Gender Difference on Rural Consumer Behaviour for Preference of Shampoo Brand in Himachal Pradesh

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ABSTRACT: There has been a paradigm shift in the marketing concept as marketing has come a long way from old traditional sale concept to the new social marketing concept. Certain other marketing concepts and techniques have originated due to this paradigm shift in marketing concept. This shift is a result of changed consumer behaviour, more focus on consumer preferences, perceptions, needs and wants. No doubt in today's market scenario where competition is on altogether different level, consumer is considered king and his actions and preferences are given utmost importance while forming marketing concepts and policies. Any deviation from consumer focus will certainly impact the scenario in which today's market operates. The rural market in India has vast market potential, not yet exploited by the Indian marketers. The information boom as witnessed today is likely to leave an unprecedented impact on rural consumers. The study focuses on consumer behaviour of male and female consumers for shampoo.

Keywords: Consumer behavior; Rural Market; Fast moving Consumer Goods (FMCG) and Shampoo industry.

INTRODUCTION: There has been a paradigm shift in the marketing concept as marketing has come a long way from old traditional sale concept to the new social marketing concept. Certain other marketing concepts and techniques have originated due to this paradigm shift in marketing concept. This shift is a result of changed consumer behaviour, more focus on consumer preferences, perceptions, needs and wants. Hence with the help of renowned authorities Stanton, 1967; Drucker, 1954; Levitt, 1960; and Kotler, 1967 a new concept of marketing named marketing concept was invented where more focus was on consumer rather than sales.Once one understands the marketing concept one needs to understand that consumer is only a segment of the market and not a market as a whole. Hence marketing plans cannot be formulated for a market as a whole but there is need for separate marketing plans for separate consumer segments. It is of importance as consumer preferences and perceptions may vary significantly between various segments. To understand a consumer it is necessary to understand consumer behaviour. The behavioural sciences such as economics, sociology, and psychology and to some degree political science and cultural anthropology have significant role in understanding consumer behaviour. Economics is directly related to consumer behaviour while the other four are areas of study for students of consumer behaviour. Sociology is the study of group of individuals. Sociology might be said to be concerned with the behaviour of groups of individuals. Psychology deals with the individuals themselves, and social psychology and political science deal with the behaviour of individuals within groups or within the group-setting (Bennett and Kassarjian, 1972). According to Mitchell and Walsh (2004), both males and females want different products and they are likely to have different ways of liking and obtaining these. Because of the differences between men and women about need, want, expectation, life-style etc. this reflect to their consumption behaviours, Gender has an important role in consumer behaviours. (Akturan, 2009:66). Solomon *et al* (2010) suggests that, products are sex-typed or androgynous. Sex-typed of male and female is define by product that takes on masculine or feminine characteristics. Simply say that Barbies for girls and Hotwheels for boys.

Rural market in India: The rural market in India has vast market potential, not yet exploited by the Indian marketers. The information boom as witnessed today is likely to leave an unprecedented impact on rural consumers. The potential of the rural market can be ascertained from the fact that the current penetration of the FMCG market is less than 1%, according to the President of ASSOCHAM, Mahendra K Sanghi (www.thehindubusinessline.com, 2005). Rural India contributes 60 per cent of the country's GDP and accounts for 53 per cent of the FMCG The rural economy, with an estimated 500 million consumers has remained largely untouched by the global financial meltdown and offers huge opportunities and growth

potential.1 The Indian fast moving consumer goods industry (FMCG) is undergoing a continuous transition. India, in recent days, is enthusiastically consuming everything from shampoo to motor cycles and this "rural predilection" is being considered as one of the significant topics of market analysis (Arpita Khare 2010).

Hair care market in India: The value of hair care market in India is $200 million, whose total contribution to FMCG sector is 8% and showing growth of 3.8%. There are different segment of hair care market i.e. hair oils, shampoos, hair colorants and conditioners, and hair gels. In Indian market 80% of the shampoo sold in urban area and 20% of shampoo sold in rural area. Because of the increased in marketing players lower duties and availability of shampoos in affordable sachets the shampoo market is expected to increase. 50 % of the population uses bathing soap because shampoo is middle class product. There is no strong brand loyalty for shampoo product. There is frequent change in the look, consumer preferences and fragrance.

