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Female Haircare Purchase? Choices and Preferences: A Study of South African Consumers

1st Ogone Asitile^a, 2nd Ankit Katrodia^b

^aSchool Master Student – M. Com, North West University, Mahikeng Campus - South Africa

^b Associate Professor, WorkWell Research Unit- Faculty of Economic and Management Sciences,
North-West University, Mahikeng Campus- South Africa, ankit.katrodia@nwu.ac.za,
<https://orcid.org/0000-0003-4087-9753>

Abstract

This study focuses on women's purchase intentions for haircare products. Purchase intentions influence the possibility of purchasing a product or service and lead to real buying behaviour, and customers' purchase intention of haircare products depends on, among other factors, quality and value, satisfaction, price sensitivity, social influence and packaging, which might directly influence behavioural intentions. The study seeks to explore the different factors leading to purchase intention and provides suggestions on how the factors can be influenced to keep and generate customers. The study's main objective is to get a deeper understanding of the factors that influence the purchase intention of haircare products among women in the North West Province and provide recommendations on how marketers can use those identified factors. The results show that consumers are generally happy with the haircare products they use; however, there is still room for improvement for product development, as some respondents indicated that the brands that respondents have access to still fall short of consumer expectations. Brands must consistently deliver good-quality products, as results show that consumers can easily choose from other brands or stores. The consistent quality of products builds a consistent customer base. The research generated primary information from the sampled females in and around the North West Province. The demand for and intention to purchase haircare products are growing. Marketers should use social media platforms to engage with consumers and build a brand image as most of the consumers are young adults with social media presence.

Keyword: Purchase intention, haircare products, female consumers, North West Province

1. INTRODUCTION

The majority of women put extra effort into their personal care and physical appearance (Psychology Today, 2016). According to a report on the South African haircare market by Mordor Intelligence (2017), women prefer a variety of haircare products based on different hairstyles, such as braids and weaves, and chemical treatments. The Mordor Intelligence report (2017) further states that the South African haircare industry comprises various products, i.e. shampoos, conditioners, sprays, oils, gels, serums, colours, moisturisers and sprays, as well as heat protective products. This industry has continued to grow both in the number of manufacturers of the products as well as the size of the target market (Happi,

2020). The global haircare industry introduces an estimated 10 000 haircare products every year (Happi, 2020). A Fortune Business Insights (2020) report found that this industry's growth is driven by an increase in demand by different generations who are very aware of their beauty aesthetics and physical appearances.

The best-known haircare brands are Dark and Lovely, Soft'n Free, Pantene, Shea Moisture, Aunt Jackie's, Cantu, Black Like Me, Easy Waves, Dove, Garnier and Head & Shoulders (Jordan, 2020). These brands have products that cater to all ethnicities and provide information on maintaining and keeping natural, healthy hair (Quartz Africa, 2018). These products also cater to different style preferences. Some women prefer Western hairstyles and use haircare products with chemicals to straighten and keep their hair healthy. Some women have stopped using chemicals to allow their hair to grow naturally and do not conform to social expectations (Euromonitor, 2020). Research conducted by Mintel states that women express that wearing their hair naturally makes them feel more liberated, self-confident, and diverse, allowing them a chance to have a sense of pride and belonging while revealing their natural beauty. In the same research, 51 percent of women say their current hairstyle, embracing their natural hair, makes them feel and look good (Mintel, 2018). Ajitha and Sivakumar (2017:110) state that women regard the decision of choosing beauty products to purchase as being important for their personal and social life.

Furthermore, consumers make videos or write reviews online about different products they are interested in, whether they met their expectations and gave them the desired satisfaction, and some consumers tend to entirely rely on those particular reviews in helping them decide what to purchase (Saleh, 2021). Reviewers, bloggers and brand endorsers bring social assurance to other consumers, while reviews help to expand the product knowledge of consumers (Happi, 2020). Zollo et al. (2020:5-6) found that product knowledge creates social reassurance, and consumers value information that is not revealed by marketers, such as convenience and quality. Marketers have to be aware and keep track of what is said about their products and if they yield the desired results of healthy, growing hair (Zipporah, 2014).

