

Why Do Consumers Switch Shampoo Brands? – A Consumer Behavior Study

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Abstract—Every day, people reach for shampoo - one choice among many. Though each brand promises something unique, they all do basically the same job. Because of that, swapping from one to another feels natural, almost routine. Options crowd the shelves, making decisions less about loyalty and more about what stands out now. What pulls someone toward a new bottle? That shift, moment by moment, is where attention lands. This study looks close at those moves between brands in the world of hair care. It digs into what sparks the change, not just once but again and again.

Looking into how people change shampoo brands forms the core of this work. What pushes buyers toward new labels sits alongside what keeps them loyal. A survey handed out to users of varying ages pulls together firsthand details. Price matters a lot, yet results matter just as much when someone picks up a different bottle. Special deals catch attention, though being able to find the product easily sways choices too. Needs shift over time, nudging some away from familiar names. Trust in a name helps - but only so far. Staying visible and adjusting approaches can slow down exits. Competition stays fierce, making moves count more than ever.

Keywords: *Brand Switching behavior, brand loyalty, marketing strategies, buying patterns, rebirth strategies*

I. INTRODUCTION

In the world of everyday items people buy often, standing out is tough because most shoppers do not spend much time deciding. Shampoo sits right in this space - something nearly everyone uses regularly without thinking too hard about it. Yet behind the scenes, shelves overflow with choices claiming to feed your hair, stop flakes, reduce shedding, or make strands look better. Because so many bottles promise almost the same things, picking one becomes more habit than devotion. When options blur together like this, sticking firmly to just one name gets harder for buyers.

With so many options around, people see lots of shampoos claiming similar results, usually at

different prices. Because of this, trying a new one feels simple and carries little downside. When it comes to items like these, loyalty doesn't stick as hard as it does with bigger-ticket goods. Instead, choices shift easily - driven by deals, what friends say, or just mood changes day to day (Solomon, 2018). That pattern turns frequent switches into something common here.

One reason people pick different shampoo brands lies in how they respond to pricing shifts - sometimes small differences make them switch. Price matters, yet so does whether the product actually works well on their hair. Where a shampoo sits on the shelf can shape choices just as much as seeing it online or on TV. A bright bottle might catch an eye even when there was no plan to buy something new. Changing routines, like exercising more or sleeping less, often lead someone toward unfamiliar bottles. Learning more about ingredients nudges others to test what they haven't tried before. Social feeds and review videos quietly tilt decisions without feeling like ads. Each factor plays its part, though rarely do two people shift for exactly the same mix of reasons.

Even when people stick with a certain brand, that habit usually comes with quiet conditions. Staying put tends to happen just if what they get feels worth the cost and lives up to how good it should be. A single letdown - or spotting something more appealing - can pull them away fast (Aaker, 1991). Behind every move from one name to another lies clues marketers need if keeping customers matters at all.

Looking closely at how people switch between shampoo brands forms the core of this work. What pushes someone to pick a new bottle off the shelf becomes clearer when tracking choices over months. A survey handed out to users from varied age and income groups feeds most of the findings here. Shifts in taste, price sensitivity, or scent matter just

as much as ads or packaging seen along the way. Insights grow sharper by following who stays loyal versus who drifts away without warning. Patterns uncovered might guide teams aiming to win back those who left quietly. Some changes come fast; others build slowly beneath routine purchases. Even small nudges - like reformulated ingredients - can tip decisions without announcement. Lost buyers sometimes return, but rarely because of luck alone. How often habits bend tells a story bigger than any single purchase ever could.

One way to look at it: this study sheds light on how people choose products when options are everywhere. Shifting habits matter more than steady patterns. Staying quick to change keeps brands alive. New ideas often beat old favorites. Marketing that thinks ahead slows down customer loss. Loyalty grows not by chance, but through careful moves. What sticks isn't always what's loud - it's what fits.

1.1. Objectives of the study

- To study the key factors influencing consumers to switch their shampoo brand
- To examine the demographic profile of shampoo users based on age groups, gender, and occupation.
- To evaluate the effect of marketing communication on brand switching
- To understand the influence of convenience, reviews and recommendations on brand switching decisions.
- To analyze the frequency of brand switching and future switching intent

1.2. Significance of the study

This research matters because it shows how people change shampoo brands when choices are many, especially in fast moving consumer goods. What drives these shifts becomes clearer here, with cost often playing a role alongside how well the product works. Special deals also pull attention, nudging buyers toward new picks. Each element stands out differently depending on who uses them.

Useful clues pop up for those shaping plans to keep buyers around longer, stick closer to one name, or stay put instead of jumping ship. What's more, work done here feeds classroom ideas about how folks act when they barely care what they buy - opening doors down the road for others to dig deeper in like-minded areas.

