - Consumer Buying Behaviour

USA - United States of America

# 1. Introduction

The consumers are the primary reason why businesses are existing. Customers in the modern world are becoming much more important to businesses. With businesses selling the same goods, the markets become larger and larger, and competition between them becomes an unavoidable factor. The analysis of consumer behaviour occupies a great position for this purpose.

Marketers aim to understand the needs of various consumers and devise their marketing campaigns after recognising their diverse habits that involve an in-depth analysis of their internal and external environment. How do individuals buy goods and services and use them? How do rates, ads and shop interiors respond to them? What are the underlying processes working to provide these answers? They will make better management decisions if marketers have answers to such questions. If authorities have answers, a better policy can be established. It is the role of research on consumer behaviour to provide these answers. The effect of cultural influences on consumer purchasing behaviour is discussed in this report.

This dissertation focuses on the role of culture in consumer buying behaviour to provide a marketing mix for the 'Head and Shoulders' brand of the 'Procter and Gamble' company. Head & Shoulders was introduced in 1961 in the midst of the chignons and beehives of the day, probably the most recognised brand in the shampoo aisle, Head & Shoulders has outlived many a hairstyle and remains one of the world's top-selling shampoos, moving a gigantic 29 million units a year. It came about after scientists from Procter & Gamble spent ten years searching for the magic ingredient to address the dandruff epidemic. In their variety of anti-dandruff shampoos and conditioners today, the response-zinc pyrithione-is still the main ingredient (Head and Shoulders, 2020).

The aim of this study is to shed light on the established firm and, in particular, the marketing department, which allows for the growth of the company and which contributes to a better understanding of markets and the better quality of products, services and ideas articulated by consumer-oriented firms. Firstly, these questions were focused on what, why, where and at what price and why customers want them. In other words, it has become more important to get to know customers.

The research intends to approach and analyse three separate continents, "Europe, Asia and America," within three independent countries, the Czech Republic, India, and the USA. This research is subdivided into two fragments. The first fragment indicates the objectives to be focusing on doing the research, and then an analysis of the literature to provide this analysis with accurate substrate arguments. The second fragment reflects on the interpretation of the primary data obtained from respondents from the Czech Republic, India and the United States, followed by the study's guidelines and findings. The literature review is extensively backed by secondary sources to explain and research the demand for shampoos, business data, customer purchasing habits, switching habits of consumer goods, marketing strategies, business SWOT analysis, and the role of culture in consumer buying behaviour.

A sample size of 50 respondents is randomly chosen from each targeted country for the pragmatic part. The marketing blend is given on the basis of cultural insights of shampoo consumers, which is influencing their preferences. In order to decide whether, when and where they purchase the commodity, the questionnaire was structured to better understand consumers by analysing their experience, actions, and demographics. Nevertheless, customer brand perception, the attitudes of consumers towards the brand, and the thinking of consumers towards brand ethics are also discussed.

## **2. Objectives and Methodology**

### **2.1 Introduction**

In a contemporary era, consumers have a lot of options available for any product. The choice of consumers depends upon many factors, and their choices continue to get influenced. For any company, it is necessary to understand consumer's buying behaviour to win over their competitors. Consumers play a significant role in making a decision about which product is to be offered, where that product is to be offered, and the price factor they are going to accept (Kazi & Rahman, 2013). Hence, to analyse the consumer's buying behaviour, it is essential to study why, when and where the consumers purchase the product.

The shampoo is a regular need of any individual. Nowadays, there are many specializations in choosing a shampoo; for instance, dandruff cure shampoo, oil maintaining shampoo, hydration shampoo, etc. Due to various brands, the study of consumer buying behaviour is an inevitable subject for brand awareness and brand loyalty. According to Keller (2007), the significant sub-drivers of brand equity are consumer brand awareness, consumer attitude towards brand and consumers' thinking about brand ethics. This study focuses on the Head and Shoulder's shampoo of Proctor and Gamble (P&G) brand; more specifically the study why consumers would purchase the specific brand product when they get influenced to choose that product and where they purchase it. The population is targeted from three different continents Europe, Asia and America by collecting the data from the Czech Republic, India and the USA; so that we can study the role of culture in consumer's buying behaviour with more accuracy.

### **2.2 Objectives**

The objective of the study is to suggest certain marketing mix strategies for P & G Company with reference to Head and Shoulder's shampoo in by analysing the role of culture in consumer's buying behaviour, which will enable the company to get bigger market share. The thesis aims to study the research objectives mentioned underneath:

1. To evaluate consumer buying behaviour for the purchase of shampoo in the Czech Republic, India, and the USA in terms of demographic factors like age, gender, and occupation.
2. Impact of price on consumer buying behaviour for the purchase of shampoo in the Czech Republic, India, and the USA.
3. Promotional factors like advertising and endorsements' influence on the consumer buying behaviour for the purchase of shampoo in the Czech Republic, India, and the USA.
4. Interpretation of the psychological factors like brand prestige, loyalty, and society's influences in buying the shampoo in the Czech Republic, India, and the USA.
5. Determine marketing strategies for the 'Proctor and Gamble' company to enhance the sales of 'Head and Shoulders' shampoo.

### **2.3 Methodology**

The research methodology is a procedure that gathers data from the targeted population, studies it, analyses the data and take out the information which is useful for improving the current pattern. It also includes the method used for collecting data and the approach used to study and interpret the data collected. It has proceeded in the way that the probabilities of any kind of error in the research would be minimum.

The objectives are formed in order to fulfil the purpose of this research study. And the study is divided into two fragments. The first fragment consists of a study performed to understand and study the Head and Shoulder's past and current consumer's statistics, and it is not only limited to that; the literature review part also studies the consumer's buying behaviour in acquiring shampoo products, and its related goods. This fragment manifests observed study of the consumer buying behaviour and information about the P&G product Head and Shoulder's shampoo, and it has been performed through former descriptive and statistical reports, and other secondary reliable resources such as journals, books, etc. The well-known concept of marketing strategy called four pillars of marketing to study product, price, promotion, and place is used to perceive marketing observation. Nevertheless, SWOT analysis has been performed to study the market. It is helping a lot in determining a deep understanding of this study.

The second fragment of this study is the analysis performed using an empirical approach. A questionnaire is designed to collect the necessary data and understand consumer perception. Google form platform is used to design and share the questionnaire, and social media such as LinkedIn and Facebook are used to get more respondents from the targeted locations. This fragment also tests the hypothesis and objectives determined, and provide results and recommendations. India, the USA, and the Czech Republic are the targeted countries for primary data collection. The collection of the data is randomly gathered, and it is unbiased to any particular group. The sample size is 50 respondents from each targeted country.

Microsoft Excel is used to tabulate and categorize the data. Moreover, illustrations like pie charts and bar charts are made to make it easy for the readers to interpret. Nevertheless, primary data collection is used widely to interpret the data, and the secondary data collection method is used to form a literature review and findings to ensure the preciseness and truthfulness of the study. Exploratory, descriptive, and analytical testing methods have been implemented according to study needs. The study is based on objective analysis using a statistical tool and techniques. Using a descriptive approach, the analysis is presented and provides illustrative and graphical presentations of the survey responses.

This research will not only give an idea for the targeted product “Head and Shoulder’s shampoo of Proctor and Gamble company,” but it will also give a better understanding on the factors affecting the consumer’s buying behaviour and how their culture is related to their choices. Almost all the individuals use shampoo to wash their hairs regularly but how brand loyal are they is hugely depended upon their psychology. They might get influenced by brand prestige, transparency of the product, comparative price and actual value, attractive packaging, availability, endorsements, and many other attributes.

For marketers of hair shampoos, their primary goal is to start a long-term relationship with the shampoo users in order to sell products repeatedly to the same consumer and maintain their satisfaction so that those consumers recommend other

consumers to use the same product. A marketer must be conscious of the products perceived by a customer, how the customer ultimately makes the purchasing decision, and the implications of that decision in terms of satisfaction level and recurrent purchasing behaviour (Kathuria & Jit, 2009). To understand the shampoo consumer's behaviour more precisely, the data is collected about their regular shampoo brand, from where they generally purchase shampoos, what are their preferences to chose or switch the shampoo brand, how many brands have they changed in the last twelve months, how much they spend on shampoo, do they get influenced by endorsements and the attributes they prefer.

To understand their perception about shampoo purchasing, the data is collected about if they get influenced by the brand prestige, quality, price, advertising, or recommendation. To gather more specific data, we have also asked them that at what extent they agree or disagree about the influencing factors.

Demographical questions are used to know about the role of culture in their buying behaviour. The questionnaire is shared among the population of three countries, the USA, the Czech Republic and India, and they have been asked about their country of belonging to separately analyse and compare the consumer's buying behaviour among three different continents. The demographical data collection includes the age of shampoo users, their gender, their marital status, their level of education, their work status, their accommodation, and their income levels.

## **2.4 Scope of the study**

This exploration includes the marketing and psychological explanation, analysis and recommendations for the buyer's buying behaviour and its correlation with cultural factors in purchasing Head and Shoulder's shampoo of Proctor and Gamble company. It does not specifically emphasise on any other FMCG product or general consumer behaviour. It also does not represent any confidential or privileged information of Proctor and Gamble company; it has been studied based on the open availability of data and data collected through the primary research method.



## **2.5 Research Hypothesis:**

H0: There is no significant difference between people's perception among Brand, Quality, Price, Advertising and Societal influence in buying shampoo among the said countries.

H1: There is a significant difference between people's perception among Brand, Quality, Price, Advertising and Societal influence in buying shampoo among the said countries.

## **2.6 Limitations**

- Due to limited time and budget, the primary data is collected by an online basis; no personal interviews or visits are made due to the dichotomy of locations.
- It has been very difficult to get numerous respondents because many of them are not willing to share some of their personal details like their salary levels, work status and their influencing factors. Besides, many respondents just are not willing to give their time for the questionnaire. Hence, a random sampling of 50 respondents from each country is formed.
- Three countries from three different continents are targeted due to time constraints.
- The sampling method is implemented; not the whole population is counted due to differences in population size from each country.
- Secondary research is carried out as per the data availability.
- In all three nations, language was found to be an obstacle and the questions could be misinterpreted. As English may not be the first language of all respondents, there is an immense likelihood that all the answers may not be accurate.
- If the answers of the participants are accurate, there is no way to judge. In order not to be judged, some may have responded inadequately to what their thought processes are. The results of the research might be skewed to these biases.

- There couldn't be any specific data for Head & Shoulders be found from Nielsen's data. Hence, it talks about FMCG market in the Literature Review part.

### **3. Literature Review**

#### **3.1 Niche Background and Critiques – Shampoos**

Hairs have always been correlated with culture. Earlier, adorning objects were used for hairs to signify a person's rank, status, occupation, or achievements. According to one saying of German religious reformer M. Luther (1483 – 1546), "The hair is the richest ornament of women.". However, these days there are no gender biases in styling hairs. Hair products developed dramatically, and advertising of it also took an intense surge. Lots of traditions, rituals, and social significance prioritised hairs in different manners. Shampoo was being used to make hair styling easier for working women during 1800s. After 1950, ad agencies competed to advertise hair products due to the rapidly growing market. Stigma against using hair products was getting diminished very fast. In the 1970s, celebrity endorsements for shampoo and conditioner increased the demand. By 21<sup>st</sup> century, companies were spending billions in advertising shampoos, conditioners, and other hair products (Sherrow, 2006).

According to Bainbridge (2007), the demand for shampoos and conditioners was worth 545 million pounds in 2006. Consumers no longer only choose to clean their hair but can select from a variety of advantages. Products have been introduced which give anti-ageing properties, UV protection, anti-breakage, and other benefits. As per Trüeb (2007), the most commonly prescribed treatment for hair and scalp is shampoos. A shampoo contains between 10 and 30 ingredients. It may take longer than a year to develop from the concept to the commercial shampoo. Nevertheless, recent advances in shampoo technologies have made anti-dandruff agents more powerful.

Today, global shampoo market size is around 29.38 billion US dollars which, as per Fortune Business Insights (2020), is predicted to be reached 37.92 billion US dollars by 2027 due to increasing hair problems among millennials.

#### **3.2 About Procter & Gamble**

It is intriguing story of the commencement of the Procter & Gamble. In the early 19<sup>th</sup> century, William Proctor who immigrated from the England started candle making in

Cincinnati, and James Gamble, who arrived from Ireland was a soap maker. They both married to a woman sister from the Norris family and eventually, their father-in-law convinced them to be a business partners; as a consequence, Procter & Gamble established in 1837 (Procter & Gamble, 2020).

The Procter & Gamble Company supplies customers in North and Latin America, Europe, Asia Pacific, Greater China, India, the Middle East, and Africa with marketed consumer packaged products. It operates in five segments: Beauty; Grooming; Health Care; Garment & Home Care; and Infant, Feminine & Family Care. The Beauty segment offers conditioners, shampoos, styling aids, and treatments; and under the brands Head & Shoulders, Herbal Essences, Pantene, Rejoice, Olay, Old Spice, Safeguard, SK-II, and Secret, antiperspirants and deodorants, personal cleansing and skin care products. The grooming segment provides women's and males' blades and razors, pre- and post-shave products, and other shave care products, as well as equipment like Braun, Gillette and Venus electric shavers and epilators. Health care provides the products Medical, Quick Prescribe, Dietary, Vitamin/ Mineral/ Supplementary, Pain Relief and Other Wellness Items. Other products include Crest, Oral-B, Metamucil, Neurobion, Pepto Bismol and Vicks. The Clothing & Home Care segment provides fabric enhancers, laundry cleaners, and laundry detergents; and the Ariel, Downy, Win, Tide, Waterfall, Dawn, Fairy, Febreze, Mr. Clean, and Swiffer labels for air wash, dish treatment, P&G technical and surface care products. Baby wipes, packaged diapers, and trousers in the Infant, Feminine & Family Care segment; adult incontinence and feminine care products; and Luvs, Pampers Always, Always Discrete, Tampax Abundance, Charmin, and Puffs paper towels, tissues, and toilet papers. The company markets its products through mass merchandisers, eCommerce, food stores, franchise club shops, supermarkets, grocery shops, dealers, wholesales people, baby shops, makeup specialty stores, high frequency stores, pharmacy, and electronics stores. (Yahoo Finance, 2020)

In 2019, P&G acquired Merck KGaA's Customer Health Business for \$3.7 billion in one of the major investments over the years. The acquisition includes supplements and other products to the Seven Seas brand and extends the operation of the business in Latin America and Asia. P&G gained a controlling interest in Merck 's Indian consumer health programs as part of the transaction (Vault, 2020).

### 3.3 About Head & Shoulders

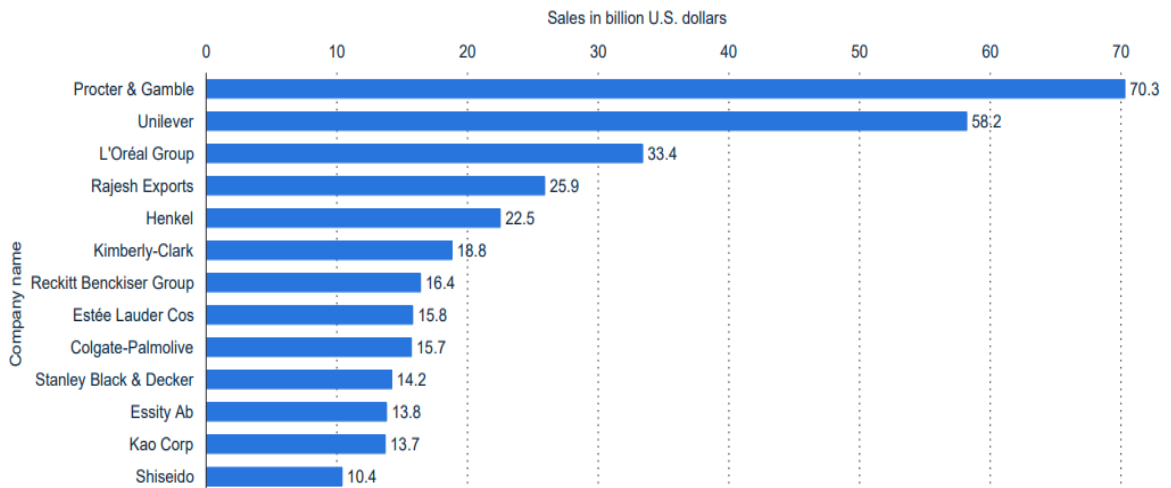
After ten years of research and development, Procter & Gamble created the firm Head & Shoulders in 1961. As per their research, around 50 percent of the humankind are experiencing scalp issues which leads to dandruff; hence, the company invented an anti-dandruff shampoo with successful human trials (Head and Shoulders, 2020).

The Head & Shoulders' researchers found that the pyrithion zinc, the main active agent in H&S shampoos, has dandruff recovery abilities and developed a method for targeting the root dandruff rather than concealing the effects of their surfactant levels. They have now improved the recipe and now the number one brand of anti-dandruff hair treatment is known as Head and Shoulders. Head and Shoulders produces shampoos, conditioners, 2-in-1 shampoo and conditioners, a hair thickening therapy and a calming scalp cream, a dandruff purifying conditioner which removes co-washing and a more extreme line of shampoos for constant or seborrheic dermatitis (Mahalli, 2017).

### 3.4 Global Statistics – Procter & Gamble, and Head & Shoulders

#### 1. Procter & Gamble Global Sales in 2019 Comparison

Figure 1 Global Sales of Procter and Gamble compared to other Brands



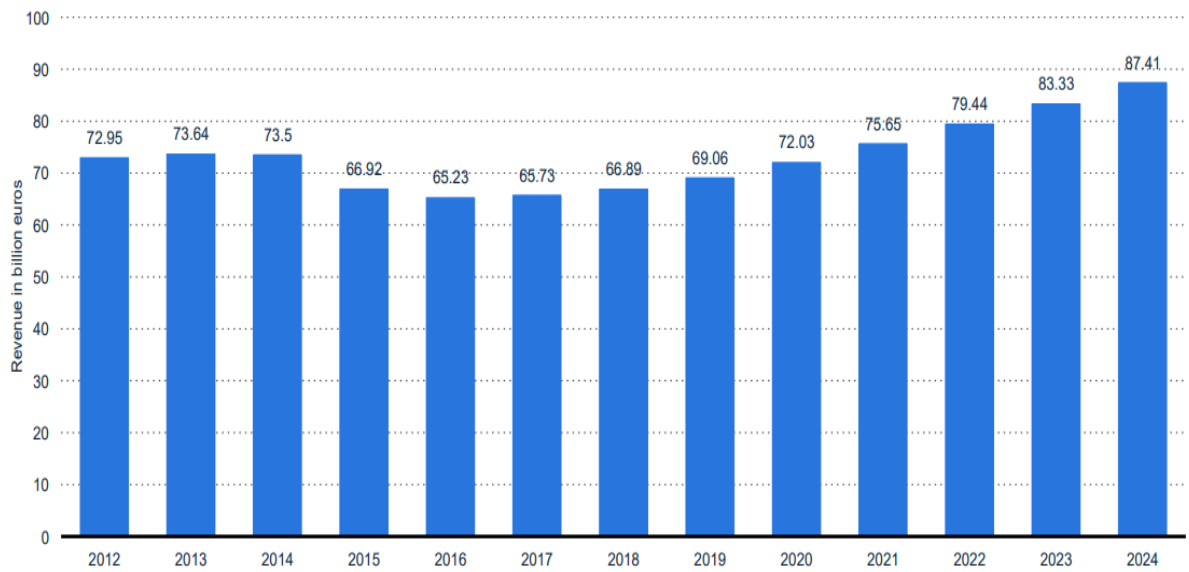
Source: Forbes, 2020

This above data reflects the sales in 2019 of the world's leading personal care businesses. In the year 2019, the company was the biggest in the world with revenues of

US\$ 70.3 billion. At the second position, Unilever comes with 58.2 billion USD sales market. Moreover, L'Oréal Group is having almost half sales compared to Procter & Gamble company. Other competitors such as Rajesh Exports, Henkel, Kimberly-Clark are having below half of the sales than Procter & Gamble company, respectively.

