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## **A study of the comparative brand popularity amongst the teenage segment with special reference to hair cleansing products**

**(A Study conducted at RAJKOT Gujrat with Special reference to Sunsilk)**

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Received : December 2010  
Accepted : February 2011  
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**Abstract :** *Brand popularity is an element under the domain of Brand Management & explicitly reveals the popularity standards of a given brand within a specified target audience segment. This study aims at deriving such information*

*bases, which would reveal the reasons & extent of brand popularity standards concerning a specific category of consumer non-durables within contemporary competitive market conditions.*

**Keywords :** *Comparative Market Standing, Brand Popularity, Hair Care Products and Teenage Segment.*

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### **Introduction :**

Marketing Research involves research analysis and research orientation, with regard to pre-identified products because of various Market Conditions based upon a pre-identifiable Market analysis. This research project is based on the understanding and an area was identified concerning comparative brand popularity amongst the teenage Segment, with Special Reference to hair cleansing products; and this area of study is based upon a pre-defined Hypothesis and objectives (*Asker, David A.; Erich Joachimsthaler, 2000*).

**Hypothesis of the Research :**

The hypothesis of this Study is centred around the belief that the teenage Segment is conscious about brand popularity and acceptance co-relation in the case of various Products which they choose to consume and use, and moreover, it is the effect of the Marketing trend, which compels them to go for the most popular brands and to reason out the popularity levels, because of which a Particular brand is being Identified and selected (*David Da lessandro MCG rawltih, 2001*).

**Objectives :**

The objectives of this research concerns accessing the Brand Popularity. Index and in order to make the Study Specific, objectives are :-

- To Identify the major parameters which contribute towards the concept of Brand Popularity.
- To assess the comparative Market conditions pertaining to building Brand Popularity, with special reference to the teenage Segment.
- To identify, analyse, plan, implement and monitor; the various parameters which would co-relate with the teenage female segment in terms of establishing a co-relation with Brand Popularity, so, as to ultimately facilitate value addition in totality with regard to the Product range concerned.

**Methodology Adopted :**

This Research was based upon a two tier level Study concerning Primary data analysis and Secondary data analysis.

**(a) Primary Data Source :**

- It is a measurements observed and recorded as part of an original Study. We obtained Primary Information by Interviewing 200 respondents drawn randomly from teenage Segment belonging to middle and the higher middle

income group levels. The respondents were drawn from different Geographical areas of the State Capital.

**(b) Secondary Data Source :**

- The Information in this Research was gathered from published sources i.e. the company websites, internal Files and documents.

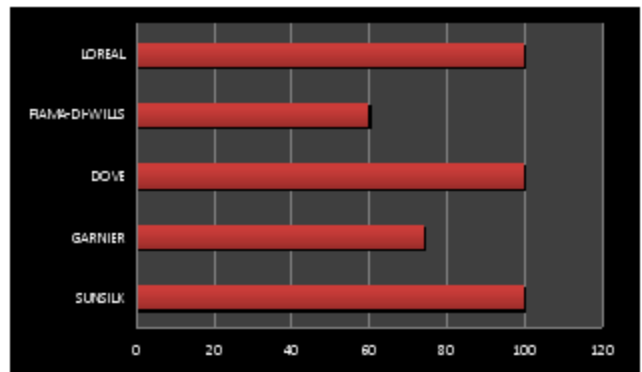
**Major Findings of the Research :**

The research has revealed several interesting observations and we have classified the findings into two groups :

**A) FINDINGS IN RESPECT OF CONSUMER ORIENTED STUDY**

**Awareness regarding hair care products and brand movement**

SUNSIK	GARNIER	DOVE	FIAMA-DI-WILLS	LOREAL
100%	74.5%	100%	60%	100%



\*The awareness level towards hair cleansing products within the entire universe of Rajkot appears to be on a very higher level, as 3 out of 5 Brands have a 100% awareness level and the remaining two Brands have a awareness level of more than 50% i.e. one Brand having 60% and the other Brand having 74.5% which means that the level of awareness is indeed very high and noteworthy.

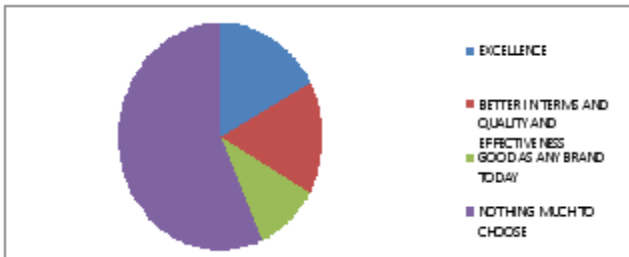
**Familiarity towards Sunilk**



During our Research, we found that the Familiarity regarding sunsilk as a Brand amongst the target respondent group.

Different Responses have been gathered with regard to the familiarity level.