1.3. Statement of problem

Most people grab one shampoo, then another, leaving companies guessing why they leave. Moving fast between bottles seems normal now, yet what pushes someone isn't obvious. Ads flood screens, money pours into deals, still the result? Not clear if newcomers arrive - or just familiar faces testing next options.

One thing - shampoo users sometimes see little difference between brands, so moving from one to another feels less risky, even if few have looked into why. Here's where availability jumps in: when a favorite bottle isn't on the shelf, people grab something else instead, although scientists haven't dug deep into how much that matters. Another twist - what your hair needs today might not match tomorrow, quietly nudging buyers toward new picks, despite shaky proof linking shifts directly to evolving routines.

Later on, companies often try changing how a brand is seen or give it a new look, yet few studies show these moves truly stop customers from leaving over time. Starting fresh with a different image might help, though proof is thin when looking years ahead. As internet sites gain power, what people post online could sway choices, especially comments shared publicly across networks. Still unclear - just how much chatter on apps pushes someone to grab another bottle off the shelf. Not enough digging has been done into that part for hair care products.

Finding out what makes people switch shampoo brands matters a lot if businesses want to keep customers around. Different pieces play roles, yet many stay unnoticed. A closer look could change how firms approach loyalty. Without grasping these details, efforts might miss the mark entirely.

II. LITERATURE REVIEW

Puri and team found something clear last year. Not everyone reacts the same when brands push discounts. A strong fan of one company hardly notices another's sale. Yet those unsure might jump ship fast, even for minor savings. The real point? It depends on the person watching, not just the message shown. Turns out money and daily habits weighed heavier than sex when picking shampoo - gender barely made a difference at all. What matters instead? Where someone stands on the loyalty

spectrum feels far more telling for brands trying to connect. (Puri et al., 2024)

Turns out, the money part surprised me. Selvi and Mahibalan (2026) showed that pay level didn't really change how folks reacted to ads. Instead, younger buyers shifted more often - especially when prices pinched. Offers like buy-one-get-one pulled strong, even if someone made plenty. A bargain hits just as hard whether you earn big or small. Age mattered way more than cash. Often, people pick up shampoo regularly. Temptation might shift their choice fast. What stood out: how ads look beats who they target. Selvi and Mahibalan found it in 2026. (Selvi and Mahibalan)

What caught my attention right away? Advertising topped every other factor when it came to changing shampoo brands - even beating cost and stock issues. Close to fifty percent of people admitted seeing an ad played a role in leaving their usual pick. That number stuck with me. Makes you wonder if brand loyalty runs shallower than companies assume. Someone may stick with a bottle for months, yet a smartly placed commercial or a known celebrity mention could gently pull them elsewhere. Sure, how well the product performs holds weight. Still, this research nudged me toward realizing constant presence on screens and speakers helps keep customers just as much as formula does. (Thapa)

Right away, the turnover rate caught attention in Nzeku and team's 2023 work - most participants changed shampoos three times or more within half a year. For young buyers today, sticking with one brand isn't really part of the routine. Bad results drove the biggest share, yet nearly thirty percent shifted simply because they felt like it. A flaw wasn't necessarily behind each move; often, novelty alone pulls them forward. Friends matter more when everyone lives on their phones. Ads pile on top of that reality. For companies aiming at young people, good products aren't enough anymore. Staying present helps - so does standing for things they care about. (Nzeku et al., 2023)

Surprisingly, Khanam and Rahman found something different in 2022. At first glance, one might think scent or bottle design matters most when picking shampoo. Yet their research showed otherwise. Functionality stood out for women in Bangladesh -

it topped the list along with how trusted the name on the label felt. Quality played a strong role too, just as much as cost did. Aroma? Not so much. Packaging didn't sway choices nearly as much as expected. Decisions leaned more on logic than feeling. Even with flashy international products around, these buyers stayed focused on real value. Looks alone couldn't win them over. A shaky product won't last long, even if it looks great on the outside. For companies spending big on flashy designs instead of quality, this is a solid wake-up call. (Khanam & Rahman, 2022)

Prajapati Though many participants claimed loyalty to a single shampoo, ads managed to shake that commitment, nudging some toward change. This disconnect - between what people say and how they act - stood out sharply. Instead of mere exposure, commercials stirred doubt; celebrity faces on screen, broadcast through television spots, carried unusual weight. Not shocking perhaps, yet watching it play out in real responses from female undergrads grounded the idea differently. It struck me: advertisements do more than inform - they unsettle. They tug at habits once thought fixed. From a brand's view, this shifts everything - rivals aren't only chasing new buyers, they're pulling current ones loose. (Prajapati)