REVIEW OF LITERATURE: Swarna Bakshi study on "Impact of Gender on Consumer Purchase Behaviour" Examined that out of all the factors that influences consumer purchase decision, gender difference is one of the major factors. Through her review of literature she found that gender with different dimensions, it is a strong variable that has a major impact on consumer decision regarding purchase of any product or service. Both men and women consider different stimuli and evaluation parameter. For making purchase men focus on immediate needs whereas women look at long term decision. Nilesh J Bhutada study *"Impact Of Television Advertising On Buying Behavior Of Women Consumer With Reference To FMCG Products City: - Gorakhpur"(2015).* She find out that television is an important medium which makes people aware of any product, and it is a very important tool of communicating message to its target audience. Women used different kind of FMCG products. For women consumer buying behavior televisioin advertisement is very important. Social and personal factors have major influence on women consumers buying behavior in Gorakhpur city. Shahid Iqbal and Dr. Zeenat Ismail study on *"Buying Behavior: Gender and Socioeconomic Class Differences on Interpersonal Influence Susceptibility"(2011).* They find out the interpersonal influence susceptibility on buying behavior by gender and social class difference. As compare to male buyers the female buyers would be more susceptible on interpersonal influence. The area for study is Karachi. They analysed that there is no difference among females and males consumers,

but difference between high, middle and low, socioeconomic class buyers on susceptibility to interpersonal influence and that high socioeconomic class are comparatively more susceptible. Dr. Surinder Singh Kundu in his study on (2013) *"Customers' Perception towards the Fast Moving Consumer Goods in Rural Market: An Analysis"* found 36 factors that affect the purchase of FMCG products. The rural buyers differ in their demographic, cultural, social, psychological, promotional and self concept factors. These factors influence the purchase decision of rural consumer towards FMCG products. Sulekha & Dr. Kiran Mor study on (2013)*"An Investigation of Consumer Buying Behavior for FMCG: An Empirical Study of Rural Haryana"* examined the factors which are considered by the rural consumers of Haryana's four district i.e. Panipat, Jind, Kurukeshtera and Gurgaon for the purchase of FMCG products. Retailers in rural area know the facts that rural consumers listen to them and due to this they created interest of consumers in their products. For rural consumers price is important because value for money is important when rural consumer buy any FMCG product. The FMCG companies should offer different varieties by making strategies according to the education and understanding levels of the rural consumers. Lifestyle and attitude highly affect the rural consumer. Celebrity endorsement highly influenced rural marketing, so companies should take local celebrity who is popular in that rural area.

RESEARCH OBJECTIVES: The main research objective is to study the consumer behaviour (preferences) of male and female consumers considered for hair care (Shampoo) in Hamirpur district.

RESEARCH METHODOLOGY: The study conducted is an empirical enquiry. This research paper attempts to identify the attributes that are considered by male and female consumers towards the purchase of selected FMCG (bathing soap shampoo toothpaste and cream). The study is based on primary data as well as secondary data. Primary data was collected through the structured questioners from different five blocks of Hamirpur District H.P. and secondary data was collected from books, journals, periodicals, articles, internet, etc. In this study the research method is used descriptive research the responded were selected on the basis of non random sampling and convince sampling. Which mean that the customers who were willing to answer the questionnaire were selected.

Statistical analysis: To prove the hypothesis by Statistical analytical test after applying *Likerts scale* Interpretation the frequency was analyzed with one way ANOVA *Likert Scale* = Rank 5 is good that

means is holds more significance ie. Strongly agree on attribute and benefits towards hair care product selection and rank is decreasing its expectancy. **Strongly Agree (SA) Score (5), b) Agree (A) Score (4) c) Neutral (N) Score (3) d) Disagree (DA) Score (2), e) Strongly Disagree (SDA) Score (1)**

Data Analysis and Results: Ho = Hypothesis is, that there is no significant difference between male consumers of different blocks of hamirpur towards the preference of shampoo.

Table 1: Brand Preferences for Male Hair Care (Shampoo).

S.No.	Block	Barsar	Bhoranj	Hamirpur	Nadaun	Sujanpur	total	%age
	Product	M	M	M	M	M		
1	Clinic plus	6	10	9	10	8	43	28%
2	Sunsilk	5	7	6	4	5	27	18%
3	Pantene	4	5	5	5	4	23	15%
4	Vatika	5	4	3	4	5	21	14%
5	Head and Shoulder	8	2	6	7	6	29	19%
6	Any other	2	2	2	2	2	10	7%
	Total	30	30	31	32	30	153	100%

Source: Questionnaire

Table no 1. depicts that Clinic plus (28%) is the most preferred brand among Male respondents of hamirpur district because of the popularity of this brand can be depended upon its longevity because it is the oldest brand. Head and Shoulder (19%) brand is also popular to rural male consumers and placed second in the list. Sunsilk (18%) is the next preferred brand of shampoo used by male respondents of hamirpur district. The reason behind the popularity of this shampoo is its benefits like superior quality of shampoo available at an affordable price. Thereafter, Pantene and Vatikia are preferred respectively, among the male consumers of hamirpur district.

Table 2: Annova table Brand Preferences for Male Hair Care (Shampoo).

