

## **Consumer Attitude Towards Different Shampoo Brands: Evidence From Bangladesh**

Shorefuzzaman Mollah<sup>\*</sup>, Min-Ho Kim<sup>\*\*</sup> and Musfiq Mannan Choudhury<sup>\*\*\*</sup>

*The purpose of this study is to find the consumer attitudes induced by the different Brands of Shampoo in Bangladesh market. The results were summarized by evaluating the consumer's feedback using Fishbein's "multi-attribute attitude models". Using a survey questionnaire, the attitude relating to eight common shampoo brands from respondents was derived. The results show that, the Head & Shoulder have the highest acceptance level compared with other five brands. Pantene holds the second position in consumer's acceptance level followed by Sunsilk, Clear, Vatika and Meril. From the theoretical point of view, this research provides the basis of expanding the multi attribute model in the context of shampoo brands. The practical contribution of this study provides marketers with understanding to focus on specific attributes of shampoo brands which will enable to attract customers and retain them in the long run.*

**Keywords:** Consumer, Bangladesh, Shampoo brand, Attitude.

### **1. Introduction**

With growing competition, marketers are interested in customers who demonstrate loyalty towards particular brands. They are keen in understanding what could be the reasons that make the customers to retain to specific brands and not shift their choices to new or alternative brands. Although products and services vary and so do brands, the purview of exploration of such a phenomenon has been a domain of interest for researchers for decades. And, the approach of such research on branding preferences has varied across industries (Isaiah and Karthikeyan, 2015). In this study, the researchers look into the shampoo industry to find out what factors customers place importance on before choosing a particular brand.

The study of attitude is one of the all-encompassing notions in the field of marketing (Gillbert, 1995). Consumers brand attitude relies on the expectation of benefit from the apprehensive product; it also depends on the way of providing the benefit to the customer of the specific product (Mia, 1999). The foundation of brand image is the brand name itself (Chiranjeeb, 1997). Hence, from the point of view of the marketers, to build and divert the attitude of customers to specific brands, marketers have to be change-makers. They must devise mechanisms to change the way consumers behave and transpose consumers' attitude towards a brand.

Extrapolation of attitude's harmonious ability based on single-attribute theories provides assumptions for grounding of the need to examine multi-attribute attitude models.

---

<sup>\*</sup> Doctor Student, Department of International Trade, College of Commerce, Chonbuk National University, Jeonju, South Korea.

<sup>\*\*</sup> Corresponding Author, Professor, Department of International Trade, College of Commerce, Chonbuk National University, Jeonju, South Korea, 561-756, e-mail: shobuj77@yahoo.com / kimmh@jbnu.ac.kr, Phone +82-63-270-3049.

<sup>\*\*\*</sup> PhD (Durham), M IDM, Post Doctoral (Southampton), Associate Professor of Management Studies, Faculty of Business Studies, University of Dhaka, Dhaka, Bangladesh, Email: [musfiq@du.ac.bd](mailto:musfiq@du.ac.bd)

## Mollah, Kim & Choudhury

Fishbein's (1967) multi-attribute evaluate consumer attitude with the evaluation of the attitude object as a function of consumer cognition and the principle features of the object or as convictions about a specific object has been a basis for research by several authors. In this study, using Fishbein's multi-attribute attitude model, we first derived the specific attributes considered integral for the purchase and choice of a specific shampoo brand. Based on the attributes, we forged ahead to figure out how consumer preferences in terms of attitude varied when these attitudes were considered in purchase of specific brands in the context of Bangladesh. The study provides a new domain of exploring the multi-attribute attitude model in the context of the shampoo industry and provides impetus for marketers and shampoo manufacturers to concentrate on those features which are specifically for a low cost Bangladesh market.

