



A Study on Mens Preference Towards Fairness Cream and Factors Influencing the Purchase Behaviour

KEYWORDS

Fairness cream, Men's fairness, Preference level, Influencing factors

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ABSTRACT *Most men in India want fair clear skin though there is nothing like that which makes only fair skinned people attractive or smart? Even many dusky toned skins look far more attractive and glamorous than the lighter skinned ones. Still there is a craze here to lighten skin tone and that is why companies come up with different fairness creams, lotions. Every product is tagged or claims to do something to lighten your complexion further. Don't know whether they actually work or not, but the extent till consumers want to use these products says a lot. This thirst of men towards fairness cream has created a great demand and has motivated many FMCG firms to produce fairness cream for men. "Confidence comes from education. It comes from a sense of accomplishment. It's stupid to think that creams will make one confident, but still various factors influence young men towards the usage of fairness creams. The study aims in finding out the preference level of men towards fairness cream and the factors motivating them to purchase such cream. A pilot study was conducted initially and changes were incorporated. Valid tools were used in the study to find out apt results.*

FAIRNESS CREAM FOR MEN

Men who were secretly applying women's fairness creams formed 30% of the total users according to a study conducted during 2004 and identified that they needed a fairness cream that suited their skin and as an outcome was the insight of Emami which was the first to leverage on. It launched Fair & Handsome in 2005 and thus the journey started in producing fairness cream for men and scaled deep profits in the FMCG category. Fairness creams have emerged to a mass a dominant share in the Indian male cosmetics market, according to a recently published research report "India Male Cosmetics Market - Consumer Insight 2012" by Kuick Research. The consumption of cosmetic products by Indian men has witnessed an upward trend in recent years primarily due to shifting perceptions about the usage of cosmetic products along with its feel good factor. Changing lifestyle, rising income levels, and exposure of media are other discerning causes for its skyward spiral. As per the report findings, more than 80% of the surveyed male consumers were found using fairness creams. Further, a majority of these men were identified to be spending between INR 50 to INR 100 on fairness creams every month and were willing to pay a premium price for creams especially available for men. The fairness cream segment is bound to witness double-digit growth in the coming years, due to its widespread availability and increased spending on skin care products by the Indian male consumer. While the Indian male cosmetics market is still in its stage of infancy, it is said to offer an immense opportunity for cosmetics companies who are planning to target male consumers in the coming years. The market, which is yet to be structured, will definitely help its early entrants find a high degree of product acceptability among consumers.

LITERATURE REVIEW

Sahoo Debajani and Vyas H.Preela(July,Sept2007),"Emami-identification of Brand extension opportunities in fairness cream industry", Vision The journal of business perspective",vol. 11 no.3, elaboratethe major players in fairness cream for men and market expansion strategies

adopted by these players as also the ethical dimension and positioning strategies for Fair and Handsome.

OBJECTIVES OF THE STUDY

- To determine men's preference towards fairness cream and analyze the factors influencing men for purchasing fairness cream
- To determine the preference level towards a specific brand and to determine the mode of media which motivates men to buy fairness cream
- To determine the pros and cons in using fairness cream and to suggest in general to the public

LIMITATIONS OF THE STUDY

- The survey has been conducted only taking 300 respondents as sample size
- The study area covers only the city of Chennai
- The accuracy of the findings of study depends upon the correctness of the responses provided by the respondents.

SCOPE OF THE STUDY

The study focuses on young men and their preference level towards fairness and the factors influencing men in the purchase of fairness cream. The study also determines the various pros and cons .Study was conducted to 300 respondents in the city of Chennai.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Descriptive research design has been used for this study and a survey has been done for fact-finding inquiries of different kinds. The data is collected through the questionnaire.

SOURCES OF DATA

The data has been obtained from primary source. Primary data are obtained using a structured questionnaire and secondary source for statically proven information.

PERIOD OF THE STUDY

The study was conducted during the period May 2014 to July 2014

TOOLS USED FOR DATA ANALYSIS

- Simple percentage analysis
- Anova test of variance
- Kolmogorov smirnov test

DATA ANALYSIS AND INTERPRETATION

KOLMOGOROV SMIRNOV TEST

MEDIA THROUGH WHICH ADVERTISEMENT IS EFFECTIVE

RANK MEDIA	1	2	3	4	5	6	TOTAL
TELEVISION	210	65	25	0	0	0	300
HOARDINGS	0	0	36	90	141	33	300
MAGAZINES/NEWS PAPER	0	18	73	126	60	23	300
RADIO	64	180	56	0	0	0	300
EXHIBITION/STALLS	0	0	0	0	56	244	300
SOCIAL NETWORK	26	37	110	84	43	0	300
TOTAL	300	300	300	300	300	300	300

Ho - There is no significant difference among the selection of media by the respondents

H1-There is significant difference among the selection of media by the respondents

