



A COMPARATIVE EVALUATION AND MARKET ANALYSIS REPORT OF THE PREPARED HERBAL SHAMPOO A MARKET ESSENTIAL

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ABSTRACT

A comparative assessment and market study report on prepared herbal shampoo is an essential tool in the marketing of the shampoo and also be cognitive of the market trends before any product has to be launched. The purpose of this report is to provide a comprehensive analysis of the prepared herbal shampoo market, including a comparative assessment and market study. The report aims to serve as an essential tool in the marketing of the shampoo and to provide insights into current market trends before launching the product.

KEYWORDS: Herbal shampoo, pharmaceuticals, pharmaceutical preparation and evaluation, Physical pharmacy study, statistical evaluation, marketing and best marketing practices, pharmaceutical cosmetic studies, drug and cosmetics substances study, herbs and minerology, herbal hair care product development, laboratory studies, cosmetic managements.

Overview

The market for herbal and natural products has experienced significant growth in recent years, with consumers increasingly seeking healthier and environmentally friendly alternatives to conventional products. Within this market, herbal shampoos have gained popularity due to their perceived benefits, such as gentler cleansing, nourishing properties, and reduced chemical content.

INTRODUCTION

The market for herbal and natural products has witnessed remarkable growth in recent years, driven by a rising consumer demand for healthier and environmentally friendly alternatives to conventional products. This shift in consumer preferences can be attributed to several factors, including increasing awareness of the potential adverse effects of synthetic chemicals, a growing focus on sustainability, and a desire for more holistic and gentle personal care options.

Herbal shampoos, specifically, have gained significant popularity within the herbal and natural product market. These shampoos offer a range of perceived benefits that appeal to consumers seeking gentler and more nourishing hair care solutions.

1.1. Some of the key advantages associated with herbal shampoos include:

Gentler cleansing: Herbal shampoos are often formulated with milder surfactants and botanical

extracts, which are believed to provide a gentler cleansing action compared to conventional shampoos. This gentler cleansing is particularly appealing to individuals with sensitive scalps or hair prone to damage.

Gentler cleansing is one of the key advantages associated with herbal shampoos. Here's a closer look at how herbal shampoos provide a milder cleansing action compared to conventional shampoos

- 1. Mild surfactants:** Herbal shampoos often utilise milder surfactants as cleansing agents. Surfactants are responsible for removing dirt, oil, and impurities from the hair and scalp. While conventional shampoos commonly contain harsher surfactants like sulfates (e.g., sodium lauryl sulfate), herbal shampoos tend to use gentler alternatives such as natural plant-based surfactants or amino acid-based cleansers. These milder surfactants are believed to clean the hair effectively while being less harsh on the scalp and hair fibers.
- 2. Botanical extracts:** Herbal shampoos frequently incorporate botanical extracts known for their cleansing properties. Ingredients like aloe vera, tea tree oil, rosemary, and lavender have natural cleansing and purifying properties, helping to remove impurities without stripping the hair of its natural oils. These botanical extracts contribute to the gentle cleansing experience offered by herbal shampoos.
- 3. pH balance:** Herbal shampoos often aim to maintain a balanced pH level. The natural pH of the

hair and scalp is slightly acidic, typically ranging from 4.5 to 5.5. Many herbal shampoos are formulated to be pH-balanced, aligning with the natural pH of the hair and scalp. This pH balance helps to keep the scalp healthy and the hair cuticles smooth, resulting in a gentler cleansing experience.

4. **Reduced stripping of natural oils:** Unlike some conventional shampoos that can strip away the natural oils from the hair and scalp, herbal shampoos are designed to be less harsh in this regard. By using milder surfactants and natural ingredients, herbal shampoos help maintain the hair's natural moisture and oil balance. This can result in hair that feels softer, smoother, and less prone to dryness or frizz.

Overall, the combination of milder surfactants, botanical extracts, pH balance, and reduced stripping of natural oils contributes to the gentler cleansing experience offered by herbal shampoos. This aspect is particularly appreciated by individuals with sensitive scalps, dry or damaged hair, or those seeking a more nourishing and gentle hair care routine.

- 1.2. **Nourishing properties:** Herbal shampoos often incorporate natural ingredients known for their nourishing properties. Ingredients such as aloe vera, coconut oil, chamomile, and hibiscus are commonly used in herbal shampoo formulations to promote hair health, hydration, and shine.

Herbal shampoos are often recognised for their nourishing properties, which can help promote healthier and more vibrant hair.

1.3. Highlighted are some key aspects of herbal shampoos that contribute to their nourishing qualities:

2. **Natural ingredients:** Herbal shampoos predominantly contain natural ingredients derived from plants, herbs, and botanical extracts. These ingredients are often chosen for their beneficial properties and are believed to nourish the hair and scalp. Examples of common nourishing ingredients found in herbal shampoos include aloe vera, coconut oil, argan oil, jojoba oil, shea butter, and various herbal extracts such as chamomile, rosemary, and hibiscus.
3. **Moisture retention:** Herbal shampoos are designed to help retain moisture in the hair. They often contain ingredients with hydrating properties that can prevent excessive drying and keep the hair moisturised. This can be particularly beneficial for individuals with dry or brittle hair. Natural oils like coconut oil, argan oil, and jojoba oil found in herbal shampoos help lock in moisture, resulting in softer, more manageable hair.
4. **Scalp nourishment:** A healthy scalp is vital for promoting hair growth and overall hair health. Many herbal shampoos focus on nourishing the scalp, which indirectly supports the health of the hair.

Ingredients like aloe vera, tea tree oil, rosemary, and lavender are commonly included in herbal shampoos for their scalp-soothing and nourishing properties. These ingredients can help alleviate dryness, itchiness, and scalp irritation, creating an optimal environment for healthy hair growth.

5. **Vitamins and antioxidants:** Herbal shampoos often contain vitamins and antioxidants that provide additional nourishment to the hair. These nutrients help protect the hair from damage caused by environmental stressors and oxidative processes. For example, herbal shampoos may include vitamin E, vitamin B5 (panthenol), and antioxidant-rich botanical extracts that can strengthen the hair strands, enhance shine, and improve overall hair health.
6. **Gently cleansing formulas:** Herbal shampoos are formulated to cleanse the hair without stripping away its natural oils excessively. By maintaining a balanced moisture level, the hair retains its natural nourishment, resulting in a healthier and more vibrant appearance.

The nourishing properties of herbal shampoos make them an appealing choice for individuals seeking a gentle and nurturing hair care routine. These shampoos aim to provide the essential nutrients, hydration, and care that contribute to improved hair health, shine, and manageability.

- 6.1. **Reduced chemical content:** Herbal shampoos are generally perceived as having a reduced chemical content compared to mainstream shampoos. Many consumers prefer herbal shampoos because they are free from synthetic fragrances, sulfates, parabens, and other potentially harmful ingredients commonly found in conventional hair care products that are of non-specific standards.

Reduced chemical content is a notable characteristic of herbal shampoos, setting them apart from many conventional hair care products.

6.2. Highlighted are some key aspects that contribute to the reduced chemical content in herbal shampoos:

- **Natural ingredients:** Herbal shampoos primarily rely on natural ingredients derived from plants, herbs, and botanical extracts. These ingredients are sourced from nature and are often minimally processed, reducing the reliance on synthetic chemicals commonly found in conventional shampoos. Natural ingredients used in herbal shampoos include aloe vera, herbal extracts, essential oils, fruit extracts, and natural emollients.

Natural ingredients are a fundamental characteristic of herbal shampoos. These shampoos rely on a wide range of plant-based ingredients to provide gentle and nourishing care for the hair and scalp.

6.3. Key aspects of natural ingredients that are included in preparation of herbal shampoos

- a. **Botanical extracts:** Herbal shampoos often incorporate various botanical extracts known for their beneficial properties. These extracts are derived from plants and herbs, and they offer specific benefits for the hair and scalp. Examples of botanical extracts commonly found in herbal shampoos include aloe vera, chamomile, rosemary, lavender, hibiscus, green tea, and calendula. Each extract may provide unique properties such as soothing the scalp, promoting hair growth, improving shine, or balancing oil production.
 - b. **Essential oils:** Essential oils are highly concentrated plant extracts obtained from aromatic plants. They are known for their fragrances and potential therapeutic benefits. Herbal shampoos may include essential oils such as lavender oil, tea tree oil, peppermint oil, or rosemary oil. These oils can contribute to the overall sensory experience of the shampoo and may offer scalp-nourishing or hair-strengthening properties.
 - c. **Natural emollients and moisturisers:** Herbal shampoos often include natural emollients and moisturising agents to hydrate and soften the hair. Ingredients like coconut oil, argan oil, shea butter, jojoba oil, and almond oil are frequently used for their emollient properties. These natural oils help retain moisture, improve hair elasticity, and reduce frizz, resulting in smoother and more manageable hair.
- 6.4. Herbal infusions and tea extracts:** Herbal shampoos sometimes utilise herbal infusions or tea extracts as key ingredients. These infusions are created by steeping herbs or botanicals in water to extract their beneficial compounds. Examples include chamomile tea, nettle tea, green tea, or horsetail tea. Herbal infusions and tea extracts can provide nourishing and conditioning effects, helping to improve the overall health and appearance of the hair.
- a) **Fruit and plant extracts:** Herbal shampoos may also incorporate fruit and plant extracts to provide additional benefits. For example, extracts from fruits like lemon, orange, or grapefruit can offer a refreshing scent and potentially contribute to clarifying the scalp. Plant extracts like ginseng or acai berry may be included for their antioxidant properties, protecting the hair from damage caused by free radicals.

The use of natural ingredients in herbal shampoos appeals to consumers who seek gentle, plant-based formulations for their hair care routines. These natural ingredients are believed to offer a range of benefits, including nourishment, hydration, soothing properties, and overall hair health improvement.

- b) **Avoidance of harsh chemicals:** Herbal shampoos typically avoid the use of harsh chemicals that are commonly found in conventional shampoos. They

are formulated without ingredients such as sulfates (e.g., sodium lauryl sulfate and sodium laureth sulfate), parabens, synthetic fragrances, artificial colors, and formaldehyde-releasing preservatives. By excluding these potentially harmful chemicals, herbal shampoos provide a cleaner and more natural alternative for hair care.

- c) **Plant-based surfactants:** Surfactants are key cleansing agents in shampoos, but herbal shampoos often utilise plant-based surfactants as gentler alternatives to synthetic surfactants like sulfates. These plant-derived surfactants, such as those derived from coconut or sugar, offer effective cleansing properties while being milder on the hair and scalp. They help to remove dirt and impurities without stripping away the natural oils or causing scalp irritations.

Plant-based surfactants are natural cleansing agents that are frequently used in herbal shampoos as gentler alternatives to synthetic surfactants like sulphates.

6.5. The following are some of the most frequent plant-based surfactants found in herbal shampoos:

- a. **Decyl glucoside:** Decyl glucoside is another surfactant derived from glucose and fatty alcohols, often sourced from corn or coconut oil. It is known for its mildness and compatibility with sensitive skin and hair.
- b. **Sodium cocoyl glutamate:** Sodium cocoyl glutamate is derived from coconut oil and fermented sugar. It is a mild surfactant known for its gentle cleansing and foaming properties.
- c. **Disodium cocoyl glutamate:** Disodium cocoyl glutamate is derived from coconut oil and fermented sugar. It is a natural surfactant that helps cleanse the hair and scalp without causing dryness or irritation.
- d. **Coco glucoside:** Coco glucoside is derived from coconut oil and glucose (sugar). It is known for its gentle cleansing properties and is often used in natural and organic personal care products, including shampoos.
- e. **Sodium lauroyl sarcosinate:** Sodium lauroyl sarcosinate is derived from natural fatty acids, typically sourced from vegetable oils. It is a mild surfactant known for its gentle cleansing action and is often used in sulfate-free and natural hair care products.
- f. **Lauryl glucoside:** Lauryl glucoside is derived from coconut oil and glucose. It is a mild and biodegradable surfactant that provides gentle cleansing without stripping the hair of natural oils.

- 6.6. Eco-friendly formulations:** Herbal shampoos often strive to be environmentally friendly in their formulations. This includes reducing the use of chemicals that can be harmful to aquatic life and ecosystems. Manufacturers of herbal shampoos may prioritise biodegradable ingredients and environmentally conscious packaging materials to minimise their impact on the environment.

When compared to synthetic surfactants, these plant-based surfactants are praised for their capacity to properly cleanse the hair and scalp while being softer and less prone to cause irritation or dryness. They are widely utilised in herbal shampoos to provide a gentler washing experience while preserving the hair's natural moisture balance.

6.7. Transparency and ingredient disclosures: Herbal shampoo brands tend to prioritise transparency and provide detailed ingredient disclosures. They often emphasise natural and organic certifications, ensuring that consumers are well-informed about the ingredients used in their products. This transparency allows consumers to make more informed choices and select products with reduced chemical content.

Transparency and ingredient disclosures are essential principles followed by many herbal shampoo brands.