Mintel (2018) divides the haircare market into conditioners, shampoos, heat protective products, hair sprays, hair oil, hair gels, hair serum, colour, and hair moisturiser. The market is also segmented by distribution channels, including but not limited to supermarkets, cosmetic stores, and online retail stores (Mordor Intelligence, 2017). Supermarkets provide a variety of haircare products and brands under one roof, and customers have an opportunity to analyse the product, its packaging, the ingredients used, and the date of manufacturing and expiry (Fortune Business Insight, 2020). Online purchases have been growing significantly

due to the convenience of everything being a click away with home delivery. With the numerous channels available, van Lin and Gijsbrechts (2015:557-558) found competition between supermarkets and speciality or cosmetic stores. Speciality or cosmetic stores sell health and beauty products as their core offering. Supermarkets, on the other hand, sell day-to-day essential consumer products such as groceries, but they have widened their beauty product ranges to take advantage of the daily visits by customers.

Research by Hype Hair (2018) shows that women spend a great deal of money on hair products that will enhance their natural hair and beauty. Contrarily, a report by the World Economic Forum (2020) states that customer spending habits have changed, and different industries experienced a decline in sales of products that were not allowed to be sold during the lockdown. The beauty industry was not immune to this, as McKinsey and Company (2020) report that industry sales weakened during the lockdown. The authors also found that there is hope for the market as most consumers are willing to spend money on haircare in preparation for returning to work, school and social gatherings. With the FMCG stores being aware of this, they apply different marketing strategies such as sales, discounts and membership cards that offer loyalty points for purchases made (Fortune Business Insight, 2020). Continuous, certain growth in spending clearly shows that they get the desired satisfaction or they explore different products (Hype Hair, 2018).

The main objective of the study is to obtain a deeper understanding of the factors that influence the purchase intention of haircare products among women in the North West Province, and to provide recommendations on how marketers can make use of those identified factors.

The study intends to determine consumers' preferred haircare outlets, reasons for choosing those outlets, types of haircare products they frequently purchase, frequency of buying, and ways they typically find out about haircare products. The study also seeks to provide recommendations on how marketers can make use of those identified factors.

- Determine female consumers' attitudes regarding haircare products.
- Identify whether haircare products' packaging has any impact on the purchasing behaviour of female consumers.
- Evaluate the impact that subjective norms and group influence have on the purchasing behaviour of consumers.
- Determine the level of price sensitivity that female consumers have for haircare products.
- Determine the level of satisfaction that consumers derive from the haircare products

- Determine the effect that consumers' attitude has on purchase intention.

1.1. Research Problem

Customers are influenced and encouraged to purchase haircare products in different ways. Consumers have grown more concerned about the contents of the hair products they use. Research in Africa found that 70% of women prefer to read ingredient labels on the product packages to avoid certain chemicals. The same research found that with treatments and maintenance methods for nearly every hair type, women are most likely to say they use more than five haircare products, and more often, the products are from different brands (Mintel, 2018). Moreover, when customers of haircare products have to choose from multiple brands and products, it complicates the process of buying the best product. Marketers could capitalise on this by closing the knowledge gap with adverts that highlight product features and characterise what women want and look for in products. This will place them in a position to influence the intention of customers to purchase their product. This could prove profitable as women in Africa spend a great deal of money to maintain good hair (Mintel, 2018).

Some previous studies proved that purchase intention can be influenced by product knowledge and social assurance (Zollo et al., 2021:3), subjective norms and price sensitivity (Dalziel, 2016:159-160), and customer satisfaction (Dlodlo, 2017:199). A study by Chou et al. (2020:8) found that perceived quality affects the purchase intention decision taken by both marketers and consumers. The study also found that consumers like consistency, and it will drive their intention to make purchases of the same product more often.

It is clear that customers have a wide choice when it comes to haircare products, including the type, brand and where to buy these products, and previous studies have found that there are several main drivers for haircare purchase intentions. Marketers need to know what consumers want to find strategies that will influence consumers to convert them into customers (Ajitha & Sivakumar, 2017:110). Limited information is available on the haircare product purchase intentions of South African females. Furthermore, there is uncertainty among marketers concerning the specific factors and associations between the factors influencing the purchase decisions of South African women when they purchase haircare products. In order to fill this gap, this study will examine the most relevant factors identified from previous international research and determine their influence on haircare product purchase intentions in the North West Province.

1.2. Literature Review

Marketing is a broad field of study that focuses on identifying and satisfying consumers' needs. Kotler and Keller (2017:26) provided a brief description that marketing is

about recognising and providing for human and social needs. Moreover, marketers need to be knowledgeable about what marketing is, how it works, the process thereof, and the products or services marketed. Baker (2016:9) supports this by explaining that marketing is not only focused on the activity of selling, but it also consists of the perfect business seen from the customers' way of thinking, which is the ultimate objective.

a. Purchase Intention

Perceived quality links product features with product evaluations done by consumers (Chou et al., 2020:8). Customers' purchase intention signifies their desire to purchase products from a particular store. Occasionally, purchase intention acts as a descriptor of customer loyalty. Stores try to influence the purchase decision process by presenting their offerings in a pleasing way. In the same stores, there is intense competition among brands, products, prices and product quality; marketers of these products compete for similar customers (Kotler & Keller, 2017:389).