ANOVA						
Source of Variation	*SS*	*Df*	*MS*	*F*	*P-value*	*F crit*
Rows	44	4	11	6.197183	0.003286	3.006917
Columns	1.6	4	0.4	0.225352	0.920236	3.006917
Error	28.4	16	1.775	-	-	-
Total	74	24		-	-	-

The results are concluded based on the p-values and a significance level of 0.05. It shows that there is a significant difference between buying behaviour of male consumers among different blocks of hamirpur district towards the preference of shampoo. Therefore, null hypothesis is rejected and alternative hypothesis is accepted.

Ho = Hypothesis is, that there is no significant difference between female consumers of different blocks of hamirpur towards the preference of shampoo.

Table 3: Brand Preferences for Female Hair Care (Shampoo).

S.No.	Block	Barsar	Bhoranj	Hamirpur	Nadaun	Sujanpur	total	%age
	Product	F	F	F	F	F		
1	Clinic plus	8	9	10	9	8	44	26.51%
2	Sunsilk	9	10	8	10	9	46	28%
3	Pantene	5	7	6	7	5	30	18%
4	Vatika	4	4	4	4	4	20	12%
5	Head and Shoulder	5	4	3	4	5	21	13%
6	Any other	1	1	1	1	1	5	3%
	Total	32	35	32	35	32	166	100%

Source: Questionnaire

Table no.3 depicts that Sunsilk (28%) is the most preferred brand among Female respondents of hamirpur district. The reason behind the popularity of this shampoo is its benefits like superior quality of shampoo available at an affordable price. Clinic plus (26.5%) brand is also popular to rural female consumers because of the popularity of this brand can be de-

pended upon its longevity because it is the oldest brand. Pantene (18%) and Head & Shoulder (13%) is the next preferred brand of shampoo used by female respondents of hamirpur district. Thereafter, vatikia (12%) brand is preferred among the male consumers of hamirpur district.

Table 4: Annova table Brand Preferences for Female Hair Care (Shampoo).

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Rows	181.04	4	45.26	98.3913	4.71E-11	3.0069173
Columns	2.24	4	0.56	1.217391	0.34216	3.0069173
Error	7.36	16	0.46	-	-	-
Total	190.64	24	-	-	-	-

The results, based on the p-values and a significance level of 0.05. It shows that there is a significant difference between buying behaviour of female consumers among different blocks of hamirpur district towards the preference of shampoo. Therefore, null hypothesis is rejected and alternative hypothesis is accepted.

Ho = Hypothesis is, that there is no significant difference between attributes considered by Male and female respondents for hair care (Shampoo) product in barsar block of Hamirpur district.

Table 5: Attributes of Hair care (Shampoo) considered by male respondents of Barsar Block.

		Attributes for Hair Care (Shampoo)Barsar Male						
	Attributes and Benefits	**Total**	**SA (5)**	**A(4)**	**N(3)**	**DA(2)**	**SDA (1)**	**Total**
1	Making hairs softer	30	53%	27%	7%	10%	3%	100%
2	Making hairs Dandruff free	30	55%	29%	3%	13%	0%	100%
3	Making hairs roots healthy	30	52%	29%	10%	6%	3%	100%
4	Making hairs healthy & shiny	30	57%	33%	0%	7%	3%	100%
5	Preventing hairs from grey	30	47%	33%	10%	7%	3%	100%
6	Prevent hair fall	30	60%	30%	7%	3%	0%	100%
7	Nourishing hair	30	47%	37%	10%	7%	0%	100%
8	Defrizz curls	30	40%	37%	13%	7%	3%	100%
9	Repair damaged hairs	30	47%	40%	7%	7%	0%	100%
10	Silky & smooth	30	53%	33%	7%	3%	3%	100%
11	Oil control	30	47%	40%	10%	3%	0%	100%
12	Medicated	30	43%	33%	7%	13%	3%	100%
13	Removes unpleasant odour	30	57%	30%	10%	3%	0%	100%
14	Avoid hair bristling	30	53%	37%	3%	7%	0%	100%
15	Wash hairs easily with less water	30	57%	30%	7%	3%	3%	100%
16	Revitalize dull hairs	30	53%	33%	7%	3%	3%	100%
17	Herbal nature	30	47%	33%	10%	7%	3%	100%

Source: Questionnaire

The table no.5 shows that attribute of hair care on which maximum (60%) of male respondents of barsar block are strongly agree is prevention from hair fall. On the second place Making hairs healthy & shiny (57%), Removes unpleasant odour (57%), and Wash hairs easily with less water (57%) attributes are strongly agreed by male respondents of barsar block. Maximum of male respondents of barsar block are

agree on attribute like Repair damaged hairs (40%) and Oil control (40%).

The table no 6. shows that attribute of hair care on which maximum (56%) of female respondents of barsar block are strongly agree is Wash hairs easily with less water and Revitalize dull hairs .On the second place Making hairs roots healthy (53%), Repair damaged hairs(53%), Oil control (53%), and

Herbal nature (53%) attributes are strongly agreed by female respondents of barsar block. Maximum of female respondents of barsar block are agree on attribute like Defrizz curls (38%), Silky & smooth (38%) and Removes unpleasant odour (38%).