6.8. Highlights on how herbal shampoo brands prioritise transparency and provide detailed information about their ingredients:

- A. Clear labeling:** Herbal shampoo brands typically prioritise clear and informative labeling on their product packaging. This includes listing the key ingredients prominently on the label, often using common names and providing their botanical or scientific names as well. Clear labeling helps consumers understand the ingredients used in the shampoo and make informed purchasing decisions.
- B. Ingredient lists:** Herbal shampoo brands provide comprehensive ingredient lists on their packaging or official websites. These lists outline the specific ingredients included in the shampoo formulation, often in descending order of concentration. This transparency enables consumers to assess the ingredients and identify any components they may wish to avoid or be cautious about due to allergies or personal preferences.
- C. Natural and organic certifications:** Many herbal shampoo brands obtain natural and organic certifications from reputable certifying bodies. These certifications validate that the products meet specific standards for natural and organic ingredient sourcing, manufacturing processes, and environmental sustainability. The presence of such certifications provides assurance to consumers and reinforces the brand's commitment to transparency and quality.
- D. Ingredient sourcing and origins:** Herbal shampoo brands often highlight their ingredient sourcing practices. They may specify the origins of key ingredients, such as mentioning the region or country where the botanical extracts or oils are sourced. Some brands even establish direct relationships with ingredient suppliers or engage in fair trade practices to ensure ethical sourcing of ingredients.
- E. Educational resources:** Herbal shampoo brands frequently provide educational resources on their

websites or through marketing materials. These resources may include detailed explanations of specific ingredients, their benefits, and how they contribute to the overall effectiveness of the shampoo. By offering this information, brands empower consumers to make informed choices and better understand the product they are using.

F. Customer service and support: Herbal shampoo brands often have customer service channels where consumers can reach out with questions or concerns about ingredients. This direct communication allows customers to seek clarification about specific ingredients or their suitability for individual needs. By prioritising transparency and ingredient disclosures, herbal shampoo brands aim to build trust with consumers and demonstrate their commitment to providing natural, safe, and effective hair care products. The transparency empowers consumers to make informed decisions aligned with their values and personal preferences.

6.9. Environmental considerations: With a growing emphasis on sustainability, consumers are increasingly drawn to herbal shampoos due to their eco-friendly attributes. Herbal shampoos often utilise biodegradable ingredients and eco-conscious packaging, aligning with the principles of environmental responsibility.

The combination of these perceived advantages has propelled the appeal of herbal shampoos among people who value their health, hair health, and the environmental effect of their personal care decisions. As a result, the market for ready-to-use herbal shampoos has expanded significantly, creating potential for new product development, market entry, and successful marketing techniques.

2.1 Background

2.2 Objectives

Objectives: The primary objective of this report is to conduct a comparative assessment and market study of prepared herbal shampoos. The report aims to provide valuable insights into the market landscape, including consumer preferences, competitive analysis, market trends, and potential growth opportunities. The findings of this report will serve as a crucial tool for effective marketing strategies and informed decision-making in launching a new herbal shampoo product.

By offering reduced chemical content, herbal shampoos cater to individuals who seek milder and more natural alternatives for their hair care routines. The emphasis on natural ingredients and avoidance of harsh chemicals align with the growing consumer demand for safer, cleaner, and more eco-friendly personal care options.

2.3. Methodology

2.3.1. To ensure accuracy and reliability, a comprehensive research methodology was employed for this comparative assessment and market study.

2.3.1.a. The methodology includes the following steps

To conduct a comprehensive research methodology for a comparative assessment and market study of herbal shampoos for hair growth, several steps can be employed. While the specific approach may vary depending on the scope and resources available, here is a general outline of the methodology:

- 1. Defining the research objectives:** Clearly define the objectives of the study, such as understanding the market landscape, consumer preferences, competitive analysis, and identifying trends related to herbal shampoos for hair growth. This step helps to establish the foundation for the research and ensures that the study addresses specific goals.
- 2. Literature review:** Conduct an extensive review of existing literature, research papers, industry reports, and relevant sources to gain insights into the current state of the herbal shampoo market, hair growth trends, and related factors. This step helps in understanding the existing knowledge and identifying research gaps that need to be addressed.
- 3. Data collection:** Gather primary and secondary data related to the market for herbal shampoos and hair growth. Primary data can be collected through surveys, interviews, focus groups, or observations, targeting consumers, industry experts, and relevant stakeholders. Secondary data can be obtained from industry reports, market databases, academic publications, and reputable sources. Collecting both quantitative and qualitative data provides a holistic understanding of the market and consumer preferences.
- 4. Market segmentation:** Analyse the collected data to identify relevant market segments within the herbal shampoo market for hair growth. Segmentation can be based on factors such as demographics, geographic location, consumer behavior, hair concerns, product preferences, and other relevant variables. This step helps to identify target audiences and tailor marketing strategies accordingly.
- 5. Competitive analysis:** Assess the competitive landscape by studying existing herbal shampoo brands offering products for hair growth. Analyse their product offerings, marketing strategies, pricing, distribution channels, and customer reviews. This analysis helps in understanding the strengths, weaknesses, opportunities, and threats within the market.
- 6. Data analysis:** Analyse the collected data using appropriate statistical and analytical methods. This includes data cleaning, organising, and applying relevant statistical techniques to draw meaningful conclusions. Analyse market trends, consumer preferences, purchasing patterns, and factors influencing the demand for herbal shampoos for hair growth.
- 7. Market trends and forecasting:** Identify and Analyse market trends, including emerging patterns, consumer preferences, innovation in product formulations, and technological advancements. Use the collected data and market insights to forecast future market trends and growth potential for herbal shampoos for hair growth.
- 8. Report compilation:** Compile the findings of the research into a comprehensive report. The report should include an executive summary, research objectives, methodology, data analysis, market insights, competitive analysis, and recommendations for marketing strategies. Ensure that the report is well-structured, supported by data and references, and presented in a clear and concise manner.
- 9. Review and validation:** Review the research findings and report by experts or stakeholders in the field to validate the accuracy and reliability of the research methodology, data analysis, and conclusions.

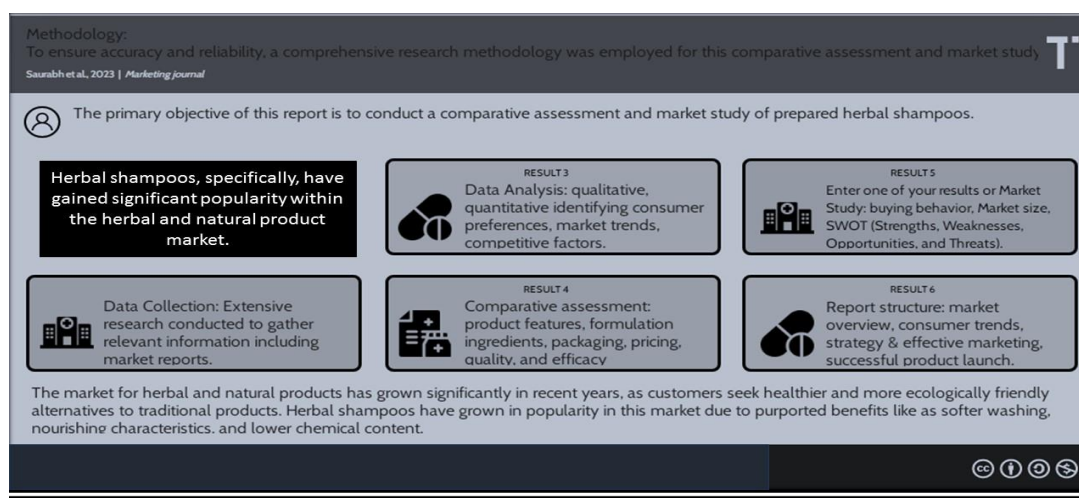


Figure 1: Methodology involved in the study of marketing or market study of the prepared formulation.

2.3.2. Market overview

One may acquire insights into the herbal shampoo industry, target consumer preferences, competitive landscape, and distribution methods by doing a full market overview. This information helps as the foundation for establishing efficient marketing strategies to successfully promote and position herbal shampoos.

A thorough market overview can provide insights into the herbal shampoo market, target consumer preferences, competition landscape, and distribution methods. This information helps as the foundation for establishing efficient marketing strategies to successfully promote and position herbal shampoos.

To provide a market overview for herbal shampoo marketing, it is important to examine key factors such as market size, growth trends, consumer preferences, competitive landscape, and distribution channels.

2.3.3. A general outline of the market overview for herbal shampoo marketing:

- 1. Market size and growth:** Start by assessing the overall market size and growth potential for herbal shampoos. Analyse industry reports, market research data, and relevant sources to determine the current market value and growth rate. This information helps understand the market's scope and potential opportunities.
- 2. Consumer preferences and trends:** Study consumer preferences and trends related to herbal shampoos. Analyse consumer behavior, purchasing patterns, and factors influencing their choice of herbal shampoos over conventional alternatives. Consider aspects such as demand for natural and organic products, sustainability concerns, increasing awareness of the benefits of herbal ingredients, and changing perceptions of hair care.
- 3. Target market segmentation:** Identify and Analyse target market segments for herbal shampoos. This can include factors such as demographics, psychographics, hair concerns (e.g., hair growth, scalp health), lifestyle preferences, and geographical location. Segmenting the target market helps tailor marketing strategies and messages to specific consumer groups.
- 4. Competitive landscape:** Assess the competitive landscape of herbal shampoo brands. Identify key players, their market share, product offerings, pricing strategies, promotional activities, and distribution channels. Understand the unique selling points of different brands and their positioning in the market. This analysis helps identify opportunities and challenges for effective marketing strategies.
- 5. Product differentiation and value proposition:** Evaluate the unique features and value propositions of herbal shampoos. Identify what sets them apart from conventional shampoos and other hair care products. Highlight the benefits of using herbal ingredients, such as gentler cleansing, nourishing

properties, reduced chemical content, and potential hair growth stimulation. Determine the key selling points that appeal to target consumers.

- 6. Distribution channels:** Examine the distribution channels used by herbal shampoo brands. Assess the presence in retail stores, online platforms, salons, specialty stores, or direct-to-consumer models. Analyse the advantages and challenges associated with each distribution channel and identify opportunities to optimise product availability and reach the target market effectively.
- 7. Marketing strategies:** Develop effective marketing strategies based on the market overview. Consider various elements such as brand positioning, messaging, packaging design, pricing strategies, promotional activities (e.g., advertising, influencer marketing, social media campaigns), and customer engagement initiatives. Align the marketing strategies with the identified target market segments and their preferences.
- 8. Regulatory environment and certifications:** Understand the regulatory environment related to herbal shampoo marketing. Familiarise yourself with relevant regulations, labeling requirements, and certifications (e.g., organic, natural, cruelty-free) that can enhance consumer trust and product credibility. Ensure compliance with applicable regulations and leverage certifications to differentiate the product in the market.
- 9. Market opportunities and challenges:** Identify market opportunities and challenges for herbal shampoo marketing. This can include factors such as increasing consumer demand for natural and sustainable products, emerging hair care trends, competition from conventional and natural hair care brands, pricing considerations, and evolving consumer preferences. Develop strategies to capitalise on opportunities and address challenges effectively.

3.1 Global shampoo market

3.1.1. Future trend in analysis

A study of the global shampoo market provides insights into the size, growth, trends, and competitive landscape of the shampoo industry on a global scale.

Here is an overview of the key elements to consider when conducting a study of the global shampoo market:

- 1. Market size and growth:** Determine the market size of the global shampoo industry, including both value and volume. Assess historical data and forecasted growth rates to understand the market's trajectory. Analyse factors driving market growth, such as increasing population, rising disposable income, changing lifestyles, and grooming habits.
- 2. Market segmentation:** Segment the global shampoo market based on various factors, such as product type (e.g., herbal, anti-dandruff, moisturising, volumising), distribution channel (e.g., supermarkets/hypermarkets, convenience stores, online retail), and region. This segmentation helps

identify specific market trends and opportunities within each segment.

3. **Regional analysis:** Analyse the shampoo market at a regional level, considering factors like market size, growth rate, consumer preferences, and cultural influences. Assess regional variations in product demand, purchasing power, distribution channels, and regulatory frameworks. Understand market dynamics in key regions, such as North America, Europe, Asia-Pacific, and Latin America.
4. **Consumer behavior and preferences:** Study consumer behavior and preferences regarding shampoo products on a global scale. Identify factors influencing consumer choices, such as hair type, specific hair concerns (e.g., hair loss, dryness, dandruff), preference for natural or organic ingredients, and brand loyalty. Understand cultural and demographic variations in consumer preferences across different regions.
5. **Competitive landscape:** Analyse the competitive landscape of the global shampoo market. Identify key players, their market share, product portfolios, pricing strategies, marketing activities, and distribution networks. Assess the strengths and weaknesses of major shampoo brands and track their innovations, acquisitions, and partnerships. Understand the market positioning and strategies of leading players in different regions.
6. **Market trends:** Identify and Analyse emerging trends in the global shampoo market. This may include trends such as increasing demand for natural and organic shampoos, rising awareness of sustainable packaging, product customisation, advancements in formulation technologies, and the impact of e-commerce on distribution channels. Track market developments, new product launches, and evolving consumer preferences.
7. **Regulatory environment:** Understand the regulatory environment governing shampoo products globally. Familiarise yourself with regulatory requirements related to product safety, labeling, ingredients, and environmental considerations. Stay updated on regulations specific to each region and their impact on product formulation, marketing claims, and market entry.
8. **Market opportunities and challenges:** Identify market opportunities and challenges within the global shampoo market. This can include factors such as untapped markets, emerging economies, evolving consumer expectations, intense competition, pricing pressures, and regulatory constraints. Assess strategies to leverage opportunities and overcome challenges effectively.
9. **Future outlook:** Provide a future outlook for the global shampoo market based on the insights gained from the study. Forecast market growth, emerging trends, technological advancements, and anticipated changes in consumer behavior. Highlight potential areas of growth and recommend strategies to capitalise on future market developments.

3.2 Herbal shampoo market

The herbal shampoo market is a subset of the hair care industry that focuses on the development, marketing, and distribution of shampoos containing natural and herbal components. Consumers are becoming more interested in herbal shampoos due to its purported benefits, which include gentler washing, nourishing characteristics, lower chemical content, and environmental sustainability.