RANK (WEIGHTAGE) MEDIA	1 (6)	2 (5)	3 (4)	4 (3)	5 (2)	6 (1)	TOTAL
TELEVISION	1260	325	100	0	0	0	1685
HOARDINGS	0	0	144	270	282	33	729
MAGAZINES/NEWS PAPER	0	90	292	378	120	23	822
RADIO	384	900	224	0	0	0	1508
EXHIBITIONS/STALLS	0	0	0	0	112	244	356
SOCIAL NETWORK	156	185	440	84	86	0	951
TOTAL	1800	1500	1200	732	600	300	

EXPECTED FREQUENCY(Ei)	OBSERVED FREQUENCY(Oi)	EX-OB
0.14	0.27	0.13
0.14	0.11	0.03
0.14	0.14	0.00
0.14	0.24	0.10
0.14	0.05	0.09
0.14	0.15	0.01

Here the highest value (Oi-Ei) column ie,0.13
 Tabulated value is 1.36/square root of N
 =1.36/ 300*300
 =0.08

INTERPRETATION

Since the calculated value is greater than the tabulated value we reject the null hypothesis, thus there is no significant difference among the selection of media by the respondents.

ONE FACTOR ANALYSIS OF VARIANCE

To determine, whether there is any difference in the opinion of the respondents on level of satisfaction.

Ho- There is significant difference
 Ho-There is no significant difference

Attributes	5	4	3	2	1
Price	38	186	64	12	0
Quantity	24	178	90	8	0
Quality	67	122	111	0	0
Timely Availability	52	164	84	0	0
Packing and design	71	190	39	0	0

x1	x1 ²	X2	X2 ²	X3	X3 ²	X4	X4 ²	X5	X5 ²
38	1444	186	34596	64	4096	12	144	0	0
24	576	178	31684	90	8100	8	64	0	0
67	4489	122	14884	111	12321	0	0	0	0
52	2704	164	26896	84	7056	0	0	0	
71	5476	190	36100	39	1521	0	0	0	
252	14689	840	144160	388	33094	20	208	0	

N=25

ATTRIBUTES (V) = $\sum x_1 + \sum x_2 + \sum x_3 + \sum x_4 + \sum x_5$
 = 252+840+388+208+0

T=1688

C.F= T^2/N
 = 1688*1688/25
 =113973.76

STEP 2

SUM TOTAL OF ALL ITEMS OF ATTRIBUTES

= $(\sum x_1^2 + \sum X_2^2 + \sum X_3^2 + \sum X_4^2 + \sum X_5^2) - C.F$
 =1425+144160+33094+208+0-113973.76
 =77742.24

SUM OF SQUARES BETWEEN THE ATTRIBUTES

= $(\sum x_1)^2 + (\sum X_2)^2 + (\sum X_3)^2 + (\sum X_4)^2 + (\sum X_5)^2 - C.F$

 5 5 5 5

=70034.24

STEP 4

SUM TOTAL OF SQUARES WITHIN VARIETIES

= TOTAL SUM OF SQUARES-SUM OF SQUARES BETWEEN VARRIABLES

191716-70034.24

=121681.76

ANALYSIS OF VARIANCE TABLE

SOURCE OF VARIANCE	SUM OF SQUARES	DEGREE OF FREEDOM	VARIANCE
BETWEEN ATTRIBUTES	70034.24	(5-1)=4	$70034.24/4$ =17508.56
WITHIN ATTRIBUTES	121681.76	(25-5)=20	$121681.76/20$ =6084.1

$F = \text{VARIANCE BETWEEN ATTRIBUTES} / \text{VARIANCE WITHIN ATTRIBUTES}$

=17508.56/6084.1

CALCULATED F =2.87

TABULATED F=2.87

SINCE CALCULATED F IS EQUAL TO TABULATED F WE ACCEPT H_0 .there is a difference in the opinion among the various attributes

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS**

It has been identified that most men prefer Garnire brand fairness cream and it has created strong brand awareness in the market. It has become a routine duty for men to apply fairness cream on daily basis .Most men like to look oil free and bright and that is the strong reason for using fairness cream .Apart from these findings some are listed below.

- Most of the men belong to the age group of 18 to 24
- Most of the men belong to the occupation status of student
- Most of the men are motivated to purchase fairness cream due to television media
- Most of the men prefer fairness cream to due to oil free skin and bright appearance
- Most preferred fairness cream brand is Garnier
- Most men make it a routine to purchase fairness cream during monthly grocery purchase.

SUGGESTIONS

- Fairness cream manufacturers can increase the herbal content and reduce the chemical content
- Fairness cream can be improved in its fragrance and flavours
- Consumers are looking for herbal content rather than chemical based fairness cream

CONCLUSION

Fairness cream being one of the most preferred FMCG products has now created a strong impact in men's life. Men have made it a routine to use fairness cream on daily basis for oil free and bright look. Fairness cream manufacturers can capture a wide array of population if it comes

out with innovative and added values .Taking into consideration the concept of health and skin sensibility fairness manufacturers can produce herbal fairness cream for a save nation and healthy living of customers. Herbal content is a mantra which will help the manufacturers to sustain in the FMCG market for a longer span of time being more successful

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