African Journal of Biological Sciences

Brand Switching Behavior of Gen Z in Hair Care Product

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ABSTRACT

Nowadays, most people are conscious about hair care and give more importance to the healthy maintenance of their hair. Therefore, people prioritize hair care products that are suitable for their hair type and scalp condition. There are many brands that offer a variety of hair care products such as shampoo, conditioner, serum, hair gel, and hair cream, all of which contribute to the healthy maintenance of hair and scalp. This study involved a mixed-method approach with a primary focus on questionnaire distribution and some with secondary data. The questionnaire was prepared with the help of expert opinions with the sample size of 584. The correlations indicate that these demographic factors do not strongly co-vary with the perceptions and switching behaviors regarding hair care products among Gen Z. The insignificance of these coefficients aligns with the ANOVA findings, reinforcing that demographic variables do not play a critical role in shaping brand perceptions and switching behaviors in this context. ANOVA and post-hoc tests on demographic variables indicated no notable differences in BP and BSB across these demographic groups.

Key Words: Brand Switching Behavior, Brand Perception, Gen Z, Hair Care Product, Karnataka, Shampoo.

1. INTRODUCTION

Nowadays, most people are conscious about hair care and give more importance to the healthy maintenance of their hair. Therefore, people prioritize hair care products that are suitable for their hair type and scalp condition. There are many brands that offer a variety of hair care products such as shampoo, conditioner, serum, hair gel, and hair cream, all of which contribute to the healthy maintenance of hair and scalp.

When it comes to shampoos, the incorporation of ingredients like antioxidants, vitamins, and botanical extracts highlights a growing emphasis on holistic hair care. The wide range of products available has led to a shift in consumer behavior, with a preference for eco-friendly formulations and personalized hair care solutions. Brands are constantly innovating to meet the demands of today's consumers.

Consumer choices of brands and products are influenced by factors such as purchasing power, product availability, and other considerations for Gen X and Gen Y. However, for Gen Z, these factors have less influence, and there is a wide range of choices available. Gen Z individuals are less concerned about finances compared to Gen X and Gen Y.

1.1 Hair care product

Outlining the essential roles of shampoo in hair maintenance and enhancement. Shampoo is necessary for hair care as it serves to cleanse the scalp, remove dirt, excess oil, and product build-up. Its formulations range from gentle, sulfate-free options tailored for sensitive scalps to clarifying formulas that effectively remove impurities. Moreover, the advent of multifunctional shampoos incorporating ingredients like antioxidants, vitamins, and botanical extracts underscores a growing emphasis on holistic hair care. Therefore, shampoo plays a crucial role in maintaining scalp health and ensuring clean, healthy hair.

1.2 Generation Z

People born between 1997 and 2012 will have more opportunities to explore the best alternatives for each product, leading them to shift preferences from one brand to another. Gen Z is quick to adapt to fast fashion trends in the market. The generation has more exposure to the real market, preferences, and new market entries, making it challenging for a single brand to consistently meet their needs. They not only consider price but also possess knowledge about product

qualities and how they are presented. This generation is very conscious of their appearance and hair, giving importance to new trends and following them closely.

Studies, such as those by Seemiller and Grace (2017), highlight Gen Z's inclination towards digital communication, reliance on social media platforms, and preference for brands that resonate with their values. This generation's unique worldview has catalyzed a paradigm shift in marketing strategies, prompting brands to adopt innovative approaches to effectively engage with Gen Z consumers.

1.3 Brand Perception

Brand perception is a multifaceted construct that plays a pivotal role in consumer decision-making processes and brand loyalty. It is a psychological association, the sum of consumers' emotions, trust, and belief towards a brand. Consumers consider these emotions when purchasing products; they read reviews, collect customer opinions, compare with other products, or use testers. Brand perception is influenced by brand quality, if product meets the consumer's expectations, it creates a positive perception. On the other hand, if it does not meet expectations, it leads to a negative perception. Marketing efforts, including advertising, promotions, and social media presence, also play a crucial role in shaping brand perception. A good marketing campaign forms a positive perception, while misleading marketing can create confusion in the minds of consumers. Nowadays, most young consumers spend more time on social media, and social media and online platforms play a crucial role in forming brand perception.