Of all the parts that shape how people buy things, the plan to get something matters most. Experts call the moment when a buyer and seller reach a deal an agreement. Understanding when someone might try to buy a product or service makes the idea of buying intent key. Even so, purchase intent looks into why someone chooses to buy a specific brand. It often links to how people feel, what they see, and what they buy. When deciding to buy something, customers should think hard about how much they want it. Many aspects affect people's plans to buy branded items, such as the style, how good it seems, the store's feel, and where the product and maker come from (Banat et al., 2024).

b. Price Sensitivity

Price sensitivity is another factor that influences price perceptions and consumers' purchase intent (Mumcu & Kimzan, 2015:530). Irani and Hanzaee (2011:93) explain that marketers analyse the level of price sensitivity during the entire stage of the product lifecycle (PLC) and how price affects consumers' perception about products and services. Not only that, but they must take heed of the price sensitivity of the new customers who purchase the product when it moves to the latter stages of the cycle. Customers who are price sensitive will not demand much of products and services when prices go up, nor demand more when prices decrease. Customers who are not price sensitive do not show negative changes to price changes. Customers have price sensitivity for different product ranges because they want to get benefits from all products or services (Mumcu & Kimzan, 2015:530). They use price as an indicator of quality, which is likely to happen in a competitive industry like the beauty industry (Irani & Hanzaee, 2011:93).

c. Satisfaction

Anisimova et al. (2019:36) define consumer satisfaction as a fulfilment response by the consumer to expectations created by the product marketer and goals that a product or service wishes to provide. Hashem (2015) noted that customer satisfaction has a positive impact on service providers. It helps reduce clients' price sensitivity, lowers customer acquisition costs, and boosts business profitability. Hashem (2018) further states that satisfied customers might show their contentment in several ways. They may choose to stick with the service provider, whether this loyalty counts as a relationship or not; they might buy more or make repeat purchases; or they could do both. Furthermore, they can show their support for the company by influencing others' decisions.

It is also explained by Sabir (2020:1258) to be a person's feelings of pleasure or disappointment, normally as a result of comparing a product's perceived performance to his or her expectations. Satisfaction is the major factor for any brand and company when they aim to retain a large customer base, profitability and loyalty. For the competitive haircare industry to achieve this, marketers need to get an understanding of their customers' expectations.

d. Factors Influencing Purchase Intention

1) Intrinsic Factors of the Product

Intrinsic factors of the product refer to the quality, value, and satisfaction consumers derive from it (Kotler et al., 2020). These factors significantly influence consumers' purchasing decisions in the realm of haircare products. Within the context of this study, it refers to the possibility of influencing haircare purchases among female consumers in the North West Province.

2) Quality of the Haircare Product

The quality of a haircare products encompasses various aspects, including its effectiveness in addressing specific hair concerns. Consumers often seek products that provide desirable results, such as improving hair texture, enhancing shine, or promoting hair growth (Dalziel & De Klerk, 2020:115). Their perception of product quality plays a crucial role in determining their willingness to purchase and use specific hair care products.

3) Value Attribution to the Haircare Product

Consumers' evaluation of the value offered by a haircare product also affects their purchase decisions. Value refers to the perceived benefits in relation to the cost of the product (Kotler et al., 2020). If consumers believe that the benefits they will gain from a haircare product outweigh its price, they are more likely to make a purchase (Sanidewi & Paramita,

2018:1-6). Understanding the value proposition of a haircare product influences consumers' willingness to invest in it.

4) Consumer Satisfaction with the Haircare Product

Consumer satisfaction is a critical intrinsic factor that influences haircare product purchases. Consumers seek satisfactory experiences that meet their haircare needs and expectations (Kotler et al., 2020). Positive experiences and satisfaction with a particular product create a sense of loyalty and encourage repeat purchases (Sanidewi & Paramita, 2018:695). When consumers are satisfied with a haircare product, they are more likely to continue using it and recommend it to others.