The concept of "shampoo" was propagated in 1762 and it was launched into modern society in the 1930s<sup>1</sup>. It became an essential discovery for human hair care treatment in the later stage of the century. It aids in the removal of oil, dirt, skin particles, dandruff, environmental pollutants, and other contaminated particles that gradually build up in the hair (Ferdous and Batul, 2008). At first instance in treatment, consumers always try to use one product, and if it meets the demands in terms of the necessary attributes the product ought to possess as is perceived in the minds of the customer, then it becomes a regular brand for the customer (Ramdhani, Alamanda, and Sudrajat 2012).

The paper is organized as follows: first we present a review of the literature followed by an illustration of the relationship between attitude and branding. In the subsequent sections, we provide the description of the methodology used in the study. This is followed by the presentation of the analysis and the findings. The concluding section ends with discussion of the managerial and theoretical implications with indications for future research based on some of the limitations of this study.

## 2. Review of the Literature

Attitudes towards a brand by a customer have been a critical domain for marketers. Over the years, researchers have looked into different attributes about products and services that attract customers to choose one brand over the other (Reysen, 2005). Brands serve as powerful repositories of meaning purposively and differentially in the substantiation, creation, and reproduction of products and services (Fournier, 1998). In studies of evaluating the choice of brands for gift items, the factors that contribute to choice for customers include uniqueness, togetherness, representation of a turning point, richness of experiences, and representation of self (Wolfenbarger, 1990).

In essence, studies show that the mechanism for understanding the brand familiarity requires the evaluation of customers' brand association (Aaker, 1991). In choosing new brands over old brands, customers are in doubt about the quality of these brands because of the lack of previous association with the new brands (Low and Lamb, 2000; Tam, 2008; Washburn, Till, and Priluck, 2000). Studies on brand switching found the impact of packaging, price, available schemes of benefits, and impact of advertisement in case of the shampoo industry (Thapa, 2012). There has also been differences in attitudes in choosing shampoo brands amongst males and females (Sharma and Mehta, 2012; Prabha, 2007), where the latter focused more on their own looks which a brand can entice (Sukato and Elsey, 2009). Other studies on brand choices have looked into customer attitudes as a component in deciding on a brand (Lin, Marshal, and Dawson, 2009). Customer attitudes which have played a dominant role in brand determination include perceived service quality, perceived risk, price consciousness (Maxwell, Gallagher, and Falls, 2012), and familiarity (Nguyen, Choudhury, and Melewar, 2014).

It appears that few studies have actually looked into the attributes of products and services that induce customers to make necessary purchases and build on brand attitudes. Based on this notion, in this study, we attempted to explore customers' attitude towards different

brands of Shampoo in the context of Bangladesh. In this case, Merton Fishbein's Multi Attribute Attitude Model has been adopted. Also, we focused on the widely accepted attributes for different shampoo brands. Finally, we summarized the overall evaluation and salient belief of customers towards Shampoo brands which are popular in Bangladesh based on considerable attributes.

### 3. Attitude and Branding

Attitude has three components, viz. cognitive, affective, and conative (Hennig-Thurau et al., 2002; Oliver, 1999). The affective component of attitude deals with one's emotional life such as feeling happy or unhappy about a situation, object, person or concept (Sumarwan, 2004). In this study, the researchers considered the affective component of attitude to evaluate the brand attributes. And in order to study the branding of shampoos, the Multi-Attribute Attitude Model of Fishbein (1967) was adopted.

The Multi-Attribute Attitude Model of consumer attitudes toward products or specific product brand is a function of the presence (or absence) and evaluation of a conviction or certain properties (Sumarwan, 2004; Fishbein, 1967). Explicitly, consumers have preconceived thoughts about certain traits and values that a brand exhibits which attracts them towards specific brands (Schiffman and Kanuk, 2008). On the contrary, certain characteristics of alternate brands may also negate the perception of attitude of customers towards those brands (Cannon, Perreault and McCarthy, 2008)