Research by Keller (1993) highlights the significance of brand associations in shaping consumer perceptions and attitudes towards brands. These associations encompass various dimensions, including product attributes, emotional connections, and social symbolism, which collectively contribute to the overall brand image.

Articles by Kaplan and Haenlein (2010) elucidate the role of user-generated content, influencer endorsements, and online reviews in shaping consumer perceptions and brand reputations in the digital age.

1.4 Brand Switching Behavior

Understanding brand switching behavior is a continuous process. Brand switching occurs when an existing customer of a company prefers to buy other company products. This happens due to affordability, service quality, innovation, availability, and differentiation.

Brand switching behavior is not only about analyzing the reasons for brand switching but also showing a path to improve product quality, service, price sensitivity that helps in business strategy development to minimize the switching behavior and make a strong customer base.

There are mainly two types of switching: disloyal switching is when a customer is not satisfied with a company's service, and on the other hand, habitual switching is when a customer switches brands out of curiosity to try other brands. Studies support Mittal and Kamakura (2001) emphasize the role of product quality, performance, and fit with consumer needs as key determinants of brand choice and switching behavior. Research by Uncles et al. (2003) states that brand switching can be a result of internal and external factors that influence consumer decisions within a competitive marketplace.

2. NEED FOR THE STUDY

The need for this study arises from the unique characteristics and behaviors of Generation Z (Gen Z) as consumers, particularly in the context of hair care products. As the newest and increasingly influential consumer group, Gen Z's purchasing decisions are driven by factors distinct from previous generations, such as their digital nativity, heightened awareness of sustainability, and preference for authenticity. Despite their growing market presence, there is a limited understanding of how these traits influence their perceptions and behaviors towards hair care brands, especially shampoos.

This study looks to fill this gap by examining the specific preferences, attitudes, and brand-switching behaviors of Gen Z. Understanding these aspects is crucial for brands to develop effective marketing strategies, product innovations, and engagement approaches that resonate with Gen Z's values and expectations. Also, this study provides insights into the influence of promotional offers, discounts, and salon suggestions on brand loyalty and switching can guide brands in crafting targeted campaigns to attract and retain this demographic.

3. REVIEW OF LITERATURE

Based on the data analysis and discussion that has been stated, researcher concluded that, the price couldn't directly affect the customers' decision of the brand switching. The service quality could notably affect the customers' decision of brand switching. The price could directly affect to the customers' decision of customer satisfaction. The service quality could notably affect the customers' decision of customer satisfaction. Customer satisfaction could notably affect to the customers' decision of brand switching. (Zulhijja et al, 2023)

This study investigates the impact of price, electronic word-of-mouth, and social media marketing on local cosmetics brand switching in Manado. According to the study, cost, electronic word-of-mouth, and social media marketing all affect consumers' propensity to switch brands. Engaging with customers on social media platforms and providing competitive pricing aid in retaining customers and minimizing brand switching. The researcher recommended improving the marketing methods in their conclusion. (Vinny G. Rooroh et all, 2024)

This paper identify the significance of understanding consumer's buying patterns and reasons for brand switching, with a specific focus on the impact of advertising. The study also examines the significance of advertisement in influencing consumers' buying decisions and their propensity to switch brands. Package, extra quantity, discount and advertising influence the purchasing decision of the consumer, also non availability influence to switch the brand sometime. (Shrivastava & Bisen, 2014)

The study looks on consumers' brand-switching habits when it comes to milk products. The study compares the behavior of consumers of milk products in rural and urban areas, assesses the degree of brand switching, and pinpoints the elements that influence brand switching behavior. The most important factors influencing consumers' decision to transfer brands are negative past experiences, which are followed by variety seeking, unsatisfactory product features, and customer discontent. Researchers discovered that there is no difference in brand switching between customers in urban and rural areas. (Sunardi et al, 2023)

The study explores brand switching behavior of consumers in FMCG (fast moving consumer goods) industry. The factors such as value for money, marketing mix, improper service, outdated technology, and marketing communications influence the brand switching behavior in consumers. It also says that how important to understand the consumer behavior in FMCG, particularly in

the context of increasing competition and changing lifestyles. The researcher concluded by saying that need to focus on product quality, promotional promises, and effective advertising strategies to retain existing customers and attract potential buyers. (Viral Bhatt et all., 2018)