Table 6: Attributes of Hair care (Shampoo) considered by female respondents of Barsar Block.

	Attributes and Benefits	Total	SA (5)	A(4)	N(3)	DA(2)	SDA (1)	Total
	Attributes for Hair Care (Shampoo)Barsar Female							
1	Making hairs softer	32	47%	31%	6%	9%	6%	100%
2	Making hairs Dandruff free	32	50%	28%	9%	9%	3%	100%
3	Making hairs roots healthy	32	53%	31%	6%	6%	3%	100%
4	Making hairs healthy & shiny	32	50%	34%	6%	6%	3%	100%
5	Preventing hairs from grey	32	50%	31%	9%	6%	3%	100%
6	Prevent hair fall	32	47%	38%	6%	6%	3%	100%
7	Nourishing hair	32	50%	34%	3%	6%	6%	100%
8	Defrizz curls	32	44%	38%	9%	6%	3%	100%
9	Repair damaged hairs	32	53%	31%	13%	3%	0%	100%
10	Silky & smooth	32	50%	38%	6%	3%	3%	100%
11	Oil control	32	53%	34%	6%	3%	3%	100%
12	Medicated	32	50%	31%	9%	6%	3%	100%
13	Removes unpleasant odour	32	53%	38%	6%	3%	0%	100%
14	Avoid hair bristling	32	50%	34%	6%	6%	3%	100%
15	Wash hairs easily with less water	32	56%	28%	6%	6%	3%	100%
16	Revitalize dull hairs	32	56%	31%	6%	3%	3%	100%
17	Herbal nature	32	53%	31%	9%	3%	3%	100%

Source: Questionnaire

Table 7: Anova on likert scale data.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	155116.3	9	17235.15	1126.589	8.3E-140	1.938819
Within Groups	2447.765	160	15.29853			
Total	157564.1	169				

The results are concluded based on the p-values and a significance level of 0.05. It shows that there is a significant difference between attributes considered by male and female respondents for Hair care (Shampoo) in barsar block of hamirpur district. Therefore, null hypothesis is rejected and alternative hypothesis is accepted because F value is greater than F crit.

Ho = Hypothesis is, that there is no significant difference between attributes considered by Male and female respondents for hair care (Shampoo) product in Bhoranj block of Hamirpur district.

Table 8: Attributes of Hair care (Shampoo) considered by male respondents of Bhoranj Block.

S.No.	Attributes	Total	SA (5)	A(4)	N(3)	DA(2)	SDA (1)	Total
	Attributes for Hair Care (Shampoo)Bhoranj male							
1	Making hairs softer	30	47%	33%	7%	10%	3%	100%
2	Making hairs Dandruff free	30	53%	27%	10%	10%	0%	100%
3	Making hairs roots healthy	30	43%	37%	10%	7%	3%	100%
4	Making hairs healthy & shiny	30	47%	40%	3%	7%	3%	100%
5	Preventing hairs from grey	30	40%	37%	13%	7%	3%	100%
6	Prevent hair fall	30	47%	37%	10%	3%	3%	100%
7	Nourishing hair	30	43%	40%	3%	10%	3%	100%

8	Defrizz curls	30	43%	37%	10%	7%	3%	100%
9	Repair damaged hairs	30	47%	33%	10%	3%	7%	100%
10	Silky & smooth	30	50%	30%	10%	7%	3%	100%
11	Oil control	30	53%	33%	7%	3%	3%	100%
12	Medicated	30	47%	33%	10%	3%	7%	100%
13	Removes unpleasant odour	30	53%	27%	10%	7%	3%	100%
14	Avoid hair bristling	30	43%	37%	10%	7%	3%	100%
15	Wash hairs easily with less water	30	50%	37%	7%	3%	3%	100%
16	Revitalize dull hairs	30	47%	30%	7%	10%	7%	100%
17	Herbal nature	30	43%	37%	10%	7%	3%	100%

Source: Questionnaire

The table no.8 shows that attribute of hair care on which maximum (53%)of male respondents of barsar block are strongly agree is Making hair dandruff free, Oil control and Removes unpleasant odour. On the second place Silky & Smooth (50%), Wash hairs easi-ly with less water (50%) attributes are strongly agreed by male respondents of Bhoranj block. Maximum of male respondents of Bhoranj block are agreed on attribute like Making hairs healthy & shiny (40%).

Table 9: Attributes of Hair care (Shampoo) considered by female respondents of Bhoranj Block.

