



PURCHASING BEHAVIOR UiTM STUDENTS
(SABAH BRANCH) ON SHAMPOO

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PROJEK PELAJAR

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CHAPTER 1

INTRODUCTION

1.1 Topic of Research

Shampoo is a hair care product used for the removal of oils, dirt, skin particles, environmental pollution and/or other contaminant particles that gradually build up in hair. The goal is to remove the unwanted build-up without stripping out so much as to make hair unmanageable.

Shampoo, when lathered with water, is a surfactant, which, while cleaning the hair and scalp, can remove the natural oils (sebum) that lubricate the hair shaft.

Shampooing is frequently followed by conditioners, which increase the ease of combing and styling.

1.2 Background of Products

The word shampoo in English usage dates back to 1762, with the meaning "to massage". The word was a loan from Anglo-Indian shampoo, in turn from Hindi champo, imperative of champna, "to smear, knead the muscles, massage". It itself comes from Sanskrit/Hindi word "champna", the flowers of the plant *Michelia champaca* which have traditionally been used to make fragrant hair-oil.

A Sake Dean Mahomed, who opened a shampooing bath known as Mahomed's Indian Vapour Baths in Brington in 1759, introduced the term and service. His baths were like Turkish baths where clients received an Indian treatment of champi (shampooing) or therapeutic massage.

During the early stages of shampoo, English hair stylist boiled shaved soap in water and added herbs to give the hair shine and fragrance. Kasey Hebert was the first known maker of shampoo, and the origin is currently attributed to him.