5) Haircare Product

Haircare products are items that nourish hair, make it easier to manage, and let people style their hair how they want. These products help people control their hair. These include hair conditioners, hairsprays, hair relaxers, shampoos, hair oil, moisturiser, hair food, as well as hair colouring and bleaching products (Cosmetics Info; Gray, 2001). We can sort these products into different groups based on what they do. Over time, the haircare industry has focused a great deal on what customers, who have different preferences, want (Gray, 2001). Companies have worked hard to make customers happy and to meet what they are looking for.

2. METHOD

2.1 Research Design

According to Burns and Bush (2014:71), research designs can be divided into three groups, i.e. exploratory, descriptive, and causal. The research design is determined by the objectives that the study focuses on to understand customer preferences and behaviour. The study has applied a descriptive research design.

Malhotra et al. (2017:61) referred to research design as a detailed plan on how information can be gathered and analysed. Burns and Bush (2014:70) further add that research design is a plan undertaken to solve the marketing research problem and research questions, to achieve specific research objectives. According to Burns and Bush (2014), research designs can be divided into three categories, i.e. exploratory, descriptive, and causal. The objective of this study is to focus on gaining background information and understanding consumer preferences for haircare products. To achieve this, the study adopted a descriptive research design. Burns and Bush (2014:75) assert that descriptive research is a method to identify the targeted customers, what product brands they purchase, where they purchase them and

when, and to expand on the characteristics of consumers. It gives a detailed breakdown of consumer preferences and behaviour.

The study was based in the North West Province, South Africa. The province is divided into 21 provincial municipalities, and consist of four district municipalities and 18 local municipalities.

The prospective respondents of this study are female consumers of haircare products in the North West Province. For this study, the research study consisted of a convenience sample of 80 females. This is due to time and location limitations.

2.2 Data Collection

To collect primary data, the study employed a questionnaire as the measurement instrument. Using the questionnaire as the measurement instrument has its pros and cons. The advantages of using a questionnaire as a method of data collection were propelled by the following: standardisation, ease of administration, ability to tap the overlooked, suitability for tabulation and statistical analysis, and sensitivity to subgroup differences (Burns & Bush, 2014:150). Data for this study was generated using a self-administered questionnaire.

The questionnaire comprises three sections, i.e. Sections A, B and C. Sections A and B of the questionnaire are presented as multiple-choice responses. Section A collected demographic information from the respondents, namely the age and education level of the respondents. The questions were presented in a multiple-choice format, and respondents had to choose only one option from preset responses. Section B of the questionnaire included multiple-choice questions measuring factors that influences their haircare purchases, and the constructs included consumer behaviour. Section C included constructs on product satisfaction, purchase intention, and attitude. Only Section C was measured on a six-point Likert scale.

3. RESULTS AND DISCUSSION

Below is a presentation of the results of the statistical analysis.

B1: Which of the following establishments do you prefer to purchase haircare products from?

Table 1
Descriptive analysis of preferences for purchasing haircare products

Establishments for haircare products	No. of respondents	% of respondents (80)
Beauty parlours/salons	13	16.25%
Cosmetic stores	50	62.50%
Pharmacy stores	24	30.00%
Supermarkets	48	60.00%
Online	16	20.00%

A customer has a choice to purchase products from different available establishments, and they may prefer to purchase at any place from time to time. Maximum customers prefer to purchase haircare products from cosmetic stores (63%), followed by supermarkets (60%), pharmacies (30%), online (20%) and beauty parlours (16%), respectively. The two most preferred establishments are cosmetic stores and supermarkets. Consequently, the customers visiting these establishments are more likely to purchase haircare products.

B2: What is your reason for purchasing haircare products at the establishment you selected in the previous question? Select the two main reasons.

Table 2
Descriptive analysis of preferences for the purchase of haircare products

Reason to purchase at selected establishment	No. of respondents	% of respondents (80)
Cost of product	44	55.00%
The store is close to me	52	65.00%
Customer service	9	11.25%
Variety of haircare products	55	68.75%

A customer can purchase haircare products from different establishments and have many reasons for choosing a particular establishment to purchase them. Results show that most of the customers feel that 'variety of hair care products' (choices) and 'the store is close to me' (closeness or convenience) are the two main reasons to purchase haircare products from selected establishments. For 69% of women, 'variety' is a reason to purchase a product from selected establishment, and for 65% of women, 'closeness or convenience' is a reason for the same. Furthermore, for 55% of women, the cost of the product is also a reason for the same. However, customer service is a less attractive reason for purchasing haircare products at the establishment they selected.