Attributes for Hair Care (Shampoo)Bhoranj female								
S.no	Attributes	Total	SA (5)	A(4)	N(3)	DA(2)	SDA (1)	Total
1	Making hairs softer	35	37%	31%	14%	11%	6%	100%
2	Making hairs Dandruff free	35	46%	29%	11%	9%	6%	100%
3	Making hairs roots healthy	35	49%	34%	9%	6%	3%	100%
4	Making hairs healthy & shiny	35	46%	37%	9%	6%	3%	100%
5	Preventing hairs from grey	35	43%	34%	11%	9%	3%	100%
6	Prevent hair fall	35	46%	40%	6%	6%	3%	100%
7	Nourishing hair	35	46%	37%	3%	9%	6%	100%
8	Defrizz curls	35	40%	34%	11%	9%	6%	100%
9	Repair damaged hairs	35	49%	37%	11%	3%	0%	100%
10	Silky & smooth	35	43%	40%	9%	6%	3%	100%
11	Oil control	35	46%	37%	9%	6%	3%	100%
12	Medicated	35	46%	40%	9%	6%	0%	100%
13	Removes unpleasant odour	35	49%	37%	6%	3%	6%	100%
14	Avoid hair bristling	35	46%	40%	6%	6%	3%	100%
15	Wash hairs easily with less water	35	43%	37%	11%	6%	3%	100%
16	Revitalize dull hairs	35	49%	40%	6%	3%	3%	100%
17	Herbal nature	35	43%	37%	11%	6%	3%	100%

Source: Questionnaire

The table no 9. shows that attribute of hair care on which maximum (49%) of female respondents of Bhoranj block are strongly agree is Making hair roots healthy, Removes unpleasant odour and Revitalize dull hairs .On the second place Making hair dandruff free (46%), Making hairs healthy & shiny (46%), Prevent hair fall (46%), Nourishing hair (46%), Oil control (46%), Medicated (46%), Avoid hair bristling (46%) attributes are strongly agreed by female respondents of Bhoranj block. Maximum of female respondents of barsar block are agree on attribute like Preventing hairs from grey (43%), Silky & smooth (43%), Wash hairs easily with less water(43%) and Herbal nature (43%).

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Table 10: Anova on likert scale data.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	144566.5	9	16062.94	1246.61	2.9E-143	1.938819
Within Groups	2061.647	160	12.88529	-	-	-
Total	146628.1	169	-	-	-	-

The results are concluded based on the p-values and a significance level of 0.05. It shows that there is a significant difference between attributes considered by male and female respondents for Hair care (Shampoo) in Bhoranj block of hamirpur district. Therefore, null hypothesis is rejected and alternative hypothesis is accepted because F value is greater than F crit**.**

Ho = Hypothesis is, that there is no significant difference between attributes considered by Male and female respondents for hair care(Shampoo) product in Hamirpur block of Hamirpur district.

Table 11: Attributes of Hair care (Shampoo) considered by male respondents of Hamirpur Block.

Attributes for Hair Care (Shampoo)Hamirpur Male								
S.no	**Attributes**	**Total**	**SA (5)**	**A(4)**	**N(3)**	**DA(2)**	**SDA (1)**	**Total**
1	Making hairs softer	31	45%	39%	6%	10%	0%	100%
2	Making hairs Dandruff free	31	48%	32%	10%	10%	0%	100%
3	Making hairs roots healthy	31	45%	42%	10%	0%	3%	100%
4	Making hairs healthy & shiny	31	52%	42%	0%	6%	0%	100%
5	Preventing hairs from grey	31	45%	39%	6%	6%	3%	100%
6	Prevent hair fall	31	45%	42%	10%	3%	0%	100%
7	Nourishing hair	31	45%	42%	3%	6%	3%	100%
8	Defrizz curls	31	48%	39%	10%	0%	3%	100%
9	Repair damaged hairs	31	52%	35%	10%	3%	0%	100%
10	Silky & smooth	31	48%	39%	6%	3%	3%	100%
11	Oil control	32	50%	41%	6%	3%	0%	100%
12	Medicated	31	48%	39%	10%	3%	0%	100%
13	Removes unpleasant odour	31	52%	39%	0%	6%	3%	100%
14	Avoid hair bristling	31	45%	39%	10%	6%	0%	100%
15	Wash hairs easily with less water	31	52%	39%	6%	0%	3%	100%
16	Revitalize dull hairs	31	52%	39%	6%	0%	3%	100%
17	Herbal nature	31	48%	35%	6%	6%	3%	100%

Source: Questionnaire

The table no.11. shows that attribute of hair care on which maximum (53%)of male respondents of hamirpur block are strongly agree is Making hairs healthy & shiny, Repair damaged hairs, Removes unpleasant odour, Wash hairs easily with less water and Revitalize dull hairs. On the second place attributes are strongly agreed by male respondents of hamirpur block. Maximum of male respondents of hamirpur block are agree on attribute Making hairs roots healthy (42%), Making hairs healthy & shiny (42%) Prevent hair fall (42%) and Nourishing hair(42%).

