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A STUDY ON CONSUMPTION BEHAVIOUR OF FAIRNESS CREAM BETWEEN WORKING WIVES AND NON WORKING WIVES IN SINGANALLUR TALUK

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ABSTRACT

The concept of status consumption as a process of consuming goods and services by status conscious consumers has gained traction in recent years. Though status consumption was always a trend, the fact that the advent of the global village with its mass manufactured visions of happiness has meant that brands and products that they represent can have uses other than the basic need gratification for which they are made. This article looks at the concept of status consumption and how a marketer might be able to use status to market a product type or specific brand. Fairness creams constitute a consistent proportion of income for the FMCG companies in India. The fairness creams enjoy very good market growth rate when compared with other related product categories. here we are seeing about Fair & Lovely only. When they use this fairness cream people face many problems. The purpose of this study is to know the consumption behaviour of working & non-working wives in Singanallur taluk.

KEYWORDS

consumption behaviour, satisfaction and problems in Fair & Lovely.

INTRODUCTION

The concept of status consumption as a process of consuming goods and services by status conscious consumers has gained traction in recent years. This article looks at the concept of status consumption and how a marketer might be able to use status to market a product type or specific brand. The focus of this article is on understanding how the different perspectives of consumption interact with each other and the effect that they have on the marketing strategies employed by the marketers.

Fairness creams constitute a consistent proportion of income for the FMCG companies in India. The fairness creams enjoy very good market growth rate when compared with other related product categories. here we are seeing about **Fair & Lovely**.

REVIEW OF LITERATURE

- Consumption Behaviour by (Batra, S, K & Kazmi (2013): The book has described consumer decision making process, buyers black box and importance of consumption behaviour studies for marketers in order to understand what satisfy the ultimate consumer. The book described vital characteristics of Indian consumer and competitive advantages in Indian context for the marketers. [1]
- Kotler and Keller, 2011: It is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions. [2]

NEED/IMPORTANCE OF THE STUDY

Women are known for their love for cosmetics and beauty products. Their make-up kit is full of decorative and beauty products from various reputed manufacturers. They wish to appear beautiful and attractive and adorn themselves with various products. Even though the concept is not new, even though it is centuries old, still it is tough for manufacturers to fulfil needs and requirements of women. All beauty promotional codes offer various types of discounts and benefits for the buyers so that they can save significant money.

STATEMENT OF THE PROBLEM

The study is done to determine the reason as to which People with lower income group cannot afford the family pack size of Fair & Lovely. Most of the people don't know about the different products of Fair & Lovely. To examine about which type of Fair & Lovely product is most demanding whether regular product or family pack product and also to know whether house wives or working wives consumes this product. then the factors motivate to buy the product mainly to understand the problems faced by the consumer while using Fair & Lovely.

OBJECTIVES

1. To know the marketing position of Fair & Lovely
2. To identify the level of satisfaction towards fairness cream with special reference to Fair & Lovely
3. To evaluate the problems faced by women while they selecting Fair & Lovely.

HYPOTHESIS

- There is no relationship between field of working and frequently use of Fair & Lovely.
- There is significant relationship between age of the respondent and Effective working of fair & lovely based on age group

RESEARCH METHODOLOGY

THE POPULATION OF THE STUDY

The population included working & non working women of Singanallur Taluk in Coimbatore. The Coimbatore is the second largest city in the state after Chennai and 16th largest urban agglomeration in India.

DATA COLLECTION AND DATA SOURCES

The validity of any research depends on the systematic method of collecting the data and analysis them as perfectly as to the extent of its best results. In this study both Primary and secondary data are extensively used.

SAMPLE

In this study, a purposive sampling is used for getting sample results. A sample size of 150 respondents was selected.

PRIMARY DATA

Primary data on various aspects of fair & lovely were collected from the working & non working wives with the help of well framed questionnaire that was duly filled by the fair & lovely users. The wives for the study chosen accordingly with varied background in terms of their age, occupation, motivation to buy etc. The questionnaire was handed over to the wives to furnish the required data by themselves and sometimes by interview base some questionnaires were filled. The questionnaire was framed with simple words so that it can be easily answered by the respondents.

SECONDARY DATA

The primary data were supplemented by check of secondary sources of data. The updated information in this area is gathered from published net resources and website of fair & lovely.

Apart from the above resource data were collected from various text books, journals and internet have been referred extensively to collect the information.

TOOLS USED FOR ANALYSIS

The following statistical tools were applied to analysis and interpretation of survey data:

1. Percentage analysis
2. Chi-Square analysis
3. Rank analysis

RESULTS & DISCUSSION

TABLE 1: FIELD OF WORK OF THE WORKING WIVES

S.No	Work	Frequency	Percent
1	Private	80	53.3
2	self employed	4	2.7
Total		84	56.0
3	Others	66	44.0
Total		150	100.0

- The majority of the wives are working so the above table says the field of work of working wives.
- In private sector 53.3% of the wives are working among the 150 respondents.
- Only 2.7% are self employed, others are 44%. Thus study shows most of the wives working in private sector are using fairness cream.
- The most (53.3%) of the wives are working in private sector than other fields

TABLE 2: CONSUMPTION OF FAIR & LOVELY

S.No	Consumption	Frequency	Percent
1	Twice a day	71	47.3
2	Once a day	71	47.3
3	Alternative days	8	5.3
Total		150	100.0

- This table indicates the 47.3% of the respondents are twice a day consumes the fairness cream, as well as 47.3% of the respondents consumes once a day. Only few respondents ie 5.3% of the respondents consumes in alternative days.
- However, majority of the respondent are consuming fairness cream twice a day (47.3%) and once a day (47.3%).