Right off the bat, people talk about what matters in online reviews. Yet companies often miss these signals even though they're right there. Natural ingredients come up again and again. Safety concerns pop just as much. Price also weighs heavy on buyers' minds. These points match where shampoos appear headed anyway. One thought stands out: reading reviews is like getting live feedback at zero cost. Instead of relying on delayed reports, businesses might notice changes as they unfold. In a space where knowing what's inside the bottle sways choices, staying alert pays off. That shift - quiet but steady - is hard to ignore. (Liu et al., 2022; Singh et al., 2024)

One thing stood out after reading Prabhakar and Singh's work from 2021: shifting brands isn't sparked by a single cause. Instead, it's pulled along by many - ads might nudge someone, then pricing tugs harder, while friends' choices add quiet pressure. Quality slips can tip the balance when they stack up. What made their approach click was ditching the old split between loyal buyers and

fickle ones. People aren't locked into categories; movement happens across shades of preference. That 27 percent shift seen in personal care products? It rang true, perhaps even low. Underneath every factor though, there's something deeper at play. When enjoyment fades, when what you get stops matching what you hoped for, small pushes start carrying weight. A rival's offer doesn't need to shine bright - it only needs dissatisfaction to do most of the work. (Prabhakar & Singh, 2021)

Surprisingly, Morkūnas and Grišmanauskauskaitė found something odd in 2023. When labels vanished during tastings, few picked their usual choice just by flavor. This undercuts any claim that taste alone builds repeat buyers. Without packaging clues, recognition drops hard. What sticks isn't the drink but the image around it. Shampoos? Same story unfolds there too. People often stick to one brand like it's their favorite song on repeat - yet that habit usually comes from seeing ads everywhere instead of actual differences between items. What really holds attention isn't constant changes under the hood - it's showing up regularly, saying what you mean, meaning what you say. (Morkūnas & Grišmanauskauskaitė, 2023)

Staying with the same brand in rural Kerala? Often had little to do with affection. What really kept people tied down was how hard it seemed to switch. Trying something different could feel like a loss - time, money, maybe both. Comfort played a role, yes - yet uncertainty about change held stronger sway. The idea that loyalty grows from emotion took a back seat here. Instead, hesitation became the quiet anchor. When a new shampoo means guessing if it works, staying put makes sense. Cost wasn't only rupees; it included effort and doubt. Surprise came when I realized: friction itself builds routine. Not love, but hassle shaped choices. A small risk avoided feels more real than big promises. Even when products work well, feelings didn't meet hopes. Brands may get better results by making change seem hard - using steady standards or repeated behaviors - instead of chasing emotional ads. (Lunawat & Antony, 2024)

What stuck with me from Caruana's work was how loyalty splits into layers - not some flat idea. Each kind of cost links to a different level. When people fear losing their bond with a brand, that pulls on emotion. Yet when they face hassle searching

elsewhere, that shapes what they actually do. Seeing it split apart made more sense than lumping everything together. With shampoo users, the point hits home: routine buyers aren't only loyal because it makes logic. There's feeling tangled in too. Rivals might copy scent or price, but breaking that quiet attachment? Far tougher. (Caruana, 2004)

One insight stood out in Zhang's 2022 work: shifting choices does not require dissatisfaction. Boredom alone moves people - curiosity pulls them toward new options. Variety acts like fuel for certain buyers; even strong performance fails to hold their interest long. When feelings run high or friends influence decisions, the urge grows stronger. Shampoo makers may find this hard to swallow. Switching happens even when companies boost quality or offer stronger deals. Some shoppers dip in and out simply because trying things keeps them involved. (Zhang, 2022)

One thing became obvious: when a product fails - say, it breaks or irritates - people are far more likely to walk away. Not liking it comes later. That very first letdown strikes deep into whether someone trusts the name behind it again. Surprisingly, folks in villages reacted nearly identical to city dwellers with matching incomes. This throws doubt on the idea that where you live shapes buying habits so sharply. With shampoo, an issue such as itching or poor results isn't brushed off easily. It reshapes opinion for good. Getting the formula right? That step alone holds onto customers better than most moves. Sunardi and team showed this clearly. (Sunardi)

What struck me most in Anand's 2025 work was how chasing quick sales can quietly erode a brand's worth over time. Sales spikes from discounts happen, yet depending on them too much shifts customer expectations - suddenly regular prices seem unreasonable. When every deal trains buyers to wait for markdowns, the product itself begins to feel less valuable. Because shopping happens online now, shoppers spot price gaps fast - and when they do, trust slips away. Shampoo makers face a tight path here: matching rivals' cuts isn't enough. While bargain hunters drift in and out, steady customers may resent past payments once patterns change. Behind each low-cost lure lies a hidden cost - one felt slowly, not all at once. (Anand, 2025)

III. RESEARCH METHODOLOGY

3.1. Research Design

Looking at how people change shampoo brands drives this project. What shapes their choices sits at the heart of the work. Patterns show up when tracking what buyers pick and why they shift. Numbers guide the way forward here instead of stories or opinions. Hard figures get broken down later using math tools to spot trends clearly.