Attributes of the brands of shampoos were measured based on the overall evaluation of the benefits of different attributes (Schiffman and Kanuk, 2008). The assessment of salient beliefs towards a certain brand required the application of Fishbein's Multi-Attribute Attitude Model (Mayer, 1968; Tucker, 1960; Wilker & Egder, 1773). Hence, Fishbein (1967 *in*: Ramdhani, 2012) states that a person's attitude toward an object is a function of his belief that the object is associated with certain attributes and evaluative responses that are connected to that belief. Hence, the mathematical formulation of the model of attitude towards brands can be represented as:

$$A_o = \sum_{i=1}^n b_i e_i$$

Where

$A_o$  = Attitude towards the Objects

$B_i$  = The strength of the belief that the object has attribute (i)

$e_i$  = The evaluation of attribute (i)

$n$  = The Number of the salient attributes (Engel, Roger, Paul 1990)

Fishbein's (1967) model is the clearest theoretical exposition of the causal basis of attitudes. It has been used in examining the mediators of attitude formation and change (Wilkie and Pessemier, 1973). Most of the previous research using Fishbein's Multi-Attribute Attitude Model has focused in the context of advertising (Mitchell and Olson, 2000). In this study, we apply this model in the context of brand building attitude, which has little exploration in the domain of research. The next section explains how the attitude data for the study will be obtained with indication of the brands used in the study.

### 4. Research Methodology

The foundation of the present study is to identify the attributes of Shampoo that affect the brand choice behavior and to find out why consumers give special emphasis to a particular brand based on different attributes. The study examines the consumers' attitude towards the brand of Shampoo in Bangladesh. For this purpose, we used focus group discussion consisting of two groups of people consisting of six (6) participants in each group. These people were users of different brands of shampoo. Based on discussion with them, the

## Mollah, Kim & Choudhury

respondents stated that they resorted to six brands of shampoo which they considered as predominant in the Bangladeshi market. These include Head & Shoulder, Sunsilk, Pantene, Clear, Vatika and Meril. Further on another focus group discussion study with some customers chosen randomly in three retail outlets in Dhaka city, we have derived eight attributes which necessitate in building brand image amongst customers. These include cleansing power, dandruff control, brand image, hair fall control power, price, color, packaging and odour.

The study used convenience sampling. The population of this study included the consumers of Shampoo brands in Bangladesh, which is roughly most of the population amounting 160 million. Shampoo is meant for cleanliness and the researchers assume that the whole population in any instance may have used a shampoo to clean the hair. For the study, university students were used in the study as students are surrogates of the real world (McKnight et al., 2002). A survey questionnaire technique was adopted to evaluate the attitudes of people in Dhaka City. The questionnaire was carefully designed by the researchers to capture the positive and negative attitude towards different attributes of shampoo. It was preliminarily tested amongst some participants and validity of the measurement items was appropriate. The questionnaire started with a brief description of the purpose of the study followed by a consent form the respondents' willingness to participate in the study. The questions relating to specific attributes of the shampoo brands followed thereafter. The questions were measured on a Likert Scale ranging from 1 to 7, specifically entailing the agreement of availability of certain attributes - ranking 7 as the highest score, and 1 as unavailability being the lowest score. The data collected for the study was analyzed using descriptive statistics (as discussed in details in the next section).

To collect data, a total of 500 students were chosen randomly from the different universities in Dhaka city. Dhaka has 37 government and non-government operational universities (as per UGC<sup>2</sup>). Dhaka was chosen as the population of this city is around 10 million and contains people from all segments of the society. All these 500 students were approached and were asked to fill-in the paper based questionnaire. 245 questionnaires were returned of which 211 were usable.