1. **Growing consumer demand for natural and organic products:** Increasing awareness about the potential harmful effects of synthetic chemicals in personal care products has led consumers to seek natural and organic alternatives. Herbal shampoos align with this trend by offering plant-based ingredients that are perceived as safer and healthier for hair and scalp.
2. **Influence of traditional and ayurvedic practices:** Herbal shampoos often draw inspiration from traditional healing and Ayurvedic practices that have been used for centuries. The use of herbal ingredients like amla, shikakai, neem, and hibiscus in shampoo formulations resonates with consumers who value the wisdom of ancient remedies.
3. **Shift towards healthier hair care regimens:** Consumers are becoming more conscious of the impact of their hair care routines on overall hair health. Herbal shampoos, with their nourishing properties and botanical ingredients, are perceived to provide benefits beyond mere cleansing, promoting healthier hair growth and reducing issues such as dryness, dandruff, and hair breakage.
4. **Rising preference for sustainable and eco-friendly products:** With environmental concerns becoming more prominent, consumers are actively seeking products that have minimal impact on the environment. Herbal shampoos often incorporate sustainable sourcing practices, eco-friendly packaging, and biodegradable formulations, which resonate with environmentally conscious consumers.
5. **Innovative product formulations:** Manufacturers are continually innovating and improving herbal shampoo formulations to enhance their efficacy and address specific hair concerns. This includes developing targeted solutions for hair growth, scalp nourishment, dandruff control, and hair repair, catering to a wide range of consumer needs.
6. **Marketing and branding strategies:** Effective marketing and branding strategies play a vital role in the success of herbal shampoo brands. Companies leverage the natural and herbal positioning of their products, emphasise the use of specific ingredients, highlight sustainability practices, and engage with consumers through digital platforms and influencer marketing.
7. **Retail and E-commerce channels:** The availability of herbal shampoos through various retail channels, including supermarkets, specialty stores, and online platforms, has expanded consumer access to these products. E-commerce platforms, in particular, have

played a significant role in the growth of herbal shampoo sales by offering a wide range of options and convenient purchasing experiences.

3.3 Market segmentation

Segmentation helps businesses target specific consumer groups, tailor marketing strategies, and develop products that cater to the unique needs and preferences of each segment. By understanding the various segments within the herbal shampoo market, companies can effectively position their products and reach their target audience. The herbal shampoo market can be segmented based on various factors, including product type, distribution channel, and geographical region.

1. Product type

- **Hair Growth Shampoos:** Herbal shampoos specifically formulated to promote hair growth, reduce hair loss, and strengthen hair follicles.
- **Nourishing and Moisturising Shampoos:** Shampoos enriched with herbal ingredients that provide deep hydration, nourishment, and moisture to the hair and scalp.
- **Anti-Dandruff Shampoos:** Herbal shampoos designed to combat dandruff and soothe the scalp using natural ingredients with antimicrobial and anti-inflammatory properties.
- **Volumising and Thickening Shampoos:** Shampoos formulated to add volume, body, and thickness to the hair, often utilising herbal ingredients known for their hair-strengthening properties.
- **Specialty Shampoos:** Herbal shampoos targeting specific hair concerns, such as color-treated hair, damaged hair, or sensitive scalp.

2. Distribution channel

1. **Supermarkets/Hypermarkets:** Herbal shampoos available in large retail chains that offer a wide range of personal care products.
2. **Specialty Stores:** Dedicated stores focusing on natural and organic products, including herbal shampoos.
3. **Online Retail:** E-commerce platforms providing a convenient way for consumers to purchase herbal shampoos from various brands.
4. **Salons and Spas:** Herbal shampoos distributed through professional salons and spas, often recommended and used by hairstylists.
5. **Pharmacies and Health Food Stores:** Herbal shampoos available in pharmacies and stores specialising in health and wellness products.

3. Geographical region

1. **North America:** Includes the United States and Canada, where the herbal shampoo market is influenced by factors such as consumer preference for natural and organic products and a growing awareness of the potential harmful effects of synthetic ingredients.
2. **Europe:** Various countries in Europe, where consumers prioritise natural and sustainable

products, creating a significant market for herbal shampoos.

3. **Asia-Pacific:** Countries like India, China, Japan, and South Korea, where traditional herbal remedies and Ayurvedic practices influence consumer preferences for herbal shampoo products.
4. **Latin America:** Countries in this region with a growing market for herbal shampoos, driven by factors such as a cultural inclination towards natural products and increasing disposable income.
5. **Middle East and Africa:** Emerging markets with a rising demand for herbal shampoo products due to the increasing popularity of natural and organic personal care items.

3.4. Comparative assessment of prepared herbal shampoo

By conducting a comprehensive comparative assessment of prepared herbal shampoo, businesses can gain insights into the competitive landscape, identify unique selling points, and understand consumer preferences and expectations. This assessment can inform product development, marketing strategies, and help brands differentiate themselves in the market. A comparative assessment of prepared herbal shampoo involves evaluating multiple aspects of different herbal shampoo brands to understand their strengths, weaknesses, and points of differentiation.

1. Ingredients and formulation

- Analyse the ingredient lists of different herbal shampoo brands to identify the key herbal and natural ingredients used.
- Evaluate the sourcing and quality of ingredients to ensure authenticity and efficacy.
- Assess the formulation to understand the synergy of ingredients and their potential benefits for hair and scalp health.
- Consider the absence or minimal use of synthetic chemicals, sulfates, parabens, and other potentially harmful additives.

2. Product performance

- A. Evaluate the effectiveness of the herbal shampoo in terms of its cleansing ability, lathering properties, and hair conditioning.
- B. Consider factors such as residue buildup, oil control, and the ability to address specific hair concerns, such as dandruff, dryness, or hair loss.
- C. Assess customer reviews and testimonials to gain insights into real-world experiences and satisfaction levels with the product.

3. Safety and allergenicity

- A. Conduct a safety assessment of the herbal shampoo, ensuring that it complies with relevant regulations and standards.
- B. Consider any potential allergenic ingredients and their prevalence in the product.

- C. Look for certifications or labels indicating the product's safety and adherence to quality standards.

4. Packaging and sustainability

- A. Evaluate the packaging materials and design for their environmental impact and sustainability.
- B. Consider factors such as recyclability, use of renewable resources, and reduction of plastic waste.
- C. Assess any additional efforts by the brand to minimise its ecological footprint, such as refillable options or sustainable sourcing practices.

5. Brand reputation and trust

- A. Research the brand's reputation and history in producing herbal shampoo products.
- B. Consider factors like brand transparency, customer service, and ethical practices.
- C. Assess the brand's commitment to sustainability, social responsibility, and fair trade practices.

6. Price and value for money

- A. Compare the pricing of different herbal shampoo brands and evaluate their value for money.
- B. Consider factors such as product size, packaging, quality, and performance in relation to the price.

7. Market presence and consumer perception

- A. Evaluate the market presence and market share of different herbal shampoo brands.
- B. Consider consumer perception and awareness of the brand through online reviews, social media presence, and brand reputation.

4.1 Product features and formulation

4.1.1. Additional features and benefits

- i. Assess any additional features or benefits offered by the brand, such as cruelty-free certifications, organic certifications, or specific hair treatment claims.

4.2 Ingredients and their benefits

Benefits of the herbal ingredients include the safety and easy use of the herbal based shampoo. Easy to apply and suitable to use.

4.3 Packaging and branding

Packaging and branding are important factors in the success of herbal shampoo products. They not only serve as the brand's first point of contact with consumers, but they also communicate the brand's values, distinguish the product from competitors, and impact purchasing decisions.

Herbal shampoo packaging and branding should effectively express the product's natural and herbal features, elicit trust and authenticity, and appeal to the target audience's need for healthier and more ecologically friendly hair care products. Consistency in messaging, visual identity, and packaging design across all brand touchpoints contributes to the development of a

recognisable and trustworthy brand in the herbal shampoo market.

4.4 Pricing strategy

The pricing strategy of a herbal shampoo should consider various factors, such as production costs, competitive landscape, target market, positioning of the product, and brand image. Regularly monitor and assess the effectiveness of your pricing strategy, considering factors such as customer feedback, market dynamics, and changes in costs. Adjust pricing as needed to optimise profitability, maintain competitiveness, and meet the evolving needs of your target market.

1. Cost analysis

- A. Determine the cost of manufacturing the herbal shampoo, including the cost of ingredients, packaging, production, and any additional expenses.
- B. Consider overhead costs, such as research and development, marketing, and distribution.
- C. Evaluate the economies of scale and production efficiency to identify the optimal pricing structure.

2. Competitive analysis

- A. Research the pricing strategies of competing herbal shampoo brands in the market.
- B. Assess the value proposition of your product compared to competitors and determine whether you will position your product as premium, mid-range, or budget-friendly.
- C. Consider any unique features, ingredients, or benefits that can justify a higher price point.

3. Target market and consumer perception

- a. Understand the purchasing power and price sensitivity of your target market.
- b. Research consumer preferences and expectations regarding pricing in the herbal shampoo segment.
- c. Consider the perceived value of your product based on factors such as natural ingredients, herbal formulations, and brand reputation.

4. Value-based pricing

- a. Determine the value that your herbal shampoo provides to consumers, such as its effectiveness, natural ingredients, sustainability, or unique formulations.
- b. Price your product based on the perceived value it offers rather than solely focusing on production costs.
- c. Consider conducting market research or surveys to assess the price elasticity of demand and willingness to pay for your product.

5. Pricing strategy

- a. **Premium pricing:** Position your herbal shampoo as a high-end, premium product and set a higher price to reflect exclusivity, superior quality, or unique ingredients.

- b. **Competitive pricing:** Price your product in line with or slightly below competitors to gain market share and attract price-conscious consumers.
 - c. **Penetration pricing:** Initially set a lower price to enter the market, gain market share, and build brand recognition. This strategy can be used to penetrate new markets or target price-sensitive consumers.
 - d. **Skimming pricing:** Set a higher initial price to capture early adopters or consumers who highly value natural or herbal products. Gradually lower the price as the product matures or faces increased competition.
- 6. Promotions and discounts**
- a. Consider offering promotional pricing or discounts during product launches, seasonal sales, or to incentivize repeat purchases.
 - b. Use pricing tactics such as bundling with complementary products or offering limited-time offers to attract consumers.
- 7. Profit margin**
- a. Ensure that the pricing strategy allows for a reasonable profit margin to sustain business operations, invest in product development, marketing, and future growth.

4.5 Quality and efficacy

Quality and efficacy of the product is generated based on its ayurvedic explanations and study.

4.6 Competitive analysis

Competitive analysis was performed by checking the usage or need of such products in the market based on its competitive product.

5. Market study and consumer trends



Figure 2: Market study and consumer trends.

- 6. SWOT analysis:** SWOT analysis is a valuable framework for evaluating the strengths, weaknesses, opportunities, and threats associated with a herbal shampoo brand.



Figure 3: SWOT analysis. (Strengths. Weaknesses. Opportunities. Threats.)

It is vital to note that the **SWOT** analysis should be evaluated and updated on a regular basis as market conditions change and new elements emerge that may have an impact on the herbal shampoo brand. The study provides as a beginning point for evaluating market strengths, weaknesses, prospective opportunities, and threats.

6.1 Strengths

6.2 Weaknesses

6.3 Opportunities

6.4 Threats

6.a. SWOT analysis: It's important to note that the SWOT analysis should be regularly reviewed and updated as market conditions change, and new factors emerge that could impact the herbal shampoo brand. The analysis serves as a starting point for identifying areas of strength, areas for improvement, and potential opportunities and threats in the market.

6.1.1. Strengths

1. Natural and herbal ingredients: The herbal shampoo contains natural ingredients that appeal to consumers seeking healthier and more sustainable hair care options.

2. Unique formulation: The brand has developed a proprietary formulation that offers specific benefits, such as: promoting hair growth, reducing dandruff, or nourishing the scalp.

Herbal Mayonnaise shampoo enriched with vitamins and orange pulp is a product that combines herbal ingredients, mayonnaise, vitamins, and orange pulp to create a unique shampoo formula. While I can provide or advertise you with a general description of what such a shampoo might entail, it's important to note that specific product formulations can vary depending on the manufacturer. Nonetheless, here's an overview of the key components:

1.a. Herbal ingredients: The shampoo would likely contain various herbal extracts, such as aloe vera, chamomile, lavender, or rosemary. These ingredients are

often included for their soothing, nourishing, and revitalising properties.

2.a. Mayonnaise: Mayonnaise is a creamy condiment made from eggs, oil, and vinegar. In this shampoo, it could be used for its emollient and moisturising properties. It might help to soften and condition the hair, making it more manageable and giving it a healthier appearance.

2.b. Vitamins: This shampoo could be enriched with vitamins like vitamin E, B vitamins (such as biotin), or vitamin C. These vitamins are commonly associated with hair health and growth. Vitamin E is known for its antioxidant properties, which can help protect the hair from damage. Biotin is often touted for promoting hair strength and growth. Vitamin C might contribute to a healthy scalp environment.

2.c. Orange pulp: Orange pulp, derived from oranges, might be included for its potential benefits to the hair and scalp. Oranges are a rich source of vitamin C, which can promote hair health and stimulate hair growth. The pulp may also contain natural oils that provide moisture to the hair.

It's crucial to adhere to the manufacturer's directions while using a shampoo like this. Even while the product seems exciting, keep in mind that individual outcomes may differ. It's also a good idea to patch-test new items to rule out any potential allergies or sensitivities.

1. **Brand reputation:** The brand has built a positive reputation for producing high-quality herbal products, gaining customer trust and loyalty.
2. **Packaging and branding:** The brand's packaging and branding effectively convey the natural and herbal positioning of the product, attracting consumers who prioritise organic and eco-friendly choices.
3. **Market presence:** The brand has established a strong presence in its target market and has a solid distribution network in place.