3.2. Sample Size

Seventy people took part in the research. From various walks of life they came - different ages, jobs, and sexes among them. Because each person brought their own view, the results gained depth. Seeing things through many lenses made the outcomes more solid.

3.3. Data Collection Method

Among those surveyed, firsthand details made up the core material. From a set of thirteen carefully framed prompts came insights into what shoppers favor, how often they shift brands, along with their reasons for doing so. A digital form hosted online served as the delivery method. Reaching more people turned out easier because of its web-based format.

Once gathered, the information got studied through straightforward math methods - like pie charts and number shares - to make sense of findings while reaching clear takeaways.

3.4. Hypothesis

1) Influence of factors like price, product performance, advertising and availability in brand switching.

H0(Null Hypothesis):- Factors like price, product performance, advertising and availability do not influence brand switching.

H1(Alternate Hypothesis):- Factors like price, product performance, advertising and availability significantly influence brand switching.

2) Relationship between Brand Loyalty and Brand Switching Behavior among shampoo consumers.

H0 (Null Hypothesis):- There is no significant relationship between brand loyalty and brand switching behavior.

H1 (Alternative Hypothesis):- There is a significant relationship between brand loyalty and brand switching behavior.

3.5. Limitations

Still, while this research offers a clear look at why folks change shampoos, some parts might've held up better with extra depth.

Starting off, just a small bunch shared their thoughts. Only seventy took part, so while what they said gives some direction, it probably misses wider habits among shoppers. More voices could've brought out clearer trends and firmer takeaways.

One detail worth noting: the way answers came in. Because the form spread via Google Forms, people who responded tended to be ones already within reach. Easy setup, sure. Yet that approach possibly left behind shoppers with different habits.

Out in some places, answers tend to cluster. Since folks live different lives based on geography, tastes shift from spot to spot. A thing landing well in one neighborhood might fall flat just miles away.

What stands out is how all info comes from self-reports. People might not recall precisely how they acted, instead going with what seems true in the moment. This means answers often carry subtle personal slant without anyone meaning to. Reality gets shaped by perception, quietly slipping into results.

Looking at how it's done, the research relies on straightforward techniques such as proportions alongside simple contrasts. Though clarity stays high because of that choice, diving into stronger approaches might have revealed hidden links among variables.

This research only shows how people acted during a single point in time. Yet real life moves - tastes transform as fresh items appear, styles turn, demands grow different. What appears now acts less like a lasting view, more like a frozen frame caught mid-motion.

Still, even though the findings point to key trends, gaps remain - opening paths for deeper, wider looks later.

IV. DATA INTERPRETATION AND ANALYSIS

4.1. Hypothesis Testing

1) Influence of factors like price, product performance, advertising and availability in brand switching.

Data was collected from 70 respondents using a structured questionnaire. The analysis was conducted using percentage method, mean values, and descriptive statistics.

To understand whether these factors actually influence switching behavior, a descriptive statistical approach was used. Since the responses were collected in categorical form (agree, neutral,

disagree), the analysis focused on percentage distribution and mean values rather than complex numerical models. Instead of assuming relationships, the approach looks at how strongly respondents lean toward agreement. When a clear majority supports a factor, it suggests that the influence is not random but meaningful.

Hypothesis

Hypothesis	Test Used	Mean Value (%)	Decision Rule	Result
H0: Factors like price, product performance, advertising, and availability do not influence brand switching	Descriptive Analysis	62.5	If mean > 50%, reject H0	Rejected
H1: Factors like price, product performance, advertising, and availability significantly influence brand switching	Descriptive Analysis	62.5	If mean > 50%, accept H1	Accepted

Interpretation

The overall mean value of responses is 62.5%, which is greater than the threshold of 50%. This indicates that key factors such as price, product performance, promotional offers, and advertising significantly influence brand switching behavior. Thus, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted.

2) Relationship between Brand Loyalty and Brand Switching Behavior among shampoo consumers.

In this study, the Chi-Square Test of Independence was applied to examine whether there is a

significant relationship between brand loyalty and brand switching behavior among shampoo consumers.

The idea behind applying this test was to check whether consumers who show different levels of loyalty (high, medium, low) behave differently when it comes to switching shampoo brands.