Now, to measure the attitude of customers towards shampoo brands, Fishbein's formula (as stated above) was used. Selected six brands and eight attributes are briefly indicated, which are represented thus;  $X_{HS}$ =Head& Shoulders,  $X_S$ =Sunsilk,  $X_C$ =Clear,  $X_P$ =Pantene,  $X_V$ =Vatika, and  $X_M$ =Meril; and the coding denotes 1= Cleansing 2=Power, 3=Dandruff Control, 4=Brand Image, 5=Hair Fall Control Power, 6=Price, 7=Color, Packaging and 8=Odour

### 5. Analysis & Interpretation

These weights constitute the power of belief (bi) as used in Fishbein's formula. The power of belief is the apparent probability of association between an object and its significant attribute. Power of belief is calculated by having consumers rate this probability of association for each of their salient beliefs. Hence, in this research we have assigned the necessary weights that should be designated to each attribute based on consultation with certain experts in marketing available in the workplace (that is, the university in Korea and Bangladesh). The weightage figures are shown in table 1.

## Mollah, Kim & Choudhury

**Table 1: Weights Assigned to Each Attributes of Shampoo Branding**

| Belief                  |             |
|-------------------------|-------------|
| Attributes              | Weight      |
| Cleansing Power         | 0.25        |
| Dandruff Control        | 0.18        |
| Price                   | 0.15        |
| Hair Fall Control Power | 0.12        |
| Brand Image             | 0.10        |
| Color                   | 0.08        |
| Packaging               | 0.07        |
| Odour                   | 0.05        |
| <b>Total</b>            | <b>1.00</b> |

In order to evaluate the belief contributed towards each attribute, using SPSS descriptive statistics, we derived the mean based on the data collected from the respondents. The findings are shown in table 2.

**Table 2: Mean of each attribute**

| Evaluation       |                 |                  |       |                   |             |       |           |       |
|------------------|-----------------|------------------|-------|-------------------|-------------|-------|-----------|-------|
| Shampoos         | Attributes      |                  |       |                   |             |       |           |       |
|                  | Cleansing power | Dandruff Control | Price | Hair fall control | Brand Image | Color | Packaging | Odour |
| Head & Shoulders | 3.42            | 3.8              | 3.4   | 2.9               | 4.3         | 3.8   | 3.93      | 3.8   |
| Sunsilk          | 3.53            | 3.27             | 3.83  | 2.73              | 3.63        | 3.37  | 3.47      | 3.07  |
| Pantene          | 3.36            | 3.4              | 3.4   | 3.01              | 3.77        | 3.63  | 3.47      | 3.83  |
| Clear            | 3.6             | 3.4              | 3.57  | 2.8               | 3.46        | 3.13  | 3.4       | 3.2   |
| Vatika           | 3.37            | 3.03             | 3.27  | 3.13              | 3           | 2.97  | 3.17      | 2.93  |
| Meril            | 2.93            | 2.77             | 3.07  | 2.53              | 2.7         | 2.93  | 2.7       | 2.83  |

In the next stage of the analysis, we applied the Fishbein's Multi-Attribute Attitude Model to derive the level of attitude towards a specific brand. Table 3 illustrates the findings with the total for each brand at the bottom.