6.2.1. Weaknesses

1. **Limited product range:** The brand offers a limited variety of herbal shampoo products, which may restrict its ability to cater to diverse customer needs and preferences.
2. **Higher price point:** The pricing of the herbal shampoo is relatively higher compared to some competitors, which may limit its appeal to price-sensitive consumers.
3. **Limited brand awareness:** The brand may have lower brand awareness compared to established competitors, requiring additional marketing efforts to increase visibility and reach.

6.3.1. Opportunities

1. **Growing demand for natural products:** The increasing consumer preference for natural and herbal products presents an opportunity for the brand to capitalise on the growing market.

2. **Market expansion:** The brand can explore new geographical markets or distribution channels to expand its reach and customer base.
3. **Product innovation:** Continual research and development can lead to the introduction of new herbal shampoo variants with unique benefits or formulations, attracting a wider range of customers.
4. **Partnerships and collaborations:** Collaborating with influencers, salons, or other complementary brands can help raise brand awareness and reach a broader audience.

6.4.1. Threats

1. **Intense competition:** The herbal shampoo market is highly competitive, with numerous established brands and new entrants. Competitors may offer similar natural and herbal products, making it challenging to differentiate.
2. **Price sensitivity:** Consumers may be price-sensitive and opt for lower-priced alternatives, impacting the brand's market share.
3. **Regulatory environment:** Changes in regulations or requirements for herbal products can create compliance challenges and additional costs.
4. **Imitation and counterfeit products:** The presence of counterfeit or imitation herbal shampoo products in the market may erode consumer trust and impact the brand's reputation.

7. Marketing strategy

Keep in mind that every organisation is different, so customise your marketing plan to fit your particular objectives, sector, and target market. In order to keep one step ahead of the competition and promote business expansion, regularly evaluate the success of your strategy and make necessary improvements. Planning carefully and taking into account numerous elements are necessary when developing a successful marketing strategy.

7.a. The following are some essential steps to developing a fruitful marketing plan

1. **Set clear goals:** Define your marketing objectives. Do you want to increase brand awareness, generate leads, boost sales, or improve customer retention? Establish specific, measurable, achievable, relevant, and time-bound (SMART) goals to guide your strategy.
2. **Know your target audience:** Identify your ideal customer profile (ICP) or target market. Understand their demographics, interests, needs, and preferences. This information will help you tailor your marketing messages and choose the right channels to reach them effectively.
3. **Conduct market research:** Gather data on your industry, competitors, and market trends. Analyse customer behavior, preferences, and buying patterns. This research will inform your decision-making and help you identify unique selling propositions (USPs) or competitive advantages.

4. **Develop your brand identity:** Create a compelling brand that resonates with your target audience. Define your brand values, mission statement, and unique brand personality. Consistently communicate your brand story and message across all marketing channels.
5. **Determine your marketing mix:** Choose the most suitable marketing channels to reach your target audience. Consider a mix of online and offline tactics such as social media, content marketing, email marketing, search engine optimisation (SEO), paid advertising, public relations, events, and traditional advertising. Align your channel selection with your audience's preferences and behavior.
6. **Create engaging content:** Develop valuable and relevant content that appeals to your target audience. Use various formats such as blog posts, videos, infographics, podcasts, or webinars. Focus on solving their problems, providing insights, or entertaining them. Optimise content for search engines to improve visibility.
7. **Build relationships:** Establish strong relationships with your customers. Encourage engagement through social media, email newsletters, loyalty programs, and personalised experiences. Provide exceptional customer service and actively listen to feedback.
8. **Measure and analyse results:** Track your marketing efforts and measure the impact of your activities. Use tools like Google Analytics or social media insights to monitor key metrics, such as website traffic, conversion rates, engagement, and ROI. Analyse the data regularly to identify areas for improvement and make data-driven decisions.
9. **Adapt and evolve:** Marketing is an iterative process, so be ready to adapt and refine your strategy based on feedback and results. Stay up to date with industry trends and technology advancements. Continuously test new tactics and optimise your campaigns for better performance.
10. **Budget and resource allocation:** Allocate your marketing budget effectively across different channels and campaigns. Prioritise high-impact activities and ensure you have the necessary resources, whether it's in-house expertise or outsourcing to agencies or freelancers.

7.1 Product positioning

Remember that having a solid understanding of your target market and a distinct differentiation strategy are prerequisites for effective product positioning. Your product's distinctive value proposition can help you build a strong market position that appeals to customers and encourages sales by being identified and clearly communicated.

Product positioning describes how consumers perceive and picture a product in relation to rival goods. It entails figuring out where your product will stand out in the

market, emphasising its special selling point and catering to the wants and wishes of your target market.

7.1.a. Some crucial actions to take into account while creating a product positioning strategy

1. **Understand your target audience:** Conduct thorough market research to gain a deep understanding of your target audience. Identify their demographics, preferences, needs, and pain points. This information will help you position your product in a way that resonates with them.
2. **Analyse competitors:** Evaluate your competitors' products and their positioning strategies. Identify gaps or areas where your product can differentiate itself from the competition. Determine your unique selling points (USPs) or key attributes that set your product apart.
3. **Define your value proposition:** Clearly articulate the value your product offers to customers. This value proposition should communicate the unique benefits and advantages of your product compared to alternatives in the market. Focus on what makes your product better, different, or more desirable.
4. **Determine your positioning strategy:** Based on your understanding of the target audience, competitors, and value proposition, choose a positioning strategy.

7.1.b. Common strategies include

- a. **Differentiation:** Highlight unique features, technology, or quality that make your product stand out from the competition.
- b. **Price:** Position your product as a low-cost or high-value option compared to competitors.
- c. **Usage/Application:** Focus on specific use cases or applications where your product excels.
- d. **Lifestyle/emotional appeal:** Associate your product with a particular lifestyle, values, or emotional benefits.
- e. **Niche market:** Target a specific segment of the market with specialised needs or preferences.

7.1.c. Craft your positioning statement: Develop a concise and compelling positioning statement that encapsulates your product's unique value proposition and differentiation. It should be memorable, easy to understand, and resonate with your target audience.

7.1.d. Align marketing messaging: Ensure consistent messaging across all marketing channels. Your positioning statement should be reflected in your brand messaging, advertising, website, social media content, and sales collateral. Use language, visuals, and storytelling techniques that reinforce the desired product positioning.

7.1.e. Monitor and adapt: Regularly evaluate the effectiveness of your product positioning strategy. Monitor customer feedback, market trends, and competitor activities. Stay agile and be willing to make adjustments as needed to stay relevant and address changing customer needs.

7.2 Target market segmentation

Remember that focusing your resources and efforts on the most promising consumer segments is made possible by efficient target market segmentation. You may create specialised marketing strategies that connect with your target audience and promote company growth by having a thorough awareness of the particular requirements and preferences of each group.

Target market segmentation is the process of separating a large market into more uniform, smaller segments based on traits, requirements, and behaviours that are similar. By breaking down your target market into distinct segments, you may more effectively identify and meet the unique needs of various customer demographics, resulting in more successful marketing campaigns and higher levels of client satisfaction.

7.2.a. When undertaking target market segmentation, keep the following important steps in mind:

11. **Conduct market research:** Gather data and insights about your overall market, including demographics, psychographics, geographic factors, and behavioral patterns. This information can be obtained through surveys, interviews, customer feedback, industry reports, and market research tools.
12. **Identify segmentation variables:** Determine the criteria or variables you will use to segment your target market. These variables can include age, gender, income, education, occupation, lifestyle, interests, values, purchasing behavior, and geographic location. Choose variables that are relevant to your product or service and align with your marketing objectives.
13. **Create segments:** Group customers into distinct segments based on the identified variables. Use statistical techniques, such as clustering or regression analysis, to identify common characteristics or patterns within the data. Aim for segments that are meaningful, measurable, accessible, and actionable.
14. **Develop segment profiles:** For each segment, create detailed profiles that describe the characteristics, preferences, and behaviors of the customers within that segment. Include information such as demographics, psychographics, purchasing behavior, motivations, pain points, and communication preferences. This will help you understand the unique needs and desires of each segment.
15. **Evaluate segment attractiveness:** Assess the potential value and attractiveness of each segment. Consider factors such as size, growth rate, profitability, competition, and fit with your company's capabilities and resources. Prioritise segments that offer the greatest opportunities for growth and align with your business objectives.
16. **Select target segments:** Based on the evaluation, choose one or more target segments to focus your marketing efforts on. These segments should align with your business goals and have the greatest

potential for success. It's essential to ensure that the chosen segments are distinct enough to warrant separate marketing strategies.

17. **Develop marketing strategies:** Tailor your marketing strategies and tactics to address the specific needs and preferences of each target segment. This includes developing relevant messaging, product positioning, pricing strategies, distribution channels, and promotional activities. Personalise your marketing efforts to resonate with each segment's unique characteristics.
18. **Monitor and refine:** Continuously track and Analyse the performance of your marketing activities for each segment. Monitor key metrics such as sales, customer satisfaction, and engagement levels. Adjust your strategies and tactics as needed to optimise results and better meet the evolving needs of your target segments.

7.3 Branding and packaging

Remember that for a cohesive and powerful brand image, branding and packaging should function together. A strong brand identity and smart, eye-catching packaging may raise the perceived value of your product, draw buyers in, and encourage brand loyalty.

When it comes to influencing consumer behaviour and influencing how people perceive a product or service, branding and packaging are extremely important.

7.3.1. Some essential branding and packaging considerations

7.3.1.a. Branding

1. **Brand identity:** Develop a strong brand identity that reflects the values, personality, and positioning of your product or service. This includes elements such as the brand name, logo, tagline, colors, typography, and overall visual style.
2. **Brand messaging:** Craft a compelling brand message that communicates the unique value proposition and resonates with your target audience. Clearly articulate what sets your brand apart from competitors and how it addresses customer needs and desires.
3. **Consistency:** Ensure consistent branding across all touchpoints, including packaging, website, social media, advertising, and customer interactions. Consistency builds brand recognition, fosters trust, and strengthens brand loyalty.
4. **Brand storytelling:** Use storytelling techniques to connect with your audience on an emotional level. Share your brand's history, mission, and the story behind your product or service. Engage customers through narratives that create an emotional connection and differentiate your brand.
5. **Brand experience:** Create a positive and memorable brand experience at every customer touchpoint. This includes elements such as customer service, packaging, website usability, and post-purchase interactions. Consistently delivering a

superior experience reinforces brand loyalty and advocacy.

7.3.1.b. Packaging

1. **Visual appeal:** Design packaging that grabs attention and stands out on the shelves. Consider the use of colors, typography, graphics, and imagery to create an appealing and visually cohesive package design. The packaging should align with your brand identity and convey the essence of your product.
2. **Functionality:** Packaging should be functional and practical, protecting the product and ensuring ease of use. Consider factors such as packaging materials, product safety, convenience, and sustainability. A well-designed package enhances the overall product experience and can differentiate your brand.
3. **Communication:** Use packaging as a communication tool to convey important information about the product. This includes product features, benefits, instructions, ingredients, and any relevant certifications. Clear and concise messaging helps customers make informed purchasing decisions.
4. **Brand consistency:** Ensure that the packaging design is consistent with your brand identity. Use brand elements, such as logos, colors, and typography, on the packaging to reinforce brand recognition and create a cohesive brand experience.
5. **Differentiation:** Consider how your packaging can differentiate your product from competitors. Explore innovative packaging formats, materials, or unique design elements that make your product stand out and create a lasting impression.
6. **Sustainability:** Address consumers' growing concerns about sustainability by incorporating eco-friendly packaging solutions. Explore options such as recyclable materials, minimal packaging, or biodegradable alternatives. Demonstrating a commitment to sustainability can enhance your brand's reputation and appeal to environmentally conscious consumers.

7.4 Pricing and promotion

Keep in mind that your price and promotion should complement your overall marketing plan and company objectives. Customers' attention, sales, and company expansion can be boosted by a thoughtful price plan and engaging promotional initiatives. In order to maximise outcomes and maintain market competitiveness, you need constantly review and assess your pricing and promotion activities.

Pricing and promotion are essential components of a marketing plan that have a direct bearing on a product's marketability.

7.4.a. Considerations for pricing and advertising include the following:

7.4.a.1. Pricing

1. **Cost analysis:** Understand the costs associated with producing and delivering your product or service. Consider factors such as raw materials, production expenses, overhead costs, and distribution expenses. Conduct a thorough cost analysis to determine the minimum price required to cover costs and generate a profit.
2. **Value-based pricing:** Assess the value your product or service provides to customers. Determine how your offering meets their needs, solves their problems, or fulfills their desires. Price your product based on the perceived value it delivers, rather than simply relying on cost-based pricing. Customers are often willing to pay more for products they perceive as valuable.
3. **Competitive analysis:** Research and analyse the pricing strategies of your competitors. Consider factors such as their pricing levels, discounts, bundling, and promotions. Determine how your pricing compares to the competition and whether you want to position your product as a premium, mid-range, or budget option.
4. **Pricing strategy:** Select a pricing strategy that aligns with your business objectives and target market.

7.4.a.2. Common strategies include

- a. **Cost-Plus pricing:** Add a markup to your production costs to determine the final price.
- b. **Penetration pricing:** Set an initially low price to gain market share and attract customers.
- c. **Skimming pricing:** Start with a high price and gradually lower it over time.
- d. **Value-Based pricing:** Price your product based on the perceived value it offers to customers.
- e. **Psychological pricing:** Set prices that leverage psychological factors, such as \$9.99 instead of \$10.