In this study author employed network analysis method to understand the switching behavior, findings offer valuable insights into the dynamics of consumer decision making, illustrating how brand choices are influenced by interconnected relationships and external factors. Application of network analysis is not only understanding brand choice and switching it also helps to adopt the strategies which attract the consumers, it enhance the brand loyalty and performance. (Iacobucci et al.z, 1996)

The goal of the study is to comprehend how three generations—Gen Z, Gen Y, and Gen X—choose to buy branded goods. It seeks to ascertain whether brand preferences vary according to the kind of product category. According to research, Gen Z is more likely than Gen Y and Gen X to favor branded goods. When it comes to Gen Z and Gen X, the differences are quite noticeable, but with Gen Y, they are not as noticeable. There are also differences between Gen Y and Gen X, though not as much. The significance of generational variations in brand selection and customer behavior is emphasized by the study. (Harsh Sharma et all, 2023)

This study examines the characteristics of Generation Z in the labor market. It reveals that this generation values feedback on their work and is adept at using new technologies. While they are open to international business trips, they are less inclined to relocate for work. Despite perceptions of job-hopping, many express a desire for long-term employment if the work is engaging. Surprisingly, a fast career is a low priority for them. (Dolot, 2018)

3 RESEARCH GAP

After reviewing the literature, the researcher found that not many studies focused on the brand-switching behavior of Gen Z in hair care products. The preferences may differ from one another based on different ideologies.

4 METHODOLOGY

This study involved a mixed-method approach with a primary focus on questionnaire distribution and some with secondary data. A quantitative research methodology was employed to investigate the impact of brand perception on Gen Z's brand switching behavior for hair care products in

Karnataka. A structured questionnaire was designed to collect data from a representative sample of Gen Z individuals, focusing on demographic variables such as education, gender, income, and occupation. The questionnaire was prepared with the help of expert opinions and made up of three sections. The first section collected demographic information such as gender, age and income, while the second section focused on brand perception, including factors like product quality, environmental friendliness, Ayurvedic and Herbal ingredients, brand reputation, and personal values. The third section focused on brand switching behavior, including recommendations, suggestions, offers, advertisements, and substitutes. The questionnaire was distributed among the Gen Z population through two main methods. Firstly, it was shared via email, and secondly, the questionnaire was distributed in person for participants to fill out. The secondary data was gathered by referring to published journals, articles, library resources, magazines, and World Wide Web.

The collected data was then analyzed using SPSS software. Correlation analysis was conducted to examine the relationships between demographic factors and the dependent variables of brand perception and brand switching behavior. Additionally, regression analysis was performed to determine the extent to which demographic factors could explain the variance in these dependent variables. ANOVA tests were utilized to identify any significant differences in brand perception and switching behavior across different demographic groups. This comprehensive analytical approach allowed for a thorough examination of the data, providing insights into the limited influence of demographic factors on brand switching behavior among Gen Z

5 STATEMENT OF THE PROBLEM

Gen Z is known for their unique attitudes and behaviors towards consumer products. They are digital natives, highly informed, and value authenticity and sustainability in brands. However, there is limited research on how these characteristics translate into their perceptions and buying behavior of hair care products and brands. This study aims to address this gap by investigating the brand perception of Gen Z consumers towards hair care products. By understanding their preferences, attitudes, and behaviors, brands can tailor their marketing strategies and product offerings to better resonate with this influential demographic.

6 SIGNIFICANCE OF THE STUDY

The significance of this study lies in its comprehensive exploration of the brand perception and switching behavior of Generation Z (Gen Z) towards hair care products, specifically shampoos. As digital natives, Gen Z's purchasing decisions are profoundly influenced by their unique values, technological adeptness, and social media engagement. Understanding these behaviors is crucial for brands aiming to capture this influential demographic. The study's mixed-method approach,

involving both primary data through questionnaires and secondary data from existing literature, provides a holistic view of the factors driving Gen Z's brand loyalty and switching tendencies.

