

CUSTOMER PERCEIVED VALUE OF SHAMPOO IN TIRUCHIRAPPALLI DISTRICT

V. P. T. DHEVIKA & O. T. V. LATASRI

Department of Commerce, Centre for Research, Srimad Andavan Arts & Science College, Tiruchirappalli,
Tamil Nadu, India

ABSTRACT

This paper investigates the customer value of shampoo among college students. The objective of this paper is to measure the customer value of shampoo through a mathematical model. Customer value is one of the marketing tool through companies acquire new customers and retain existing customers. This study takes into account eight dimensions under customer value. Five dimensions under benefits perceived and three dimensions under sacrifices perceived. Customer value is found out by the difference between benefits perceived and sacrifices perceived.

KEYWORDS: Benefits Perceived, Sacrifices Perceived, Mathematical Model