7.4.b. Pricing flexibility: Consider offering different pricing options to cater to different customer segments or purchase behaviors. This can include tiered pricing, subscription models, or customisation options. Provide customers with flexibility while maximising revenue for your business.

7.4.c. Promotion

1. **Promotion objectives:** Define clear promotional objectives aligned with your marketing goals. Examples include increasing brand awareness, driving sales, generating leads, or promoting a new product or service. Clear objectives will guide your promotional strategies and tactics.
2. **Target audience:** Identify your target audience and understand their preferences, behaviors, and communication channels. Determine the most effective ways to reach and engage with them.

Tailor your promotional messages to resonate with their needs and desires.

3. **Integrated marketing communication (IMC):** Develop an integrated approach to promotion by leveraging multiple channels and tactics. This can include advertising, public relations, content marketing, social media, email marketing, influencer partnerships, events, and more. Ensure consistency in messaging and branding across all channels.
4. **Creative and compelling messaging:** Craft engaging and persuasive messages that communicate the value and benefits of your product or service. Highlight key features, unique selling points, and how it solves customers' problems or meets their needs. Use compelling visuals and storytelling techniques to capture attention and create an emotional connection.
5. **Promotional mix:** Determine the mix of promotional tactics that will best reach and resonate with your target audience. This can include a combination of online and offline activities. Consider the timing, frequency, and duration of promotions to maximise impact and create a sense of urgency.
6. **Measurement and evaluation:** Establish metrics to measure the effectiveness of your promotional activities. Track key performance indicators (KPIs) such as website traffic, conversion rates, sales, customer engagement, and ROI. Analyse the data to evaluate the success of your promotions and make data-driven adjustments for future campaigns.
7. **Promotional partnerships:** Collaborate with complementary businesses or influencers to expand your reach and tap into new audiences. Consider joint promotions, co-branded campaigns, or influencer endorsements to increase visibility and credibility.

7.5 Distribution channels

It's important to keep in mind that selecting the appropriate distribution channels necessitates a solid grasp of your target market, a careful evaluation of your possibilities, and a planned strategy to guarantee that your goods or services are delivered to clients successfully and efficiently.

Distribution channels are the routes used by goods or services as they travel from the producer to the final customer. To effectively reach and deliver your offerings to the target market, you must select the appropriate distribution channels.

7.5.1. Some factors to take into account while choosing distribution channels:

1. **Understand customer preferences:** Gain a deep understanding of your target audience's buying habits, preferences, and expectations. Determine how and where they prefer to purchase products or services. This will help you identify the most appropriate distribution

channels to reach and engage with your customers effectively.

2. Types of distribution channels

2.1. There are several types of distribution channels to consider

- a. **Direct distribution:** Selling products or services directly to customers without intermediaries. This can include selling through your own physical stores, e-commerce websites, or direct sales representatives.
- b. **Indirect distribution:** Involves intermediaries or third parties in the distribution process. Examples include wholesalers, distributors, retailers, agents, and resellers.
- c. **Online distribution:** Leveraging e-commerce platforms, online marketplaces, or your own website to sell products directly to customers.
- d. **Offline distribution:** Utilising brick-and-mortar stores, showrooms, or physical locations to sell products.
- e. **Hybrid distribution:** Combining multiple distribution channels to reach different customer segments or accommodate diverse purchasing preferences.

3. Channel considerations: when evaluating distribution channels, consider factors such as

- a. **Reach and coverage:** Assess the channel's ability to reach your target market geographically and demographically.
- b. **Control and branding:** Consider the level of control you want to maintain over the customer experience and brand messaging. Direct distribution channels provide more control, while indirect channels involve intermediaries who represent your brand.
- c. **Logistics and fulfillment:** Evaluate the channel's capabilities in terms of storage, shipping, order fulfillment, and customer service.
- d. **Cost and margins:** Assess the costs associated with each distribution channel, including fees, commissions, and logistics expenses. Evaluate the profit margins that can be achieved through each channel.
- e. **Competition:** Consider how competitors in your industry distribute their products or services. Evaluate their channel strategies and identify opportunities for differentiation or competitive advantage.
4. **Channel partnerships and relationships:** Develop strong relationships with channel partners to ensure mutual success. Nurture partnerships with distributors, retailers, or resellers who align with your brand values and have a strong presence in your target market. Collaborate on marketing efforts, promotions, and training programs to enhance the visibility and sales of your products.
5. **Adaptability and scalability:** Consider the scalability and adaptability of your distribution channels as your business grows. Evaluate whether the chosen channels can accommodate increased demand, expansion into new markets, or changes in customer preferences.

6. Continuous evaluation: Regularly monitor and evaluate the performance of your distribution channels. Assess key metrics such as sales volume, customer feedback, channel effectiveness, and profitability. Adjust your distribution strategy as needed to optimise results and align with evolving market dynamics.

8. Recommendations

8.1 Market entry strategy

Always keep in mind that a solid market entry plan necessitates a thorough knowledge of the target market, competitive environment, and regional dynamics. It should be in line with your professional goals and skills while taking into account the particulars of the industry you intend to enter.

A market entry strategy describes the strategy and plan for introducing your good or service to a new market. In order to minimise risks and maximise opportunities, thorough analysis, planning, and decision-making are required.

8.1.a. Developing a market entry strategy should take into account the following factors

1. Market research: Conduct comprehensive market research to understand the target market's size, growth potential, competitive landscape, customer needs, preferences, and regulatory environment. Evaluate market trends, customer behaviors, and any cultural or socio-economic factors that may impact your entry strategy.

2. Target market selection: Identify the most attractive target market(s) based on your research. Consider factors such as market size, growth rate, competition, customer demand, purchasing power, and fit with your product or service. Prioritise markets that align with your business objectives and offer the greatest potential for success.

3. Entry mode selection

3.a. Determine the most suitable entry mode for your target market. Common entry modes include

- **Exporting:** Selling products or services from your home country and shipping them to the target market.
- **Licensing:** Granting licenses to local partners to produce or sell your products or services in the target market.
- **Joint ventures:** Forming partnerships with local companies to establish a shared entity that operates in the target market.
- **Franchising:** Expanding through franchising by granting franchise licenses to local operators.
- **Direct investment:** Setting up wholly-owned subsidiaries or acquiring existing companies in the target market. The choice of entry mode depends on factors such as market characteristics, industry regulations, cultural considerations, resource availability, and risk tolerance.

4. Competitive analysis: Evaluate the competitive landscape in the target market. Identify key competitors, their market share, strengths, weaknesses, pricing strategies, and distribution channels. Assess how your product or service can differentiate and position itself in the market.

5. Pricing and positioning strategy: Determine your pricing strategy based on factors such as production costs, competitor pricing, customer perceptions, and market demand. Develop a positioning strategy that highlights your unique value proposition and differentiates your product or service from competitors.

6. Marketing and distribution: Plan your marketing and distribution strategies to effectively reach and engage your target market. Determine the most appropriate channels, such as e-commerce, retail partnerships, direct sales, or distribution networks. Develop marketing campaigns and messages that resonate with the local audience and consider cultural nuances.

7. Legal and regulatory considerations: Understand and comply with the legal and regulatory requirements of the target market. Research local laws, intellectual property rights, licensing, permits, and any industry-specific regulations that may impact your market entry.

8. Resource allocation and partnerships: Assess the resources, capabilities, and expertise required for successful market entry. Determine whether you need to invest in additional resources, hire local talent, or establish partnerships with local companies to navigate the market effectively.

9. Risk assessment and contingency planning: Identify potential risks and challenges associated with market entry, such as political instability, economic volatility, cultural barriers, or legal risks. Develop contingency plans to mitigate these risks and ensure flexibility in adapting to unforeseen circumstances.

10. Execution and evaluation: Implement your market entry strategy and monitor its effectiveness. Continuously evaluate key performance indicators (KPIs), such as sales, market share, customer feedback, and profitability. Make adjustments as necessary to optimise results and drive long-term success.

8.2 Competitive advantage

It's critical to remember that competitive advantage is dynamic and subject to erosion over time. Long-term competitive advantage requires constant market analysis, financial support for R&D, attention to consumer needs, and flexibility in response to changing conditions.

The term "competitive advantage" refers to the distinctive traits, advantages, or benefits that distinguish a company from its rivals and enable it to outperform them in the marketplace. Customers select one company's goods or services over others for this reason.

a. The following are some essential elements that support competitive advantage:

5. **Differentiation:** Offering unique features, functionalities, or attributes that distinguish your products or services from those of your competitors. Differentiation can be based on quality, design, technology, innovation, customisation, or superior customer service. It creates perceived value and makes your offerings stand out in the market.
6. **Cost leadership:** Providing products or services at a lower cost than competitors while maintaining acceptable quality levels. Cost advantages can result from economies of scale, operational efficiencies, superior supply chain management, or access to low-cost resources. Cost leadership allows you to offer competitive pricing or higher profit margins.
7. **Brand and reputation:** Building a strong brand image and reputation that is highly regarded and trusted by customers. A positive brand perception can drive customer loyalty, repeat purchases, and word-of-mouth referrals. Brand equity and reputation take time to develop but can be powerful sources of competitive advantage.
8. **Customer focus:** Deeply understanding customer needs, preferences, and pain points, and consistently delivering superior customer experiences. By providing exceptional value and addressing customer challenges, you can build strong relationships and customer loyalty, making it difficult for competitors to replicate.
9. **Innovation and R&D:** Continuously investing in research and development (R&D) to develop new products, technologies, or solutions. Innovation can lead to breakthroughs, improved performance, enhanced features, or cost savings. Being at the forefront of innovation helps create barriers to entry and keeps competitors at bay.
10. **Intellectual property:** Owning patents, copyrights, trademarks, or trade secrets that provide legal protection and exclusivity for your products or services. Intellectual property rights can prevent competitors from copying or replicating your offerings, giving you a competitive edge.
11. **Supply chain and distribution:** Having a well-established and efficient supply chain and distribution network. Strong relationships with suppliers, strategic partnerships, or proprietary logistics systems can reduce costs, improve speed to market, and enhance customer satisfaction.
12. **Market expertise:** Deep knowledge and understanding of the target market, including customer behaviors, trends, regulations, or cultural nuances. Market expertise allows you to tailor your offerings and marketing strategies to better meet customer needs and gain a competitive advantage.
13. **Operational excellence:** Streamlining internal processes, optimising efficiency, and reducing costs throughout the organisation. Operational excellence improves productivity, quality, delivery times, and

customer satisfaction, giving you a competitive edge.

14. **Talent and human resources:** Attracting and retaining top talent, fostering a culture of innovation and customer-centricity, and building a skilled and motivated workforce. Exceptional employees can drive competitive advantage through their expertise, creativity, and dedication.

8.3 Product differentiation

A thorough awareness of your target market, competitors, and customer needs is essential for effective product differentiation. Keep an eye on the market constantly, get client feedback, and stay imaginative to spot fresh prospects for difference and keep your advantage over the competition.

Product differentiation is the process of setting a product or service apart from those offered by rivals in the marketplace. It entails developing distinctive qualities, advantages, or aspects that distinguish your product and draw buyers in.

a. Several effective tactics for product differentiation are listed below

1. **Unique features and functionality:** Develop distinctive features or functionalities that are not available in competing products. This could include innovative technology, proprietary algorithms, advanced materials, or unique design elements. Highlight these unique aspects to attract customers who value these specific features.
2. **Quality and reliability:** Emphasise superior quality, durability, and reliability compared to competitors. Invest in product testing, quality control, and manufacturing processes that ensure consistent performance. Delivering a high-quality product builds trust and customer loyalty.
3. **Design and aesthetics:** Create visually appealing product designs that are aesthetically pleasing and resonate with your target audience. A well-designed product can differentiate your brand and evoke positive emotions, enhancing its perceived value.
4. **Customisation and personalisation:** Offer options for customisation or personalisation that allow customers to tailor the product to their individual preferences. This could include color choices, size variations, or optional features. Providing a personalised experience can strengthen customer engagement and loyalty.
5. **Superior performance:** Demonstrate how your product outperforms competitors in terms of speed, efficiency, accuracy, or effectiveness. Highlight key performance metrics and provide evidence, such as case studies, testimonials, or data, to support your claims.
6. **Exceptional customer service:** Differentiate through outstanding customer service and support. Provide responsive, knowledgeable, and personalised assistance before, during, and after the

sale. Exceptional service can create a positive customer experience and set your product apart.

7. **Brand reputation and trust:** Build a strong brand reputation and trust by consistently delivering on your promises and exceeding customer expectations. Establishing a positive perception of your brand can differentiate your product from competitors and influence purchasing decisions.
8. **Sustainability and social responsibility:** Address growing consumer concerns about sustainability and social responsibility. Highlight eco-friendly manufacturing processes, ethical sourcing, fair trade practices, or contributions to social causes. Meeting these values-driven expectations can give your product a unique selling point.
9. **Packaging and presentation:** Design packaging that stands out and communicates your product's unique value proposition effectively. Use visuals, messaging, and materials that align with your brand and appeal to your target audience. Packaging can enhance the overall product experience and differentiate it on the store shelves.
10. **Pricing and value proposition:** Position your product with a compelling value proposition that justifies its price. Communicate how your product offers more value, benefits, or cost savings compared to alternatives. Differentiate based on the unique advantages that customers gain from choosing your product.

8.4 Marketing and advertising campaigns

Always keep in mind that a successful marketing and advertising strategy demands meticulous planning, originality, and a thorough understanding of your target demographic. You can accomplish your campaign objectives and promote company growth by distributing a captivating message through the appropriate channels, engaging consumers, and continuously improving performance.