By identifying the perceptions of Gen Z on various shampoo brands, the study offers valuable insights into the qualities and attributes that resonate most with this generation. These insights can help brands tailor their marketing strategies, product formulations, and communication methods to better align with Gen Z's preferences for quality, environmental sustainability, and authenticity. Additionally, analyzing the brand switching behavior reveals the impact of promotional offers, discounts, and salon suggestions on Gen Z's decisions to switch brands. This understanding can aid brands in developing targeted promotions and strategies to retain customers.

The findings will not only come up with academic knowledge but also provide practical implications for marketers, product developers, and business strategists aiming to engage and retain Gen Z consumers in a highly competitive market. Ultimately, this research underscores the importance of adapting to the evolving preferences of Gen Z to achieve sustainable brand growth and customer loyalty.

7 OBJECTIVES

1. To analyze the relationship between Customer Brand Perception and Brand Switching Behavior among Gen Zs.
2. To analyze the impact of Brand Perception on Brand Switching Behavior among Gen Zs.
3. To find the notable difference between demographic variables on Brand Perception and Brand Switching Behavior.

8 HYPOTHESIS

1. H_0 = "There is no notable relationship between Customer Brand Perception and Brand Switching Behavior among Gen Zs".

H_1 = "There is notable relationship between Customer Brand Perception and Brand Switching Behavior among Gen Zs".

2. H_0 = "There is no notable influence of Brand Perception on Brand Switching Behavior among Gen Zs".

H_1 = "There is notable influence of Brand Perception on Brand Switching Behavior among Gen Zs".

3. H_0 = "There is no notable difference between demographic variables on Brand Perception and Brand Switching Behavior".

H_1 = "There is notable difference between demographic variables on Brand Perception and Brand Switching Behavior".

9   ANALYSIS

9.1 Demographic Variables

Table: 01

Demographics

		Count
Gender	1	277
	2	307
Education	1	76
	2	418
	3	90
Occupation	1	539
	2	34
	3	11
Income	1	290
	2	196
	3	13
	4	85

9.1.1 Gender

The gender distribution of the respondents is relatively balanced, with 277 males (47.4%) and 307 females (52.6%). This near-equal representation ensures that the study captures diverse perspectives from genders, offering a comprehensive view of Gen Z's brand perception and switching behavior in hair care products. The slight female majority could reflect the higher interest or engagement of females in hair care products, potentially influencing the overall findings related to brand preferences and switching tendencies.

9.1.2 Education

The education level of respondents reveals a diverse academic background, with 76 (13.0%) in Pre-University, 418 (71.5%) as Undergraduates, and 90 (15.4%) as Postgraduates. The predominance of undergraduate respondents suggests that the study primarily reflects the views of young adults who are in college, which aligns well with the focus on Gen Z. These demographics current educational pursuits may influence their brand preferences and switching behavior, as they are often more exposed to new trends and marketing strategies during their university years.

9.1.3 Occupation

The majority of respondents are students, accounting for 539 (92.1%) of the total sample, followed by 34 (5.8%) employed individuals and 11 (1.9%) unemployed. This heavy student representation highlights the relevance of the study to Gen Z, who are predominantly in the academic phase of their lives. Students are likely more open to exploring different brands and experimenting with new products, given their exposure to various marketing channels and peer influences within educational environments. The smaller number of employed and unemployed respondents provides additional, albeit limited, insights into the working and non-working segments of Gen Z.

9.1.4 Income

Regarding income distribution, 290 respondents (49.6%) earn below 20,000 rupees per month, 196 (33.5%) earn between 20,000 and 40,000 rupees, 13 (2.2%) earn between 40,000 and 60,000 rupees, and 85 (14.5%) earn above 60,000 rupees per month. The notable proportion of respondents in the lowest income bracket aligns with the high number of students, who typically have limited earning capacity. This income distribution is crucial in understanding brand switching behavior, as financial constraints or lack thereof can notably influence purchasing decisions. Respondents in higher income brackets might have more flexibility and willingness to try premium hair care products, while those in lower brackets might prioritize affordability.

Inferences

The demographic analysis of the respondents indicates a predominantly student-based, academically engaged, and financially varied sample of Gen Z individuals. The balanced gender representation and diverse educational backgrounds provide a foundation for understanding the

nuances of brand perception and switching behavior in hair care products. The insights derived from this demographic profile will help contextualize the study's findings, enabling a nuanced interpretation of how different segments within Gen Z respond to various brand attributes and marketing strategies. Understanding these demographic influences is essential for brands aiming to tailor their products and campaigns to meet the specific needs and preferences of Gen Z consumers in Karnataka.