## 2. Former and Forecasted Revenue of Procter & Gamble Worldwide

Figure 2 Procter and Gamble Global Revenue

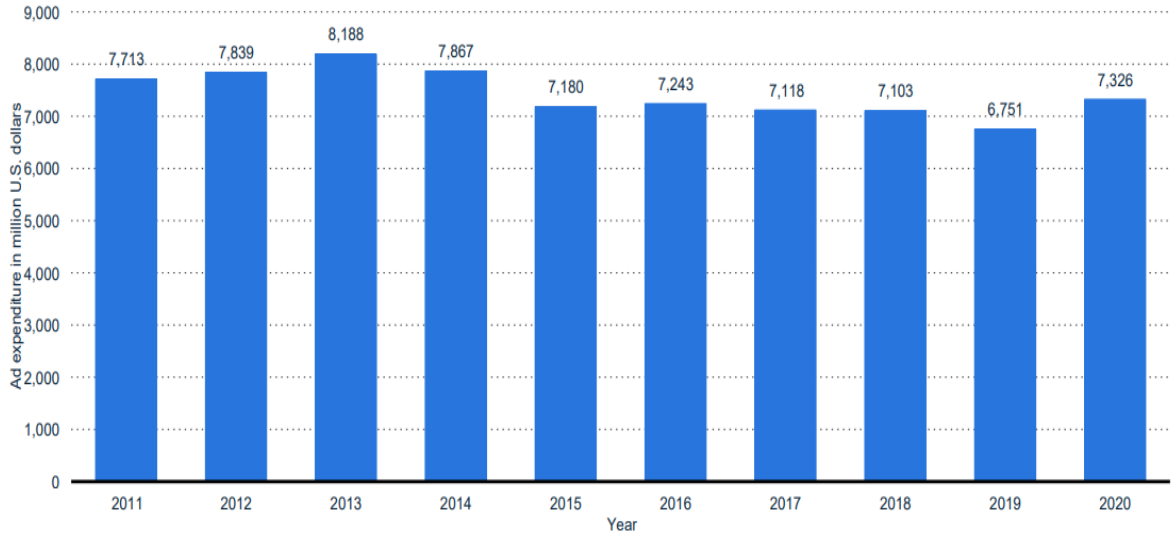


Source: Trefis.com, 2019

The above manifested statistics depicts the former and predicted global revenue of Procter & Gamble company from year 2012 to 2024. The revenue of the company is around 73 billion Euros till the year 2014. After that, the revenue decreased to around 66 billion Euros approximately till the year 2019. Explanations of the fall is manifested in prospective statistics of this study. Nevertheless, the predicted revenue of the company seems rising each year steadily, and it is predicted to be 87.41 billion Euros in 2024. The reason of the rising forecasted revenue is the growing population; as the products of the company comes under basic necessities, there is no significant surge and drop could be noticed by influence of other factors.

### 3. Procter & Gamble Global Advertising Expense

Figure 3 Advertising Expenditure of the Procter and Gamble

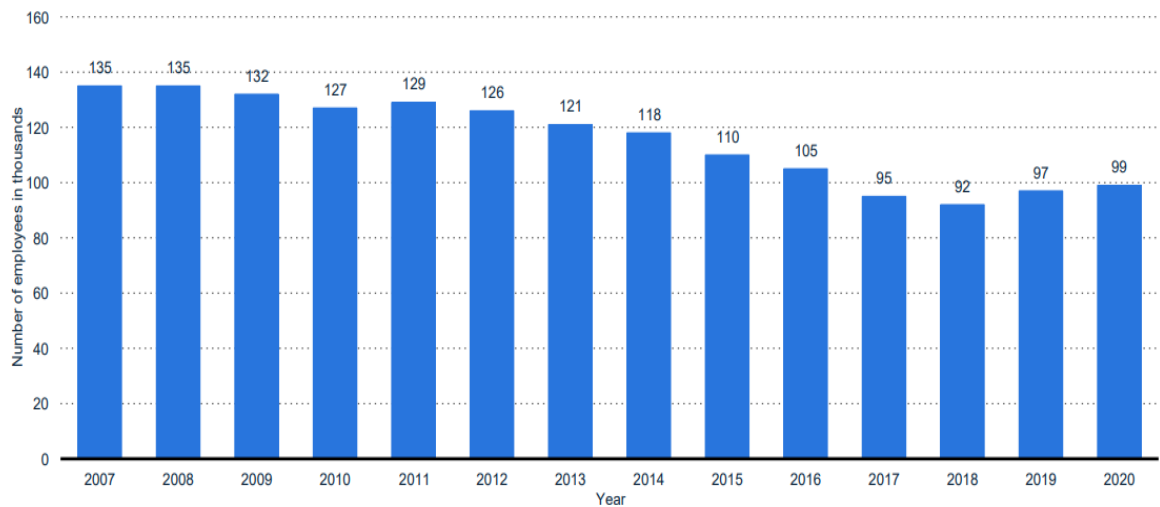


Source: Procter & Gamble, 2020

This graph illustrates the global advertising expenditure of Procter & Gamble company of last ten years. The company had spent less on advertising comparatively from the year 2015 to 2019, which could be the reason for a drop in revenue on those years. In 2020, Procter & Gamble invested approximately US\$ 7.32 billion in ads.

### 4. Procter & Gamble Global Number of Employees

Figure 4 Employees Count - Procter and Gamble

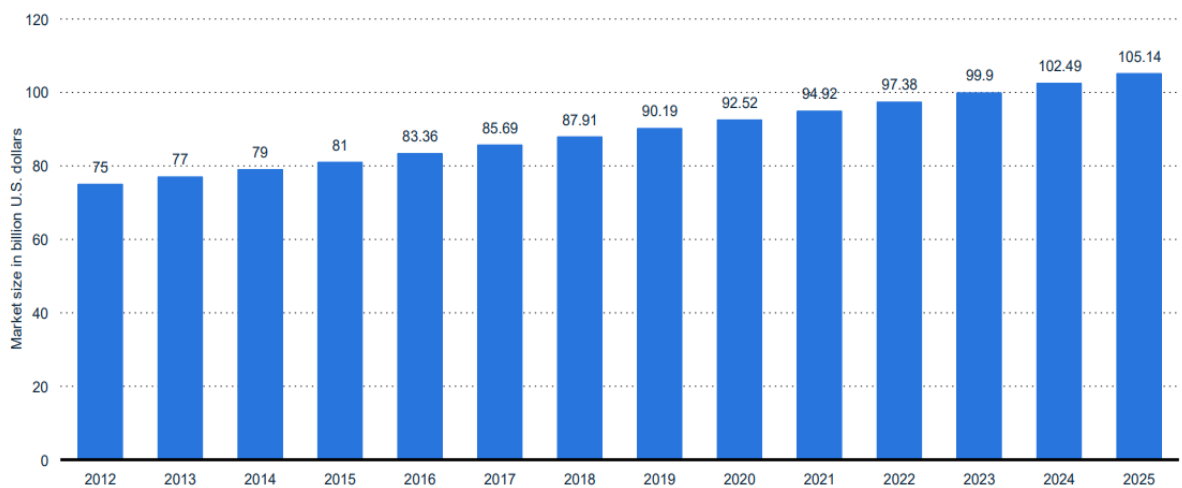


Source: Procter & Gamble, 2020

This demonstration of the data shows the number of employees working in Procter & Gamble company in thousands. It can be noticed that the graph trend is downward sloping which means that the number of employees in the company is gradually decreasing with each year passes by. The major reason of falling numbers of employees could be the technological advancements. Rising technology is replacing humans and increasing efficiency of the company which lead to these lowering figures. Nonetheless, it can also be observed that from the year 2019, the company has increased its employees significantly, and the reason could be the falling revenue of the company. Besides, the advertising expense of the year 2020 could also be seen higher comparatively in order to control the impact of COVID-19.

## 5. Global Haircare Market Size

Figure 5 Haircare Market Size Figure in Billion USD



Source: Trefis.com, 2020

In order to invent new, more efficient, and healthy goods, Hair Care is actively engaged in research and development. Herbal haircare products have become more common over the last few years as the consumer is more conscious of the toxic chemicals and substances' harmful effects.

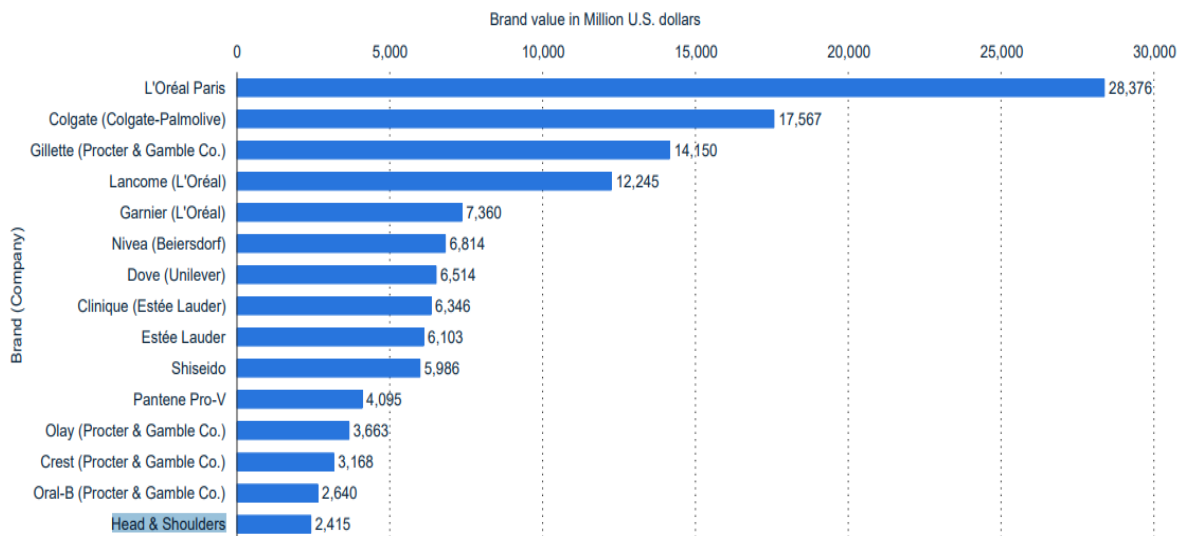
The rising living standards, rising technology and rising population are also prime explanations for influence on the number of users using haircare products. Growth has been promising in the hair care industry, which has led a lot of the new entrants in niche



segments to gain ground. The trend is anticipated to continue in the coming years, particularly because millions of consumers in developed economies are now aware of hair styling, hair colouring and a healthy scalp.

## 6. Head & Shoulder’s Global Position in Terms of Brand Value

**Figure 6 Brand Values of Haircare Brands**



Source: Kantar Millward Brown, 2019

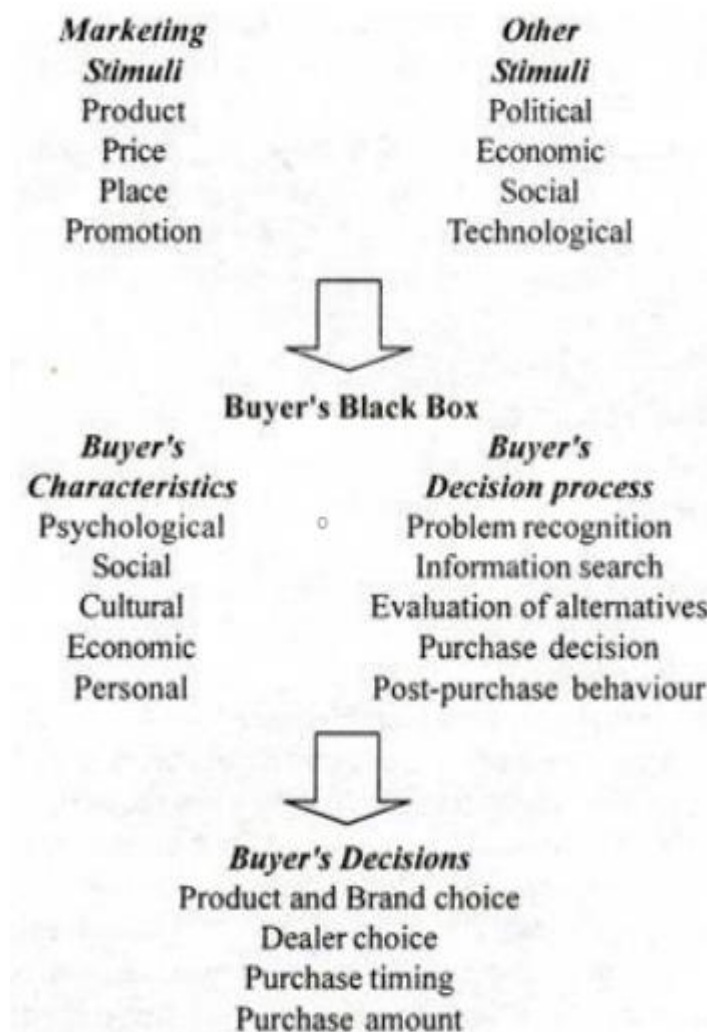
Head and Shoulders’s brand value are 2,415 million USD which is lower in comparison with L’Oréal Paris. However, Procter and Gamble has many different segments in haircare sector such as Olay, Crest and Oral-B; combining all, Procter and Gamble is having a huge market comparatively. Nowadays, the brands are having diversity in niches to satisfy their consumers. Natural and eco-friendly products are being practiced manufacturing to increase safety and protect the environment.

## 3.5 Consumer Buying Behaviour

Consumer Buying Behaviour is consumer’s insights to select and purchase product. Consumer Buying Behaviour could be understood by knowing What product the consumer buys and Why? Furthermore, persons or factors involved in buying, how, where and when the product is being brought are also the questions to understand the buying behaviour.

Buying behaviour of Consumers can be modelled as the illustration shown underneath:

Figure 7 Consumer Buying Behaviour Model



Source: Ramya & Ali (2016)

As per the model shown above, the company tries to persuade the consumers by their price, goods, location, and promotional activities. Other than that, economic, social, technological, and political factors also attempt to influence consumer's characteristics and decision making to sell the product. Consumer make buying decisions considering many attributes.

According to Ramya & Ali (2016), the prime aspects of stimuluses in Consumer Buying Behaviour are Psychological aspects, Cultural aspects, Economical aspects, Communal aspects and Personal aspects.

Figure 8 Aspects of Consumer Buying Behaviour



Source: Diagram Made by the Researcher

**a) Psychological Aspects:**

The insights and imaginations to behold the world is different of every human-being. Every individual has different past experiences, preferences and expectations which makes their perception different than other, and eventually, it reflects on their choices as well.

Secondly, specific motives of people which makes their needs more intensifying, drives them to purchase the product they need with more power attempts. Besides,

individual's research and knowledge of a product gives them better understanding of what to buy and what not to buy.

Lastly, attitude and beliefs of humankind could also make their choices different than other which mentally drives them to buy specific or unique products for no or least substantial purpose.

### **b) Cultural Aspects**

Humans learn when they grow up; it sets certain values, behavioural patterns, insights and preferences in their life. Vastly, their life has a similarity with the individuals residing near them which tags them under a broad spectrum of culture. Some cultures use specific products and others use completely opposite product or there could be a complete dichotomy between their use. For instance, some people prefer using organic Shampoo while others prefer artificial products for their hair.

Socio-economical aspect also comes under cultural aspect which differentiates humans based on their power to spend on products. For instance, upper-class people would prefer high quality shampoo while middle-class would prefer cheaper and decent shampoo. On the other hand, poor people would prefer cheaper shampoo no matter of the quality or no shampoo at all.

### **c) Economical Aspects**

Buyers make choices based on their capability of purchasing it. Their personal or family income is determinant of their buying behaviour. If they are capable of spending more for quality products, they will unquestionably spend more. Or, if the person is having a prediction in the mind that he/she would earn more in the future, they plan to spend on purchasing a product accordingly. Liquid asset means a person's asset which could be converted into usable currency; more liquid asset means more quality or branded preference. Besides, if the consumer is not currently having money but they have good credit to spend, they might go for luxurious products based on their credit capacity.

#### **d) Communal Aspects**

Communal Aspect means the social factors influencing the purchase behaviour. Recommendation of their family or friends could turn the consumer to buy the recommended product. People notices the attributes of other people's preference and if they get persuaded by it, they also plan to buy the similar kind of product. Roles and Status are certain intellectual things that people carry and it impacts on their behaviour of buying products as well. A good example of it could be celebrity endorsements; it influences on the role and status intellect of a person which energises them to purchase certain products.

#### **e) Personal Aspects**

Personal aspects such as age, income, occupation, and lifestyle impact behavioural patterns of buyers. Different age groups show different attitude towards buying any product. Moreover, occupation also influences choices; a person tries to be identical with their occupational groups. Lastly, lifestyle is what person wants with a strong desire to remain in a state of their choice. For instance, if a few middle-class individuals want to use royal-class shampoo, they will adjust their expenditure on other goods to buy the shampoo they desire.

Kiranmayi (2017) claimed that buyer behaviour plays a significant role in FMCG marketing. Consumer behaviour is affected by changed factors. Consumer needs and requirements are changing rapidly with time in the current situation of globalisation.