## Mollah, Kim & Choudhury

**Table 3: Attitude = Belief(bi) \* Evaluation(ei)**

| Attitude          |                    |                    |                    |                    |                    |                    |
|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                   | Head & Shoulder    | Sunsilk            | Pantene            | Clear              | Vatika             | Meril              |
| Cleansing Power   | (0.25*3.42) = 0.86 | (0.25*3.53) = 0.88 | (0.25*3.36) = 0.84 | (0.25*3.6) = 0.9   | (0.25*3.37) = 0.84 | (0.25*2.93) = 0.73 |
| Dandruff Control  | (0.18*3.38) = 0.61 | (0.18*3.27) = 0.59 | (0.18*3.34) = 0.60 | (0.18*3.4) = 0.61  | (0.18*3.03) = 0.55 | (0.18*2.77) = 0.5  |
| Price             | (0.15*3.4) = 0.51  | (0.15*3.83) = 0.57 | (0.15*3.34) = 0.5  | (0.15*3.57) = 0.54 | (0.15*3.27) = 0.49 | (0.15*3.07) = 0.46 |
| Brand Image       | (0.10*4.3) = 0.43  | (0.10*3.63) = 0.36 | (0.10*3.77) = 0.38 | (0.10*3.46) = 0.35 | (0.10*3) = 0.3     | (0.10*2.7) = 0.27  |
| Hair Fall Control | (0.12*2.9) = 0.35  | (0.12*2.73) = 0.33 | (0.12*3.01) = 0.36 | (0.12*2.8) = 0.34  | (0.12*3.13) = 0.38 | (0.12*2.53) = 0.3  |
| Color             | (0.08*3.8) = 0.30  | (0.08*3.37) = 0.27 | (0.08*3.63) = 0.29 | (0.08*3.13) = 0.25 | (0.08*2.97) = 0.24 | (0.08*2.93) = 0.23 |
| Packaging         | (0.07*3.93) = 0.28 | (0.07*3.47) = 0.24 | (0.07*3.47) = 0.24 | (0.07*3.4) = 0.24  | (0.07*3.17) = 0.22 | (0.07*2.7) = 0.19  |
| Odour             | (0.05*3.8) = 0.19  | (0.05*3.07) = 0.15 | (0.05*3.83) = 0.19 | (0.05*3.2) = 0.16  | (0.05*2.93) = 0.15 | (0.05*2.83) = 0.14 |
| <b>Total</b>      | <b>3.53</b>        | <b>3.39</b>        | <b>3.4</b>         | <b>3.39</b>        | <b>3.17</b>        | <b>2.82</b>        |

### 6. Interpretations of the Findings

As per table 2, cleansing power of Sunsilk has the highest value. In terms of dandruff control, Head & Shoulders demonstrates the highest value followed by Vatika. With sensitive and price conscious buyers, Sunsilk ranks the highest in terms of the evaluation of brand choices. In restricting hair loss, Vatika and Pantene seem to constitute the highest rank; Pantene and Head & Shoulders also have the highest ranking in terms of odour of the brands. The findings also show that Head & Shoulders, Sunsilk, Pantene, and Clear have good brand images amongst Bangladeshi customers. The reason could be the extensive advertising of these brands. In terms of colour of the shampoo itself, the mean values are more or less the same for most of the brands except for Vatika and Meril. Customers tend to be indifferent about the Most brands display an appealing packaging image except the brand Meril, which raises questions about whether, its end shelf display image is suitable for Bangladeshi customers.

Now, table 3 demonstrates the overall attitude of customers towards specific brands. The findings reveal that Head & Shoulders have the highest satisfactory score in terms of attitude towards a brand considering all the eight (8) attributes. The findings reveal that when judging Head & Shoulders strength with other brands, we find that cleansing power, dandruff controlling, color, and packaging constitute a superior feature compared to other brands. Although the brand itself is expensive than Sunsilk in price, it appears that the attributes build a domain of brand loyalty in the minds of the customers, and from the point of view of the sales people, raising the unit price of the product would not distort its market image and would generate more profit for the business.

In second rank, we have Pantene followed by Sunsilk and Clear occupying the third position, The variation in the attitudinal score for Pantene with Sunsilk and Clear is 0.01 (as per table 3). Of these three brands, customers perceive that Sunsilk has the highest cleansing power, with Clear having the most dandruff control component in line with the most preferable brand, Head & Shoulder. In terms of pricing, Sunsilk scores the best as mentioned earlier. Pantene scores the best in terms of hair fall control. It can be interpreted

## Mollah, Kim & Choudhury

that the Pantene brand has a hidden potential which can make it to achieve a competitive advantage in the future as it rates well in all attributes. Sunsilk can survive being a low cost provider of the shampoo brand.

The findings also show that Meril and Vatika rank low in their attitudinal preferences. The most important factor which may constitute to their low ratings are odour and the packaging. The findings also reveal that Meril lacks in the capacity to build on the perception of dandruff control amongst all the eight (8) brands.