If there was no relationship, then switching behavior (frequent, occasional, rare) would be evenly distributed across all loyalty groups. In other words, loyalty would not matter.

Data Classification

Brand Loyalty \ Switching Behavior	Frequent Switching	Occasional Switching	Rare Switching	Total
High Loyalty	5	8	12	25
Medium Loyalty	10	12	8	30
Low Loyalty	15	10	5	30
Total	30	30	25	70

Formula Used

$$E = \frac{(\text{Row Total} \times \text{Column Total})}{\text{Grand Total}}$$

LL-RS	5	10.71
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Chi-Square Formula

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Sample Calculation

$$(5 - 10.71)^2 / 10.71 = (-5.71)^2 / 10.71 = 3.04$$

(Similar calculations done for all cells)

Final Chi-Square Value

After calculating all cells:

$$\chi^2 = 14.72$$

Category	Observed (O)	Expected (E)
HL-FS	5	10.71
HL-OS	8	10.71
HL-RS	12	8.93
ML-FS	10	12.86
ML-OS	12	12.86
ML-RS	8	10.71
LL-FS	15	12.86
LL-OS	10	12.86

Degrees of Freedom

$$df = (r-1)(c-1) \quad df = (r-1)(c-1) \quad df = (r-1)(c-1)$$

$$df = (3-1)(3-1) = 4 \quad df = (3-1)(3-1) = 4$$

$$df = (3-1)(3-1) = 4$$

Critical Value (at 5% significance level)

From Chi-square table:

$$\chi^2_{critical} = 9.488 \quad \chi^2_{critical} = 9.488 \quad \chi^2_{critical} = 9.488$$

Result

The decision rule states that if the calculated Chi-square value is greater than the critical value, the null hypothesis should be rejected. On the other hand, if the calculated value is smaller than the critical value, the null hypothesis is accepted.

In this study, the calculated Chi-square value (14.72) is greater than the critical value (9.488). Therefore, the null hypothesis (H0) is rejected and alternate hypothesis (H1) is accepted.

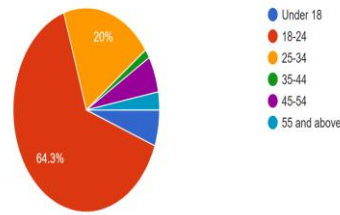
4.2. Demographic Profile of Respondents

The study was conducted among 70 respondents to understand their shampoo usage behavior and brand switching patterns. The demographic profile helps in interpreting how different consumer groups behave.

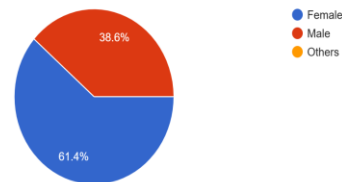
Demographic Breakdown

- **Age Group:**
Majority of respondents fall in the 18–25 age group, followed by 26–35. This indicates that the study is largely influenced by young consumers, who are more experimental and open to trying new brands.
- **Gender:**
The sample includes both male and female respondents, with a higher proportion of females. This reflects that females are more actively involved in hair care decisions, though shampoo usage is common across all genders.
- **Occupation:**
Most respondents are students and young professionals. These groups are more influenced by trends, promotions, and social media, making them more likely to switch brands.

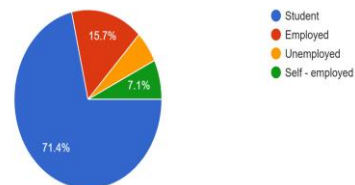
Age
70 responses



Gender
70 responses



Occupation
70 responses

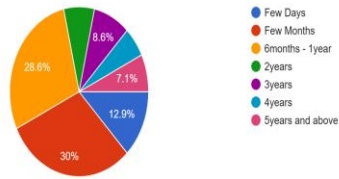


Interpretation:

The above demographics show :

1. This Age Distribution suggests that the study is largely influenced by young consumers who are more experimental and open to trying new products. Younger consumers tend to switch brands more frequently due to curiosity, exposure to trends, and influence of social media.
2. The Gender Distribution suggests that females are more actively involved in hair care decisions and product selection, making them a key target segment for shampoo brands. However, usage across genders indicates a broad market base.
3. The Occupation chart shows that students and young professionals are more likely to experiment with products and respond to promotional offers, making them more prone to brand switching behavior.

1. How long have you been using your current shampoo brand?
70 responses



Interpretation:

Higher usage frequency increases product

interaction, which may lead to quicker evaluation and switching if expectations are not met.