B3: Which hair care product do you purchase frequently? You may select more than one.

Table 3**Descriptive analysis of preferences for the purchase of haircare products frequently**

Haircare product you purchase frequently	No. of respondents	% of respondents (80)
Conditioner	41	51.25%
Hair colouring	9	11.25%
Hair food	51	63.75%
Hair oil	40	50.00%
Hair spray	45	56.25%
Moisturiser	51	63.75%
Relaxer	14	17.50%
Shampoo	43	53.75%

A customer can purchase as many haircare products as she wishes to use. An analysis of purchases of haircare products by women shows that 64% of women use moisturiser and hair food, followed by 56% of women purchasing hair spray. Similarly, 54%, 51% and 50% of women purchase shampoo, conditioner and hair oil, respectively. A much lower percentage of women, i.e. 17% and 11%, purchase relaxer and hair colouring, respectively. Therefore, most women purchase moisturiser, hair food, shampoo, conditioner and hair oil.

B4: What type of haircare products do you prefer to use?**Table 4****Descriptive analysis of preferences of haircare products**

Type of product preferred to purchase	No. of respondents	% of respondents (80)
Chemical treatment products	19	23.75%
Organic products	41	51.25%
Synthetic hair products (braids and weaves)	16	20.00%
I do not know	4	5.00%
Total =	80	

An analysis shows that most women, 51% in all, prefer to purchase organic haircare products, followed by 24% of customers who prefer to purchase chemical treatment products and 20% of customers who prefer to purchase synthetic hair products. However, it is interesting to note that a small proportion of respondents, 5% in all, are not aware about their preference of haircare products.

Furthermore, we wish to test whether there is any relationship between age group and preference of type of haircare products, as shown in Figure 1. For this purpose, we use a chi-square test of independence of these two attributes, namely age group and type of products preferred to purchase. A two-way distribution of 'age group' and 'type of products preferred

to purchase' is shown in the following table, which is used as an observed count from a valid sample of 80 female respondents in the North West Province.

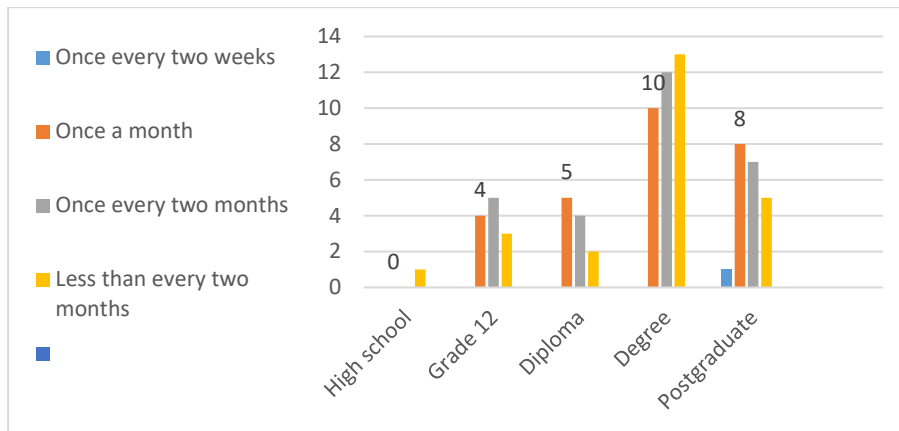


Figure 1. Distribution of preferred product types by age

Hypotheses testing

H0a: There is no significant relationship between respondents' age and the type of product they prefer to purchase.

H1a: There is a significant relationship between respondents' age and the type of product they prefer to purchase.

An appropriate statistical test is the chi-square test of independence of the relationship between attributes.

Table 5

Chi-square test for H0a testing

Expected frequencies				
Age group	Type of product preferred to purchase			Total
	Chemical treatment products	Organic products	Synthetic hair products (braids and weaves)	
18-24	4.00	8.63	3.37	16
25-34	8.25	17.80	6.95	33
35-44	4.75	10.25	4.00	19
> 45	2.00	4.32	1.68	8
Total	19	41	16	76

Data	
Level of significance	0.05
Number of rows	4
Number of columns	3
Degrees of freedom	6
Results	
Critical value	12.5916
Chi-square test statistic	2.8920
<i>p</i> -value	0.8223
Do not reject the null hypothesis	

The table above shows that χ^2 value = 2.89 is not significant at the 0.05 level, since the *p*-value (0.8223) is not less than the significance level 0.05, and it is therefore inferred that the null hypothesis cannot be rejected at the 5% significance level.

