

STUDY OF CONSUMER PREFERENCES OF ANTI DANDRUFF PRODUCTS DURING 2024-2025 OF INDORE DIVISION.

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Abstract— - For millennia, dandruff and scalp irritation have been prevalent throughout. There are a number of anti-dandruff products on the market, but none of them fully address the issue. And this could be the cause of the rise in anti-dandruff products. About 91 respondents were selected using a random selection technique and a questionnaire; 61 of them were female, 30 were male. Of these, one is from Khargone, forty-five are from Dhar, and the remaining 46 are from the Indore division. Of these, 76% reported having dandruff and significant scalp flaking. Dandruff products seem to be more common in the 20–50 age range. Patients with dandruff experienced more severe cases of scalp pruritus than those without. The individuals found that home treatments and other antidandruff products were the least effective. The data was collected from beauty salons of Indore division and hair clinics, students. Scientists need to devise a method of treatment for this increasing problem of dandruff and scalp pruritus among the human population.

Index Terms— dandruff, scalp pruritus, scalp flaking, antidandruff products.

I. INTRODUCTION

Pityriasis capitis, also known as dandruff, is the most prevalent sign of seborrheic dermatitis. Dandruff is typically defined as excessive scalp flaking. Although seborrheic dermatitis is frequently the cause of dandruff, other conditions like psoriasis or eczema can also be the cause. A prevalent dermatological issue that affects the body's seborrheic regions is dandruff. With the exception of location and severity, they are thought to be the same fundamental ailment that shares many characteristics and responds to comparable therapies. Dandruff just affects the scalp and is characterized by flaking, itchy skin that isn't inflamed. Dandruff and flaking in SD are often white to yellowish and might be dry or oily. According to estimates, 50% of adults suffer with dandruff. Their etiology is unclear despite their considerable incidence. The pathogenesis is influenced by a number of external and intrinsic factors, including sebum secretions, fungal colonization of the skin surface, individual vulnerability, and interactions between these factors. Additional understanding of the pathogenesis and methods for improved treatment was gained through genetic, biochemical, and animal model research. There are no published epidemiological studies assessing the prevalence of dandruff in the literature, despite the fact that it is thought to be a highly prevalent ailment. Additionally, common and frequently linked to dandruff is scalp pruritus. This study set out to determine consumer preferences of anti-dandruff products during 2024-2025 of Indore division.

II. MATERIAL AND METHODS:

A survey was conducted on a sample of 91 people representative of the population of Indore district, age \geq 10 year. A random sampling method and a questionnaire was applied to about 91 subjects out of which were 61 females and remaining 30 were males. No abnormal finding was observed. Participants responded to questions on anti-dandruff products such as preference rating, how they came to know about the brands, how often they use these brands, which product is found more effective by them, from where did they get the idea of these brands. Medical history and socioeconomic data were also recorded. The response rate

was 100%. Pivot table is used to analyze the prevalence data. the collected data was examined using simple percentage calculations and represented through pie charts.

RESULT AND CONCLUSION:

A survey was conducted on a sample of 91 people representative of the population of Indore district, age \geq 10 year. A random sampling method and a questionnaire was applied to about 91 subjects out of which were 61 females and remaining 30 were males. the prevalence of dandruff was found to decrease with age, more prevalence was found in the age group 10-30 years.

Objectives of the Study

- To identify the most preferred anti-dandruff products among consumers
- To understand factors influencing purchase decisions
- To analyze brand awareness and loyalty
- To study the frequency of usage and satisfaction levels

Their experience was as shown below: -

| How often do you experience dandruff? | | | |
|---------------------------------------|----------------------------------|--------|-------|
| S.No | Options | Gender | count |
| 1 | Occasionally (3-4 times a month) | Male | 1 |
| | | Female | 2 |
| 2 | Frequently (Every week) | Male | 3 |
| | | Female | 9 |
| 3 | Constantly (Almost all the time) | Male | 25 |
| | | Female | 49 |
| 4 | Rarely (1-2 times a month) | Male | 1 |
| | | Female | 1 |