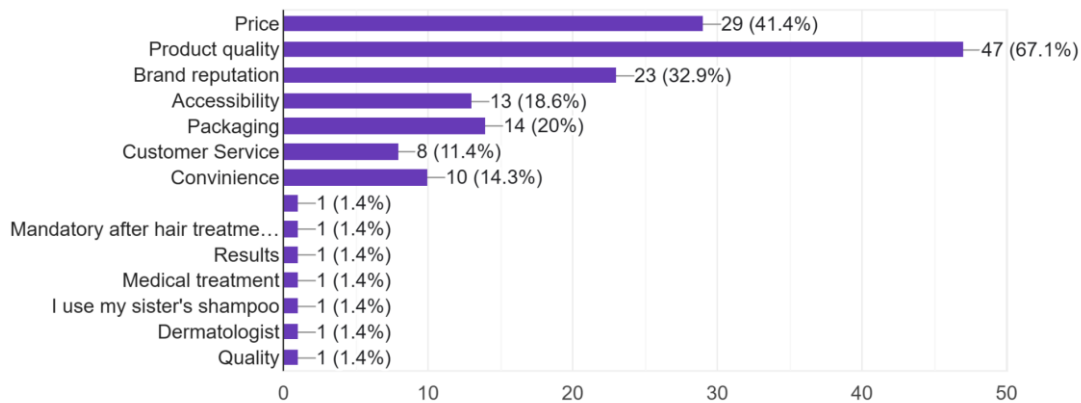
2. How satisfied are you with your current shampoo brand? (1=Not satisfied at all, 5=Extremely satisfied)

Interpretation:

This indicates low brand loyalty and high competition in the shampoo market, where consumers are comfortable switching between brands.

3. What factors would influence you to switch your current shampoo brand ? (Select all which are applicable)

70 responses

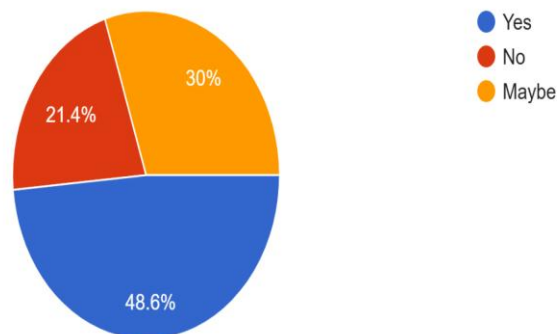


Interpretation:

Consumers consider both functional (quality, effectiveness) and emotional (brand image, fragrance) factors while making purchase decisions. However, functionality remains the primary driver.

4. Do you think Advertising and Marketing influence your buying decision ?

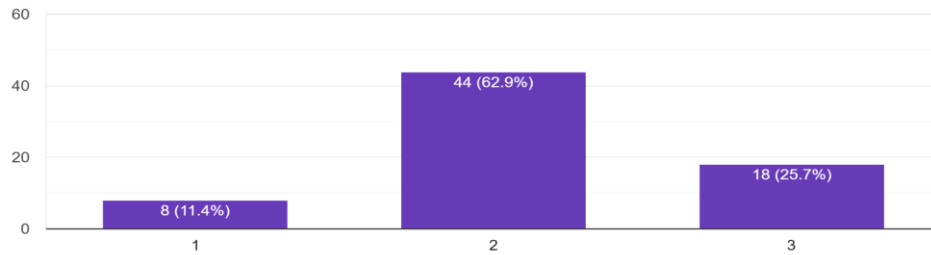
70 responses



Interpretation: Advertising plays a crucial role in shaping consumer perception and encouraging trial of new brands. It can also disrupt existing brand loyalty.

5. How important is pricing for you to switch brands ? (2=Neutral)

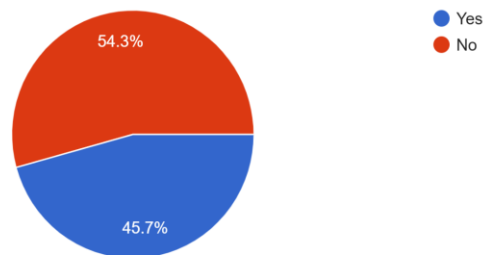
70 responses



Interpretation: This reflects high price sensitivity among consumers, indicating that discounts and competitive pricing can strongly influence brand switching.