9.2 Correlation between Brand Perception and Brand Switching Behavior

Table: 02

Correlation

Correlations		BP	BSB
BP	Pearson Correlation	1	.555**
	Sig. (2-tailed)		.000
	N	584	584
BSB	Pearson Correlation	.555**	1
	Sig. (2-tailed)	.000	
	N	584	584
**. Correlation is notable at the 0.01 level (2-tailed).			

The Pearson correlation coefficient ($r = 0.555$) indicates a moderate to strong positive relationship between Brand Perception and Brand Switching Behavior. This implies that as the brand perception among Gen Z consumers improves, their likelihood of switching brands also increases. Conversely, a lower brand perception is associated with a decreased tendency to switch brands. The positive direction of the correlation suggests that a favorable perception of a brand does not necessarily equate to brand loyalty; instead, it may lead to curiosity and willingness to explore other brands with similar or better attributes.

This correlation has several practical implications for marketers and brand managers. Firstly, the moderate to strong positive relationship suggests that merely enhancing brand perception through marketing efforts may not suffice in ensuring brand loyalty among Gen Z consumers. Instead, brands must continually innovate and engage with this demographic to retain their interest and prevent switching. Strategies such as personalized marketing, frequent product updates, and maintaining high levels of customer satisfaction can be crucial in mitigating brand switching behavior.

Additionally, the notable correlation underscores the importance of understanding the underlying factors that contribute to brand perception. Brands should focus on key attributes such as quality, authenticity, and alignment with Gen Z values like sustainability and social responsibility. By doing so, they can build a more resilient brand perception that not only attracts Gen Z consumers but also fosters long-term loyalty.

Inference

The analysis reveals that there is a notable and statistically notable positive correlation between brand perception and brand switching behavior among Gen Z consumers. While positive brand perception is essential, it also makes Gen Z more aware of and opens to trying new brands that meet their expectations. Therefore, brands target this demographic need to adopt a dynamic approach, emphasizing continuous engagement, innovation, and alignment with Gen Z's evolving preferences to reduce the likelihood of brand switching and cultivate lasting brand loyalty.

9.3 Regression between Brand Perception and Brand Switching Behavior

Table: 03

Regression Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.555ᵃ	.308	.307	.66775
a. Predictors: (Constant), BP				

Table: 04

Regression

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.523	1	115.523	259.082	.000ᵇ
	Residual	259.511	582	.446		
	Total	375.034	583			
a. Dependent Variable: BSB						
b. Predictors: (Constant), BP						

Regressing BP upon BSB among Gen Z shows the regression to have an R value of 0.555: high moderate to strong positive correlation such corresponding to what was also found in correlation analysis among the same subgroup.

R Square (0.308) shows that only around 30.8% of the variability in Brand Switching Behavior can be interpreted only by Brand Perception. The Adjusted R Square value [(which adjusts for the number of predictors in the model)] = 0.307, is very close to R Square indicating there are only two predictors in the model and model fits well.

Standard error 0.66775 estimates the average distance between observed values and the regression line. A lower value is indicative of a better fit, and, given that the error is while less than one, this implies that the predictions do a good job of placing the data within a standard deviation of the actual data.

The ANOVA table also answers whether the regression model is notable or not. The F-value 259.082 is well over a threshold of 1 and the p-value (0.000) is well below.01 Regressing BSB on BP, the p-value of F-statistic is less than 0.001 which suggests that the regression model is statistically notable. Thus, there is a very slim chance that the relationship between BP and BSB observed is due to luck.

Implications

Results from regression analysis reveals that Brand Perception (BP) have notable impact on Brand Switching Behavior (BSB) of Gen Z consumers. As BP accounts for 30.8% of the variance in BSB, it should be obvious that BP alone is not sufficient to explain BSB because there are several other factors which have not been taken in this model that contributes to explaining this variable.

This means marketers and brand managers can - and should - work to improve brand perception, but that alone will not help you reduce brand switching behavior. Hence other strategies based upon factors such as product innovation, competitive pricing, customer engagement and brand loyalty programs are also notable in holistic framing of the brand switching behaviour.