In addition, we used a chi-square test of independence of these two attributes as shown in Figure 2. A two-way distribution of 'education level' and 'type of product preferred to purchase' is shown in the following table, which is used as an observed count from a valid sample of 80 female respondents in the North West Province.

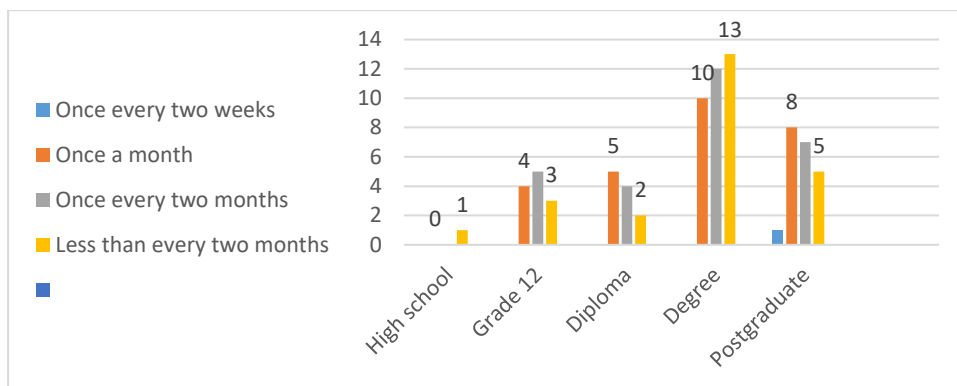


Figure 2. Distribution of preferred product types by education level

H0b: There is no significant relationship between respondents' education level and type of product they prefer to purchase.

H1b: There is a significant relationship between respondents' education level and the type of product they prefer to purchase.

An appropriate statistical test is the chi-square test of independence of the relationship between attributes.

Table 6
Chi-square test for H0b testing

Expected frequencies				
	Preference of purchase			
Education level	Chemical treatment products	Organic products	Synthetic hair products (braids and weaves)	Total
Grade 12	3.04	6.40	2.56	12
Diploma	2.79	5.87	2.35	11
Degree	8.11	17.07	6.83	32
Postgraduate	5.07	10.67	4.27	20
Total	19	40	16	75

Data	
Level of significance	0.05
Number of rows	4
Number of columns	3
Degrees of freedom	6
Results	
Critical value	12.5916
Chi-square test statistic	7.9664
p-value	0.241
Do not reject the null hypothesis	

The above table shows that χ^2 value = 7.9664 is not significant at the 0.05 level, since the p-value (0.8223) is not less than the significance level of 0.05, and therefore it is inferred that the null hypothesis cannot be rejected at the 5% significance level.

B5: How often do you purchase hair care products?

Table 7
Frequency of purchase

Frequency of purchase	No. of respondents	% of respondents (80)
Once a week	0	0.00%
Once every two weeks	1	1.25%
Once a month	27	33.75%
Once every two months	28	35.00%
Less than every two months	24	30.00%
Total =	80	

An analysis of the frequency of purchases reveals interesting results. Most of the respondents, 35% in all, purchase haircare products once every two months. The highest (35%) frequency of purchase is once every two months, followed by 34% of respondents who purchase once a month, and 30% of respondents who purchase haircare products fewer times than every two months. A uniform number of women purchase haircare products once every two months or once every month, or once in fewer than two months, showing uniform frequency of purchase of haircare products. However, women are unlikely to purchase these products once a week or once every two weeks.

Furthermore, we wish to test whether there is any relationship between age group and the frequency of purchase of haircare products, as shown in Figure 3. For this purpose, we use the chi-square test of independence of these two attributes, i.e. age group and frequency of purchase. A two-way distribution of 'age group' and 'frequency of purchase' is shown in the following table, which is used as an observed count from a valid sample of 80 female respondents in the North West Province.