Furaiji, Łatuszyńska, and Wawrzyniak (2012) leads in his research to a better understanding of the effect on the consumer purchasing habits of various variables. It analyses the relationship between different independent variables in the electrical appliance industry, including cultural, socioeconomic, health, psychological and sale mixing influences, and customer behaviour. This study is aimed at analysing the factors which influence customer preference and behaviour on the Iraqi electrical appliance market. The key findings of the analysis showed that the independent variables are typically closely related to the dependent variable. The detailed research nevertheless showed that societal

influences, content factors and fundamental marketing blends are closely linked to customer purchasing.

Consumer Purchasing refers to the potential customer's market behaviour. The human being and customer in their preference of route, purchasing preferences, purchasing behaviour, products that they purchase or the store that they are going have several influences, specificities, and consistency impact. An individual and a customer are driven by their customs, subculture, social status, strong beliefs, media, celebrities, emotional factors, etc. Intellectual development as well as the social and cultural climate affects it. Brands will be able to build a strategy, a marketing message (Unique Value Proposal) and marketing strategies that are more effectively and in alignment with the desires and expectations of their target customers, which is a real benefit for better meet customer needs and for greater sales by recognising and sorting the factors which affect their clients (Ramya & Mohamed, 2016).

### **3.6 Consumers' Product Switching Behaviour**

For any company, clients or customers are precious commodities. Consumers are an entity or group of persons who choose, consume, use or dispose, for their wants or wishes, of goods, services, ideas or experiences. In other words, market goods or services are the final destination. We call it a customer practise to research certain people, communities, or organisations. The mechanism by which these organisations pick, protect and dispose, in order to meet the demands and impacts on customer and culture, of goods, resources, interactions or concepts. It incorporates psychological, sociological, social anthropological and economic facets. It seeks to grasp both personally and in groups the buyer's decision-making process.

In order to explain what people desire, it explores the attributes of particular consumers such as preferences and behavioural factors. It also seeks to determine the effect of categories such as families, friends, comparisons, and culture in general on the customer. Customer behaviour, which plays three separate functions as customer, payer, and buyer, is focused on the customer purchasing conduct. In the highly dynamic business market, companies have been seen to rely more and more on maintaining their current clients.

Awareness of the changing behaviour of consumers is thus central to the survival of every company. The switching behaviour of clients is the mechanism shown by a consumer and is complemented by different actions from a specific brand. Since clients are the main end consumers of every product or service, the effectiveness of any company, because they do not turn to other products, depends on customer loyalty. A study has been done to take out a few points to understand buyers' product switching behaviour which is presented through the point underneath:

- Kadam, Deshmukh, & Adhatrao (2012) carried out a survey in Pandharpur to examine market demand for shampoo. They found that the young people indulge extensively in shampoo use. They also concluded that TV has a significant part to play in sensitising people and that shampoo consumers are faithful to the brand as they would make extra efforts to get the product.
- In the research, the ads persuade the customer to at least purchase the commodity once per lifetime,' Bashir and Malik (2009) concluded. The style used in ads has affected more customers than keyword / caption. The results also indicate that customers interpret ads in contrast with others (friends, neighbours, peer group), as a credible source of information.
- In his paper 'Celebrity Endorsements and its effect on customer purchasing behaviour' Kumar (2011) reflects on the view of consumers regarding popularity, which may affect celebrity attributes. Over time, the trend of celebrity endorsements has proliferated. It is now a dominant factor in the advertisement industry. Celebrity service sector has been a multi-million company. Marketers employ influential endorsers to manipulate buyer buying decisions in order to boost sales and gain market share. This made them eager to investigate the effect on customer shopping habits by celebrities.
- Everyone who lives in the girls' hostels of the university Jammu has been researched by Thapa (2012). She finds that the shampoo use rate is high, and they use the shampoo very often at the same time. In shampoo selling price, accessibility and packaging play a key role. The considerations considered by the customer

during the purchasing decision were incentives, special quantity, discounts, and price off.

- In the survey issued, Bashir and Malik (2009) found that advertising was considered a credible information source of any good or service by consumers. Any society can be influenced by ads.
- In their report, Oyeniyi and Abiodun (2009) concluded that companies must consider their behaviour and strive to fulfil their desires and expectations to keep their consumers.
- In her research of Post Buying and consuming behaviour, Sarangapani & Mamatha (2008) says customer behaviour is a rather dynamic spectacle, demanding more comprehension, clarification, and prediction efforts. In order to explain clearly that, whether any marketer wants to market on a basis other than a hit-or-miss, he or she should be conscious that customer behaviour is in fact an expectation any anticipation marketing manager must make. Although this concept is complicated for certain people, it is understood that the action is not so unpredictable or enigmatic that it is ambiguous.
- Sharma and Mehta (2012), by means of a standardised questionnaire as testing tool, conducted a consumer analysis with respect to shampoo use in Sirsa. Their duty was to consider buying a brand and notice responsible factors, such as price, cost, availability, advertising, free concessions, and publications. They concluded that TV with 51.39 percent is the most favoured medium for advertisements. They inferred, as for the females, that the level of using a shampoo is much smaller compared to males.
- Abideen and Saleem (1982) find that the emotional reaction of consumer purchasing conduct is the component that contributes to close ties with consumer purchasing behaviour.



- Armstrong (1991) have found retaining long-term client ties as an important deciding factor for the satisfaction the client offers the company. The customer's moving activity thus poses a significant obstacle to a long-lasting friendship. The study also shows that switching actions (switches and stayers) is a key mechanism for the comprehension of the customer-organizational interaction growth process.
- Gupta (2007), with his research entitled "Impacts of celebrity patronage on customer buying and branding," aimed at presenting celebrities' patronage for goods that raise market appeal than non-celebrity and put magic on brands to make them appealing and profitable.
- In its forecasts of transforming motives, Bansal (1997) integrated a range of steps for expected behaviour theory (TPB - Theory of Planned Behaviour). The TPB provides a link between actions and attitudes. In addition, perceived behavioural regulation, social standard and behavioural attitude contribute to 'behaviour intention.' He has assessed the effect of our behavioural attitudes, perceived behavioural regulation (called the perceived costs of change), and product or service provider satisfaction, including intentions to travel. The outcomes were also calculated. The findings revealed the major effect on the goals of transition of all three variables.
- In its study "Effect of Advertisements on Customer Purchasing Behaviour," Chirayath (2007) notes that the FMCG market is marked by a huge competition, which results in the spread of products in different categories. Product sales promotion is a very common strategy in maturing metropolitan markets to distinguish one 's bid. Indeed, the ever-growing budget allocated to these tasks draws customers. In this scenario it is highly necessary to examine how consumers select the FMCG segment, which includes multiple products in the market range. Since the overall cost is minimal, customers do not care if they turn from one brand to another because of promotional incentives. Therefore, it is important for advertisers to learn about customer desires in terms of advertising deals, what promotions customers want for which products, which channels they want to hear about programmes, whether instantly or later they choose rewards.

### 3.7 Comprehending Marketing Tactics

In the modern world, idea and strategies of marketing has changed a lot due to technological advancements and lifestyle changes. Marketing strategies vary with products and niches to target the audience which are perfect for the company. Therefore, this research study not only focuses on deep-rooted researches but also it focuses on how exponentially growing present technology is influencing marketing. Talking about very credible modern documentary “The Social Dilemma,” released on Netflix under the direction of Orlovski (2020), it is manifesting how the technology and artificial intelligence is influencing our behaviour and, how a micro-sociological and psychological behaviour of a consumer is being noticed, recorded and used to sell products or shift the consumers’ preferences and boost their product experience.

Figure 9 Use of Artificial Intelligence to Super Charge Consumer Experience



Source: Accenture Strategy (2017)

Each and every moments, decisions and behaviours of the modern human beings are being noticed by tech-giants to develop more and more accurate and efficient marketing strategies with the help of Artificial Intelligence which is inevitable.

Nevertheless, no matter how advance marketing tactics get, some basic concepts of marketing are unavoidable.

### **3.7.1 Marketing Research**

As per the book published by Rogers (2001), modern marketing is not theory, it goes without saying, and the strategy process requires tremendous art and judgement. But that doesn't mean you can completely believe one's intuitions. If you take time to study the audiences, you will be much more prepared to build a winning strategic marketing strategy. According to him, there are five explanations for importance of marketing research:

- 1) Marketing analysis reveals in which direction you need to go, right before you start planning.
- 2) In order to determine what the promotional message you want to send, or the kind of innovative and publicity campaigns you create, analysis will help you forecast the outcomes you want before you spend more money on brand promotional resources like brochures, displays and ads.
- 3) When you actively execute a campaign scheme, analysis will demonstrate if anything performs as expected so that if necessary, you will change direction.
- 4) If a campaign initiative has been completed, testing or assessment will explain what has been achieved.
- 5) The data you receive from analysis will also provide comparisons for the creation of the next marketing campaign.

### **3.7.2 Marketing Mix**

According to Kotler (2016), many years ago McCarthy (1971) grouped different marketing practises into four broad-based marketing mix methods, which he called the four marketing Ps: product, price, place and promotion.

Today, marketers and managers are finding it hard to define, execute and track their marketing combination plans due to the growing difficulty and competitiveness of our business climate. The current condition allows the investigator to support customers and administrators in evaluating and recognising the effect of marketing blend components on

acquisition decisions (Thieu, 2016). This may be the key explanation for this research subject.

Simply placed, marketing mix is a collection of marketing variables to be defined and regulated to satisfy customer request. The main goal of fulfilling consumer demand is to control consumer purchasing decisions. The research world has paid much interest in all these principles (marketing judgement and buying judgement) in the last few years. Borden (1964) introduced the marketing mix structure and updated McCarthy (1971), a marketing technique commonly used, when the definition of buying decision was a stage of the buying decision process, in which the buyer agreed on the procurement of a particular product (Kotler & Keller, 2016). According to them, the four Ps of marketing are manifested underneath:

Table 1 Four "P"s of Marketing

<b>Product</b>	<b>Price</b>	<b>Promotion</b>	<b>Place</b>
Variety of commodity	Price chart	Promotion of sales	Channels
<b>Consistency</b>	<b>Discounts</b>	<b>Advertising</b>	<b>Coverage</b>
Layout: Design	Allowances	<b>Coverage</b>	Arrangements
<b>Characteristics</b>	<b>Period of payment</b>	Power of Sales	<b>Remarks</b>
Name of the brand	Credit terms and	<b>Public Affairs</b>	Inventories
<b>The package</b>	conditions	Direct	<b>Transport</b>
Sizes		commercialization	
<b>Services</b>			
Guarantees			
<b>Return</b>			

Source: (Kotler & Keller, 2016)

### **I. Product**

The business provides the desired product range, characteristics, colours, styles, pricing, specifications, facilities, maintenance arrangements, warranty and return policy on its products and services.

- A commodity (service) is something which can be sold to a consumer that satisfies a desire or need for interest, purchase, want or need.
- A product category includes a collection of goods closely linked by their identical operation, selling to the same buyer segments, promotion or selling from the same type of distributors, or falls within such price points. The key product line determination includes the length of the product line (number of different products in the product line): breadth (number of product ranges), length (number for each product line), scope (number of variations for each product sold in the line) and consistency (number for the products uniformity).
- A service is any operation or advantage which one party is willing to provide to a third party that is inherently intangible and does not contribute to ownership.
- As part of overall package, the "good" involves packaging. Brand marketers use packaging as a logo to improve the prestige of the product. Here is one example: McDonald's eliminated and updated its packaging design in 118 countries in 56 languages in fall 2008. Packaging can boost expectations of product consistency.
- The aim of a good or service is also to discover the true meaning, need, distinction, cause or effect of the product to the customer and user.
- When comparing a service's efficiency, customers will compare it to their preferences and knowledge with other services.

## **II. Price**

A customer is prepared to spend the money to get the commodity. Pricing contains wholesale or retail or promotional rates, discounts and provisions for exchange, volumes of discounts, loan terms, intervals for purchase and payment and credit conditions. The decision making on pricing often includes the change of pricing with respect to the business climate, economic conditions, and consumer perspective.

- "Pricing" reflects the sum of the market rates for the advantages of the good or service, whether used or not.
- Disappointing and misleading pricing strategies will make prospective customers and investors think that they will get more value and a higher price than they do.

- Evaluate the utility, quality, economic, financial, and social benefits that consumers earn in return for the rates they pay for a retail product. The value, in nominal words, is the value that they pay for technological, financial and social benefits.
- Retail price: This is the purchasing price you spend when you order a commodity from a supermarket firm. Retail purchases are meant not for reselling products or services provided but for individual use.
- In comparison to the price paid, the "benefit" which the consumer perceives must be greater than alternatives in order to buy a chosen good.
- Create, represent and review: expenditure target rate; pricing as a "promotional" feature, penetration pricing; price stabilisation; market share target; execution or avoidance of competitive behaviour. Customers should also take non-monetary factors into account such as time, commitment, comfort or psychological costs, in addition to the "monetary" price.
- Make sure raw materials, labour and other expense factors are accurately measured.

### **III. Promotion**

The aspect of communication involves networking practises for individuals and non-persons. Activities which convey the merits of the entire product, including:

- Do we promote this? What are we to promote? How are we going to encourage? What do we sell in terms of economic and discount? Which promotion are we expected to offer? What are the characteristics? How often?
- Look at the coherence of the plan and intent, especially with and within the various targets / elements / components.
- Distribution and sales staff.
- Mass sales: internet, web, television, radio, publication, out-of-home (OOH).
- Promotion of sales — advertising equipment is either an instrument for speeding up the company's reputation or sales; or added reward for purchase, benefit for the consumer. This covers promotional promotions, market bonuses, rebates, cash back rewards, duration schemes, discounts, purchasing allocation,

demos, sales / trade competitions, vouchers, premiums, tie-ins, p-o-p, exhibitions, sweepstakes, allocations and trade shows.

- Collateral — Booklets, catalogues, brochures, shows, promotional kits and marketing and tax accounts.
- Digital – advertisement-on-line, digital mail, telephone, network management, catalogues, telemarketing, and direct-response advertisements (DRC).
- Interactive / Mobile, Digital Networking, Social Media – Interactive / Online is a medium used to send sales content to draw consumers across the Internet and the Web. The Social Media is an open medium for producing and distributing content created by individuals and communities. Social media, including Facebook, YouTube, LinkedIn, Twitter as others, are all available.
- Events and Experiences — Events, sales and/or face-to - face interactions provide customers with an opportunity to view, encounter and engage with the product or service, usually before purchase.
- News conferences, ads, media relations. Securing editorial space, rather than charging in print, digital or Online media space. Promote or "hype" a product, service, concept, location, individual or organisation. PR encompasses a range of services aimed at enhancing or maintaining an image / reputation of a business or individual goods.

#### **IV. Place**

The business sells the goods using marketing and commercial platforms, activities, distribution, sizes, places, inventory, transport characteristics and equivalents. Sell the best commodity in the right location at the right time, at the correct price, with the right PARTNERS. Consider, build and analyse the causes, priorities, goals, techniques and methods of shop and non-market, e-Commerce.

- Developing and executing measures in an effective and reliable production process, goals, plans and methods.
- Distribution networks.
- Considerations of and around an efficient network and alliances around delivery.

- Partners in the channel. Identify and describe the positions played by distributor associates and stakeholders within the integrated plan for distributor.
- Geographical plans develop.
- Creation and revision of partners' financial arrangements, perishability, operation, Technology management and utilisation.
- Creation and analysis and reimbursement of distributors and brokers facilities and market problems.
- A standard supply chain can consist of these ties within the chain: Supplier, Manufacturer, Distributor, Retail, and Consumer.
- Look for ease since the delivery is easier and larger.
- Build better strategic partners in source, producer, dealer, seller, wholesaler, agent, investor, retailer and other styles and values. create better strategic partners.
- Range of dealer, broker and sellers and potential exclusivity for the study.
- Is it appropriate for each region, district distributor and/or country to adjust, alter, promote, price including distribution costs?
- Establish discount strategies; retail shop and non-store.
- Developing and evaluating programmes, planning, strategies, and practises for e-commerce.
- Large, exclusive, open to the public delivery channel model.
- developing relationships and partnerships internationally, nationally, regionally, and locally.

Owing to the scale, depth, and resources of marketing, these four Ps are simply not the whole storey any longer — as exemplified by comprehensive marketing. When we redesign them to illustrate the entire definition of marketing, we come up with a more inclusive collection that incorporates the new marketing factors: people, procedures, programs, and performance (Kotler & Keller, 2016). The idea that workers are important to marketing success in part reflects internal marketing. Marketing would be as successful as the organisation's employees. It also demonstrates that advertisers must see customers as individuals, not only as shoppers who use goods and services, to more broadly understand their lives.



Processes embody both ingenuity, methodology and marketing strategy systems. Business practitioners must resist ad hoc preparation to decision-making to ensuring that cutting-edge technological strategies and innovations play an acceptable part in everything they do, including establishing mutually favourable long-term partnerships and theoretical perspectives into goods, services, and business breakthroughs. The services represent all marketing practises of the organisation. It contains the old 4 Ps and a number of other marketing practises that do not work too well with the old marketing context. Both online or offline, conventional, or non-traditional, such operations should be incorporated in such a way that they are larger than their total components and meet multiple goals for the organisation (Kotler & Keller, 2016).

In holistic marketing, we identify success to encompass the spectrum of potential outcomes metrics which have financial and non-financial effects (profitability as well as brand value and consumer loyalty) and repercussions beyond the business itself (social, legal, ethical, and environmental). Finally, these four Ps are successful with any discipline in the organisation and managers are in better cooperation with the rest of the business by thinking this way.

These four Ps of marketing are very reliable contemporarily as well. According to a recent research done by Zineldin & Philipson (2007), the paradigm change is far from prevalent in the entirety of Scandinavia, as the conventional 4P concept of "Kotlerism" is still dominant, to a certain degree the concept of partnership is used. Briefly, there is certainly no indication of a fundamental change in relations. The goal in partnership marketing, though, is to understand and respond to gradual shifts in the business climate.

### 3.7.3 Additional 4 Ps of Marketing Mix

Your marketing strategy must change in order to satisfy the consumer demands as competitive trends affect customer demand and preference.

As a result, strategy developer has added a further 4Ps to the 4Ps of the Marketing Mix to a total of 8Ps.

Figure 10 Eight Ps of the Marketing Mix



- **Product** includes use, design, packaging, quality, features, colors & size options.
- **Price** depends on packaging (including sizes), discounts, timing, location, shipping & other offer-related elements.
- **Place** includes retail, digital, phone, chat, fax & multi-channel options.
- **Promotion** consists of content, communications & messaging to persuade audience to buy.
- **People** includes everyone your business touches.
- **Principle** means your business must stand for something more than making a profit.
- **Process** focuses on technologies to improve customer experience.
- **Performance** means measurable results aligned with financial & strategic objectives.

