

Investigating the Haircare Product Manufacturing Industry in Trinidad and Tobago

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Abstract: This paper examines the Haircare Industry in Trinidad and Tobago with particular focus on two stakeholders - consumers and manufacturers. A study was conducted to evaluate consumer attitudes toward hair care products manufactured and explored the challenges faced by local haircare manufacturers in Trinidad. An online questionnaire including a measurement scale for ethnocentrism (CETSCALE) was used to ascertain the consumer perspective on locally manufactured haircare products. From a sample of 282 people, it was found that although most consumers are aware of locally made hair care products, only 44% patronise these products. Quality, ingredients and price were found to be the top three factors which influence consumers when purchasing locally made haircare products. A CETSCALE score of 3.2 demonstrated that Trinidad consumers are non-ethnocentric as it pertains to purchasing locally made hair care products i.e. they purchase more foreign products than locally made ones. Using a compiled database of haircare product manufacturers, 25 companies participated in a study utilising a PESTLE analysis and questionnaire to investigate the challenges faced by haircare product manufacturers. It was found that the major challenges are the lack of legislature in place to deal with the manufacturing of haircare products and the inability to increase market share. Recommendations were made to address these concerns including collaborative efforts among all manufacturers to increase awareness and the formation of a Haircare Manufacturers' Association.

Keywords: Haircare Products, Consumer Attitudes, Manufacturing, Product Development