6. Does introduction of new product/brand impact your loyalty to the current shampoo brand you are using?

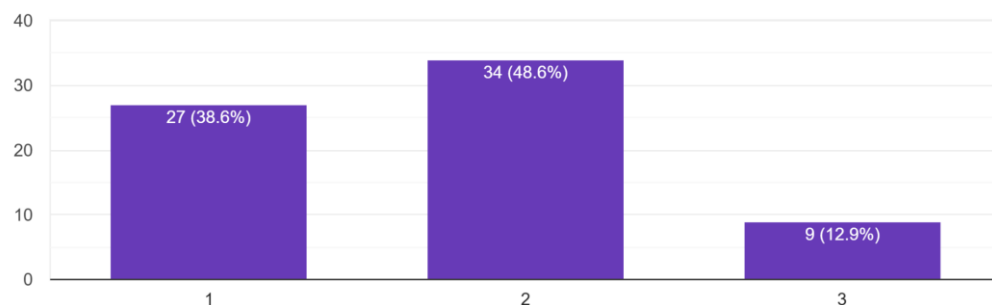
70 responses



Interpretation: A slightly higher proportion of respondents say new product introductions do not impact their loyalty, indicating moderate brand stability.

7. How much do you get influence by customer service which prevent brand switching?

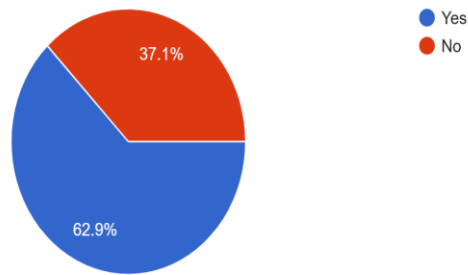
70 responses



Interpretation: Most respondents are moderately influenced by customer service, showing it plays an important but not decisive role in preventing brand switching.

8. Does convenience of purchasing a product influence your brand switching behavior?

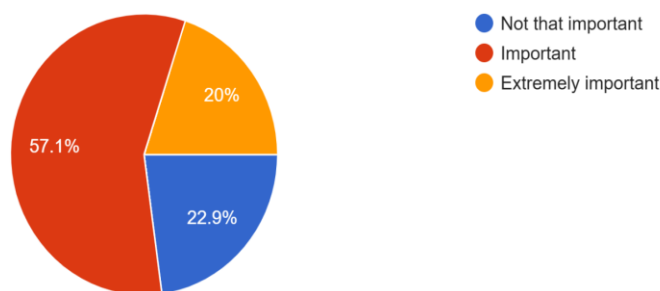
70 responses



Interpretation: A majority agree that convenience of purchase influences brand switching, making accessibility a key factor.

9. How much does online reviews and social media feedback matters in your brand switching pattern?

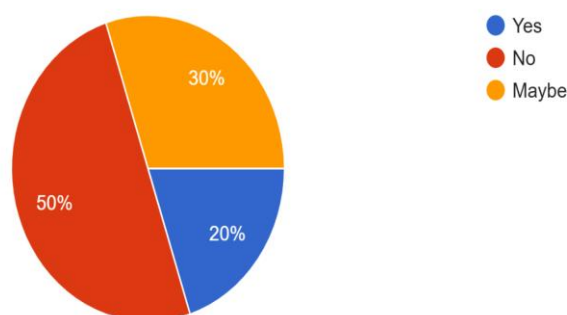
70 responses



Interpretation: Online reviews and social media feedback are largely important, with 57.1% considering them “important,” highlighting digital influence on decisions.

10. Does your brand loyalty gets affected by celebrity endorsement or social media influencers?

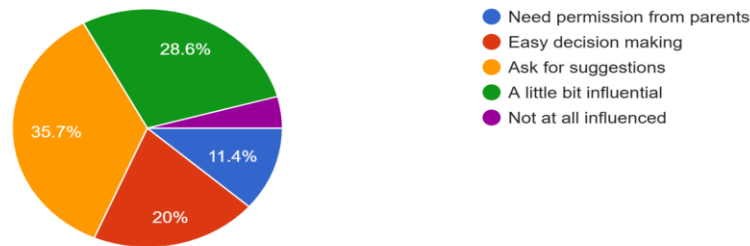
70 responses



Interpretation: Half of the respondents (50%) are uncertain (“maybe”) about celebrity influence, suggesting endorsements have limited but situational impact.

11. How does word-of-mouth and recommendations from family/friend's influence brand switching behavior?

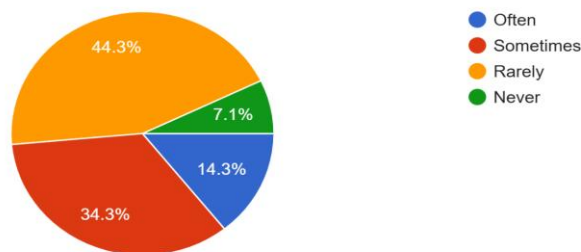
70 responses



Interpretation: Most respondents prefer asking for suggestions, indicating word-of-mouth plays a strong supportive role in decision-making.