Source: Cohen (2019)

#### V. People

With regard to marketing, everyone is involved in your company. And the manner in which your customers, the public (including buyers), influencers and others view your business has an effect on the amount and quantity of ads used to encourage people to buy from your business.

- People do business with trustworthy individuals.
- Even still, the people prefer your staff over your CEO.
- Your customer is hungry for customised experiences.
- However, don't build consistent interface, deliver repetitive information or repeat material, or be sick of how you manage your personal data.

## **VI. Principle**

Because of their poor faith, consumers and workers look to corporations and their representatives for reform. Corporations have much to stand for, rather than benefit. To thrive and succeed in this revolt, businesses need to be more individual. Hence, a principle of any company should be more than just making money.

## **VII. Process**

Focus on the use of technologies to enhance the consumer experience by adding systems to the marketing mix. It ensures that brand campaigns are distributed when, where and how the customer needs them.

A fast, streamlined process will await your prospects and customers. They don't worry about internal employees and infrastructure problems in the organisation.

## **VIII. Performance**

Marketing success requires observable outcomes that meet financial and strategic goals of the group. Promotional experts must also convert their campaign findings into language accounting and financial staff can understand it. Marketers are experiencing growing demand for brand return on investments, with growing campaign budgets and observable platforms.

You optimise the effect of each aspect of the marketing plan by using the 4 Ps of the marketing mix and now 8 Ps. By helping your audience, particularly prospects and purchasers, find a solution that gives them value. The 4Ps marketing approach and the Marketing Mix continue to be solid. The strategies that rely on advertising, smartphones and user preferences have shifted as discussed earlier in this section about modern marketing with the help of artificial intelligence.

### **3.8 SWOT Analysis of Head and Shoulders**

SWOT analysis is an essential tool for an organisation to determine the internal and external climate through the detection of capabilities, vulnerabilities, prospects, and risks. Strengths are positive internal variables, weaknesses are negative internal ones, opportunities are positive externals and threats are negative external factors (BusinessWest, 2019).

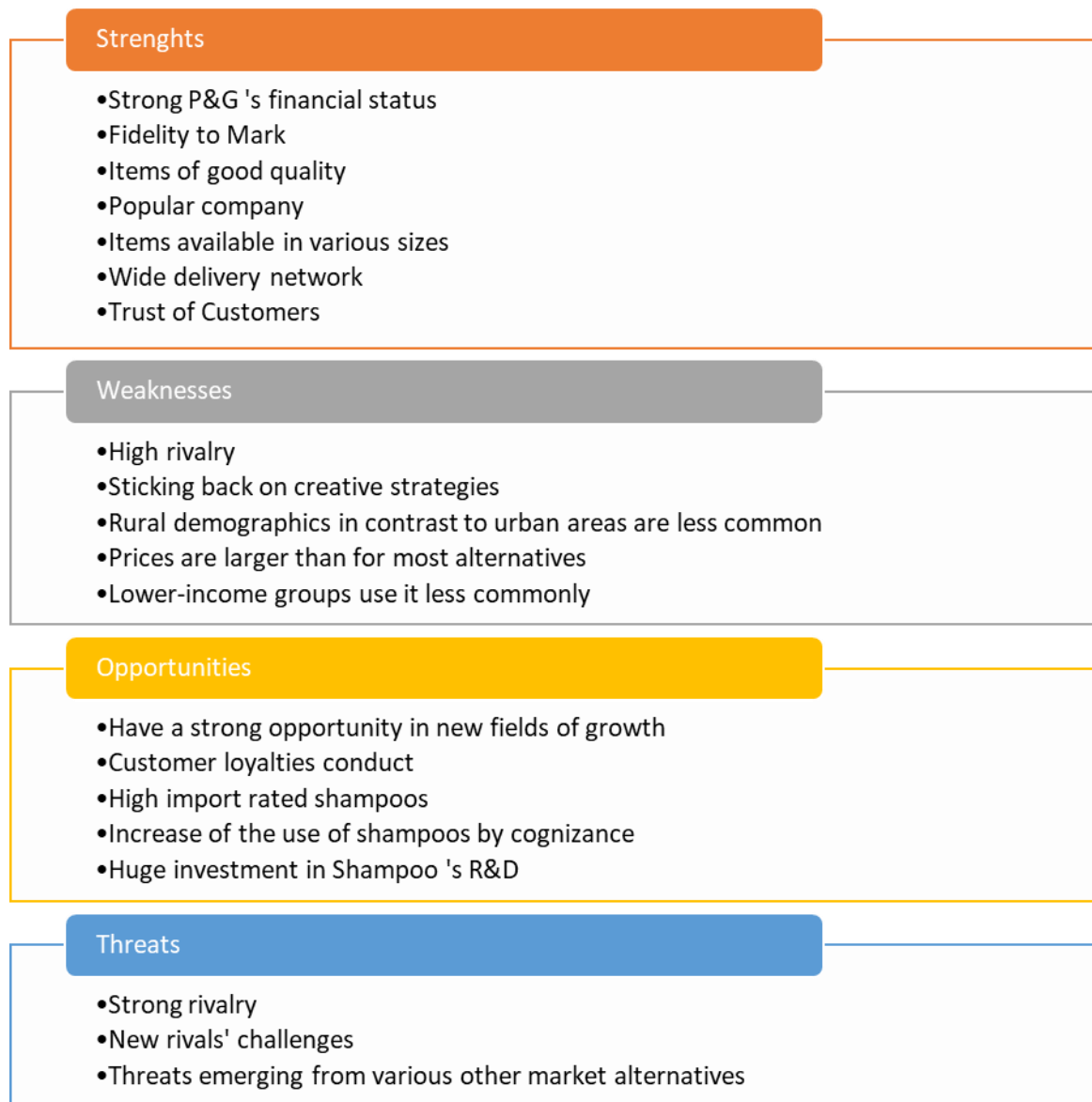
SWOT analyses are an excellent way to test your theories. One should do a detailed evaluation to decide whether he/she has come up with a good and useful concept and whether it suits your project, his/her industry or business. You will find that while the concept is fantastic, at this moment, the outside world might be just not right for it (BusinessWest, 2019).

According to Rogers (2001), in the modern world, in terms of the enhancement of the goods and services they sell, marketers depend on three important topics:

- What is the best they do?
- What better can they do?
- To excel, what do they need to do?

With the help of Annual Reports published by Procter and Gamble (Head & Shoulders, 2011-2020), SWOT Analysis of the Head and Shoulders is accomplished as underneath to anticipate the answers to the above-mentioned important points for marketers:

Figure 11 SWOT Analysis



Source: Made by the Researcher

The points below elaborately illustrate the explanations of the key SWOT analysis points:

### **Strengths**

- Head & Shoulders is highly financially positioned in P&G and plays an important role in the global retail hair care market. In fact, Head & Shoulders and Pantene, which also comes under Procter and Gamble, are responsible for more than 20% of the overall market share (Annual Report 2018).

- To obtain more clients and to reach larger customers, it adopts penetrating pricing. For example, with the market increasing in the summer, it comes with interesting seasonal promotional offers.
- The fact that P&G goods contribute to the daily life of billions of people entails a certain obligation as far as the nature of their products and processes is concerned. The business thus works under the sustainable instruction concept.
- The Head & Shoulders is inevitably a well-known brand as it is famous for hair scalp solutions, the products to make hairs free from dandruff.
- Head & Shoulders offers a range of package sizes that are versatile. The design of different sizes is adaptable to consumer needs. Customers will conveniently order however they choose. For example, for family purpose, there are different prices and for travel usage, it is different either.
- The distribution network of the Head & Shoulders is vast. From almost all small shops to all big supermarkets would be having the shampoo, which is not just limited to any single country, but for most of the countries to which the company is selling.
- Consumers believe what they experience and get knowledge about public reviews. The consumers trust the brand to resolve their dandruff issues. The hair scalp solution is widely accepted by the customers.

### **Weaknesses**

- Shampoo market is booming and there are numerous alternatives available in the market. For instance, many consumers also prefer to use “Clinic all clear” brand shampoos instead.
- The company is also lagging behind in terms of marketing campaigns to be held in comparison with its competitors.

- Rural areas in some countries are not aware about the brand and its benefits. Therefore, it could be said that urban area users are only getting the advantage of the product.
- The price of a few products is competitive of Head & Shoulders shampoos. But, for many products, it is perceived as high-priced shampoos and hence, families with lower income levels do not consider purchasing it.

### **Opportunities**

- With development of technology and transition in business to consumer markets, approach to the customers is made easily possible with the help of e-commerce market. Also, there are many specialized research and developments are carried out to make the product varieties more specialized.
- The consumers who perceive that the Head & Shoulder is an effective brand, would always purchase Head & Shoulders shampoo products until the company fails to retail the loyalty of consumers.
- Head & Shoulders have many plants across the globe, and it keeps spreading more and more. With plants in more countries, there is less requirement of importing it and it makes its cost lower.
- The more people are getting aware about the shampoo and its benefits, the more consumers the company is gaining.
- Head and Shoulders puts ample of its profits into Research & Development which is working on consumer problems and the best possible solutions in the Shampoo market.

### **Threats**

- As discussed earlier, the competition in the market could be always a threat to the company because “Clinic All Clear”, “Unilever’s Clear” & “Sunsilk” are the potential brands who could possibly shift the market.

- The other threat to Head & Shoulders is new companies trying to enter the market. Some of them could be threats to the company because the risk of people switching to another brand is there.
- The alternatives are always there to make consumers switch from their preferred brand and those are considered to be threats for Head and Shoulders as well.

### **3.9 Role of Culture and Consumers' Buying Behaviour**

Culture is expressed by common language and traditional objects to members of society. Due to diversity in cultural behaviours, consumers tend to have different preferences in buying products. Because the human mind is able to ingest abstract information and interpret it, advertisers are able to effectively advertise tangible and imaginary goods and product ideas for customers through mass media. (Schiffman & Kanuk, 2009).

In the context of the growth of multinational brand marketing campaigns, the long-known cultural field of anthropology, sociology and psychology became increasingly important from the beginning of 2000 onwards (McCracken, 1986). In the United States, the idea of cross-cultural research studies was developed and conveniently cross-bordered. Moreover, the cross-cultural research of communication strategies and models gathers traction.

Culture has such an innate and such inevitable consequence that it is making a difference in perception and choices. Culture is diverse and is increasingly changing to fulfil society's needs. As a matter of social learning, culture is experienced. Children learn a collection of creeds, beliefs, and practises from their community that make up culture (i.e. they are cultivated). These are achieved through formal schooling, informal learning, and professional study. Advertising improves formal awareness by enhancing desirable behavioural styles and expectations; it improves informal education by behavioural models (Schiffman & Kanuk, 2009).

Society impacts a number of market aspects and to interpret it, experiments that are contextual and that can clearly understand slight or significant variations in cross-cultural research are important. International marketing is considered important for development in



this field as a wider outlook and foundational relationships have to be explored. According to Craig & Douglas (2001), “Greater attention must be paid to examine the interrelation of different behavioural constructs and most importantly, situating them in their societal environment in order to investigate how differences in the social context fashion and shape consumption behaviour.”

In order to use culture as a basic segmentation vector from an implementation point of view, foreign marketers would benefit from this factor. Furthermore, learning about exploratory activity and customer exploration will analyse the retention mechanism and the loyalty of customers. Theorists like Levitt (1983), Ohmae (1989) and Yip (1989) advocated the unification of customer; Standardization opponents argued that customers were mostly affected by culture in terms of purchasing behaviour, and that evident homogeneity of tastes may obscure variations in different aspects of customer actions. Anthropology, sociology, and psychology research have recognised that society affects human behaviour. Therefore, marketing experts are more actively studying the effect of society on purchasing behaviour.

To describe the culture, the belief systems and the beliefs of the people who live there must be explored first. A culture can be characterized as the overall average of attitudes, values and practices that are related directly to a particular society's consumer behaviour. Both beliefs and values are usually mental views that influence those behaviours and thus, vary the way an individual selects brands and services. For example, consumers who think that they could only have vegetarian food options, would never choose non-vegetarian products; not limited to edible things but it also applies to other goods like Shampoos.

To conclude from the business prospective, today's world is getting more globalized every day but consumers all over the world have the many different desires and wants, which makes it hard for businesses to manufacture different products for multiple areas. Moreover, there are significant variations between decisions taken by buyers are based on cultural backgrounds. These variations must be recognized by businesses particularly if they are to market goods in a region or country for the first time. Understanding these disparities is crucial to ensuring that a business can produce a sound return, as well as income for its businesses, through its investment in markets. In

conclusion, knowing a region's community will prove to be a means of accessing the customer's mind – and even in its chosen list.

### **3.10 What Nielsen's Reports say about the FMCG market?**

Nielsen is a multinational, independent research and analysis agency for rapidly moving consumer products, consumer preferences, and advertising. Nielsen is active in over 100 countries and offering more than 90% of world GDP and population of resources to provide customers with information about what people are viewing and purchasing, both internationally and locally (niches, brands , goods) and the way they want (Nielsen, 2020).

#### **3.10.1 Key Points to be noticed about the FMCG market (Nielsen, 2018):**

- In order to ensure potential sustainability, online growth of FMCG would be outpaced and most retailers and manufacturers need digital and mobile strategies.
- For FMCG e-commerce to succeed, a business must have a strong infrastructure such as a high degree of penetration for bank accounts, internet connectivity for mobile payments and connectivity to smartphones.
- Online FMCG would be best achieved in markets with diverse communities, an attractive geography of enterprises, postal accessibility, trustworthy people, and savings-aware society.
- In a business, for instance Amazon, the existence of major eCommerce companies produces a snowball-effect on FMCG 's growth online.
- Over the next five years, online FMCG revenues will double worldwide and rise twice as rapidly in developing economies than in developed markets.
- The e-commerce FMCG report anticipates that e-commerce would more than double the proportion of overall FMCG revenue in 14 of the 34 markets studied in this analysis by 2022.

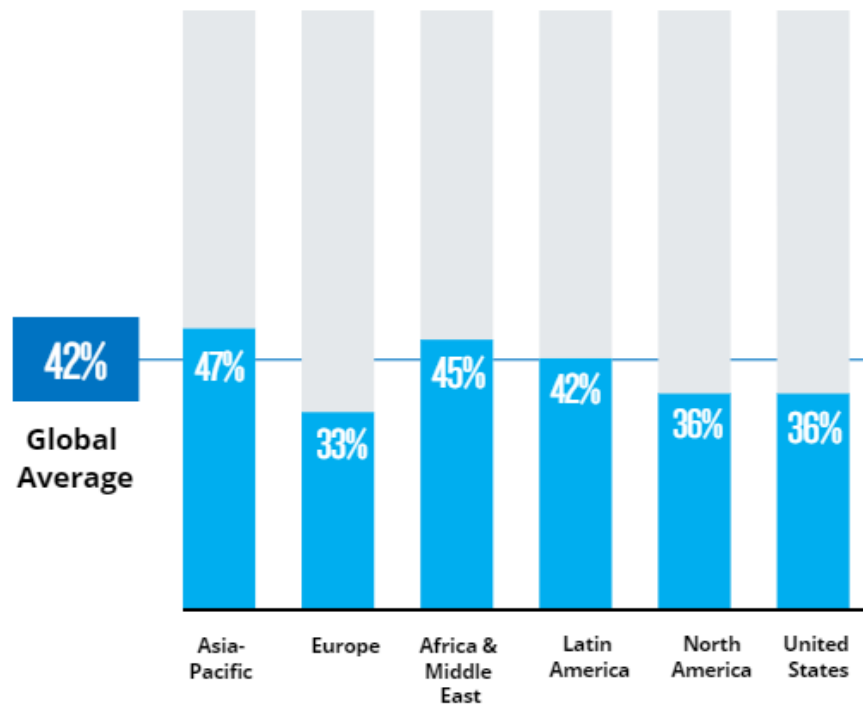
- By 2022, worldwide e-commerce FMCG transactions will be a market of 400 billion USD.
- It is expected that the Asian Region will offer some of the largest online FMCG growth possibilities in the next five years.

### 3.10.2 Buyers' Sentiment

Along with loyalty has always been a valuable asset for businesses, it is disloyalty or brand transition that should be taken into account by suppliers and retailers now that customers have a limitless preference and an omnichannel reach.

It is an opportunity to entice disloyalty at each point of interaction with customers. Remember this: only 8% of customers around the world are committed to the goods they are buying. However, this fact is scarcely expressed in marketing and funding. Disloyalty must be taken into consideration in the CPG. This needs replenishing strategies that concentrate only on the growth or loss of existing clients (Nielsen, 2019).

Figure 12 Percentage of Survey Respondents Love Trying New Things



Source: Nielsen Global Consumer Loyalty Survey, Q1 2019

Study by the Nielsen (2019) survey shows that the least likely to accept companies and developing goods in CPG (FMCG) are North Americans and Europeans. Interestingly enough, these areas contribute to worldwide marketing spending. In the case of CPG (FMCG), it never was ever more complicated — or more important to consider the correlation between what customers see and purchase.

Overall, from Nielsen (2019) global buyers' loyalty survey, it could be said that brand loyalty is also a key element for any cultures in order to make a successful brand in the contemporary era.

## 4. Practical Part

### 4.1 Explications of the Study

The main questions to understand customers' buying behaviour are why, when, where the consumers purchase the product. Brand loyalty of consumers is an inevitable subject for any company due to numerous brand alternatives available and very high competition is there in the market for many of the products.

The consumers would be brand loyal or not depends upon the factors like consumer brand awareness, their attitude towards brand, and the consumers' thinking about brand ethics (Keller, 2007).

For this study, to understand the contemporary context of the consumer buying behaviour and their culture, the study is based on primary data. The data is collected through designing and sharing a questionnaire survey which was shared randomly in the society. Approximately 183 respondents were participated in the survey. To understand the role of culture, the study is not only limited to single country; it is shared among three different countries, the Czech Republic, India, and the USA, to target three different continents, Europe, Asia, and America. The sample size of 50 respondents from each country is randomly selected for analysis.

