

Investigating the Factors that Influence Brand Choice of Hair Dye with Special Reference to Western Province in Sri Lanka

V.G. Pavani Lakshika and Dr. Asoka Malkanthie

Department of Marketing Management, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura

Abstract

In today's fiercely competitive world, it is very important for the marketers to realize and figure out the aspects that are necessary to deal with the competitors, changing customer tastes and preferences. The strong competition in terms of product similarity and increased number of challenging brands in the market have led the marketers to think about and study the factors that are influential in consumers' brand choice decisions. Brand choice is a vital factor for the success of any brand. At present globally, hair colorants are a rapidly growing over seven billion industry and also Sri Lankan hair dye category has seen a growth in both volume and unit. This study intends to determine factors which affect the brand choice of hair dye. Both qualitative and quantitative approaches were used. The data of the study was collected from the customers who use hair dye, in western province Sri Lanka. The study uses a judgmental sampling. The findings of the study show that Quality, brand image, product features and price are the key variables that influence the brand choice of hair dye and among those quality is the most important and influential factor in brand choice while promotion has negative impact on brand choice. Further finding revealed "Friends and family" does not have a significant impact on brand choice of hair dye.

Keywords: Brand Choice, Hair Dye, Brand Image, Price, Quality, Friends and Family, Features and Promotion