TABLE 3: PREFERABLE FACTOR IN FAIR & LOVELY

S.No	Preferable factor	Frequency	Percent
1	Sun screen protection	63	42.0
2	Fairness	81	54.0
3	Pimple protection	6	4.0
Total		150	100.0

- Majority of the women use Fair & Lovely because of these factors made them to prefer such as, sunscreen protection, fairness, pimple protection.
- this table shows 42% are prefer this product because of sun screen, 54% women use this product to get fairness. 6% of the women uses to get protection from pimple.
- Thus study shows that women are use Fair & Lovely to get fairness (54%).
- The most (54%) of the wives were prefer Fair & Lovely to get fairness

TABLE 4: RANKED FACTORS TO LIKE FAIR & LOVELY

S.No	Factors	Frequency	Percent
1	Attractive advertisement	50	33.3
2	Satisfaction	76	50.7
3	Offer	4	2.7
4	Other	20	13.3
Total		150	100.0

The above table indicates some factors made the respondent to like the fair & lovely. Such as attractive advertisement (33.3%), satisfaction (50.7%), offers (2.7%), others (13.3%) are the factors to like the product. Hence the majority of the respondents ranked as Fair & Lovely gives satisfaction so they liked this product.

TABLE 5: THE RELATIONSHIP BETWEEN AREA OF RESPONDENTS AND PROMOTIONAL SCHEMES FOR THE PRODUCT

S.No	Area	Offer price	Free gifts	Free sample	total
1	Urban	27	98	17	142
2	Rural	0	8	0	8
Total		27	106	17	150
3	Chi square value=3.51		Table value=.173		Df=3

Hypothesis: There is no relationship between age of the respondent and respondent and problems faced by respondents

The computed value of X^2 is 42.27 at 5% level of significance the table value X^2 is 0.00. Hence calculated value is higher than the table value so the hypothesis is rejected.

It is concluded that there is significant relationship between age of the respondent and respondent and problems faced by respondents

TABLE 6: RANK CORRELATION FACTORS INFLUENCING BUYING

S.No	Factors	Rank1	Rank2	Rank3	Rank4	Rank5	Total	Composite Index
1	Attractive advertisement	59	33	20	16	19	147	25.46
2	Satisfaction	33	12	48	18	10	121	27.50
3	Offers	30	36	4	39	10	119	18.46
4	Brand name	30	16	39	17	30	142	14.57
5	Other reason	10	16	11	34	75	136	13.99

The table shows that the respondents have ranked Attractive advertisement as the first factor which influence the buying, satisfaction as second factor, offer as third factor, brand name as fourth factor and other reason as last factor influencing their buying.

Hence attractive advertisement is the primary factor influencing buying of Fair & Lovely

NULL HYPOTHESIS

- There is no relationship between field of working and frequently use of Fair & Lovely.

FINDINGS

- The most (53.3%) of the wives are working in private sector than other fields
- The majority (47.3%) of the respondents have consumed Fair & Lovely twice a day as well as once a day
- The most (54%) of the wives were prefer Fair & Lovely to get fairness
- The majority of the respondents ranked as Fair & Lovely gives satisfaction so they liked this product.
- There is no relationship between age of the respondent and respondent and problems faced by respondents
- Most of the respondents influenced by attractive advertisement as the primary factor to buy of Fair & Lovely.

RECOMMENDATIONS/SUGGESTIONS

- Fair & Lovely gives highest satisfaction
- Respondents have given the least preference to satisfaction⁴ for the value of the brand than its price.
- The choice of a new varieties gives maximum weight age to quality of Fair & Lovely brand and current fashion and importance to current price.

CONCLUSIONS

The growth in India has led to an increase in Indian consumerism. The gradual increase in the purchasing power has opened up new opportunities for Indian retail to expand. The Indian market is a great potential market for fairness cream with a growing young population, looking to change lifestyles. Fair & Lovely is ranked as the best brand, and which is economical to all kind of people. majority of wives consumes Fair & Lovely as good fairness cream.

LIMITATIONS

As the limitations are common to almost all the studies in social survey, the present study also has no exemption. Some of the important limitations of the study are:

- The data are collected from the respondents of a particular place.
- Due to time constraint only limited samples are taken for the study.
- There may be certain percentage of respondent's bias.

SCOPE FOR FURTHER RESEARCH

The scope of the study covers almost all categories of Fair & Lovely. The whole appraisal of fairness creams will be angle of customer satisfaction. Any substitutes of fairness creams like soaps or natural products will not be considered. this proposition by examining in depth the case of 'Fair & Lovely,' a skin whitening cream, marketed by Unilever in many countries in Asia and Africa, and, in particular, India. Fair & Lovely is indeed doing well; it is a profitable and fast growing brand.

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