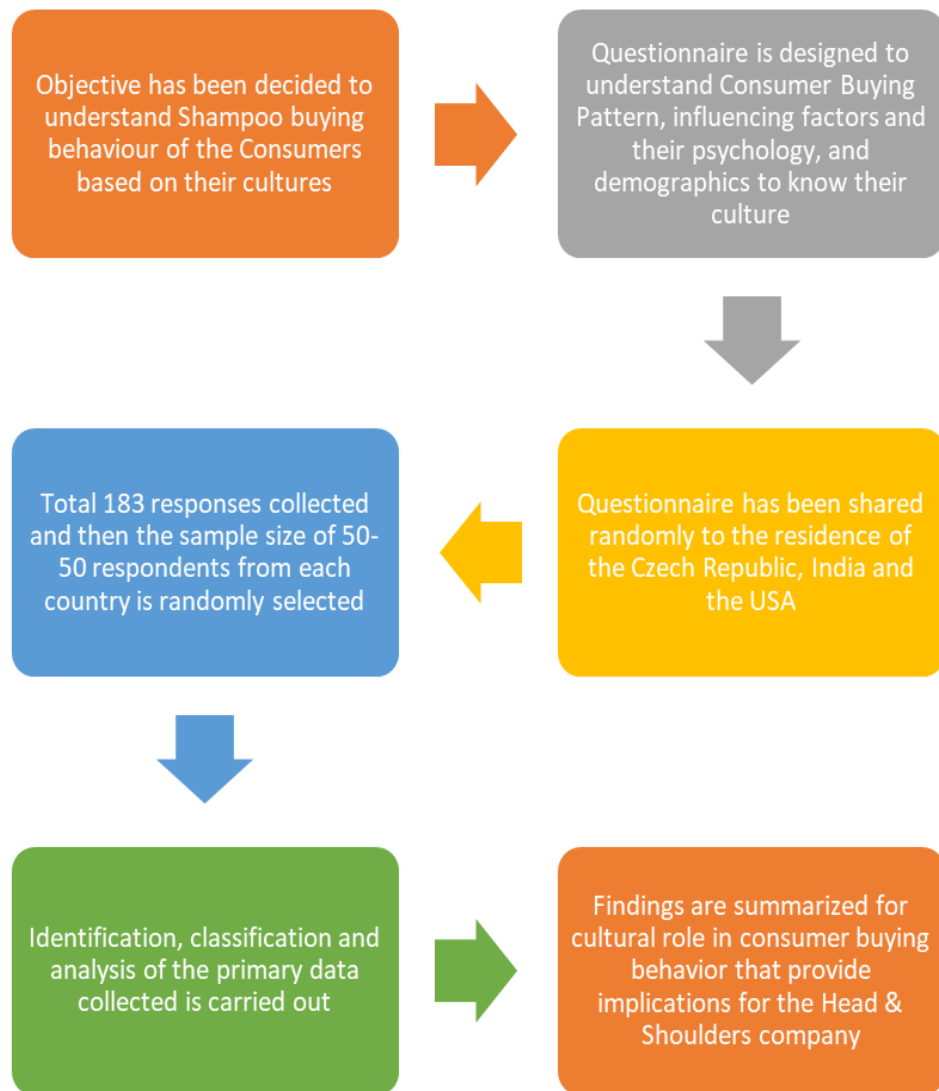
The objectives to study role of culture and provide a marketing mix for 'Head & Shoulders' are focusing on the related to the factors manifested underneath:

1. Age, gender, occupation (demographics)
2. Price and consumer behaviour
3. Promotional factors (adverts., endorsements) influence on CBB
4. Psychological factors (Brand Prestige, Loyalty, and endorsements)
5. Strategies to enhance the sales

If the company could successfully accomplish long-term relationship with its consumers, it could simply gain trust over its consumers which could a major success

factor. To establish long-term relationships with customers, the company needs to understand the buying behaviour of the consumers. Every culture has a little to huge difference between buying behaviour of the consumers and hence, this study is aimed to study those.

Figure 13 Survey Design



Source: Made by the Researcher

Table 2 Sample Size of the Respondents from the Each Targeted Country

	<b>Czech Republic</b>	<b>India</b>	<b>USA</b>	<b>Total</b>
Resident of the Czech Republic	50	–	–	50
Resident of India	–	50	–	50
Resident of the USA	–	–	50	50
<b>Total</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>150</b>

Source: Made by the Researcher

The table above depicts primary data collected through online survey gathered many respondents. However, this study targets three different countries. Hence, the data was categorised by countries and sample size of 50 respondents from each country is selected. Therefore, the total sample size is of 150 randomly selected respondents from the all targeted countries.

Table 3 Classification of the Sample Size Based on Gender

	<b>Female</b>	<b>Male</b>	<b>Prefer Not to Say</b>	<b>Total</b>
Resident of the Czech Republic	23	27	–	50
Resident of India	21	29	–	50
Resident of the USA	29	20	1	50
<b>Total</b>	<b>73</b>	<b>76</b>	<b>1</b>	<b>150</b>

Source: Made by the Researcher

Above enumeration shows the gender wise data of the respondents from the targeted countries. It could be observed that male respondents are more compared to female respondents in the Czech Republic and India. On the other hand, the USA respondents consists of more female respondents compared to male respondents, and one respondent prefers not to disclose the gender.

Table 4 Classification of the Sample Size Based on Age

<b>Age</b>	<b>Czech Republic</b>	<b>India</b>	<b>USA</b>	<b>Total</b>
Under 20	3	3	3	<b>9</b>
21 to 30	35	35	31	<b>101</b>
31 to 40	12	8	12	<b>32</b>
41 to 50	–	4	2	<b>6</b>
Above 50	–	–	2	<b>2</b>
<b>Total</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>150</b>

Source: Made by the Researcher

The data presented above is the age wise classification of the respondents. It could be noticed that the respondents consist more of 21 to 30 age group. Overall, there are 101 respondents from that age group. There are no respondents from above 50 age group from the Czech Republic, and India. There is more diverse age grouped respondents from the USA could be noticed.

Table 5 Classification of the Sample Size Based on Education Level

<b>Education Level</b>	<b>Czech Republic</b>	<b>India</b>	<b>USA</b>	<b>Grand Total</b>
Doctorate	2	2	4	<b>8</b>
Graduate/Diploma	22	16	22	<b>60</b>
Higher Secondary	7	5	–	<b>12</b>
Postgraduate	18	27	21	<b>66</b>
Secondary	1	–	3	<b>4</b>
<b>Grand Total</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>150</b>

Source: Made by the Researcher

The above classification of the sample size is based on education levels of the respondents. It could be observed that there are majority of respondents post graduated or graduated among the Czech Republic, India, and the USA. The respondents having secondary education are the least.



Table 6 Classification of the Sample Size Based on Occupation

<b>Occupation</b>	<b>Czech Republic</b>	<b>India</b>	<b>USA</b>	<b>Grand Total</b>
Company Employee	40	17	14	71
Homemaker	–	2	1	3
Job-hunting	–	–	1	1
Retired	–	–	1	1
Self-employed	–	10	9	19
State or Local Employee	–	–	1	1
Student	10	21	23	54
<b>Grand Total</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>150</b>

Source: Made by the Researcher

The table above illustrates the sample size based on occupation of the respondents. It is peculiar that the respondents from the Czech Republic are majorly Company Employees or Students. From India, Student respondents are higher followed by Company Employees. The USA's respondents consist of more students than company employees. Overall, there are respondents more of company employees and then comes students followed by self-employed numbers of the respondents.

## **4.2 Analysis of the Collected Data**

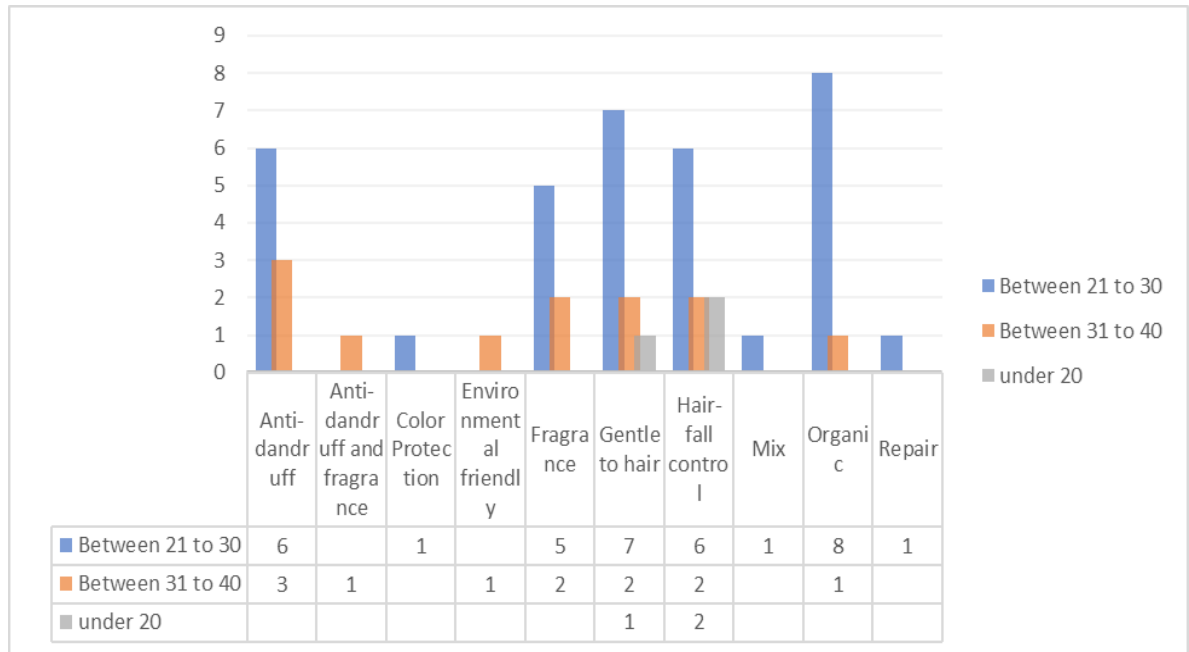
### **Objective – 1**

**To evaluate consumer buying behaviour for the purchase of shampoo in the Czech Republic, India, and the USA in terms of demographic factors like age, gender, and occupation.**

This objective is related to the demographical data collected through survey which includes country of the consumer, age, gender, work status.

The data from the questionnaire for the attributes preferences of the respondents concerning their age groups are categorised according to the targeted countries to notice if there is a dichotomy found.

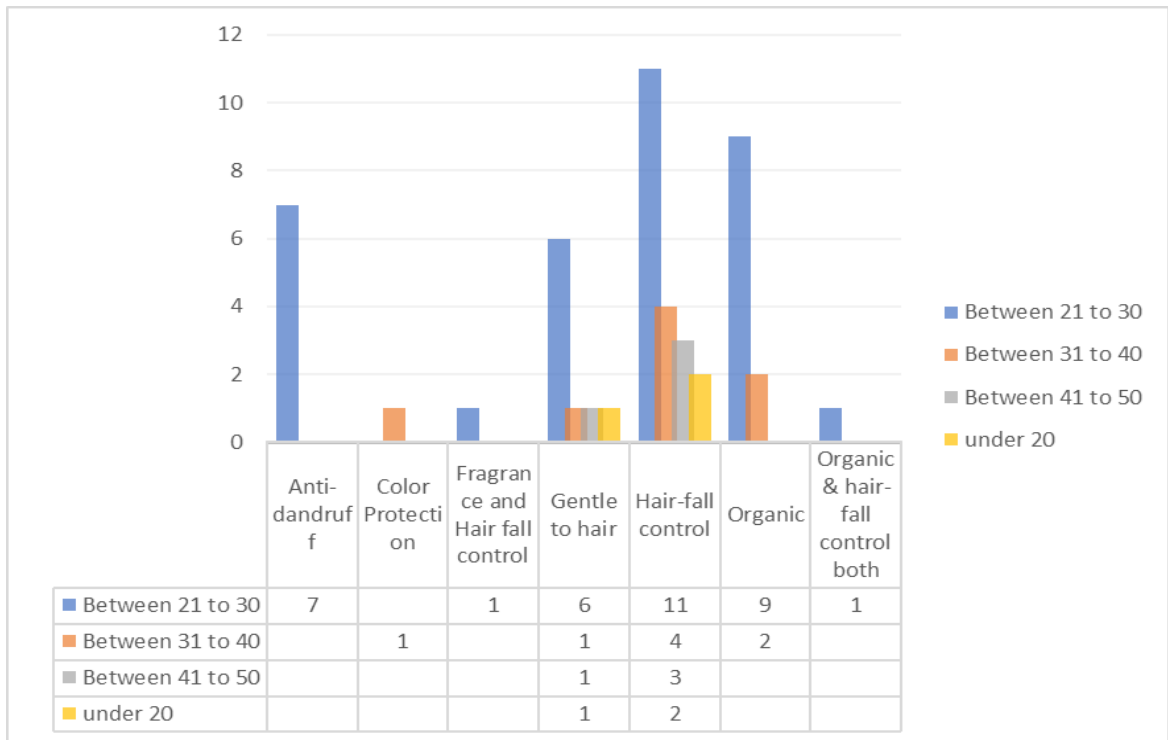
Figure 14 preferences of attributes for shampoo product concerning their age groups in the Czech Republic



Source: Made by the Researcher

The above-exhibited analysis of the Czech Republic respondents manifests that the majority respondents of the age group 21 to 30 prefer Organic shampoo, gentle to hair shampoo, hair-fall control shampoo, and anti-dandruff shampoo majorly; age group of 31 to 40 prefers to have anti-dandruff shampoo and then attributes like are fragrance, gentle to hair, and hair-fall control are common. It seems like the age group of 20 or under prefers to have hair-fall control and gentle to hair shampoos.

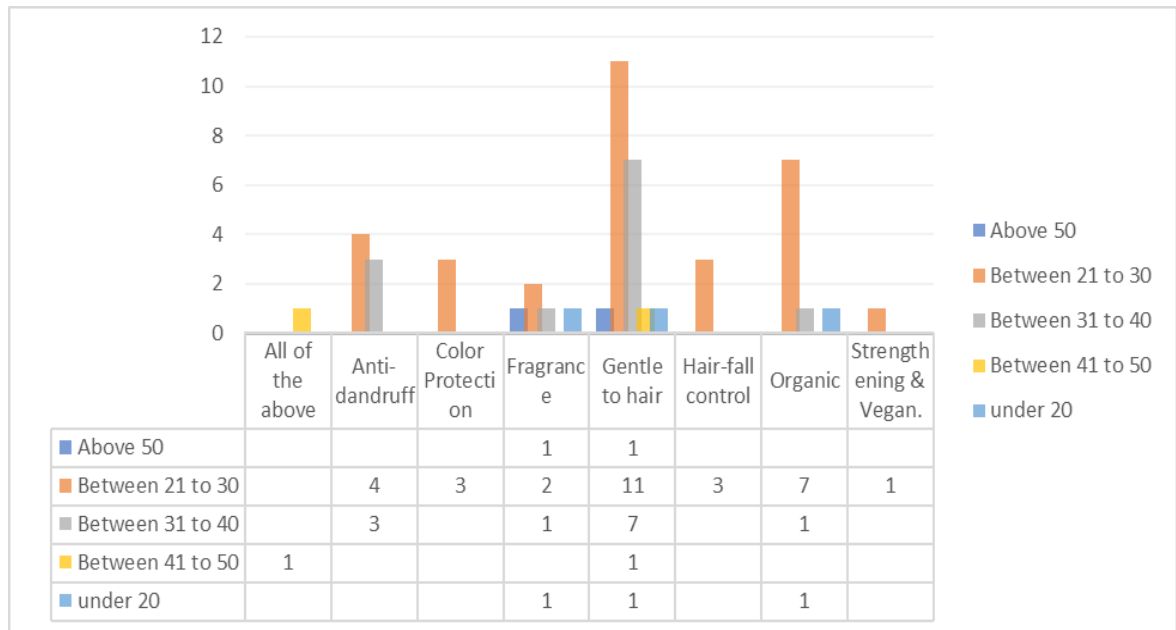
Figure 15 preferences of attributes for shampoo product concerning their age groups in India



Source: Made by the Researcher

The above analytical representation shows the Indian respondents' shampoo attributes preferences concerning their age group. In India, it could be noticed that majority of the respondents prefer hair-fall control shampoo from all age groups. The preferences are then followed by attributes such as organic, gentle to hair, and anti-dandruff shampoo respectively. It could be observed that the age group of 21 to 30 have the most varied choices.

Figure 16 preferences of attributes for shampoo product concerning their age groups in the USA



Source: Made by the Researcher

The above graphical representation of the analysis is of the respondents of the USA with the classification of their preferences concerning their age groups. It could easily be interpreted that the majority of the people from all the age groups in the USA prefer to have gentle to hair shampoo. The organic attribute is second majorly preferred by the age groups from under 20 to 40. Anti-dandruff shampoo is also highly preferred by a few from the age groups between 21 to 40.

**Interpretation:**

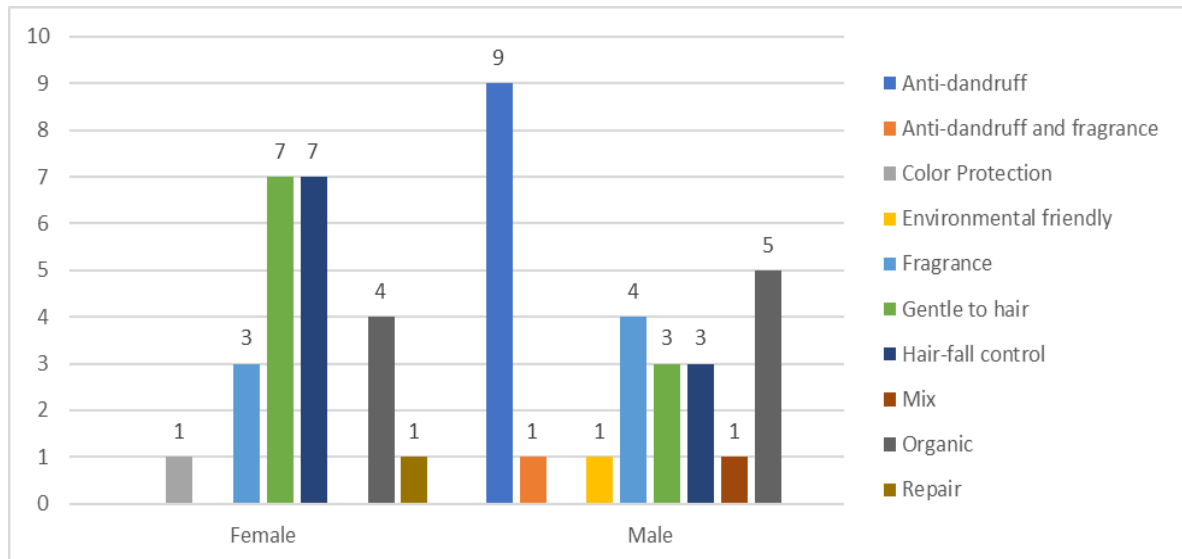
From the above analytical representations, it could be seen that the majority of the respondents from the age groups in the Czech Republic prefer to have either “Gentle to Hair” or “Hair-fall Control” shampoo primarily. However, in India, majority of the respondents from all the age groups would like to choose “Hair-fall Control” shampoo. On the other hand, very fewer respondents in the USA would opt for “Hair-fall Control” shampoo; they are more leaning towards “Gentle to Hair” shampoo. Therefore, it is interpreted that people of different countries have significantly different preferences of attributes for shampoo product concerning their age groups.