Table 1- episodes of dandruff and flaking observed

PREFERENCE OF ANTI DANDRUFF PRODUCTS ON THE BASIS OF DANDRUFF RELIEF.

| S.No | PRODUCT | PERCENTAGE OF RESPONSE OF BEIENG EFFECTIVE |
|------|--------------------|--|
| 1 | Selenium Sulphide | 80% |
| 2 | ketoconazole-based | 75% |
| 3 | salicylic acid | 10% |
| 4 | NEEM OIL | 85% |
| 5 | Zinc Pyrithione | 80% |
| 6 | TEA TREE OIL | 15% |
| 7 | ONION OIL | 85% |
| 8 | CURD | 90% |
| 9 | LEMON | 90% |
| 10 | OTHERS | 1% |

Table 2-percentage of the *most preferred anti-dandruff products among consumers**Factors Influencing Consumer Preferences*

| S.No | FACTORS | BUYING PREVELANCE IN PERCENTAGE |
|------|---|---------------------------------|
| 1 | Effectiveness (quick dandruff removal) | 100 |
| 2 | Brand reputation | 48 |
| 3 | Price and affordability | 64 |
| 4 | <i>Ingredients herbal</i> | 80 |
| 5 | <i>Ingredients chemical</i> | 20 |
| 6 | Doctor recommendation | 100 |
| 7 | advertisements | 60 |
| 8 | Anti-dandruff products available over the counter | 80 |
| 9 | Mouth to mouth publicity | 55 |

IV.SUGGESTION AND DISCUSSION: The anti-dandruff product market in Indore division during 2024–2025 is driven by effectiveness, brand image, and affordability. While medicated shampoos dominate due to proven results, herbal products are steadily gaining market share. The study on consumer perception of anti-dandruff products in the Indore division (2024–2025) reveals a clear distinction between **traditional/home remedies and medicated formulations** in terms of perceived effectiveness. The highest effectiveness was reported for **curd (90%)** and **lemon (90%)**, followed by **neem oil (85%)** and **onion oil (85%)**, indicating a strong consumer inclination toward **natural and easily available remedies**. These findings suggest that consumers often trust household treatments due to their affordability, accessibility, and belief in fewer side effects.

Among medicated products, **selenium sulphide (80%)**, **zinc pyrithione (80%)**, and **ketoconazole-based shampoos (75%)** showed high effectiveness, confirming their clinical reliability and continued dominance in the anti-dandruff market. However, ingredients like **salicylic acid (10%)** and **tea tree oil (15%)** were perceived as less effective, possibly due to slower results or lower consumer awareness.

Overall, the study concludes that:

- **Natural remedies are highly preferred for perceived safety and effectiveness**
- **Medicated products are trusted for faster and clinically proven results**
- Consumers show a **dual preference**, often combining both approaches depending on severity

This highlights an important market opportunity for manufacturers to develop **hybrid products combining herbal and medicated ingredients**, aligning with evolving consumer preferences. In summary, while **modern medicated shampoos remain essential**, **traditional remedies continue to dominate consumer perception**, especially in semi-urban regions like Indore division.

Key findings were

- Most consumers prefer **clinically proven shampoos** for quick results
- Herbal products are preferred for **long-term safety and mildness**
- Brand trust plays a major role in purchase decisions

- Price-sensitive consumers often shift between brands
- Awareness of ingredients is increasing among urban consumers

Selenium sulphide shampoo was found to be more effective similar to a 2024 study on selenium sulfide shampoo found it effective in reducing dandruff symptoms with regular use (Godse, G., & Godse, K. (2024)). Comparative research (Javeria, & Sabir, Sadia & Hafeez, Muhammad. (2026)) shows increasing consumer interest in herbal shampoos despite synthetic products being more effective. Experimental studies indicate ketoconazole-based shampoos significantly reduce fungal load compared to herbal formulations (Assegaf, T. S. et.al (2024)).

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