Table 12: Attributes of Hair care (Shampoo) considered by female respondents of Hamirpur Block.

Attributes for Hair Care (Shampoo) hamirpur female								
S.no	**Attributes**	**Total**	**SA (5)**	**A(4)**	**N(3)**	**DA(2)**	**SDA (1)**	**Total**
1	Making hairs softer	32	38%	31%	16%	9%	6%	100%
2	Making hairs Dandruff free	32	47%	34%	6%	9%	3%	100%
3	Making hairs roots healthy	32	44%	38%	9%	6%	3%	100%
4	Making hairs healthy & shiny	32	44%	38%	6%	9%	3%	100%
5	Preventing hairs from grey	32	44%	41%	9%	6%	0%	100%
6	Prevent hair fall	32	47%	38%	6%	6%	3%	100%
7	Nourishing hair	32	44%	41%	6%	9%	0%	100%

8	Defrizz curls	32	47%	34%	6%	9%	3%	100%
9	Repair damaged hairs	32	44%	47%	6%	3%	0%	100%
10	Silky & smooth	32	44%	50%	0%	6%	0%	100%
11	Oil control	32	47%	44%	3%	6%	0%	100%
12	Medicated	32	50%	38%	9%	3%	0%	100%
13	Removes unpleasant odour	32	53%	38%	0%	3%	6%	100%
14	Avoid hair bristling	32	47%	44%	6%	0%	3%	100%
15	Wash hairs easily with less water	32	50%	41%	3%	6%	0%	100%
16	Revitalize dull hairs	32	50%	41%	6%	3%	0%	100%
17	Herbal nature	32	47%	44%	6%	3%	0%	100%

Source: Questionnaire

The table no12. shows that attribute of hair care on which maximum (53%) of female respondents of Hamirpur block are strongly agree is removes unpleasant odour. On the second place Medicated (50%), Wash hairs easily with less water (50%), Revitalize dull hairs (50%) attributes are strongly agreed by female respondents of Hamirpur block. Maximum of female respondents of hamirpur block are agree on attribute like Preventing hairs from grey (43%), Silky & smooth (43%), Wash hairs easily with less water(43%) and Herbal nature (43%).

Table 13: Anova on likert scale data.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	151665.3	9	16851.7	1305.515	7.5E-145	1.938819
Within Groups	2065.294	160	12.90809			
Total	153730.6	169				

The results are concluded based on the p-values and a significance level of 0.05. It shows that there is a significant difference between attributes considered by male and female respondents for Hair care (Shampoo) in Hamirpur block of hamirpur district. Therefore, null hypothesis is rejected and alternative hypothesis is accepted because F value is greater than F crit.

Ho = Hypothesis is, that there is no significant difference between attributes considered by Male and female respondents for hair care (Shampoo) product in Nadaun block of Hamirpur district.

Table 14: Attributes of Hair care (Shampoo) considered by male respondents of Nadaun Block.

Attributes for Hair Care (Shampoo)Nadaun Male							
S.no	Attributes	Total	SA (5)	A(4)	N(3)	DA(2)	SDA (1)	Total
1	Making hairs softer	32	59%	28%	6%	3%	3%	100%
2	Making hairs Dandruff free	32	56%	31%	9%	3%	0%	100%
3	Making hairs roots healthy	32	38%	31%	16%	13%	3%	100%
4	Making hairs healthy & shiny	32	53%	34%	9%	3%	0%	100%
5	Preventing hairs from grey	32	53%	38%	3%	6%	0%	100%
6	Prevent hair fall	32	56%	28%	6%	3%	6%	100%
7	Nourishing hair	32	56%	31%	6%	3%	3%	100%
8	Defrizz curls	32	47%	34%	9%	6%	3%	100%
9	Repair damaged hairs	32	47%	34%	6%	9%	3%	100%
10	Silky & smooth	32	50%	31%	9%	9%	0%	100%
11	Oil control	32	47%	38%	6%	6%	3%	100%
12	Medicated	31	52%	39%	0%	6%	3%	100%
13	Removes unpleasant odour	32	44%	38%	9%	6%	3%	100%
14	Avoid hair bristling	32	56%	34%	6%	3%	0%	100%
15	Wash hairs easily with less water	32	50%	34%	9%	6%	0%	100%
16	Revitalize dull hairs	32	44%	34%	13%	6%	3%	100%
17	Herbal nature	32	50%	31%	13%	6%	0%	100%

Source: Questionnaire

The table no.14. shows that attribute of hair care on which maximum (53%)of male respondents of nadaun block are strongly agree is Making hairs healthy & shiny, Repair damaged hairs, Removes unpleasant odour, Wash hairs easily with less water and Revitalize dull hairs. On the second place attributes are strongly agreed by male respondents of nadaun block. Maximum of male respondents of nadaun block are agree on attribute Making hairs roots healthy (42%), Making hairs healthy & shiny (42%) Prevent hair fall (42%) and Nourishing hair (42%).