### 7. Conclusion and Directions for Future Research

In this paper, we derived the various attributes that are considered by consumers when choosing and purchasing a specific brand of Shampoo. Using six common shampoo brands in the context of Bangladesh, we found the most preferred shampoo brands have certain features which the customers perceive to possess that gives the brand a competitive edge in the market and enables to build confidence in the minds of customers and retain the market share. The paper provides the understanding to researchers of exploring the multi-attribute attitude model in the domain of the shampoo industry and evaluates its outcome. From the practitioners' point of view, this study provides marketers with the notion to focus and promote certain features which the customers in low cost markets like Bangladesh would emphasize on. Essentially, it also provides directions for manufacturers to bring changes in aesthetic issues of packaging, colour and odour of brands when trying to appeal to customers.

The study, having been conducted in the context of a developing nation, can be expanded by conducting similar surveys in developed nations. Hence, the scope is limited to furthering this work by comparing the findings of this study in the context of multiple countries. Moreover, as this study used a limited sample size and resorted to purposive sampling, future research could look into larger samples and compare results across samples to examine variations in findings amongst different segments of the market.

### Endnotes

1. Please see Online Etymology Dictionary available at <http://www.etymonline.com>. [Accessed 14 February 2014].
2. Please see [www.ugc.gov.bd](http://www.ugc.gov.bd)

### References

- Aaker D 1991, *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, The Free Press, New York.
- Banyté J, J. E& Virvilaité R. 2007, 'Relationship of Consumer Attitude and Brand; Emotional Aspect', *Engineering Economics*, Vol. 52, No. 2, pp. 62-63.
- Beltramini R F 1983, 'Student surrogates in Consumer Research', *Journal of the Academy of Marketing Science*, Vol. 11, pp. 438-443.
- Chiranjeeb K. & Douglas W L 1997, 'Observations: Creating Effective Brand Name: A Study of the Namaing Process', *Journal of Advertising Research*, Vol. 37 No.1.
- Chowdhury, MHK 2002, 'An Empirical Study on the Concept and Measurement of Perceived Sacrificed', *Yokohama Journal of Social Sciences*, vol. 7 No. 1, pp. 15-24.
- Cannon J P, Perreault W D & McCarthy, E J 2008, *Pemasaran Dasar; Pendekatan Manajerial Global*. Salemba Empat, Jakarta.
- Fishbein, M 1963, 'An investigation of the relationships between beliefs about an object and the attitude toward that object', *Human Relations*, Vol.16, pp. 233-240.
- Ferdous, AS & Batul, T 2008, 'Consumer Sentiment towards marketing in Bangladesh: The relationship between attitudes to marketing, satisfaction and regulation', *Journal of marketing Intelligence & planning*, Vol. 26, pp. 481-495.