Moreover, the study focuses on the interpretations for Head and Shoulders shampoos which is an anti-dandruff shampoo brand. Hence, it could be said from the analysis that all the three targeted countries have demand for anti-dandruff shampoos intermediately.

**The attribute preferences of the consumers are gender-biased for shampoo product in the Czech Republic, India, and the USA.**

The collected data is categorised as per the gender of the respondents concerning their attribute preferences for shampoo in all three targeted countries.

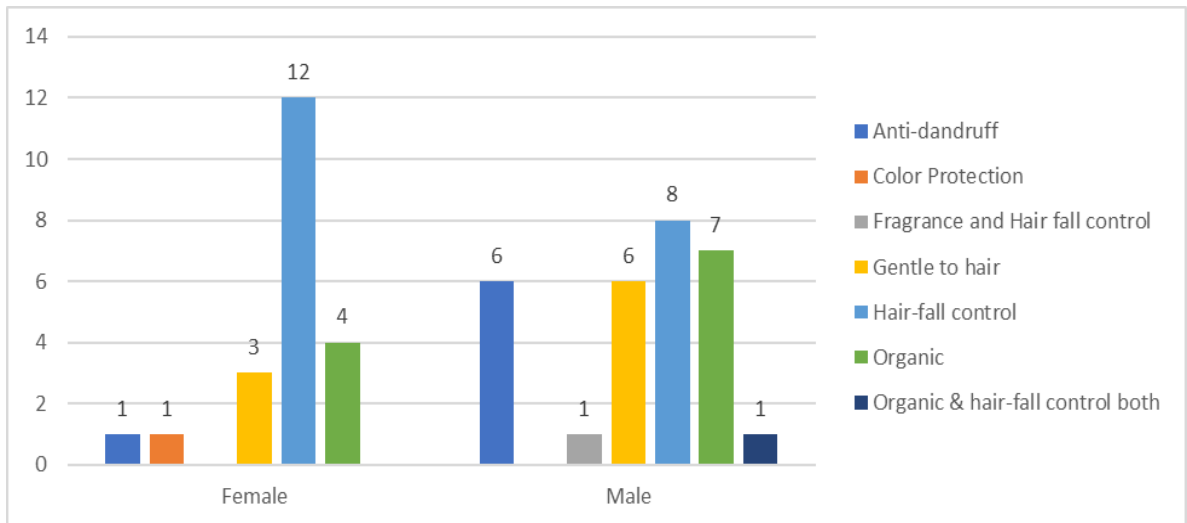
Figure 17 The attribute preferences of the consumers as per their gender in the Czech Republic



Source: Made by the Researcher

The above analytical portrayal depicts that males in the Czech Republic prefer “Anti-dandruff” shampoo mostly. However, on the other hand, no female found from the respondents who are interested in buying “Anti-dandruff” shampoo. Women in the Czech Republic prefer to purchase “Hair-fall control” or “Gentle to hair” shampoo instead. “Organic” shampoo is preferred at an intermediate level for both the genders.

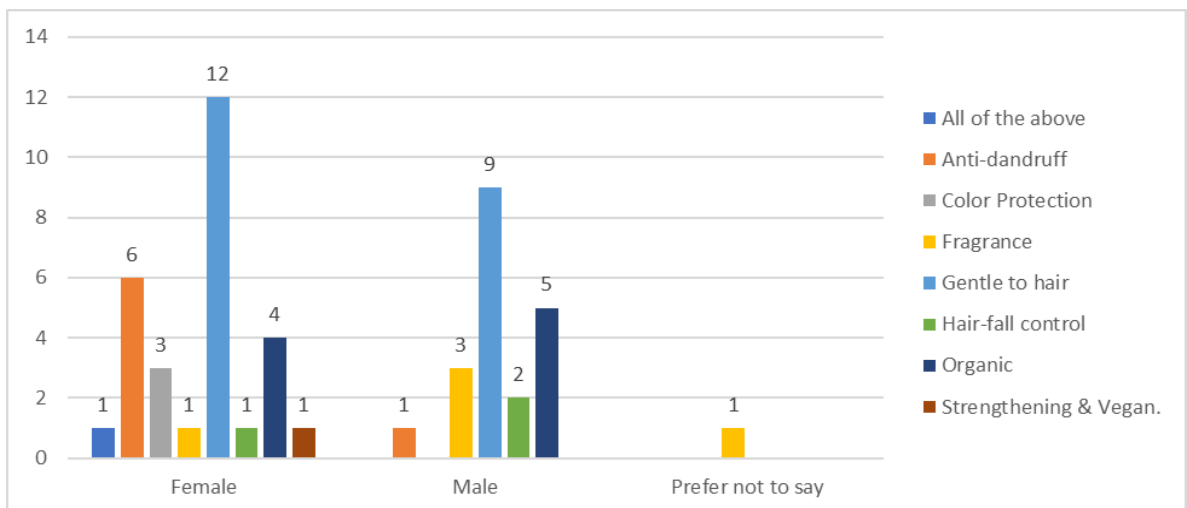
Figure 18 The attribute preferences of the consumers as per their gender in India



Source: Made by the Researcher

The Indian consumer analysis of the preferences of shampoo users concerning their gender is demonstrated in the above bar graph representation. It can be seen that “Hair-fall control” attribute is the most common preference of males and females in India. As in the Czech Republic, “Anti-dandruff” shampoos in India are also found to be mostly preferred by males.

Figure 19 The attribute preferences of the consumers as per their gender in the USA



Source: Made by the Researcher

The above-represented bar chart shows the data of the shampoo consumer preferences concerning their gender. The most common choice of the USA consumers is

the same for both the genders, which is “Gentle to hair”. Secondly, there is “Anti-dandruff” Shampoo majorly being chosen by females of the USA. There is one response found who does not prefer to say the gender, hence, it is neglected in this analysis as it focuses on the majority of the consumers.

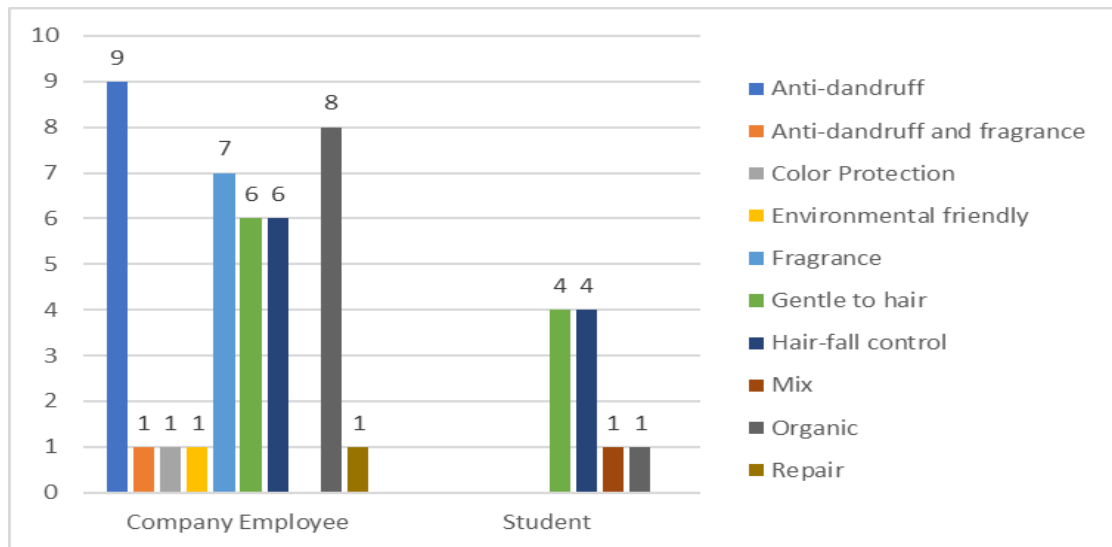
**Interpretation:**

In the Czech Republic, it is found that males and females have many differences in choosing shampoo product attributes. Males are found to be more interested in buying “Anti-dandruff” shampoo and females are found to be more interested in “Hair-fall control” and “Gentle to hair” shampoos. On the other hand, in India, “Hair-fall control” shampoo is the choice of majority among both the genders. Secondly, males also prefer “Anti-dandruff” shampoos more compared to females. Lastly, in the USA, “Gentle to hair” shampoo is widely preferred by males and females both genders. Moreover, “Anti-dandruff” shampoos are more preferred by females as compared to males in the United States.

Due to these variations of the buying behaviour among genders for shampoo product in the targeted countries, it is interpreted that the attribute preferences of the consumers are gender-oriented for shampoo product in the Czech Republic, India, and the USA.

**Role of occupation in attributes selection behaviour of the consumers for choosing shampoo product in the Czech Republic, India, and the USA.**

Figure 20 Consumers' Occupation and their Shampoo Attributes Preferences in the Czech Republic

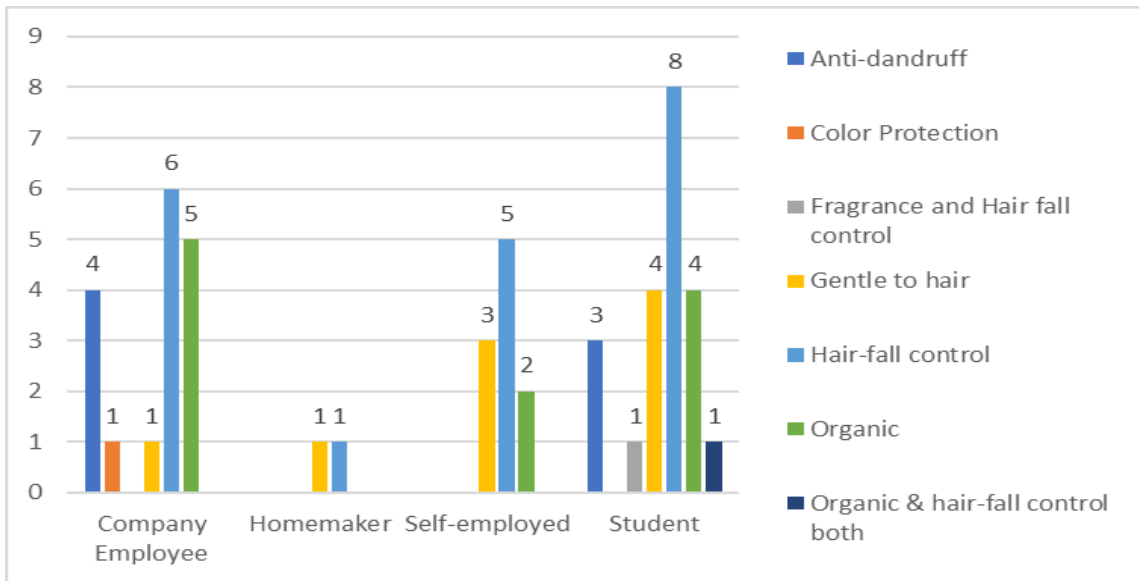


Source: Made by the Researcher

In the Czech Republic, company employees and students are the only respondents, depicted in the above chart. It is noticeable that company employees in the Czech Republic are more susceptible to choose “Anti-dandruff” shampoo, and other attributes like “Organic”, “Fragrance”, “Gentle to hair”, and “Hair-fall control” are also being widely chosen. On the other hand, students are preferring majorly “Gentle to hair”, and “Hair-fall control” shampoos.



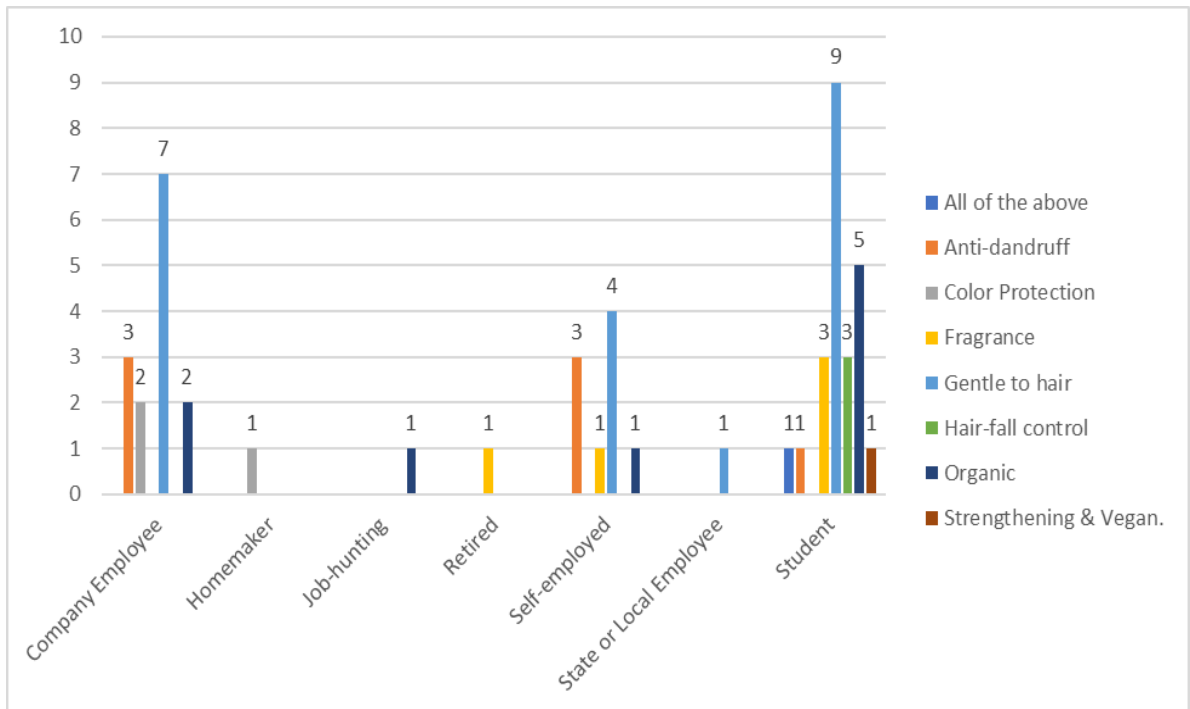
Figure 21 Consumers' Occupation and their Shampoo Attributes Preferences in India



Source: Made by the Researcher

It could be interpreted easily from the above bar chart representation that “Hair-fall control” shampoo is widely a choice of consumers from any occupation. Furthermore, “Organic” and “Anti-dandruff” shampoos are mostly preferred by company employees in India. Other than that, “Gentle to hair” shampoos are found to be purchased more by self-employed people and students.

Figure 22 Consumers' Occupation and their Shampoo Attributes Preferences in India



Source: Made by the Researcher

From most of the occupations, it is observed from the above analysis that the USA consumers choose “Gentle to hair” shampoos majorly. Overall, it could be interpreted that there is diversity in the choices of the shampoo attributes concerning their occupation in the USA.

**Interpretation:**

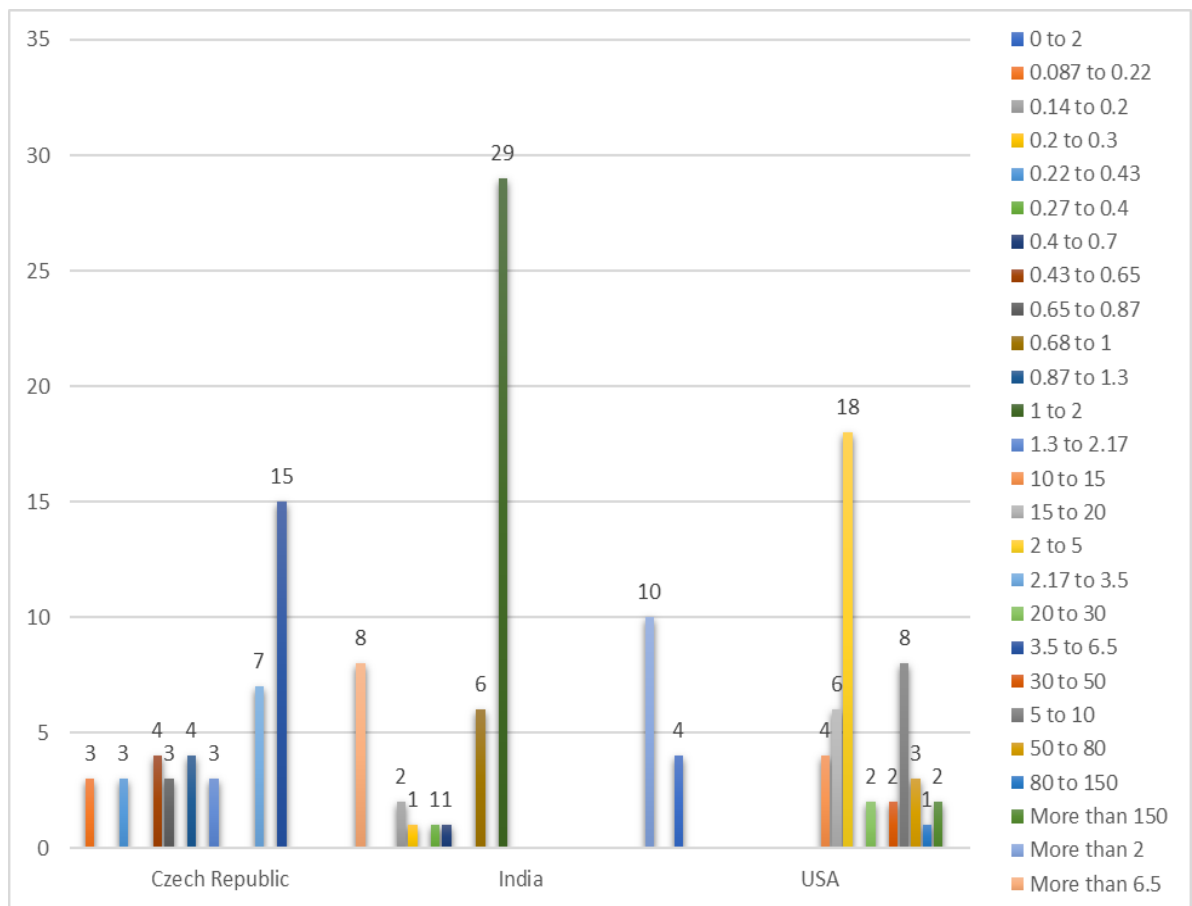
There are a few common attributes found between the respondents from the different occupation in the targeted countries. However, there is significant variation could be noticed as well. Therefore, it is interpreted that there is a little role of occupation in attributes selection behaviour of the consumers for choosing shampoo product in the Czech Republic, India, and the USA.

## Objective – 2

### Impact of price on consumer buying behaviour for the purchase of shampoo in the Czech Republic, India, and the USA.

The respondents were asked in the questionnaire about their casual spending for the shampoos they use. Then the data is classified between three countries and analytical representation is made.