Strategic efforts, such as marketing and advertising campaigns, are used to publicise a good, service, or brand and increase sales. For the purpose of delivering a consistent message and achieving certain goals, these campaigns often incorporate a number of coordinated marketing actions across numerous platforms.

a. Key actions to creating successful marketing and advertising campaigns are listed below:

1. **Set clear campaign objectives:** Define specific, measurable, achievable, relevant, and time-bound (SMART) objectives for your campaign. These could include increasing brand awareness, generating leads, driving sales, boosting website traffic, or improving customer engagement. Clear objectives provide direction and help evaluate the success of the campaign.
2. **Define target audience:** Identify your target audience or buyer persona for the campaign. Understand their demographics, interests, behaviors,

needs, and pain points. Tailor your messaging and creative elements to resonate with their preferences and motivations.

3. **Develop a compelling message:** Craft a persuasive and engaging campaign message that communicates the unique value proposition and benefits of your product or service. Focus on addressing customer needs, pain points, or desires. Ensure the message is clear, concise, and aligned with your brand identity.
4. **Choose the right channels:** Determine the most effective marketing channels to reach your target audience. This can include a mix of online and offline channels such as social media, email marketing, content marketing, search engine marketing (SEM), display advertising, print media, TV, radio, events, and influencer marketing. Align your channel selection with your audience's behavior and preferences.
5. **Creative content and design:** Develop creative and visually appealing content that captures attention and engages the target audience. This includes designing compelling visuals, writing persuasive copy, and creating multimedia assets such as videos, infographics, or interactive content. Ensure consistency in branding and messaging across all creative elements.
6. **Plan campaign timeline:** Establish a timeline for the campaign, including key milestones, launch dates, and duration. Consider factors such as seasonality, holidays, or industry events that may impact the timing and relevance of your campaign. Create a detailed schedule to manage resources and ensure timely execution.
7. **Implement and execute:** Deploy your campaign across chosen channels and execute the planned activities. Monitor and manage the campaign closely, ensuring all elements are delivered as scheduled. Utilise marketing automation tools, project management software, or collaborative platforms to streamline execution and optimise efficiency.
8. **Monitor, measure, and optimise:** Continuously track and measure the performance of your campaign. Monitor key metrics such as reach, impressions, click-through rates, conversions, sales, or engagement. Use analytics tools to gain insights into the effectiveness of different channels and creative elements. Make data-driven adjustments to optimise the campaign's performance.
9. **Engage and interact:** Actively engage with your audience during the campaign. Respond to comments, inquiries, or feedback promptly and authentically. Encourage user-generated content, social sharing, or participation in interactive campaigns. Foster a sense of community and connection with your target audience.
10. **Evaluate and learn:** Once the campaign concludes, evaluate its overall success against the predefined objectives. Analyse the data, including campaign performance, customer feedback, and ROI. Identify

strengths, weaknesses, lessons learned, and areas for improvement. Use these insights to inform future marketing campaigns and refine your strategies.

8.5 Future growth opportunities

Keep in mind that finding chances for future growth necessitates a forward-looking strategy, market analysis, and strategic thinking. In order to adapt and take advantage of growth possibilities as they present themselves, it's critical to continually monitor market trends, consumer needs, and competitor dynamics.

a. To stay competitive and promote long-term success, firms must identify prospects for future growth.

b. The following are some potential directions for future development

1. **New markets:** Consider expanding into new geographic markets or untapped customer segments. Conduct market research to identify regions or demographics with growth potential and align your offerings to meet their specific needs.
2. **Product or service innovation:** Invest in research and development (R&D) to innovate and introduce new products, features, or services. Identify emerging trends, customer demands, or technological advancements that can create opportunities for growth and competitive advantage.
3. **Digital transformation:** Embrace digital technologies and leverage them to transform your business processes, operations, and customer experiences. Explore opportunities in e-commerce, mobile apps, digital marketing, data analytics, automation, or artificial intelligence to enhance efficiency, reach, and customer engagement.
4. **Strategic partnerships and alliances:** Seek collaborations with complementary businesses or strategic partners. Joint ventures, alliances, or partnerships can provide access to new markets, distribution channels, technologies, or resources. Explore opportunities for mutual growth through shared expertise and customer bases.
5. **Customer experience enhancement:** Focus on delivering exceptional customer experiences at every touchpoint. Invest in improving customer service, personalisation, convenience, and post-purchase support. Building customer loyalty and advocacy can lead to repeat business and positive word-of-mouth referrals.
6. **Sustainability and social responsibility:** Respond to growing consumer demand for environmentally friendly and socially responsible practices. Incorporate sustainable initiatives, green products, ethical sourcing, or social impact programs into your business strategy. This can attract conscious consumers and create a competitive edge.
7. **Diversification:** Explore opportunities to diversify your product or service offerings. Identify related or adjacent markets where your capabilities can be applied. This can reduce dependence on a single

market or product category and create new revenue streams.

8. International expansion: Consider expanding your business internationally. Evaluate global markets, cultural considerations, regulatory environments, and local partnerships to successfully enter new countries or regions. Tailor your offerings to meet local needs and preferences.

9. Data-driven decision making: Leverage data analytics and insights to make informed business decisions. Analyse customer behaviour, market trends, and performance metrics to identify opportunities for optimisation and growth. Use predictive analytics to anticipate customer needs and stay ahead of the competition.

10. Continuous improvement and innovation: Foster a culture of continuous improvement and innovation within your organisation. Encourage employees to contribute ideas, experiment, and embrace a growth mindset. Regularly evaluate and refine your business processes, strategies, and offerings to stay relevant in a dynamic market.

9. Comparison Study Data

A data study involving the scientific information in comparison with the marketed preparations was done to include the.

9.1. SWOT analysis to measure its strength over the marketed preparations so as to evaluate the market reputation and branding.

10. RESULT AND DISCUSSION

10.1. Survey data

10.1.a. Survey data analysis

10.1.a.1. Statistical measure and calculations methodologies and study.^[2]

Calculation methodologies was obtained from the book of statistics and the calculation were calculated using same methods.

10.1.a.2. Statistical measures

Age of males surveyed who use shampoo

23+25+21+24+25+34+40+32+22+30+20+35+22+25+20+19+22+23+22+22+56+40+39+23+25+20+19+32.

Positional order: 19, 19, 20, 20, 20, 21, 22, 22, 22, 22, 22, 23, 23, 23, 24, 25, 25, 25, 25, 30, 32, 32, 34, 35, 39, 40, 40, 56.

Mean $\approx$ 29.00,

The mean age of males surveyed who use shampoo is approximately 29.00.

The mode of the ages of males surveyed who use shampoo is 22; with frequency of 5.

The median age of males surveyed who use shampoo is 23.

To summarise

Mean: Approximately 29.00,

Mode: 22,

Median: 23. (14th position in this case).

Age of females surveyed who use shampoo

21+23+22+38+25+21+38+40+25+21+21+19+21+25+40+30+30+40+32+36+39+23+23+19+24+25+24+22+21+33+20+19+23+35+23+23+20+19+23+20+19+29+35+34+22+22+65+21+27+22+23+28+21+35+20+23+23+22+23+23+26+27+28+31+24.

Positional order: 19, 19, 19, 20, 20, 20, 21, 21, 21, 21, 21, 21, 22, 22, 22, 22, 22, 22, 23, 23, 23, 23, 23, 23, 23, 23, 24, 24, 24, 25, 25, 25, 25, 26, 27, 27, 28, 28, 29, 30, 30, 31, 32, 33, 34, 35, 35, 36, 38, 38, 39, 40, 40, 40, 65.

Mean $\approx$ 28.53,

The mode of the ages of females surveyed who use shampoo is 23; with a frequency of 9.

Median = 23.

To summarise

Mean: Approximately 28.53,

Mode: 23,

Median: 23. (30th position in this case).

Age of children surveyed who use shampoo

15+16+17+17+17+17.

Positional order: 15, 16, 17, 17, 17, 17.

The mean age of males surveyed who use shampoo is 16.5.

The mode of the ages of males surveyed who use shampoo is 17; with a frequency of 4.

The median age of males surveyed who use shampoo is 17.

To summarise

Mean: 16.5

Mode: 17

Median: 17. (3rd and 4th position in this case).

Through the statistical evaluation of the survey data, it was found that:

1. The number of males surveyed who use regular shampoo: 28.
2. The number of females surveyed who use regular shampoo: 65.
3. The number of children surveyed who use regular shampoo: 6.

65 is the highest value, the mode for the data obtained through survey, the median is 28 and the mean based on the given data is 33.

The calculation of probability of purchase**According to the data obtained through survey**

1. The number of males surveyed who use regular shampoo: 28

2. The number of females surveyed who use regular shampoo: 65
3. The number of children surveyed who use regular shampoo: 6

The probability of sales for regular shampoo use; be as such

- 28 (males) + 65 (females) + 6 (children) = 99.

Therefore, the total number of respondents who meet the criteria were 99.

So, the **probability of sales** = 1.

Thus, the probability of sales based on the given criteria is 1, which means that all the surveyed individuals who use regular shampoo are likely to make a purchase.

Hypothesis of sales = 1 from the survey data. If the hypothesis of sales increased by order or requirement then same is indicative in the generating of profit.

The hypothesis of sales based on the given criteria is 1, indicating that all the surveyed individuals who use regular shampoo are likely to make a purchase.

So, in case of the significant deviation of 50% of sales failing based on the obtained data, we need to determine the number of sales that would fall under the 50% threshold.

So, the significant deviation for 50% of sales failing would be 49.5 and significantly at the same rate of addition or subtraction of rate in the order.

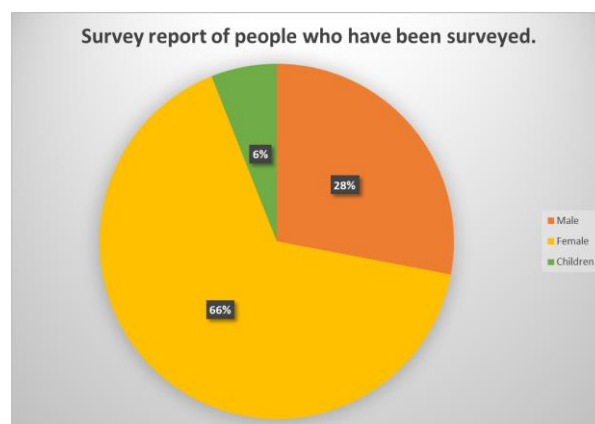
11. The total number of consumers included from the obtained data were graphically represented as**11.a. Supporting charts and figures**

Figure 4: Survey report of people who have been surveyed: 28% males, 66% Females, and 6% Children.



Figure 5: Regular use of shampoo: Male value: 26. Female value: 65. Children value: 6. Comprised of 27%, 67% and, 6%.



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Figure 6: SWOT analysis points in details conducted or observed for shampoo marketing.

12. Comparison study data

A comparison data included a large size sampling of about usage of 100 pouches of each shampoo to get the specific results of all of which in a as comparison to get comparison report.

12.a. Comparison data was done between

- Loreal Paris Shampoo.
- Tresemme Shampoo.
- Head & Shoulders Shampoo.
- Sunsilk Shampoo.
- Dove Shampoo.
- Indulekha Shampoo.
- Vatika Shampoo.
- Laboratory prepared herbal shampoo.

12.b. Specific gravity: Table 1

Loreal Paris Shampoo.	0.98 g/mL.
Tresemme Shampoo.	1.35 g/mL.
Head & Shoulders Shampoo.	0.81 g/mL.
Sunsilk Shampoo.	0.92 g/mL.
Dove Shampoo.	1.54 g/mL.
Indulekha Shampoo.	1.300g/mL.
Vatika Shampoo.	1.18 g/mL.
Laboratory prepared herbal shampoo.	0.44/mL.

12.c. The central tendency measures for the given data are

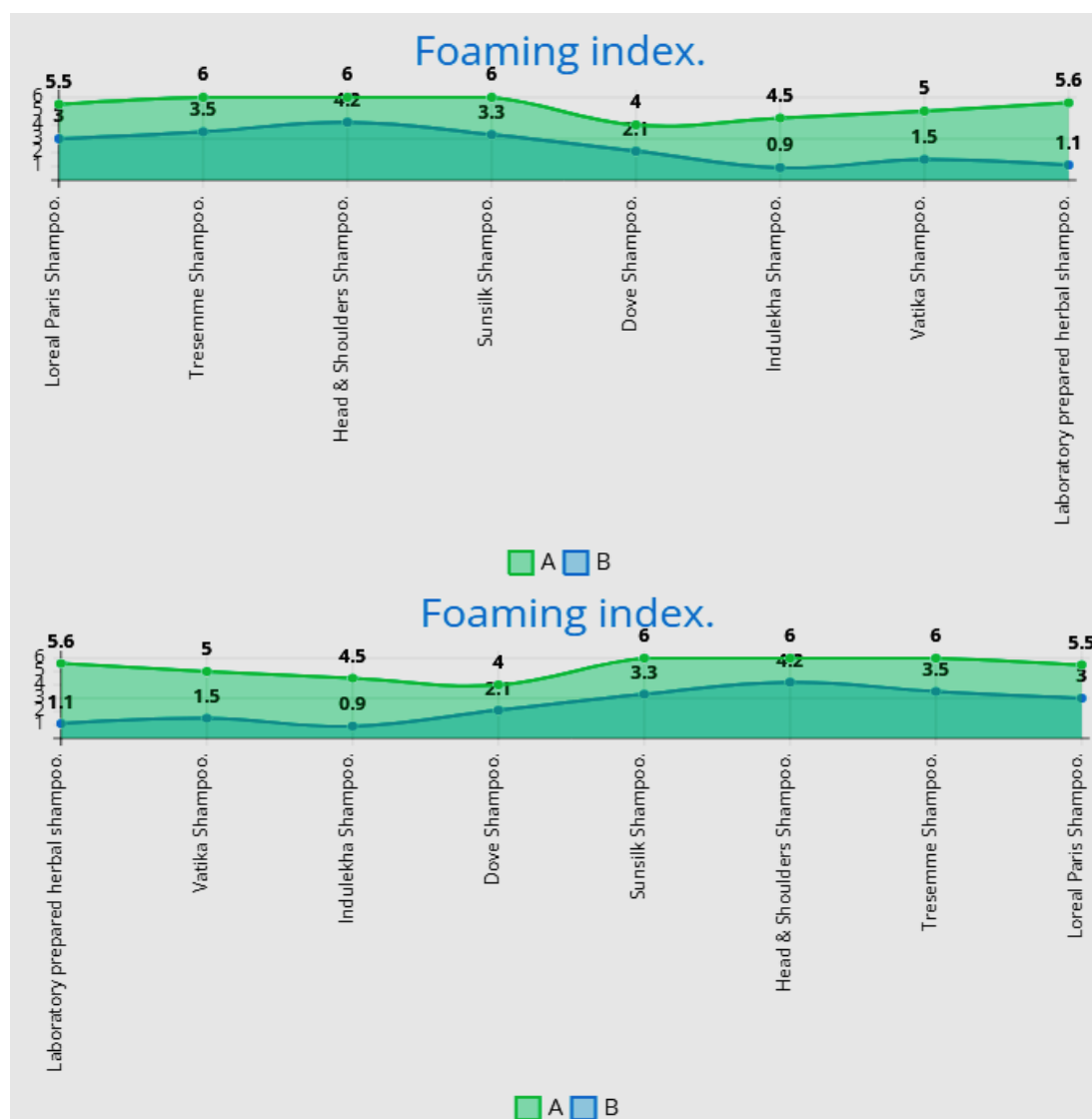
Mean: 1.065 g/mL. **Median:** 1.08 g/mL.