In addition, the high F-value and the low p-value shown in Table 3 prove the relationship of BP with BSB. Enterprises should focus on shaping a strong positive brand image by way of targeted

marketing activities and social media presence and stick to product quality to avoid losing potential hedge consumers to competitors from the vicinity.

Inference

The regression analysis establishes a notable and moderately strong relationship between Brand Perception and Brand Switching Behavior among Gen Z consumers. With brand perception accounting for around 30.8% of the variation in switching behavior, it underscores the importance of fostering a positive brand image. However, since other factors also play a role in influencing switching behavior, a holistic approach that combines enhancing brand perception with other strategic initiatives is necessary for reducing brand switching and building long-term consumer loyalty.

9.4 ANOVA and Post – Hoc Analysis on Demographics
9.4.1 Gender

Table 05

ANOVA for Gender on BP and BSB

		Sum of Squares	df	Mean Square	F	Sig.
BP	Between Groups	.754	1	.754	1.249	.264
	Within Groups	351.329	582	.604		
	Total	352.083	583			
BSB	Between Groups	.059	1	.059	.092	.762
	Within Groups	374.975	582	.644		
	Total	375.034	583			

Brand Perception: Significance value (0.264) is more than 0.05; there is no statistically notable difference in Brand Perception between male and female Gen Z customers. This suggests that gender does not notably affect how Gen Z perceives brands in the hair care product market.

Brand Switching Behavior: Significance value (0.762) is much more than 0.05, there is no statistically notable difference in Brand Switching Behavior between male and female Gen Z customers. This suggests that gender does not notably influence the switching behavior of Gen Z

in the context of hair care products.

Both ANOVA analyses indicate that gender does not play a notable role in either brand perception or brand switching behavior among Gen Z customers. This implies that marketing strategies targeting Gen Z for hair care products can be designed without a strong emphasis on gender differentiation.

9.4.2 Education

Table 06

ANOVA for Education on BP and BSB

		Sum of Squares	df	Mean Square	F	Sig.
ANOVA						
BP	Between Groups	1.246	2	.623	1.032	.357
	Within Groups	350.837	581	.604		
	Total	352.083	583			
BSB	Between Groups	.106	2	.053	.082	.921
	Within Groups	374.927	581	.645		
	Total	375.034	583			

Table: 07

Post-Hoc Analysis for Education on BP and BSB

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Multiple Comparisons							
Tukey HSD							
BP	1	2	.01396	.09690	.989	-.2137	.2416
		3	.13908	.12106	.484	-.1454	.4235
	2	1	-.01396	.09690	.989	-.2416	.2137
		3	.12513	.09030	.349	-.0871	.3373
	3	1	-.13908	.12106	.484	-.4235	.1454
		2	-.12513	.09030	.349	-.3373	.0871

BSB	1	2	.03349	.10017	.940	-.2019	.2689
		3	.04954	.12514	.917	-.2445	.3436
	2	1	-.03349	.10017	.940	-.2689	.2019
		3	.01605	.09335	.984	-.2033	.2354
	3	1	-.04954	.12514	.917	-.3436	.2445
		2	-.01605	.09335	.984	-.2354	.2033

Brand Perception: The Significance value (0.357) is more than 0.05; there is no statistically notable difference in Brand Perception among Gen Z customers based on their education levels. This suggests that educational background does not notably affect how Gen Z perceives hair care brands.

Brand Switching Behavior: Significance value (0.921) is much more than 0.05, there is no statistically notable difference in Brand Switching Behavior among Gen Z customers based on their education levels. This suggests that educational background does not notably influence the switching behavior of Gen Z in the context of hair care products.

Post Hoc Analysis: The post-hoc tests show that there are no notable differences in Brand Perception between any pairs of educational levels (Pre University, Undergraduate, and Post Graduate). All p-values are well above 0.05, indicating that the mean differences in BP scores between the groups are not statistically notable.

The ANOVA and post-hoc analyses demonstrate that educational level does not notably influence Brand Perception or Brand Switching Behavior among Gen Z customers in the context of hair care products. This implies that marketing strategies and brand positioning can be developed without focusing heavily on the educational background of this demographic segment.