Figure 23 Typical Consumer Spending for 200ml shampoo product



Source: Made by the Researcher

This test focuses on the majority of the common responses to interpret the typical spending of the consumers. In the Czech Republic, it could be easily be noticed from the above analytical demonstration that the common consumer spending on 200ml shampoo is 3.5 to 6.6 US dollars. In India, it is 1 to 2 US dollars, and in the USA, it is 2 to 5 US dollars.

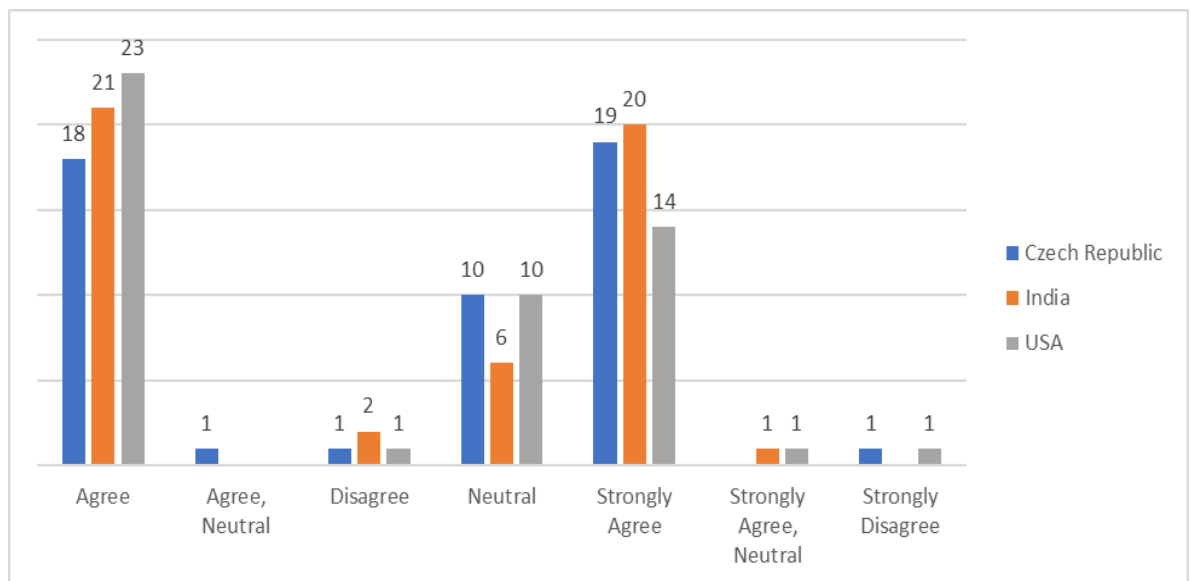
### Interpretation:

Through the above analysis, it is interpreted that typical Consumer Spending for 200ml shampoo product is distinctly different between the Czech Republic, India, and the USA.

### Consumers of shampoo product in the Czech Republic, India and the USA believe that price could influence their purchasing decision.

The respondents are asked about the extent they believe or not that price could influence their purchasing decision for shampoo. The data collected then categorised as per their country of residence and then statistical illustration is formed as depicted under.

Figure 24 Influence of the Price of Shampoo on the Purchasing Decision



Source: Made by the Researcher

The above bar chart shows that most of the respondents from the Czech Republic, India, and the USA agrees or strongly agrees that the price could influence their purchasing decision. Through this analysis, it could be said that there is a significant influence on the price of shampoo on consumers' purchase decision.

### Interpretation:

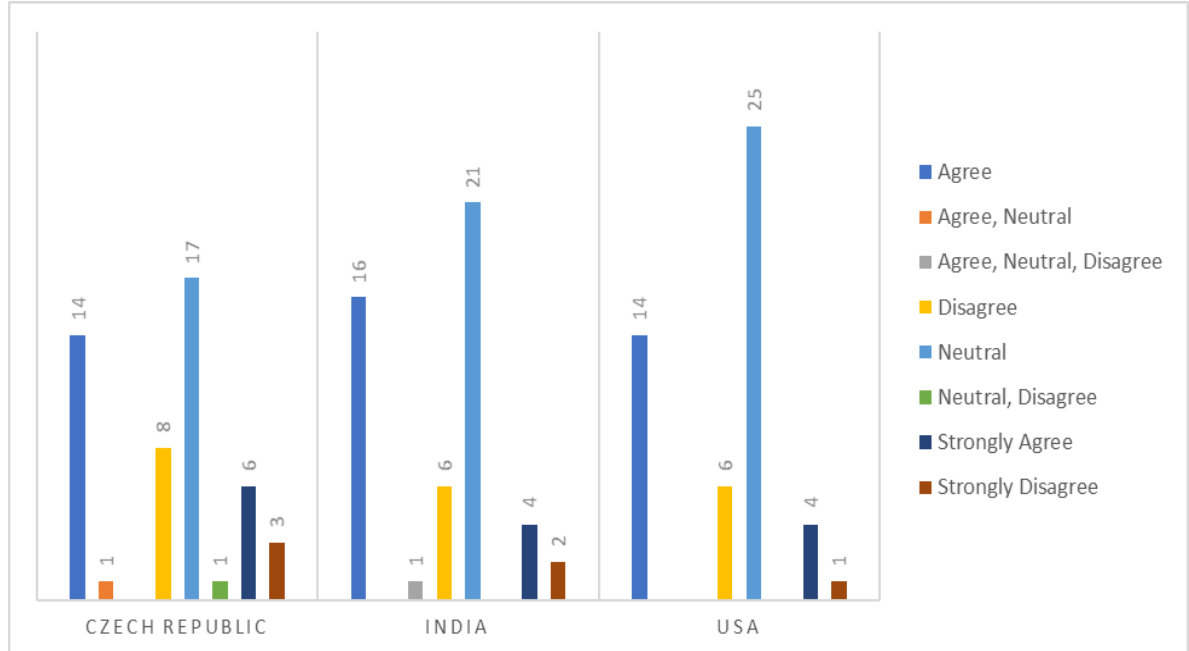
It is interpreted through the above analysis that consumers of shampoo product in the Czech Republic, India and the USA believe that price could influence their purchasing decision.

### Objective – 3

#### Promotional factors like advertising and endorsements' influence on consumer buying behaviour for the purchase of shampoo in the Czech Republic, India, and the USA.

The respondents are asked about their opinion if they get influenced by promotional advertisements or not. The level of extent of their beliefs is also asked to interpret it with more accuracy. Then the data were categorised as per the countries of their residence and it is represented statistically through bar graph manifested below.

Figure 25 Influence of Promotional Ads on Consumer Buying Behaviour



Source: Made by the Researcher

The majority of the respondents from all the targeted countries have a neutral opinion about the influence of promotional advertisements on their buying decision.

Hence, to draw out a single conclusion from this analysis, the second major response is considered. It is found that the consumers of the shampoo in the targeted countries are being influenced by promotional advertisements. Very few respondents from these countries are found to disagree that promotional advertisements influence their buying decision.

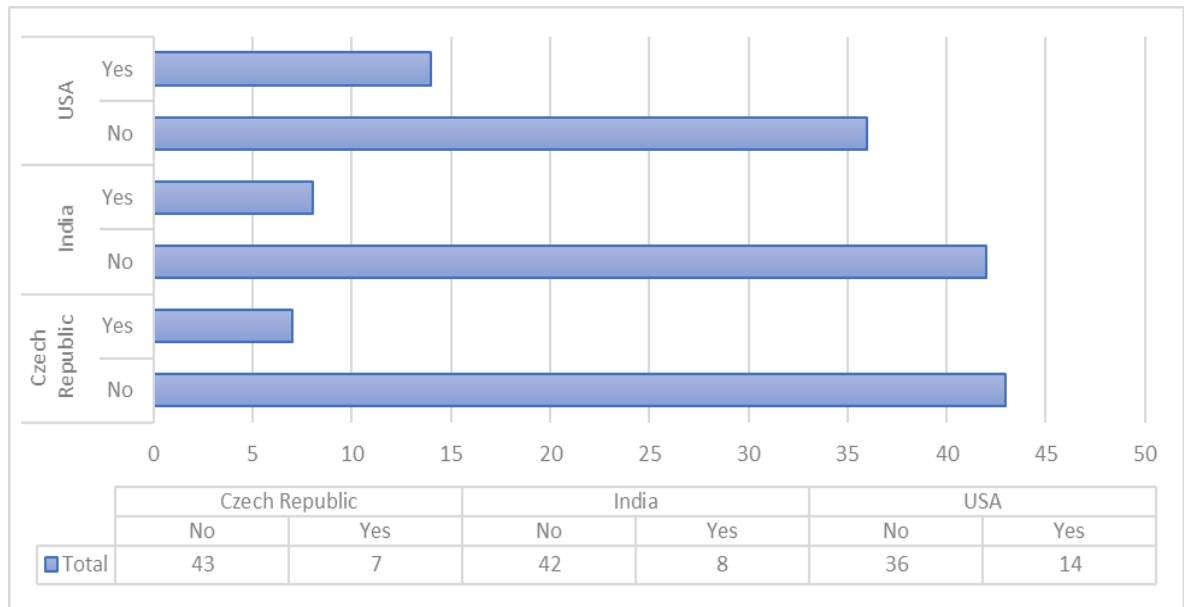
**Interpretation:**

By this analysis, the interpretation could be made that the majority of the Shampoo consumers in the Czech Republic, India and the USA are getting influenced by promotional advertisements.

**Shampoo consumers in the Czech Republic, India and the USA believe that products advertised by celebrities are of good quality.**

The consumers’ opinion was taken if they believe or not that the products which are advertised by the celebrities are of good quality. The primary data collected regarding that were categorised and then analytical representation is made.

Figure 26 Consumers' Thinking if the Quality is Related to the Celebrity Advertisements



Source: Made by the Researcher

As the above illustration made, it could be noticed that the majority of the shampoo consumers in the Czech Republic, India and the USA believe that celebrity advertisement has no significant relation with the quality of the shampoo.

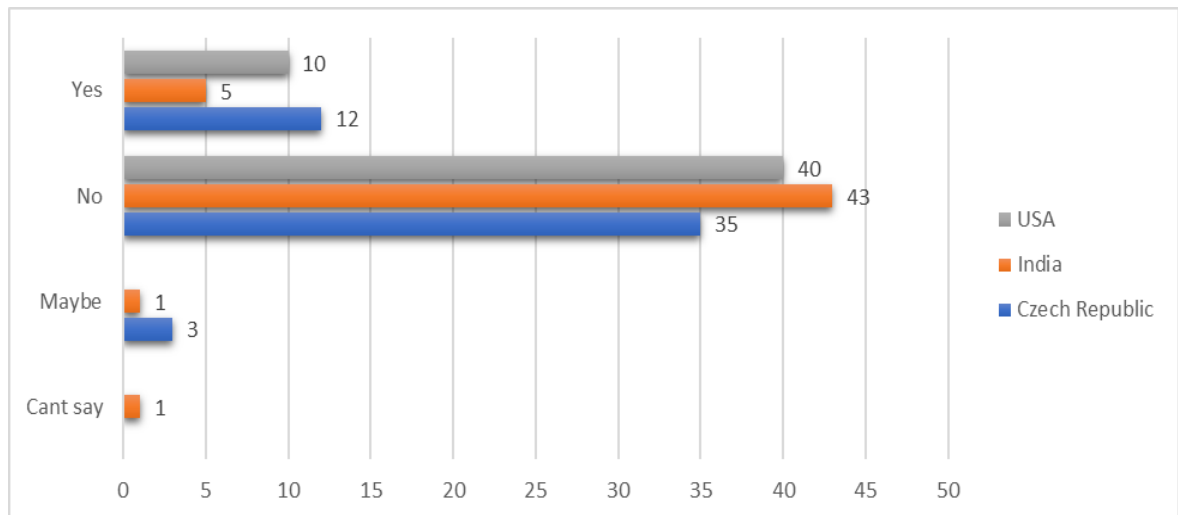
**Interpretation:**

This analysis can be interpreted that shampoo consumers in the Czech Republic, India and the USA believe that quality is not related to the advertisements cast by celebrities.

**The Shampoo consumers in the Czech Republic, India and the USA are more interested in buying the products if their favourite celebrity is endorsing it.**

By asking the respondents if they think to purchase the product if their favourite celebrity is endorsing it. Then the collected data is then categorised by the countries concerning their responses. The graph below is analytically represented as per the primary data collected.

Figure 27 Would the Consumers Buy the Product if Their Favorite Celebrity is Endorsing it?



Source: Made by the Researcher

The above bar graph manifests consumer responses and it could be seen that the majority of respondents in the Czech Republic, India and the USA believe that there is no influence of the celebrity endorsements in the buying behaviours of them towards shampoo

products. However, a few believe that celebrities can influence their shampoo buying behaviour, but those people are very few compared to others.

### **Interpretation:**

From the above analysis, the interpretation could be made that the Shampoo consumers in the Czech Republic, India and the USA have no significant influence on buying behaviour for the shampoo products even if their favourite celebrity is endorsing it.

### **Objective – 4**

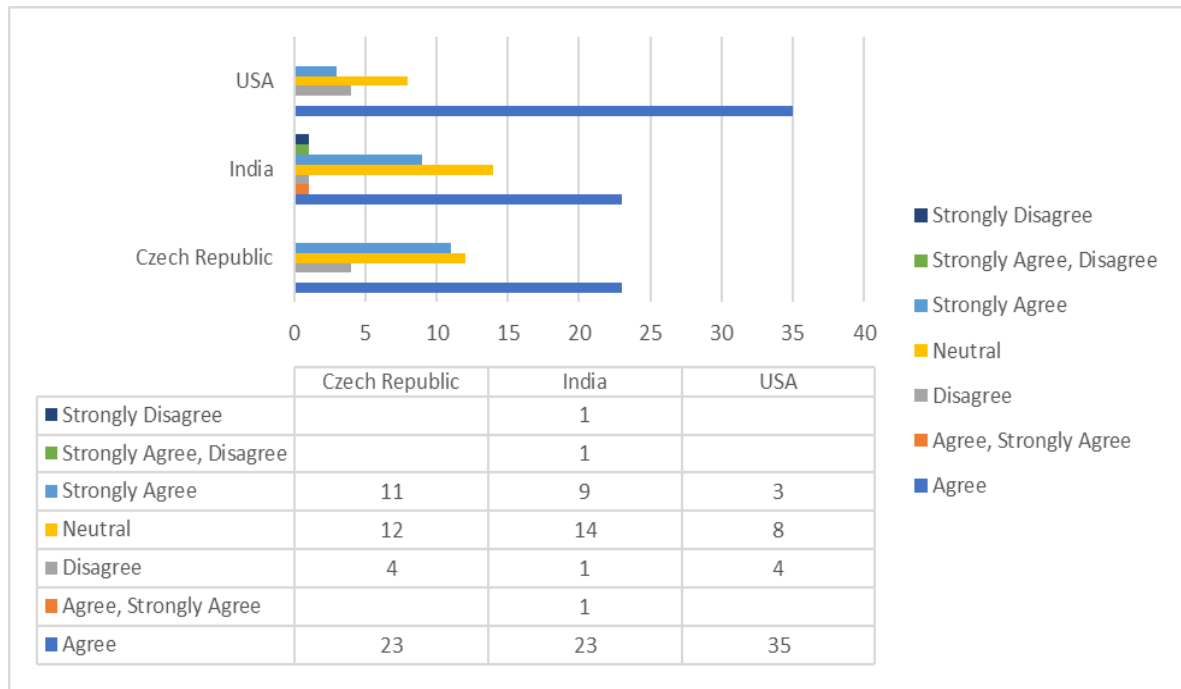
**Interpretation of the psychological factors like brand prestige, loyalty, and society's influences in buying the shampoo in the Czech Republic, India, and the USA.**

- **The shampoo consumers of the Czech Republic, India and the USA believe that brand name influences their purchasing decision.**

Human psychology is a very essential factor for any company to understand to conceive their buying behaviours. Therefore, the respondents from the targeted countries were asked a question related to their choices if the brand name influences their purchasing decision. Then the responses were categorised into the data which could be interpreted easily and then the graphical representation is made as below. The extent to which they agree or disagree is also analysed.



Figure 28 Influence of the Brand Name on the Consumer Buying Behaviour



Source: Made by the Researcher

There are various kinds of responses from the consumers collected. However, it could be seen from the above manifestation that from the all targeted countries, the majority of the respondents agrees that the brand prestige influences their choices. Many respondents have neutral responses as well which means they consider other different factors as well in choosing the shampoo product.

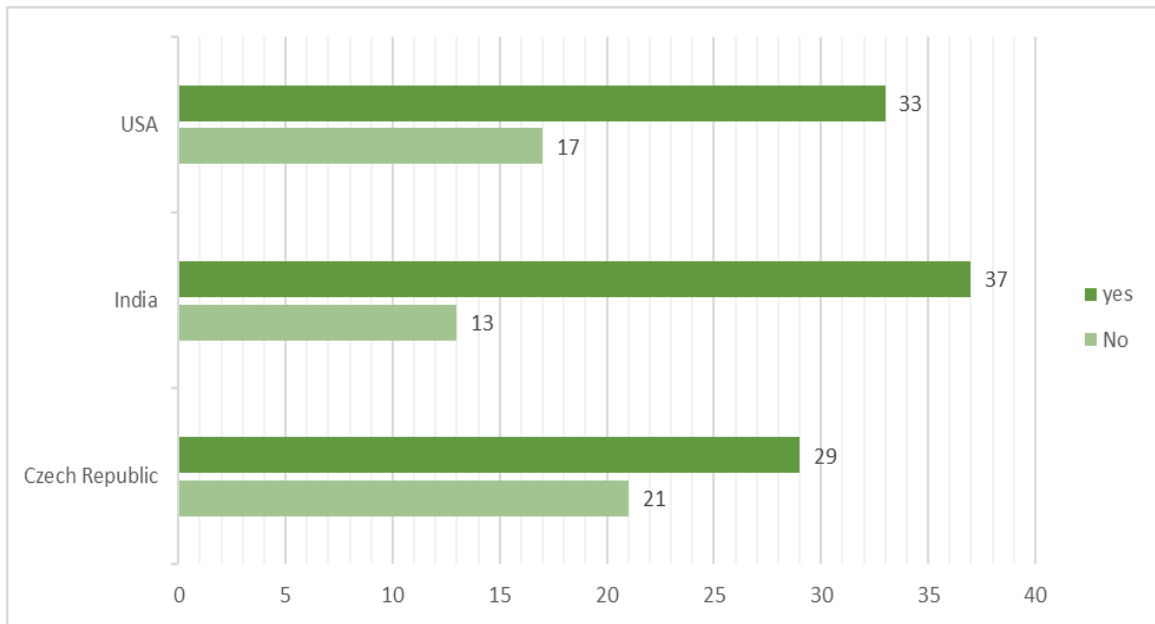
**Interpretation:**

It is interpreted through this analysis that the shampoo consumers of the Czech Republic, India and the USA believe that brand name influences their purchasing decision.