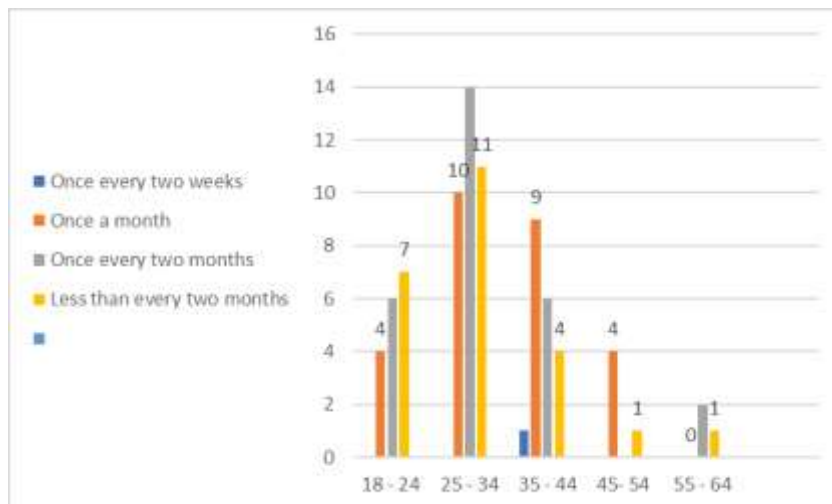


Figure 3. Distribution of frequency of purchase by age

H0c: There is no significant relationship between age and the frequency of purchase by respondents.

H1c: There is a significant relationship between age and the frequency of purchase of respondents.

An appropriate statistical test is the chi-square test of independence of the relationship between attributes.

Table 8
Chi-square test for H0c testing

Expected frequencies				
	Frequency of purchase			
Age group	Once a month	Once every two months	Less than every two months	Total
18-24	5.81	6.03	5.16	17
25-34	11.96	12.41	10.63	35
35-44	6.49	6.73	5.77	19
> 45	2.73	2.84	2.43	8
Total	27	28	24	79

Data	
Level of significance	0.05
Number of rows	4
Number of columns	3
Degrees of freedom	6
Results	
Critical value	12.5916
Chi-square test statistic	4.2558
p-value	0.6421
Do not reject the null hypothesis	

The above table shows that the X^2 value = 4.2558 is not significant at the 0.05 level, since the p-value (0.6421) is not less than the significance level of 0.05, and therefore it is inferred that the null hypothesis cannot be rejected at a 5% significance level.

In addition to testing the relationship between age and frequency of purchase, we also wish to test whether there is any relationship between education level and frequency of purchase of haircare products, as shown in Figure 4. For this purpose, we use a chi-square test of independence for these two attributes, i.e. education level and frequency of purchase. A two-way distribution of 'education level' and 'frequency of purchase' is shown in the following table, which is used as an observed count from a valid sample of 80 female respondents from the North West Province.

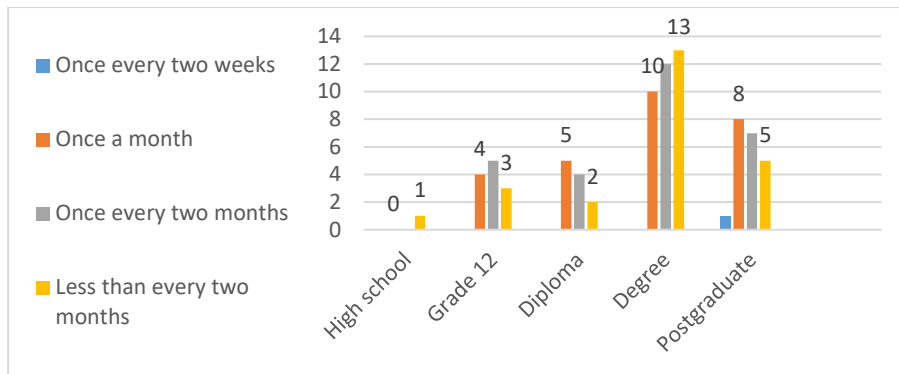


Figure 4. Distribution of frequency of purchase by education level

H0d: There is no significant relationship between education level and the frequency of purchase by respondents.

H1d: There is a significant relationship between education level and the frequency of purchase by respondents.

An appropriate statistical test is the chi-square test of the independence of relationship of attributes.

Table 9
Chi-square test for H0d testing

Expected frequencies				
Education level	Frequency of purchase			Total
	Once a month	Once every two months	Less than every two months	
Grade 12	4.15	4.31	3.54	12
Diploma	3.81	3.95	3.24	11
Degree	12.12	12.56	10.32	35
Postgraduate	6.92	7.18	5.90	20
Total	27	28	23	78

Data	
Level of significance	0.05
Number of rows	4
Number of columns	3
Degrees of freedom	6
Results	
Critical value	12.59
Chi-square test statistic	2.45
p-value	0.87
Do not reject the null hypothesis	

The above table shows that the X^2 value = 2.45 is not significant at the 0.05 level, since the p-value (0.8223) is not less than the significance level of 0.05, and therefore it is inferred that the null hypothesis cannot be rejected at the 5% significance level.