Table 15: Attributes of Hair care (Shampoo) considered by female respondents of Nadaun Block.

S.no	Attributes	Total	SA (5)	A(4)	N(3)	DA(2)	SDA	Total
	Attributes for Hair Care (Shampoo) nadaun female							
1	Making hairs softer	35	49%	34%	9%	6%	3%	100%
2	Making hairs Dandruff free	35	49%	37%	6%	3%	6%	100%
3	Making hairs roots healthy	35	46%	40%	6%	6%	3%	100%
4	Making hairs healthy & shiny	35	37%	31%	14%	11%	6%	100%
5	Preventing hairs from grey	35	46%	29%	11%	9%	6%	100%
6	Prevent hair fall	35	43%	37%	11%	6%	3%	100%
7	Nourishing hair	35	49%	40%	6%	3%	3%	100%
8	Defrizz curls	35	43%	37%	11%	6%	3%	100%
9	Repair damaged hairs	35	49%	37%	11%	3%	0%	100%
10	Silky & smooth	35	43%	40%	9%	6%	3%	100%
11	Oil control	35	46%	37%	9%	6%	3%	100%
12	Medicated	35	46%	40%	9%	6%	0%	100%
13	Removes unpleasant odour	35	46%	37%	9%	6%	3%	100%
14	Avoid hair bristling	35	43%	34%	11%	9%	3%	100%
15	Wash hairs easily with less	32	47%	38%	6%	6%	3%	100%
16	Revitalize dull hairs	35	46%	37%	3%	9%	6%	100%
17	Herbal nature	35	40%	34%	11%	9%	6%	100%

Source: Questionnaire

The table no 15 shows that attribute of hair care on which maximum (53%) of female respondents of Nadaun block are strongly agree is removes unpleasant odour.On the second place Medicated (50%), Wash hairs easily with less water (50%), Revitalize dull hairs (50%) attributes are strongly agreed by female respondents of Nadaun block. Maximum of female respondents of nadaun block are agree on attribute like Preventing hairs from grey (43%), Silky & smooth (43%), Wash hairs easily with less water(43%) and Herbal nature (43%).

Table 16: Anova on likert scale data.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	148395.5	9	16488.39	978.3219	2.1E-128	1.942796
Within Groups	2528.063	150	16.85375			
Total	150923.6	159				

The results are concluded based on the p-values and a significance level of 0.05. It shows that there is a significant difference between attributes considered by male and female respondents for Hair care (Shampoo) in Nadaun block of Nadaun district. Therefore, null hypothesis is rejected and alternative hypothesis is accepted because F value is greater than F crit.

Ho = Hypothesis is, that there is no significant difference between attributes considered by Male and female respondents for hair care(Shampoo) product in Sujqanpur block of Hamirpur district.

Table 17: Attributes of Hair care (Shampoo) considered by male respondents of Sujanpur Block.

S.No.	Attributes	Total	SA (5)	A(4)	N(3)	DA(2)	SDA (1)	Total
	Attributes for Hair Care (Shampoo)Sujanpur Male							
1	Making hairs softer	30	53%	27%	7%	10%	3%	100%
2	Making hairs Dandruff free	30	57%	30%	3%	10%	0%	100%
3	Making hairs roots healthy	30	53%	30%	7%	7%	3%	100%
4	Making hairs healthy & shiny	30	57%	33%	0%	7%	3%	100%
5	Preventing hairs from grey	30	47%	33%	10%	7%	3%	100%
6	Prevent hair fall	30	60%	30%	7%	3%	0%	100%
7	Nourishing hair	30	47%	37%	10%	7%	0%	100%
8	Defrizz curls	30	40%	37%	13%	7%	3%	100%
9	Repair damaged hairs	30	47%	40%	7%	7%	0%	100%
10	Silky & smooth	30	53%	33%	7%	3%	3%	100%
11	Oil control	30	47%	40%	10%	3%	0%	100%
12	Medicated	30	43%	33%	7%	13%	3%	100%
13	Removes unpleasant odour	30	57%	30%	10%	3%	0%	100%
14	Avoid hair bristling	30	53%	37%	3%	7%	0%	100%
15	Wash hairs easily with less water	30	57%	30%	7%	3%	3%	100%
16	Revitalize dull hairs	30	53%	33%	7%	3%	3%	100%
17	Herbal nature	30	47%	33%	10%	7%	3%	100%

Source: Questionnaire

The table no.17 shows that attribute of hair care on which maximum (53%)of male respondents of sujanpur block are strongly agree is Making hairs healthy & shiny, Repair damaged hairs, Removes unpleasant odour, Wash hairs easily with less water and Revitalize dull hairs. On the second place attributes are strongly agreed by male respondents of sujanpur block. Maximum of male respondents of sujanpur block are agree on attribute Making hairs roots healthy (42%), Making hairs healthy & shiny (42%) Prevent hair fall (42%) and Nourishing hair (42%) .