- **Majority of the Shampoo consumers in the Czech Republic, India and the USA believe that they are brand loyal consumers.**

Brand loyalty is a very important factor for any firm to consider without fail. The data of the consumers’ thinking that if they believe that they are brand loyal or not were collected by asking a related question. Then the data is categorised as per their country of residence.

Figure 29 Are Consumers Brand Loyal?



Source: Made by the Researcher

The above bar graph shows that the majority of the consumers believe that they are brand loyal customers. The consumers who believe that they are not brand loyal customers are significantly less than the ones who believe that they are brand loyal consumers.

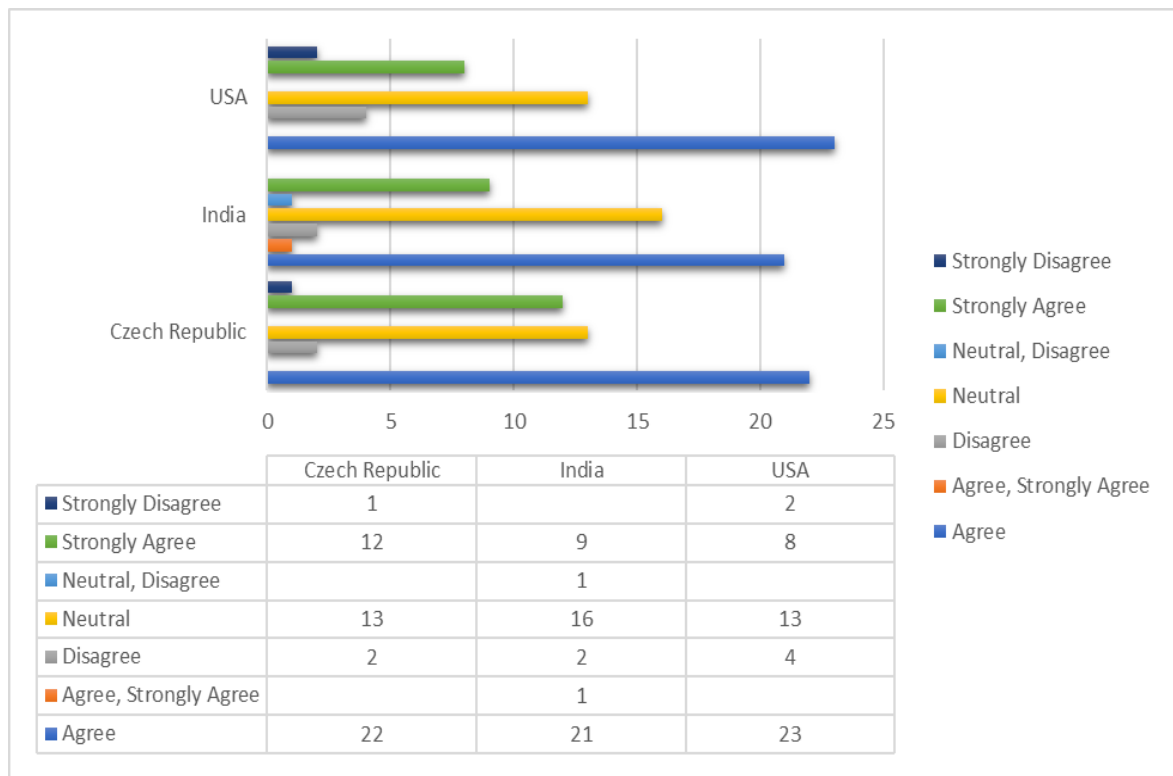
**Interpretation:**

From this analysis, it is interpreted that the majority of the shampoo consumers in the Czech Republic, India and the USA believe that they are brand loyal consumers.

- **The shampoo consumers of the Czech Republic, India and the USA believe that they get influenced by peers, family members or friends in making the purchasing decision.**

To understand if the consumers get influenced by their peers, family members or friends in making the purchasing decision, consumers opinion are taken and then categorised as per their responses and countries.

Figure 30 Influence of the Peers, Family Members or Friends on Purchasing Behavior of Shampoo



Source: Made by the Researcher

The extent to which the consumers agree or disagree is also considered. The above graph manifests that the majority of the shampoo consumers in the targeted countries believe that they get influenced by the peers, family members and friends. The second major response is towards neutral response which means they consider other factors as well in choosing the product rather than just being influenced by their peers, family members or friends.

**Interpretation:**

From this analysis, it is interpreted that the shampoo consumers of the Czech Republic, India and the USA believe that they get influenced by peers, family members or friends in making the purchasing decision.

**Objective – 5**

**Determine marketing strategies for the ‘Proctor and Gamble’ company to enhance the sales of ‘Head and Shoulders’ shampoo.**

**Hypothesis:**

H0: There is no significant difference between people’s perception among Brand, Quality, Price, Advertising and Societal influence in buying shampoo among the said countries.

H1: There is a significant difference between people’s perception among Brand, Quality, Price, Advertising and Societal influence in buying shampoo among the said countries.

The primary data collected has undergone statistical analysis with the help of Microsoft excel. The parameters taken under study were Brand, Quality, Price, Advertising and Social Influence while purchasing a bottle of shampoo. The categorical data collected under like the scale measure was then coded as dummy variables (Strongly Agree-5, Agree-4, Neutral-3, Disagree-2, Strongly Disagree-1) while, the countries were also coded (USA-1, Czech republic-2 and India-3) for calculation purpose.

As the number of parameters under consideration is only 5, the weighted mean is the chosen statistical tool for the study.

Table 7 People's Perception Among Brand, Quality, Price, Advertising and Societal Influence in Buying Shampoo

<b>USA(1)</b>						
Parameters /Scale	Brand	Quality	Price	Advertising	Social	Sum of Products
Strongly Disagree(1)	0	0	1	1	2	4
(Disagree)2	4	1	1	6	4	32
(Neutral)3	8	3	10	25	13	177
(Agree)4	35	26	23	14	23	484
(Strongly Agree)5	3	20	15	4	8	250
	187	998	929	639	705	
Weighted Average	12.46667	66.53333	61.93333	42.6	47	
<b>Czech Republic(2)</b>						
Parameters /Scale	Brand	Quality	Price	Advertising	Social	Sum of Products
Strongly Disagree(1)	0	1	1	3	1	6
(Disagree)2	4	0	1	9	2	32
(Neutral)3	12	5	11	18	13	177
(Agree)4	23	15	18	14	22	368
(Strongly Agree)5	11	29	19	6	12	385
	191	724	877	576	635	
Weighted Average	12.73333	48.26667	58.46667	38.4	42.33333	
<b>INDIA(3)</b>						
Parameters /Scale	Brand	Quality	Price	Advertising	Social	Sum of Products
Strongly Disagree(1)	1	0	0	2	0	3
(Disagree)2	1	0	2	6	3	24
(Neutral)3	14	2	6	21	16	177
(Agree)4	24	20	21	17	21	412
(Strongly Agree)5	10	28	21	4	10	365
	191	788	1020	579	751	
Weighted Average	12.73333	52.53333	68	38.6	50.06667	

Source: Made by the Researcher

To measure the weights of each parameter under study, Country-wise Weighted averages are performed on the independent variables Brand, Quality, Price, Advertising and Social individually.

**Interpretation:**

The above table depicts that among all five parameters Quality is mostly preferred over all other parameters with weighted average 66.533, followed by price (61.933) in the USA; In the Czech Republic, price (58.466) is mostly preferred parameter over others followed by quality (48.266); And lastly, in India, the price (68) is the most preferred parameter followed by quality (52.533). Thus, it is interpreted that there is no significant difference between people's perception among Brand, Quality, Price, Advertising and Societal influence in buying shampoo among the said countries. Therefore, the null-hypothesis is accepted and the alternative hypothesis is rejected, to some extent.

## 5. Results and Discussions

Considering the charts and the statistics conducted, the collected primary data was analysed for the consumer buying behaviour for shampoo products in the countries the Czech Republic, India, and the USA. The results and the major points to be considered by the company to understand why, when and where consumers buying behaviour questions, and to enhance their marketing strategies, are listed in the points underneath; it explains all the prime factors like consumer brand awareness, consumers' attitude towards the brand, and the consumers' thinking about brand ethics which could be utilized by the Head & Shoulder's company:

- Top two preferences from the different age groups in the Czech Republic are "Gentle to Hair" and "Hair-fall Regulation" shampoo. In India, however, the top preference of respondents from all age groups is to choose the shampoo "Hair-fall Regulation." On the other hand, very fewer respondents in the United States will opt for shampoo "Hair-fall Control"; they are more inclined towards shampoo "Gentle to Hair." It is thus interpreted that individuals from different countries have considerably different preferences for shampoo product characteristics as per their age groups which could be observed important when targeting a very large audience.
- In the Czech Republic, it is found that in the choice of shampoo product characteristics, males and females have several variations. Top preference among Males is found to be more susceptible in buying shampoo "Anti-dandruff," and women are more interested in shampoos "Hair-fall prevention" and "Gentle to hair". On the other hand, Hair-fall regulation shampoo is the top preference of both sexes in India. Furthermore, males also favour Anti-dandruff shampoos more than females do. Finally, in the USA, both genders of Gentle to hair shampoo are commonly favoured by males and females. Besides, females favour Anti-dandruff shampoos rather than males in the United States. Because of these disparities in gender purchasing behaviour for shampoo products in the targeted countries, it is perceived that customer attribute preferences in the Czech Republic, India and the USA are gender-

skewed at certain inevitable levels for shampoo products because when targeting millions of consumers, these top preferences make a big difference.

- In the targeted nations, there are a few common attributes found among respondents from different occupations. There is, however, a difference that could also be observed. It is therefore perceived that there is the little role of occupation in the characteristics of customer selection behaviour in the selection of shampoo products in the Czech Republic, India, and the United States.
- Through the study, it is interpreted that the average consumer expenditure for a shampoo product of 200 ml varies significantly between the Czech Republic, India, and the USA.
- It is also interpreted by this study that consumers of shampoo products in the Czech Republic, India and the USA believe that their buying decisions could be influenced by the price.
- The majority of shampoo consumers in the Czech Republic, India and the USA are affected by promotional ads.
- It can be understood from this study that shampoo customers in the Czech Republic, India and the USA claim that quality is not linked to ads by celebrities.
- The shampoo consumers in the Czech Republic, India and the USA do not have a major impact on the purchase behaviour of shampoo items, even though they are endorsed by their favourite celebrity.
- The shampoo customers in the Czech Republic, India and the USA believe that their buying decisions are influenced by brand name.
- It is known from this study that the majority of shampoo consumers in the Czech Republic, India and the USA feel that they are loyal consumers of the brand.



- The shampoo consumers in the Czech Republic, India and the USA claim that their buying decisions are affected by peers, family members or friends.

Based on these above-discussed results, Procter & Gamble should adapt the marketing strategy (recommendations) manifested in the points underneath:

- Age is defining the choices widely, as the younger generation is more inclined towards less harmful products and hence the organic range is preferred. While the middle-aged are looking for the treatments for hair-ailments. Hence, age-groups should be considered a potential factor to manufacture and market different shampoo products.
- In different countries, hair styles for males and females varies mostly. And, hence, males and females choose to care for their hairs differently. For instance, females widely take care about the density, smoothness, and hair-fall for their hairs, which is not generally being taken care by males. Anti-dandruff shampoos are based on individuals if they are having scalp problem or not. Therefore, to focus on other preferences, it is better for the company to also provide specific varieties on their products depending upon the country's choices based on their sexes.
- Occupation of individuals, of course, are not having an intense connection between their shampoo preferences. That is why, there is no significant role of occupation in the buying behaviour of Shampoos. Therefore, for marketing, the demographics should not focus more based on occupations.
- Consumer buying behaviour is found susceptible to the price of the product, specifically Shampoos; because, there is a high rivalry in the market and a lot of alternatives are available in the market for the consumers to get switched very easily. Apart from that, what majority of individuals look for is how to save their money as not majority of people are rich. Hence, the price of the product should be maintained competitive to remain always visible in the market.

- In all the targeted countries, it is found that promotional ads have a major influence on the consumer buying behaviour for Shampoo product which is also very obvious for many other products; therefore, the company could increase its promotional advertisements expenses accordingly. Which is, however, not necessarily promoted by celebrities, because there is not much influence of celebrity endorsements on the buying behaviour of the consumers of shampoo products due to smarter choices of modern society. So, the company could adjust its promotional and advertising expenses accordingly.
- The brand name is a perceptual value from the eyes of the consumers. For instance, if the perceived value of a product would be higher than the product price, then a person would definitely purchase that product. So, the Head and Shoulders should always adapt new ways to maintain its brand prestige as always to be worthy in the eyes of its consumers in order to make their consumers brand loyal.
- Nevertheless, one will always listen of their closed ones. Therefore, the recommendations by peers, family members or friends could significantly influence the choices of individual. Which is, for shampoo products, has also been founded in this research. Hence, as above point manifests, if Head & Shoulders is successful in making their consumers more brand loyal, people will recommend it to many other individuals; which could increase the sales of the company with time.

## 6. Conclusion

This study conclusion discusses the data which could be adapted by the Head and Shoulders Company to increase their understanding of the consumer buying behaviour with the cultural differences observed from the countries India, the Czech Republic, and the USA. The following conclusions could be made accordingly:

- The consumers of the Czech Republic, India, and the USA have a slight and inevitable differences between their shampoos preferences based on their cultural discrepancies which could impact largely if considered for targeting very large audience. Therefore, those preferences should not be avoided.
- Gender also plays a crucial role in preferences of the consumers as males and females have a little or large difference in their choices. Talking about shampoo market, both, males and females have different hairstyles in different countries, and it could make a difference in selection of the shampoo products they use and hair problems they might have. Thus, it is also important for the company to focus on niches based on gender.
- The occupation of the consumer in all the targeted countries seems to have a very modest similarity between the choices. Thus, it is not worth for Head and Shoulders to target the Occupation for marketing strategies to make a more specific impact on their products' marketing.
- The other inevitable factor of choosing the product is Price. It shows that the price of the products has a significant influence on the choices of the consumers. Thus, the more competitive price could raise the sales of the Head and Shoulders Company.
- Promotional advertising is also an unavoidable factor to influence the consumers' buying behaviour in all the targeted countries. Thus, the spending on the promotional advertisements in the Head and Shoulders Company could significantly impact their sales.
- Advertisements by celebrities have no major influence over consumer's buying behaviour, even though it is advertised by the favourite celebrity of the

consumers. Thus, the company should spend less on making advertisements by celebrities.

- Brand prestige has a significant impact on consumers' buying behaviour. And, thus the Head and Shoulders must enhance the consumers' trust towards the company.
- If the consumer once will be brand loyal, then the sales of the company could exponentially grow because there is also a major impact of the peers, family members and friends' recommendations towards the buying behaviour of the consumers for all targeted countries.

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## 8 Appendix

### QUESTIONNAIRE OF CUSTOMER SURVEY

This is a survey regarding the consumption patterns of the shampoo brand 'Head and Shoulders' by P & G company in different cultures. The ultimate objective of the study is to recommend a marketing mix for the company. Kindly give your valuable inputs by filling the questionnaire. This is a true academic research and the responses will be kept confidential, hence will not be shared with anyone.

1. Are you a brand loyal Customer?
  - Yes
  - No
  
2. Which attributes attract you to buy branded products?
  - Brand name
  - Transparency
  - Price
  - Packaging
  - Easy Availability
  - Endorsement
  - Other
  
3. Which is your regular Shampoo brand?
  - Head and Shoulders
  - Dove
  - Pantene
  - Matrix
  - Tresemme
  - Biotique
  - Loreal
  - Elidor
  - Local Brand
  - Other
  
4. Where do you purchase your shampoo from?
  - Retail Store

- Super Market
- Online
- Other

5. Do you think branded products are better than non-branded products?

- Yes
- No
- Maybe

6. Would you like to switch your brand preference if you get some promotional scheme with another brand?

- Yes
- No
- Maybe

7. What kind of promotion scheme would you expect to switch your brand preference?

- Discounted Price
- Providing free related products/gifts with your purchase
- Gift coupons
- Attractive Packing
- Publicity
- Other

8. How many different brands of shampoos have you bought in the last 12 months?

- 1
- 2
- 3
- 4
- 5
- more than 5

9. How much do you spend on shampoos per 200ml (Approximately)? (as per your local currency)

- 0 - 2
- 2 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 30
- 30 - 50
- 50 - 80
- 80 - 150
- More than 150

10. Do you believe products specially advertised by celebrities are of good quality?

- Yes
- No

11. Would you buy a brand if your favourite celebrity is endorsing it?

- Yes
- No

12. Do you evaluate products according to the printed information while purchasing?

- Yes
- No

13. While buying a shampoo, which attributes would you prefer?

- Organic
- Gentle to hair
- Anti-dandruff
- Fragrance
- Color Protection
- Hair-fall control
- Other

14. While purchasing your shampoo, whom do you get influenced by?

- Friends' advice/opinions
- Family or relatives' advice/opinions
- T. V. advertising
- Neighbours
- Sales assistant advice
- Radio advertising
- Advertising in magazines or newspapers
- My knowledge of the suitability of the product
- Personal preference
- Special offers/discounts
- Price of the product
- other

15. Rate the following as per your preference: (Agree/Strongly Agree/Neutral/Disagree/Strongly Disagree)

- Influence of brand name on purchasing decision
- Influence of Quality on purchasing decision
- Influence of Price on Purchasing Decision
- Influence of advertising on purchasing decisions
- Influence of family/peers/friends on purchasing decision

16. The country you belong to:

- India
- Czech Republic
- USA

17. What is your age group?

- under 20
- Between 21 to 30
- Between 31 to 40
- Between 41 to 50
- Above 50

18. Gender

- Female
- Male
- Prefer Not to Say

19. What's your marital status?

- Single
- Married
- Divorced/Separated
- Widowed
- Other

20. What's your highest level of education?

- Secondary
- Higher Secondary
- Graduate/Diploma
- Post Graduate
- Doctorate

21. What's your work status?

- Company Employee
- Self-Employed
- Student
- Homemaker
- State or Local Employee
- Other

22. Accommodation Type

- living with parents
- living with relatives
- in company/school accommodation
- renting house/flat
- living in own house/flat

- other

### 23. Income per Month

- 0
- 200 - 500
- 500 - 1000
- 1000 - 3000
- 3000 - 6000
- 6000 - 12000
- 12000 - 30000
- 30000 -60000
- More than 60000