### Comparative index profile of Sunsilk



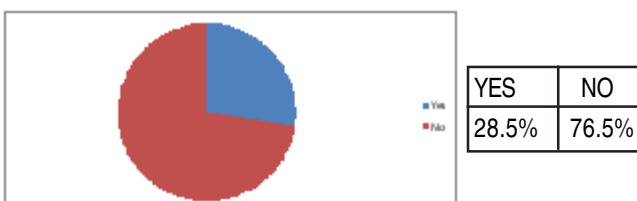
\*As per the Research the comparative Index profile of Sunsilk Puts a high degree of respondents who Strongly agree that the Sunsilk is as a Brand Excellent in Comparison Index Profile. The maximum no. of respondents responded that Sunsilk is highly successful in such an attempt.

### Tendencies of switching over



\*It was revealed that the maximum number of respondents who wanted to or had tendency to switching over to Brands like Sunsilk which has a good Popularity Standard and is better in terms of quality and effectiveness.

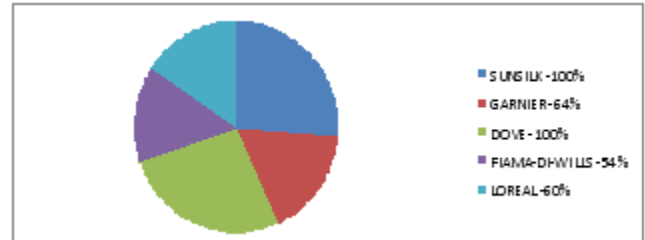
### Trial pack promotions



\*During our Research, we found that the Majority of Respondents have never been exposed to trial Packs (153 ie 76.5% is the respondents); where as only 57 respondents i.e. 28.5% have been exposed to Promotions of trial Packs.

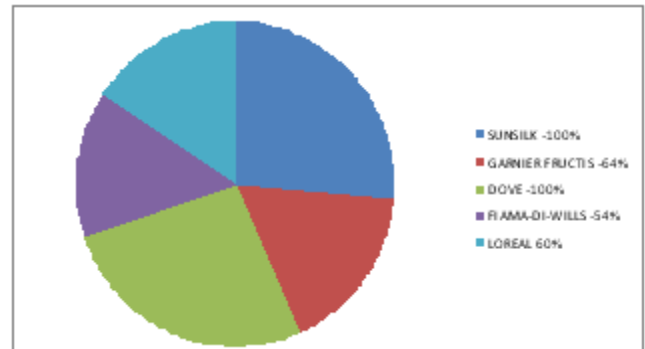
## B) FINDING IN RESPECT TO CHANNEL ACTIVITY RANGE OF HAIR PRODUCTS

### Cleansing products been sold



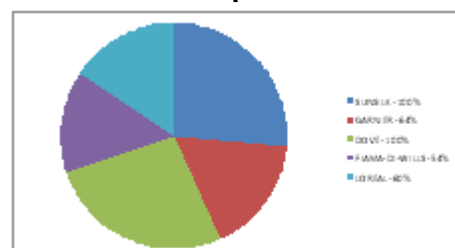
\*The Movement pattern interprets that every retailer sells Sunsilk and Dove, which obviously are the two most commonly accepted and sold Brands followed by 64% of the retail outlet selling Garnier Fructis 60% Selling loreal and 54% Selling Fiamadiwills. This clearly indicated that the range of hair cleansing Brands being sold depends on consumers and users generally intending to Demand only such brands which have a good popularity standard.

### Frequency of brand request



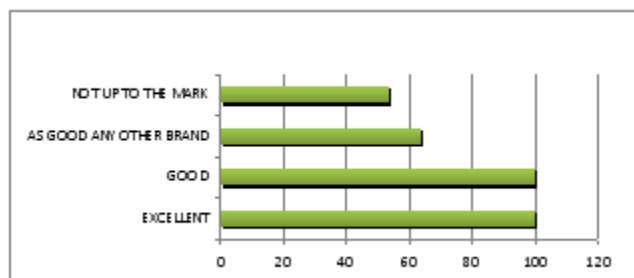
\* As per our Research the Brands like Sunsilk and Dove are the two most commonly accepted Brands and they are in high demand followed by 64% of the retail outlet demand of Garnier, 60% of Loreal, 54% of Fiamadiwills. This clearly Indicates the range of hair-cleansing Brands being frequently demanded by consumers.

### Self brand promotions



\*Another Finding was about the self Brand Promotions. There are Brands which are highly demanded and frequently asked for by consumers and users because these are the Brands which have got place and developed their own standard and have been successful in creating an Identity for them selves.

### Brand rating of Sunsilk



\*The bar diagram Shown above states that the Sunsilk is the most popular Brand of hair cleansing Product, and the maximum number of respondents find Sunsilk as a highly rated Brand and they strongly agreed with it.

### Impression / Conclusion :

The Impression drawn from this research exposure gave us the following insights:

- We got a detailed Idea about the current growing Hair Care Product Market.
- Tendencies with regard to Brand Movement and Brand Popularity Index, were observed and learnt.
- Buying Behavioural and Brand Support Parameters were identified and analysed, which led to enhancement of Product and Market Knowledge.
- Shampoos as a hair care product with regard to Brands were more clearly segregated and gave us an Idea about the concept of Brand Penetration and brand Patronage.

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