Table 18: Attributes of Hair care (Shampoo) considered by female respondents of Sujanpur Block.

S.No.	Attributes	Total	SA (5)	A(4)	N(3)	DA(2)	SDA (1)	Total
	Attributes for Hair Care (Shampoo) sujanpur female							
1	Making hairs softer	32	47%	31%	6%	9%	6%	100%
2	Making hairs Dandruff free	32	50%	28%	9%	9%	3%	100%
3	Making hairs roots healthy	32	53%	31%	6%	6%	3%	100%
4	Making hairs healthy & shiny	32	50%	34%	6%	6%	3%	100%
5	Preventing hairs from grey	32	50%	31%	9%	6%	3%	100%
6	Prevent hair fall	32	47%	38%	6%	6%	3%	100%
7	Nourishing hair	32	50%	34%	3%	6%	6%	100%
8	Defrizz curls	32	44%	38%	9%	6%	3%	100%
9	Repair damaged hairs	32	53%	31%	13%	3%	0%	100%
10	Silky & smooth	32	50%	38%	6%	3%	3%	100%
11	Oil control	32	53%	34%	6%	3%	3%	100%
12	Medicated	32	50%	31%	9%	6%	3%	100%
13	Removes unpleasant odour	32	53%	38%	6%	3%	0%	100%
14	Avoid hair bristling	32	50%	34%	6%	6%	3%	100%
15	Wash hairs easily with less water	32	56%	28%	6%	6%	3%	100%
16	Revitalize dull hairs	32	56%	31%	6%	3%	3%	100%
17	Herbal nature	32	53%	31%	9%	3%	3%	100%

Source: Questionnaire

The table no 18 shows that attribute of hair care on which maximum (53%) of female respondents of Sujanpur block are strongly agree is removes unpleasant odour.On the second place Medicated (50%), Wash hairs easily with less water (50%), Revitalize dull hairs (50%) attributes are strongly agreed by female respondents of Sujanpur block. Maximum of female respondents of sujanpur block are agree on attribute like Preventing hairs from grey (43%), Silky & smooth (43%), Wash hairs easily with less water (43%) and Herbal nature (43%).

Table 19: Anova on likert scale data.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	155116.3	9	17235.15	1126.589	8.3E-140	1.938819
Within Groups	2447.765	160	15.29853	-	-	-
Total	157564.1	169	-	-	-	-

The results are concluded based on the p-values and a significance level of 0.05. It shows that there is a significant difference between attributes considered by male and female respondents for Hair care (Shampoo) in Sujanpur block of Sujanpur district. Therefore, null hypothesis is rejected and alternative hypothesis is accepted because F value is greater than F crit.

CONCLUSION: The study on gender difference for preference of hair care i.e. on shampoo in hamirpur district shows that Clinic plus (28%) is the most preferred brand among Male respondents of hamirpur district because of the popularity of this brand can be depended upon its longevity because it is the oldest brand. that Sunsilk (28%) is the most preferred brand among Female respondents of hamirpur district. The reason behind the popularity of this shampoo is its benefits like superior quality of shampoo available at an affordable price. Attribute of hair care on which maximum (60%)of male respondents of barsar block are strongly agree is prevention from hair fall. attribute of hair care on which maximum (56%) of female respondents of barsar block are strongly agree is Wash hairs easily with less water and Revitalize dull hairs. The attribute of hair care on which maximum (53%)of male respondents of barsar block are strongly agree is Making hair dandruff free, Oil control and Removes unpleasant odour. attribute of hair care on which maximum (49%) of female respondents of Bhoranj block are strongly agree is Making hair roots healthy, Removes unpleasant odour and Revitalize dull hairs. attribute of hair care on which maximum (53%)of male respondents of hamirpur block are strongly agree is Making hairs healthy & shiny, Repair damaged hairs, Removes unpleasant odour, Wash hairs easily with less water and Revitalize dull hairs. attribute of hair care on which maximum (53%) of female respondents of Hamirpur block are strongly agree is removes unpleasant odour.It is also found that there is significant difference between the different attributes which are considered by male and female respondents for purchasing shampoo product. Several leading brands of FMCG products are prevailing in the market. Now a day there is rise in purchasing power of Indian middle class. Lots of companies are trying to attract customers through adopting 'value for money'. The consumers in India are becoming demanding and sophisticated. The rural market is now going to provide new growth and exciting opportunities. The emerging rural market for fast moving consumer goods (FMCG) finds a new sunrise in corporate sector.

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