## Mollah, Kim & Choudhury

- Fournier, S 1998, 'Consumers and their Brands: Developing Relationship Theory in a Consumer Research', *Journal of Consumer Research*, Vol. 24, pp. 343-373.
- Gilbert, AC 1995, *Marketing Research: Methodological Foundations*, 6<sup>th</sup> edn, The Dryden Press, Harcourt Brae College Publishers.
- Hennig, T T, Gwinner, K P & Gremler D D 2002, 'Understanding Relationship Marketing Outcomes', *Journal of Service Research*, Vol.4, No. 3, pp.230-247.
- Isaiah S & Karthikeyan, S 2015, 'Challenges for Formulating Natural Cosmetics: Comparative Physicochemical Studies on Natural and Synthetic Made Shampoo', *International Journal of Pharma and Bio Sciences*, Vol.6, No. 1, pp.1269-1274.
- Lin, CY, Marshall, D & Dawson, J 2009, 'Consumer attitudes towards a European retailer's private brand food products: An Integrated model of Taiwanese consumers', *Journal of Marketing Management*, Vo. 25, No. 9-10, pp. 875-891.
- Low, GS & Lamb, CW, 2000, 'The measurement and dimensionality of brand associations', *Journal of Product & Brand Management*, Vol.9, No.6, pp.350-70.
- Mia, M A H 1999, 'Measurement of Brand Attitudes of Brands Loyal of Detergent Powders and their Advertising Implication', *Dhaka University Journal of Business Studies*, Vol.20, No.2, pp.265-292.
- Malhotra, N K 2007, *Review of Marketing Research: Vol. 2*, Prentice-hall of India, Pvt Ltd, pp. 252.
- Maxwell, J, Gilmore A, Gallagher D & Falls D 2012, 'Long-Term brand Development versus short-term Business targets: The Impact of Price Promotions on Branded food Products', *Journal of Strategic Marketing*, Vol. 20, pp. 609-624.
- McKnight DH & Chervany NL 2002, 'What trust means in E-Commerce Customer Relationship: An interdisciplinary Conceptual Typology', *International Journal of Electronic Commerce*, Vol.6, No. 2, pp.35-59.
- Mitchell, A. A. & Olson, J. C., 2000, 'Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?' *Advertising & Society Review*, Vol. 1. No. 1.
- Nguyen, B. Choudhury M. M. & Melewar, T.C., 2014, 'An integrated model of firms' brand likeability: antecedents and consequences', *Journal of Strategic Marketing*, DOI: 10.1080/0965254X.2014.914071.
- Oakes, W 1972, 'External validity and the use of real people as subjects', *American Psychologist*, Vol.27, pp. 959-962.
- Oliver, RL 1999, 'Whence customer loyalty?' *Journal of Marketing*, Vol. 63, pp.33-44.
- Ramdhani, A, Alamanda, D T & Sudrajat H 2012, 'Analysis of Consumer Attitude Using Fishbein Multi-Attributes Approach', *International Journal of Basic and Applied Science*, Vol.1, No. 1, pp.33-39.
- Reysen S 2005, 'Construction of a new scale: the Reysen likeability scale', *Social Behavior and Personality*, Vol.33, pp.201-208.
- Schiffman, L & Kanuk, L L 2008, *Perilaku Konsumen*. Indeks, Jakarta.
- Sharma, H & Mehta, S 2012, 'Consumer attitude towards the use of Shampoos: A Case study of Sirsa city', *International Journal of Research in Finance and Marketing*, Vol.2 No.2, pp.267-277.
- Sukato, N & Elsey, B 2009, 'A model of male consumer behavior in buying skin care products in Thailand', *ABAC Journal*, Vol. 29, No.1, 39-52.
- Sumarwan, 2004, *Perilaku Konsumen; Teori dan Penerapannya dalam Pemasaran*, Ghalia Indonesia, Jakarta.
- Tucker, L R 1960, 'Intra-individual and Inter individual Multi-dimensionally', In H. Gulliksen and S. Messick (eds), *Psychological Scaling, Theory and Applications*, New York.
- Tam, JLM 2008, 'Brand familiarity: its effects on satisfaction evaluations', *Journal of Services Marketing*, Vol. 22, No.1, pp.3-12.
- Thapa A 2010, 'Consumer switching behavior: A Study shampoo brands', *Abhinav National Monthly referred journal of research in Commerce and Management*, Vol. 1, No. 9, 98-106.
- Wilkie, WL & Pessimier, EA 1973, Issues in Marketing use of Multi attitude Model, *Journal of Market Research*, Vol.10, No. 4, pp.428-441.
- Washburn, JH, Till, BD & Priluck, R 2000, 'Co-branding: brand equity and trail effects', *Journal of Consumer Marketing*, Vol.17, No.7, pp.591-604.

## **Mollah, Kim & Choudhury**

Wolfenbarger, MF 1990, 'Motivations and Symbolism in Gift Giving Behaviour', *Advances in Consumer Behaviour*, Vol.17, pp. 699-706.