

Customer value of shampoo

■ V.P.T. DHEVIKA AND N. SUBRAMANI

Received : 16.12.2011; Revised : 25.01.2012; Accepted : 08.02.2012

ABSTRACT

A sample size of 200 individuals of both male and female was considered. Personal interview method was used for data collection. Chi square test and factor of analysis were used as tools to analyse the data. The study identifies seven components of customer value of shampoo namely (benefits) quality value, emotional value, epistemic value, social value and (sacrifices) monetary cost, time and effort cost and health risk cost. Today as services and products are becoming increasingly intertwined and the competition increasingly global, delivering customer value is not as simple as it used to be. So, the firms should take steps to increase the benefits and decrease the sacrifices in order to retain and acquire the customers.

Key words : Shampoo, Customer value, Buyer's perception

How to cite this paper : Dhevika, V.P.T. and Subramani, N. (2012). Customer value of shampoo. *Internat. J. Com. & Bus. Manage*, 5(1): 29 - 31.

Customer value is a topic of growing interest to managers and researchers in business marketing. Traditionally, research on value in business markets has been oriented towards the assessment of how suppliers create value for their customers and how customers perceive superior value in a suppliers offering compared to competition (the buyers perspective) (Anderson and Narus, 1999, Ulaga and Chacour, 2001). In recent years both academics and managers have increasingly emphasized the need to consider customers as a key asset of the firm Rust *et al.* (2000).

From the customers perspective, products are viewed as a bundle of benefits, not attributes. In other words, 'customers are less interested in the technical features of a product /service than in what benefits they get from buying, using or consuming the product. Customers perceived value is defined as "the customer's overall assessment of the utility

of a product based on perceptions of what is received and what is given (Zeithaml, 1988). Two essential conceptions are established with customer perceived value (CPV). First, CPV is a result from the consumers pre-purchase perception (expectation), evaluation during the transaction (expectation versus received), and post-purchase (after-use) assessment (expectation versus received). Second, CPV involves a divergence between the benefit received and sacrifices given. These benefits include customer's desired value, e.g., quality (Monroe, 1990). Sacrifices on the other hand, include monetary (price) and non-monetary (time, effort) consideration (Cronin *et al.*, 2000, Dodds *et al.*, 1991; Monroe, 1990). Monroe (1990) observes buyers, 'Buyers perceptions of value represent a tradeoff between the qualities of benefits they perceive in the product relative to the sacrifice they perceived by paying the price'. Furthermore, non-monetary sacrifices include customer's time and effort in acquiring products (Cronin *et al.*, 2000). Therefore, to maximize customers perceived value of a firm must either increase the customer perceived value e.g. quality and or decrease their sacrifice. e.g., price paid, time and effort to purchase.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

V.P.T. DHEVIKA, PG and Research, Department of Commerce, Srimad Andavan Arts and Science College, T.V. Koil, TIRUCHIRAPPALLI (T.N.) INDIA

Email : vptdhevika2005@gmail.com

Authors' affiliations:

N. SUBRAMANI, PG and Research, Department of Commerce, Urumu Dhanalakshmi College, Kattur, TIRUCHIRAPPALI (T.N.) INDIA

Statement of the problem:

In today's highly competitive markets, business is more