B6: How do you typically find out about haircare products? Select more than one.

Medium to find haircare products	No. of respondents	% of respondents (80)
Online adverts	30	37.50%
Searching the internet	24	30.00%
Shopping in store	52	65.00%
Social media	45	56.25%
Magazine	4	5.00%
TV and radio adverts	15	18.75%
Word-of-mouth	40	50.00%
Total =	210	

Women find out about haircare products from different sources. The analysis shows that a very high proportion of women, 65% in all, find out from shopping in stores, followed by 56% finding out from social media, and 50% finding out through word-of-mouth about haircare products. Furthermore, 37% of women find out from online advertisements, and 30% of women find out from internet searches about haircare products. It is interesting to note that a very small proportion of women, 18% and 5%, respectively, find out from TV and radio advertisements and magazines.

4. CONCLUSION AND IMPLICATIONS

4.1. Conclusion

The overall response rate shows that most respondents (98.75%) women agree with the statement that using haircare products is a good thing to do; 97.50% of women agree with the statement that using haircare products is valuable to me; 95.00% of women agree with the statement that using haircare products is beneficial to me; 93.75% of women agree with the statement that using haircare products is important to me, and 95.00% of women agree with the statement that I think using haircare products is necessary.

A careful inspection of attitude questions shows that more than 90% of women have a positive attitude towards haircare products. The majority of the respondents consider packaging when making a purchase. 81.25% of respondents want good quality packaging, and 93.75% want to be able to handle and store it easily. Most respondents, at 86.25%, rely on

the package label to learn about the product upon purchasing it. There is an equal percentage of 60% of respondents who want to recycle and not recycle the packaging. A careful inspection on packaging questions shows that a higher proportion of women are concerned about the packaging of haircare products.

Group influence seems to play a major role in respondents using haircare products. Most women (90%) have people who are important to them and influence them to approve of the usage of haircare products. Furthermore, 85.00% of women agree with the statement that people who are important in their lives would encourage them to buy haircare products. A careful inspection of subjective norms and group influence questions shows that about 75% of women have group influence regarding the purchase of haircare products.

Respondents indicated price sensitivity to a certain extent. The analysis shows that 81.25% of women agree with the statement that I am willing to go to extra effort to find lower prices. About 77.5% of them occasionally shop at different stores and establishments to find low prices. 73.75% indicated that the money saved from finding low prices was worth it. A careful inspection of price sensitivity questions shows that about 60% of women are price sensitive regarding the purchase of haircare products and like to take advantage of low prices.

Respondents are satisfied with the haircare products they use and agree that their expectations are met. The analysis shows that 90.00% of women agree with the statement that they are satisfied with their current haircare brands, and 92.50% of women agree with the statement that their current haircare brands compare favourably with their ideal haircare brands and that they feel happy when using their current haircare products. A careful inspection of the satisfaction questions shows that about 75% of women are satisfied with the current brand of haircare products they use and feel happy about the same.

Responses showed that consumers will always have the intention to purchase haircare products, as 95.00% of women agree with the statement that they intend to buy haircare products in the future, whereas 93.75% of women agree that they prioritise buying haircare products when current products are finished. A careful inspection of the purchase intention questions shows that about 80% of women wish to purchase haircare products in future.

4.2. Recommendations

Product designers must create packaging that appeals to consumers, as past studies have shown that packages may attract consumers. This study also indicated that consumers prefer haircare products with packages that are easy to handle and store. Innovation will have to come into play to offer innovative solutions for storing and recycling packages.

Marketers can create engagements with clients, allowing them the opportunity to express how they use haircare products and why they are important and valuable to them. They need to provide guidance to consumers to choose products that suit everyone's needs. This will also have a positive influence among different social groups and help spread word-of-mouth. Research has shown that most consumers want to have a vast number of options to choose from, as well as also different stores and establishments. Marketers can ensure that their products are available at different stores for easy access to all consumers.

4.3. Contributions of the Study

The findings derived from this study will broaden the knowledge of marketers about factors that influence haircare purchases among female consumers. This study will help marketers come up with strategies aligned with some of the factors to be measured, i.e. price sensitivity, satisfaction, social influences and packaging, to be able to be involved in the necessary product development that will create a significant differentiation for their brands. Marketers will also be able to strategically plan and develop their marketing mix, which will result in brand building for different companies.

This study will also add to various studies related to the influence of the specific types of female consumers' perceived values, namely the health value and beauty value of haircare products (Ghazali et al., 2017:154-156).

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