9.1.1 Occupation

Table: 08

ANOVA for Occupation on BP and BSB

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
BP	Between Groups	.090	2	.045	.074	.928

	Within Groups	351.993	581	.606		
	Total	352.083	583			
BSB	Between Groups	.405	2	.202	.314	.731
	Within Groups	374.629	581	.645		
	Total	375.034	583			

Table: 09

Post-Hoc Analysis for Occupation on BP and BSB

Multiple Comparisons							
Tukey HSD							
						95% Confidence Interval	
			Mean	Std.		Lower	Upper
Dependent Variable	(I) Occupation	(J) Occupation	Difference (I-J)	Error	Sig.	Bound	Bound
BP	1	2	-.04141	.13763	.951	-.3648	.2820
		3	-.05968	.23707	.966	-.6167	.4974
	2	1	.04141	.13763	.951	-.2820	.3648
		3	-.01827	.26999	.997	-.6527	.6161
	3	1	.05968	.23707	.966	-.4974	.6167
		2	.01827	.26999	.997	-.6161	.6527
BSB	1	2	-.10887	.14199	.724	-.4425	.2248
		3	-.05539	.24457	.972	-.6301	.5193
	2	1	.10887	.14199	.724	-.2248	.4425
		3	.05348	.27854	.980	-.6010	.7080
	3	1	.05539	.24457	.972	-.5193	.6301
		2	-.05348	.27854	.980	-.7080	.6010

Brand Perception: Significance value (0.928) is more than 0.05, there is no statistically notable difference in Brand Perception among Gen Z customers based on their occupation. This suggests that occupation does not notably affect how Gen Z perceives hair care brands.

Brand Switching Behavior: Significance value (0.731) is more than 0.05; there is no statistically notable difference in Brand Switching Behavior among Gen Z customers based on their occupation. This suggests that occupation does not notably influence the switching behavior of Gen Z in the context of hair care products.

Post Hoc Analysis: The post-hoc tests show that there are no notable differences in Brand Perception and Brand Switching Behavior between any pairs of occupational groups. All p-values are well above 0.05, indicating that the mean differences in BP scores between the groups are not statistically notable.

The ANOVA and post-hoc analyses demonstrate that occupation does not notably influence Brand Perception or Brand Switching Behavior among Gen Z customers in the context of hair care products. This implies that marketing strategies and brand positioning can be developed without focusing heavily on the occupational background of this demographic segment.

9.4.4 Income

Table: 10

ANOVA for Income on BP and BSB

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
BP	Between Groups	.599	3	.200	.330	.804
	Within Groups	351.484	580	.606		
	Total	352.083	583			
BSB	Between Groups	1.899	3	.633	.984	.400
	Within Groups	373.135	580	.643		
	Total	375.034	583			

Table: 11

Post- Hoc for Income on BP and BSB

Multiple Comparisons							
Tukey HSD							
						95% Confidence Interval	
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
BP	1	2	.05574	.07198	.866	-.1297	.2412
		3	.08373	.22069	.981	-.4849	.6523
		4	.07498	.09602	.863	-.1724	.3224
	2	1	-.05574	.07198	.866	-.2412	.1297
		3	.02800	.22295	.999	-.5464	.6024
		4	.01925	.10110	.998	-.2412	.2797
	3	1	-.08373	.22069	.981	-.6523	.4849
		2	-.02800	.22295	.999	-.6024	.5464
		4	-.00875	.23183	1.000	-.6061	.5886
	4	1	-.07498	.09602	.863	-.3224	.1724
		2	-.01925	.10110	.998	-.2797	.2412
		3	.00875	.23183	1.000	-.5886	.6061
BSB	1	2	.02488	.07417	.987	-.1662	.2160
		3	-.28931	.22739	.581	-.8752	.2966
		4	.09983	.09893	.744	-.1551	.3547
	2	1	-.02488	.07417	.987	-.2160	.1662
		3	-.31420	.22972	.520	-.9061	.2777
		4	.07494	.10417	.889	-.1934	.3433
	3	1	.28931	.22739	.581	-.2966	.8752
		2	.31420	.22972	.520	-.2777	.9061
		4	.38914	.23886	.363	-.2263	1.0046
	4	1	-.09983	.09893	.744	-.3547	.1551
		2	-.07494	.10417	.889	-.3433	.1934
		3	-.38914	.23886	.363	-1.0046	.2263

Significance value (0.804) is more than 0.05, there is no statistically notable difference in Brand Perception among Gen Z customers based on their income levels. This suggests that income does not notably affect how Gen Z perceives hair care brands.