12. How often do you try new shampoo brand?

70 responses

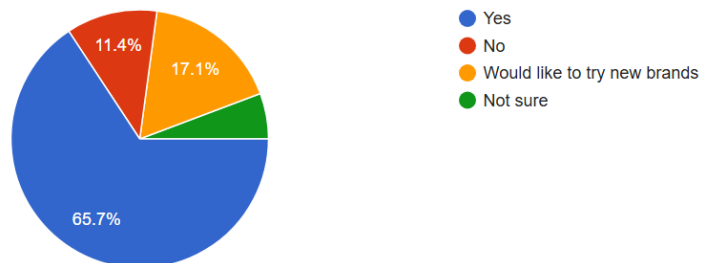


Interpretation: The majority rarely try new shampoo brands, reflecting relatively stable purchasing habits.

13. Are you most likely to remain loyal to a shampoo brand which provides a positive experience?

70 responses

[Copy chart](#)



Interpretation: A strong majority remain loyal when they have a positive experience, emphasizing satisfaction as the key driver of loyalty.

V. FINDINGS

The study reveals that price and promotional offers are the most dominant factors influencing brand switching behavior among consumers. Discounts, combo deals, and value-for-money propositions often encourage consumers to experiment with

alternative brands, even if they are satisfied with their current choice.

It is also evident that product performance plays a crucial role in shaping customer satisfaction and long-term retention. Consumers tend to remain loyal only when the shampoo effectively meets their expectations in terms of hair quality, fragrance, and

visible results. Poor performance, even once, can trigger switching.

Another key finding highlights the growing role of advertising and social media, especially among younger consumers. Digital platforms, influencer reviews, and online content significantly shape perceptions, making consumers more open to trying new brands.

The availability and convenience of purchase also strongly impact consumer behavior. When a preferred brand is not easily accessible in nearby stores or online platforms, consumers are likely to switch to substitutes, often out of necessity rather than preference.

Additionally, changing consumer needs and preferences—such as a shift toward herbal, organic, or chemical-free products—encourage experimentation. This indicates that evolving lifestyle trends directly influence purchasing decisions.

Although brand loyalty does exist, it is relatively weak in the shampoo category. Consumers do not exhibit strong emotional attachment and are willing to switch if they perceive better value or benefits elsewhere.

Lastly, the data suggests that most consumers switch brands occasionally rather than frequently, indicating a state of partial or situational loyalty rather than complete commitment.

5.1. Recommendations

One way to keep buyers coming back? Stick to steady quality every single time a product ships. When each batch works just like the last, people feel more confident staying put. Skipping shortcuts means fewer reasons for someone to walk away after one bad experience.

Price balance matters most. Though deals pull people in, too many cuts can shrink how much your name means. What counts is how valuable folks think you are - more than just being cheap. Not every win comes from slashing costs.

Start smart when aiming to grow recognition online. Picture teams working alongside popular voices on platforms where youth gather most. Think beyond old habits - focus shifts happen fast now. Messages spread wider once they feel real, trusted by those who matter. Notice how connections form differently today than just years ago. Growth comes

less from shouting, more from joining conversations that already exist.

Stock showing up where people shop matters a lot, whether in stores or online. When delivery networks run smoothly, plus shops work closely together, buyers are less likely to walk away empty handed.

Staying ahead means shifting with what people want. New versions - think herbal blends or formulas without sulfates - open doors to different routines. A brand stays alive when it answers real questions about care. Options like dandruff control or made-for-you mixes make a difference. Change isn't loud; it shows up quietly in bottles on shelves. One way firms keep customers is through rewards that build familiarity. Instead of generic deals, they might give points toward future buys. Some choose special pricing after several transactions occur. Preferences guide suggestions so choices feel familiar. Repeat business grows when perks match past behavior. Discounts appear based on what people picked before.

Only by keeping an eye on what people say online will companies stay in step. When someone complains, answering fast matters - just as much as using those comments to make things better. Openness about changes builds faith over time. Trust grows easiest when actions match words.

5.2. Conclusion

Surprisingly, people often change shampoos not just because of cost, but also how well it works. Even when someone sticks with one label, their faith isn't deep - options are everywhere. Promotions nudge choices more than expected. Stock levels matter too - if it's missing, buyers move on fast. Preferences shift quietly over time. Similar products nearby make staying put harder.

Most businesses today face tough competition. Staying ahead means pulling in fresh buyers while keeping current ones around. Quality matters - when it stays steady, people stick. Marketing works best when it speaks directly to real concerns. Shifting focus toward what customers actually want changes how they see a brand. Watch habits closely; small shifts signal big changes. Meet those needs fast. That slows down moves to rival names. Loyalty grows quietly over time, built by repeated trust. Recognition comes not from slogans - but showing up right, again.

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