Mode: None. (No mode was observed or the mode is absent in the present data.). Observing the mean of the shampoos the laboratory prepared shampoo has less of the specific gravity in comparison to other however it does not affect the preparation and its quality.

1. Specific Gravity:
2. Foaming Index:
3. Loreal Paris Shampoo
4. 0.98 g/mL
5. Tresemme Shampoo
6. 1.35 g/mL
7. Head & Shoulders Shampoo
8. 0.81 g/mL
9. Sunsilk Shampoo
10. 0.92 g/mL
11. Dove Shampoo
12. 1.54 g/mL
13. Indulekha Shampoo
14. 1.300g/mL
15. Vatika Shampoo
16. 1.18 g/mL
17. Herbal Reetha Shampoo
18. 0.44/mL

12.d. Foaming index: Table 2:

Side A: Foaming index in soft water.			Side B: Foaming index in hard water.		
I.	Loreal Paris Shampoo.	5.5cm.	I.	Loreal Paris Shampoo.	3 cm.
II.	Tresemme Shampoo.	6 cm.	II.	Tresemme Shampoo.	3.5 cm.
III.	Head & Shoulders Shampoo.	6 cm.	III.	Head & Shoulders Shampoo.	4.2 cm.
IV.	Sunsilk Shampoo.	6 cm.	IV.	Sunsilk Shampoo.	3.3 cm.
V.	Dove Shampoo.	4 cm.	V.	Dove Shampoo.	2.1 cm.
VI.	Indulekha Shampoo.	4.5cm.	VI.	Indulekha Shampoo.	0.90cm.
VII.	Vatika Shampoo.	5 cm.	VII.	Vatika Shampoo.	1.5 cm.
VIII.	Laboratory prepared herbal shampoo.	5.6cm.	VIII.	Laboratory prepared herbal shampoo.	1.1 cm.



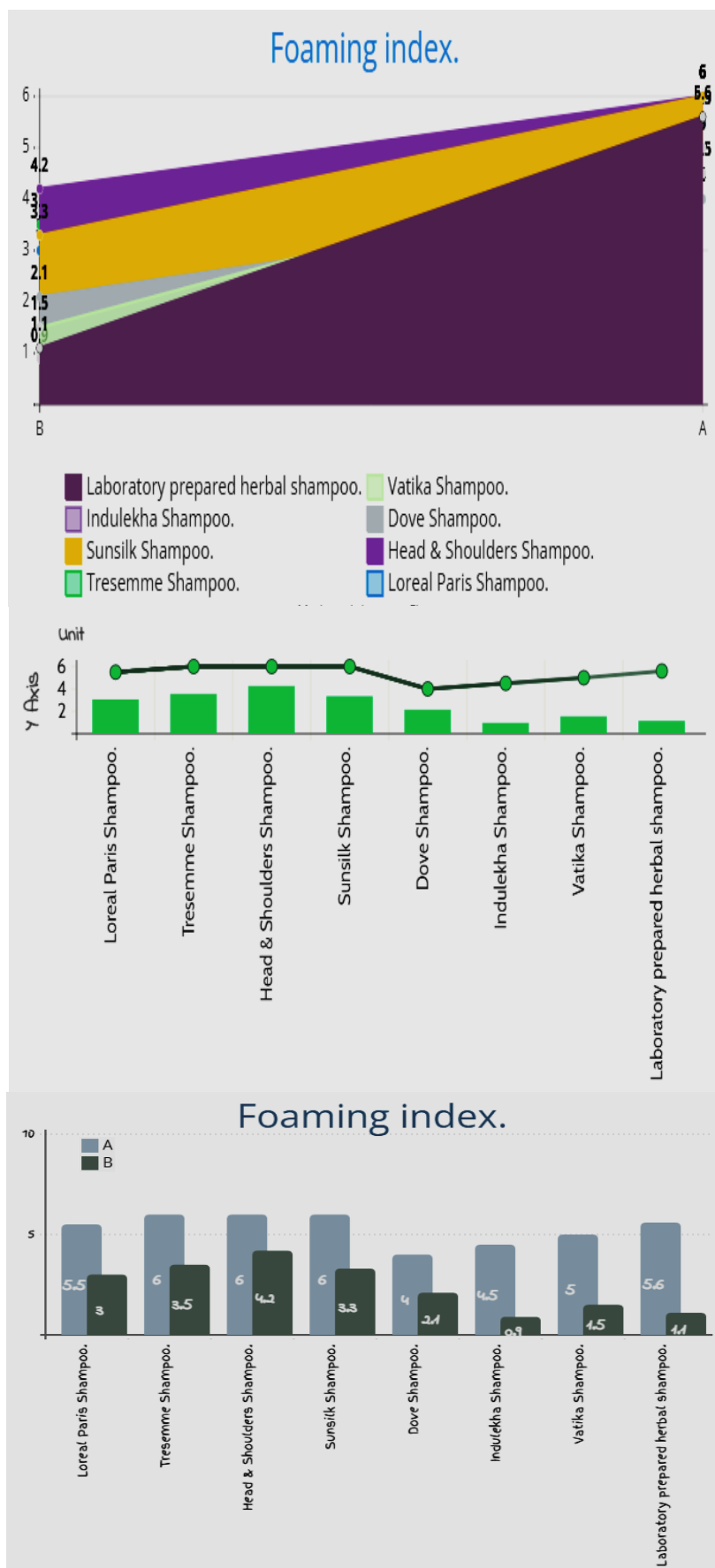


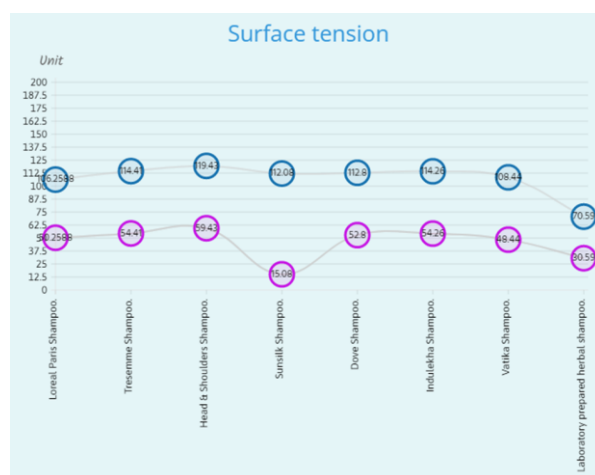
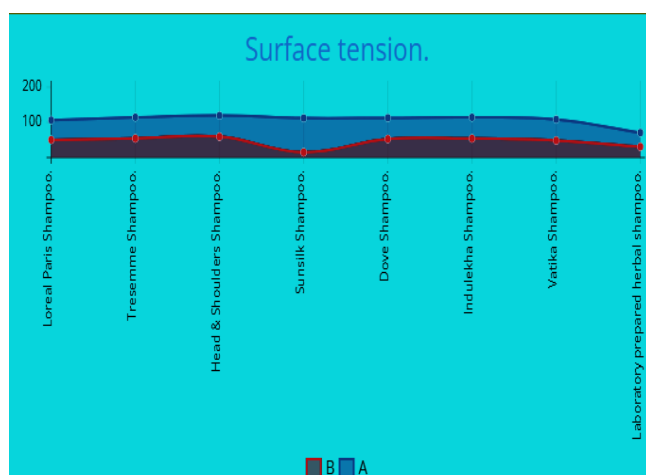
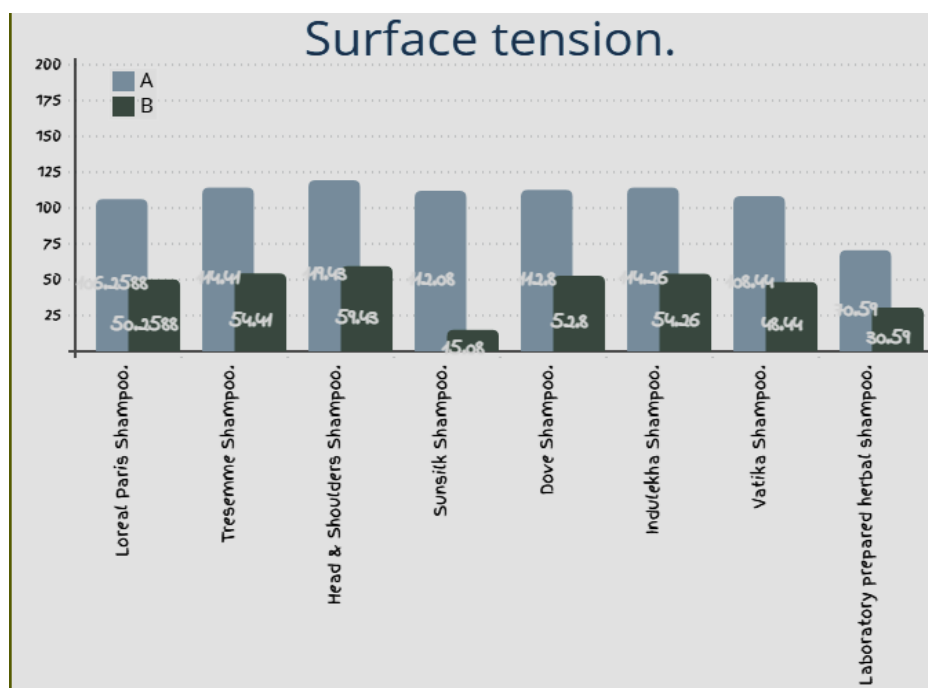
Figure 7: Foaming index. Various interpretation patterns and charts to understand. Side A: Foaming index in soft water. Side B: Foaming index in Hard water.

The central tendency measures for the given data are
Mean: 5.325 cm. **Median:** 5.55 cm. **Mode:** 6 cm.

In comparative data analysis and looking at the central tendency it is quite sure that the laboratory prepared herbal shampoo passes the test.

12.e. Surface tension: Table 3:

Side A: Surface tension in soft water.			Side B: Surface tension in hard water.		
I.	Loreal Paris Shampoo.	106.2588 dynes/cm.	I.	Loreal Paris Shampoo.	50.2588 dynes/cm.
II.	Tresemme Shampoo.	114.41 dynes/cm.	II.	Tresemme Shampoo.	54.41 dynes/cm.
III.	Head & Shoulders Shampoo.	119.43 dynes/cm.	III.	Head & Shoulders Shampoo.	59.43 dynes/cm.
IV.	Sunsilk Shampoo.	112.08 dynes/cm.	IV.	Sunsilk Shampoo.	15.08 dynes/cm.
V.	Dove Shampoo.	112.80 dynes/cm.	V.	Dove Shampoo.	52.80 dynes/cm.
VI.	Indulekha Shampoo.	114.26 dynes/cm.	VI.	Indulekha Shampoo.	54.26 dynes/cm.
VII.	Vatika Shampoo.	108.44 dynes/cm.	VII.	Vatika Shampoo.	48.44 dynes/cm.
VIII.	Laboratory prepared herbal shampoo.	70.59 dynes/cm.	VIII.	Laboratory prepared herbal shampoo.	30.59 dynes/cm.





12.f. The central tendency measures for the given data are

The observed values for surface tension were found to be and the mean is 107.285 dynes/cm which is < than that of the laboratory prepared shampoo i.e., of about 70.59 dynes/cm.

Mean: 107.285 dynes/cm.

Median: 112.44 dynes/cm.

Mode: None.