Significance value (0.400) is more than 0.05, there is no statistically notable difference in Brand Switching Behavior among Gen Z customers based on their income levels. This suggests that income does not notably influence the switching behavior of Gen Z in the context of hair care products.

The post-hoc tests show that there are no notable differences in Brand Perception between any pairs of income groups. All p-values are well above 0.05, indicating that the mean differences in Brand Perception and Brand Switching Behavior scores between the groups are not statistically notable.

The ANOVA and post-hoc analyses demonstrate that income does not notably influence Brand Perception or Brand Switching Behavior among Gen Z customers in the context of hair care products. This implies that marketing strategies and brand positioning can be developed without focusing heavily on the income levels of this demographic segment.

10 FINDINGS

The study's findings related to correlation, regression, and demographic analysis provide a comprehensive understanding of the dynamics influencing Brand Perception (BP) and Brand Switching Behavior (BSB) among Gen Z customers. Correlation analysis revealed the direction and intensity of connections between different demographic factors and the dependent variables (BP and BSB). The correlations were generally weak, suggesting limited linear relationships between income, education, gender, and occupation with BP and BSB. This indicates that these demographic factors do not strongly co-vary with the perceptions and switching behaviors regarding hair care products among Gen Z.

Regression analysis further elucidates the predictive power of demographic variables on BP and BSB. The regression models, with BP and BSB as dependent variables, showed low explanatory power, as indicated by low R-squared values. This means that only a small proportion of the variance in BP and BSB can be describe by the demographic factors included in the study. The regression coefficients for income, education, gender, and occupation were not statistically

notable, underscoring that these factors are not robust predictors of how Gen Z perceives or switches between hair care brands. The insignificance of these coefficients aligns with the ANOVA findings, reinforcing that demographic variables do not play a critical role in shaping brand perceptions and switching behaviors in this context.

Demographic analysis provides additional insights into the composition of the study sample and its relevance to the broader Gen Z population. The sample included diverse groups across different income levels, education statuses, genders, and occupations, allowing for a well-rounded examination of these factors. However, the ANOVA and post-hoc tests indicated no notable differences in BP and BSB across these demographic groups. This homogeneity in responses suggests that other factors beyond basic demographics, such as individual preferences, lifestyle, or psychological attributes, might be more influential in determining brand-related behaviors among Gen Z. Consequently, marketers should consider a broader range of variables and employ more nuanced segmentation strategies to effectively target this demographic.

11 CONCLUSION

This study offers important insights into the relationship between demographic factors and brand switching behavior among Gen Z in Karnataka, specifically for hair care products. The findings indicate that demographic variables such as education, gender, income, and occupation have a limited impact on how Gen Z perceives and switches between brands. The correlation results showed weak relationships, and regression analysis further supported this with low R-squared values, suggesting that demographic factors explain only a small fraction of the variance in brand perception and switching behavior. ANOVA tests also found no significant differences across different demographic groups.

These results suggest that marketers should consider factors beyond basic demographics when targeting Gen Z. Elements such as individual preferences, psychological traits, and lifestyle choices may play a more significant role in influencing brand perception and switching behavior within this group.

However, several limitations must be acknowledged. The reliance on self-reported data could introduce biases, and the study's focus on Karnataka limits the generalization of the findings to other regions. Additionally, the demographic variables examined were relatively broad and may not capture more nuanced aspects of consumer behavior. Future research should consider a more

diverse sample and explore additional factors like social media usage, cultural influences, and peer interactions. Longitudinal studies could also provide deeper insights into how brand perceptions and switching behaviors evolve over time among Gen Z consumers.

In essence, while this study highlights the limited role of demographic factors in shaping brand perceptions and switching behaviors among Gen Z, it also underscores the need for more targeted and comprehensive marketing strategies. By addressing these limitations and considering a wider range of influencing factors, future research can better understand and meet the unique preferences of this influential consumer group, leading to more effective marketing and higher brand loyalty.

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