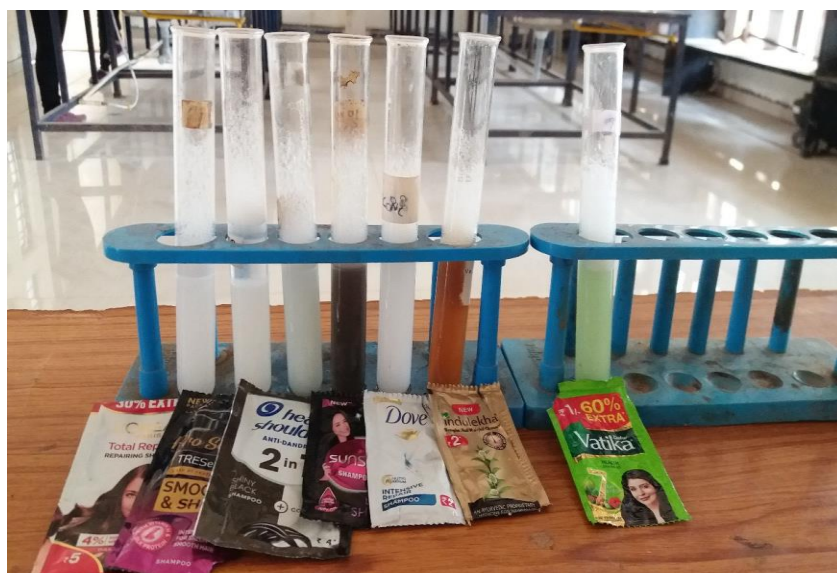






Figure 9: Laboratory experimental images and laboratory data.

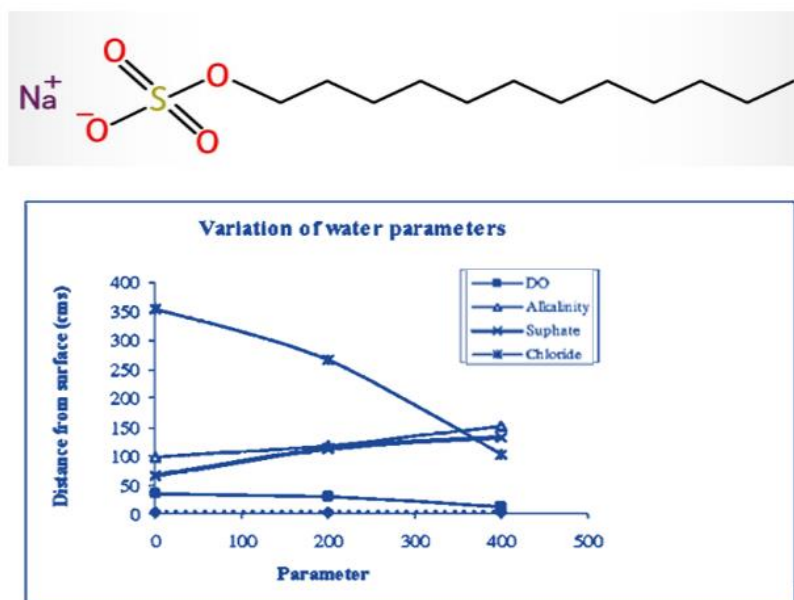


Figure 10: Shampoo with different sources of water and the shampoo capacity to work.

12.g. Determination of alkyl sulphates value of sodium of shampoo as: $\text{C}_{12}\text{H}_{25}\text{OSO}_3\text{Na}$; were done as per the process in the A.H. Beckett for the Analytical chemistry; using dimidium bromide sulphan blue laboratory dilution of 50% or varying strength, and with the extracted chloroform of the shampoo mixture with end point in the layers vigorously separated of each with the pink or pinkish layer coloured changed to greyish to coloured blue in the chloroform layering was the supporting data visualised on the titration for the determination, also can

be done using Colorimetric quantitation or HPLC. Here a simple handy laboratory titration method was done to obtain results that were calculated on the basis of observation in comparison for the synthetic surfactant and of about 0.004 M Benzethonium chloride. Were each of the 0.001154 g of $\text{C}_{12}\text{H}_{25}\text{OSO}_3\text{Na} \approx 1 \text{ ml } 0.004\text{m}$ benzethonium chloride.^[4]

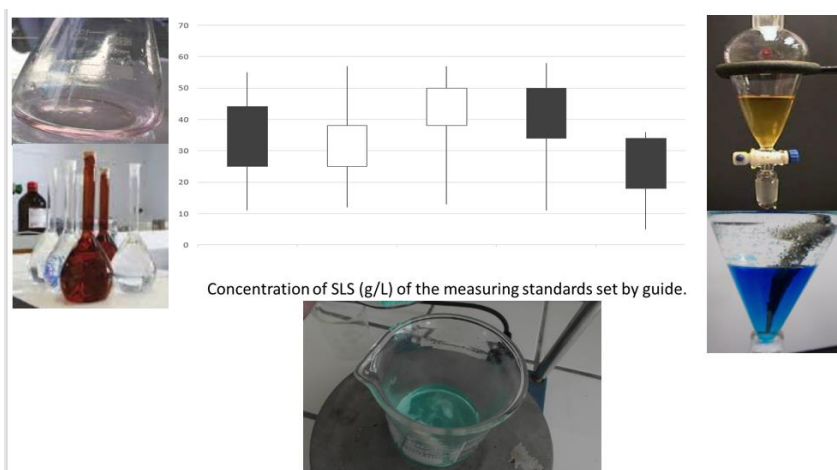


Figure 11: Determination of alkyl sulphates value of sodium of shampoo as: $\text{C}_{12}\text{H}_{25}\text{OSO}_3\text{Na}$.

Table 4: Determination of alkyl sulphates value of sodium of shampoo as: $\text{C}_{12}\text{H}_{25}\text{OSO}_3\text{Na}$, as synthetic detergent. Found or estimated graphically for; shampoo 1, 2, 3, 4, 5.

Sr. no.	% of shampoo alkyl sulphates: $\text{C}_{12}\text{H}_{25}\text{OSO}_3\text{Na}$.
1.	45
2.	38
3.	50
4.	50
5.	35

12.h. Determination of caffeine and codeine in the shampoo.

Most of the mixed brand and adulterated or spurious market has substituents of shampoo mixed with caffeine to make the person feel good also with the codeine as codeine phosphate in the shampoo. The determination was done as per the standard methods for analytical chemistry.^[4]

Sr. no.	Estimation of caffeine and codeine.
1.	Estimated as 0
2.	Estimated as 0
3.	Estimated as 0
4.	Estimated as 0
5.	Estimated as 0
6.	Estimated as 0
7.	Estimated as 0
8.	Estimated as 0

13. CONCLUSION

13.a. Short conclusion

Advantages of Herbal Mayonnaise shampoo enriched with vitamins, orange pulp, *Sapindus mukorossi*, and hair growth formula

Natural ingredients: The presence of herbal extracts, orange pulp, and *Sapindus mukorossi* (also known as soapnut) in the shampoo ensures a more natural and potentially gentle cleansing experience for the hair and scalp.

Moisturising and nourishing: The combination of mayonnaise, vitamins, and orange pulp can provide hydration and nourishment to the hair, helping to combat dryness and improve overall hair health.

Potential hair growth stimulation: The inclusion of specific vitamins, such as biotin and vitamin C, along with *Sapindus mukorossi*, which is known for its hair growth-promoting properties, may potentially aid in stimulating hair growth and improving hair thickness.

Scalp health: The herbal ingredients and orange pulp may contribute to a healthy scalp environment by soothing irritation, reducing dandruff, and promoting a balanced pH level.

Versatile benefits: The shampoo may offer a range of benefits, including improved hair manageability, enhanced shine, and a refreshing citrus scent due to the orange pulp.

13.1. Main conclusion

In conclusion, the herbal Mayonnaise shampoo enriched with vitamins, orange pulp, *Sapindus mukorossi*, and hair growth formula presents several potential advantages for hair care. The natural ingredients and botanical extracts can provide a gentle yet effective cleansing experience, while the addition of mayonnaise, vitamins, and orange pulp offers moisturising and nourishing properties.

Furthermore, the combination of specific vitamins, *Sapindus mukorossi*, and orange pulp may contribute to potential hair growth stimulation and scalp health improvement.

It is important to note that while these advantages sound promising, further research and testing are necessary to confirm the efficacy and individual suitability of such a shampoo. Additionally, personal preferences and hair type should be taken into consideration when selecting hair care products. As always, consulting with a dermatologist or a hair care professional can provide personalised advice for addressing specific hair concerns and achieving optimal results.

13.1.a. Its suitable for various individuals, include

- 1. Customised hair care:** The inclusion of vitamins allows for targeted hair care. Different vitamins offer specific benefits, such as: promoting hair strength, nourishment, or scalp health. This customization enables users to address their unique hair concerns effectively.
- 2. Natural and gentle formulation:** The presence of herbal extracts, orange pulp, and *Sapindus mukorossi* makes this shampoo a potentially gentle option for those who prefer natural and organic hair care products. These ingredients can help minimise the risk of harsh chemicals that may cause scalp irritation or damage to the hair.
- 3. Versatility for different hair types:** The moisturising and nourishing properties of the shampoo can benefit a wide range of hair types. Whether someone has dry, damaged, or normal hair, the herbal Mayonnaise shampoo enriched with vitamins offers potential benefits for overall hair health and appearance.
- 4. Potential hair growth support:** For individuals seeking to improve hair growth or combat hair thinning, the inclusion of specific vitamins, along with *Sapindus mukorossi*, can provide a potential boost in hair growth and thickness. While results may vary, the shampoo's formulation aims to support hair growth through the combined action of its ingredients.
- 5. Pleasant and refreshing experience:** The inclusion of orange pulp not only contributes to potential hair benefits but also adds a refreshing and invigorating scent to the shampoo. This can enhance the overall hair washing experience and leave a pleasant fragrance.

The herbal Mayonnaise shampoo enriched with vitamins offers a customised, gentle, and versatile hair care option. Its potential to support hair growth, nourish the hair, and provide an enjoyable experience makes it suitable for individuals seeking a natural and effective solution for their hair care needs. However, it's important to note that individual experiences may vary, and consulting with a hair care professional or dermatologist

is advisable for personalised advice and recommendations.

13.2. Marketing of herbal shampoo

The marketing of herbal shampoo, such as the herbal Mayonnaise shampoo enriched with vitamins, offers a unique and appealing proposition to consumers seeking natural and effective hair care products. Through a comprehensive marketing strategy, this herbal shampoo can position itself as a desirable choice in the market. By emphasising its key features and benefits, addressing consumer needs, and leveraging its strengths, the marketing campaign can effectively reach and resonate with the target audience.

By leveraging the strengths, addressing weaknesses, capitalising on opportunities, and mitigating threats, the marketing of the herbal Mayonnaise shampoo enriched with vitamins can position the product successfully in the market. An effective marketing strategy, emphasizing the natural formulation, unique ingredients, customised hair care, and building the market with right audience, can drive brand awareness, preference, and ultimately, large sales and economy.

13.3. For the development of large sales: By implementing these means as follows and strategies, a brand can successfully market and achieve sales growth for the herbal shampoo. Consistency, innovation, and responsiveness to consumer needs are key to establishing a strong presence in the market and building a loyal customer base.

To achieve successful marketing sales of herbal shampoo, it is crucial to implement a comprehensive marketing strategy that encompasses various means and channels.

13.4. By combining the following elements, a brand can maximise its potential for success

- 1. Product differentiation:** Emphasise the unique selling points of the herbal shampoo, such as its natural formulation, innovative ingredients, and targeted hair care benefits. Clearly communicate how these aspects set the product apart from competitors and meet the specific needs of consumers.
- 2. Targeted advertising and promotion:** Identify the target market segments for the herbal shampoo, such as environmentally conscious consumers, those seeking natural hair care, or individuals with specific hair concerns. Craft tailored advertising messages and promotional activities to effectively reach and engage with these audiences through channels such as social media, digital advertising, print media, and influencers.
- 3. Educate and inform:** Provide comprehensive information about the benefits of herbal ingredients, vitamins, and unique components of the shampoo. Highlight the scientific evidence, testimonials, or

case studies that support the effectiveness of these ingredients in promoting hair health, growth, and scalp nourishment. Utilise various platforms, including websites, blogs, and social media, to educate consumers about the advantages of using herbal shampoo.

- 4. Branding and packaging:** Develop a strong brand identity that reflects the natural and herbal attributes of the shampoo. Design an attractive and informative packaging that stands out on store shelves and clearly communicates the product's key features and benefits.
- 5. Distribution and accessibility:** Ensure widespread availability of the herbal shampoo by partnering with reputable retailers, both online and offline. Explore options for distribution in specialty stores, salons, natural health stores, and e-commerce platforms to reach a wider consumer base.
- 6. Customer engagement and feedback:** Foster a relationship with customers through interactive communication channels, such as: social media platforms or dedicated customer service channels. Encourage customers to share their experiences and provide feedback, which can help improve the product and build brand loyalty.
- 7. Collaborations and partnerships:** Seek strategic collaborations and partnerships with influencers, hair care experts, beauty bloggers, or relevant organisations to amplify the reach and credibility of the herbal shampoo. Engage in joint promotional activities or endorsements to leverage their expertise and reach their respective audiences.
- 8. Continuous research and development:** Invest in ongoing research and development to improve the herbal shampoo formulation, explore new ingredients or technologies, and stay ahead of evolving consumer preferences and industry trends. Regularly assess market feedback and conduct studies to validate the efficacy and safety of the product.

The comparative data of all the shampoos for the study of the surface tension, foaming index, specific gravity, were found suitable with each other and did not make a significant difference in the large data study. An average of one hundred readings were done and taken up with the mean of the sums to give the final data that is presented in the tables. The shampoo is quite suitable with the marketed preparations and therefore it is significant that it clears the basic market requirement of cleaning and dirt dispersion test as present in our previous paper.^[1] Estimation of caffeine and codeine, and sodium lauryl sulphate determined them to be safe and non toxic and non irritant in nature due to absence of caffeine and codeine and also with milder level of artificial chemical surfactant used in the shampoo.

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