Research Paper   © 2012 IJFANS. All Rights Reserved,

Factors Influencing Satisfaction Level Of Leading Fairness Cream In Indian Market

Dr Anchal Rastogi[1]*

[1]*Associate Professor, School of Management, Babu Banarasi Das University, Lucknow. Contact Number 8004519059. Email- dr.anchalrastogi@gmail.com

Dr. Ram Singh[2]

[2]Assistant Professor, Department of Business Administration, University of Lucknow.

Afreen Hasan[3]

[3]Research Scholar, School of Management, Babu Banarsi Das University, Lucknow. Email- afreen24aabidi@yahoo.com

*Corresponding Author: - Dr Anchal Rastogi
*Associate Professor, School of Management, Babu Banarasi Das University, Lucknow. Contact Number 8004519059. Email- dr.anchalrastogi@gmail.com

Abstract

India's fairness cream market is expanding at expeditious speed, charged by television advertisement by the celebrities and the rapidly changing lifestyles. India's dynamic FMCG market has seen the remarkable heightening in the cosmetic market in last two decades and fairness cream communiqué for the crucial part of the cosmetic market with a standard growth rate of 20% per annum. Indians are observing a prototype reposition from traditional methods of using home products to modern methods of using branded cosmetics and fairness cream to become fair.

The particular paper aims at   the factors influencing satisfaction level of leading fairness cream in Indian market. It also provides a more comprehensive study on the various brands of fairness cream. The Participants were chosen randomly from cities 'Lucknow' and 'Faizabad', 244 agreed to participate in the survey but the data could be collected from 200 respondents only.

Key words: Fairness Cream, Brand, Consumer

INTRODUCTION

The conceptualization of tendering the people with "fair-skin" has long been acknowledging eugenically and it has been the psychological and social impact on women to be fair. It is clear from television and advertisements that the market for fairness creams in India is enormous. The increasing demand of fair bride and groom creates the field for the national and international players to invest in the cosmetic markets and more particularly in fairness cream products to cater the needs of new generations. The celebrities like Yami Gautam, Shah Rukh Khan and many more are brand ambassadors for the leading brands of fairness creams. The widening in consumerism and the swapping life style of Indian women has led to strong demand for fairness creams. India's enlargement middle class is reconceptualizing the lifestyle motif with assumption of growing brand consciousness; creating opportunity for the global players in fairness cream market. The Indian market is undergoing well built demand for fairness creams due to the expanded media and untapped markets targeting the rural segment. Another hack is the indispensable penetration level of spending behavior on cosmetics. The fairness product market has captured the people from all angles. The facile opportunities of these products has made the business to enlarge. The formidable source of this expansion is value added factors like fairness cream with sun screening; fairness

cream with age miracle; fairness cream with multivitamin etc. The present study has been directed towards exploring and examining the various factors which influence the people to go for a particular brand of fairness cream. The main equitable is to extend the reason in the decision making and buying process. Consumer behavior approximately is the behavior that consumer exhibit in searching, purchasing, using and evaluating the products, services and ideas which they anticipate and satisfy their needs. Past studies show that the buying behavior is intricate in nature because of its ever changing and never ending nature. Irrespective of the age, educational qualification, income level, every individual wants to be fair. Nevertheless, the individual necessitate assessing the different brands of fairness cream depending on the prerequisite and possibility. As such different brands of fairness creams Fair and lovely, Fair ever, Emami, Fair glow and Vicco turmeric are included in this research paper. INDIAN FAIRNESS CREAM MARKET has experience its substantial perpetually transformation in the past decennium as the transpose way of living has given people considerable option in the way that they are possessed with lighter skin.

OBJECTIVE OF THE STUDY
1. To study the favored brand of fairness cream.
2. The reason behind selecting the specific brand of fairness cream.
3. Aspects influencing to pick out certain brand of fairness cream.
4. Alluring features of fairness cream.

LITERATURE REVIEW
Das S (2013) stated that "Fairness creams have become a vital product for the Indian youths which turns the FMCG companies in increasing their overall sales due to the importance given by Indian consumers towards fairness."

Watson et al., (2010) stated that "A colour- caste system that placed dark-skinned persons at the bottom, light skinned persons in the middle and Caucasians at the top" (as cited in Eagle et al., 2014, p. 75).

Burger et al., (2016) stated in his research "The particular enthusiasm for skin whitening agents originated in the 1960s, driven by the incidental discovery of the whitening action of hydroquinone on the black skins of U.S. workers daily exposed to this agent in the rubber industry. From the 1980s onwards, a blooming interest in skin-whitening cosmetics was observed: lighter complexion may be synonymous with health, youth, and/or beauty in different Cultures. This fondness, motivated by complex social, cultural, and historical factors, has not slowed down since".

Willimason (1978) stated that "It is not the ad that evokes feeling, it simply invokes the idea of a feeling; it uses feeling as a sign which points to the product. But then emotion is also promised when you buy the product. So the feeling and the product become interchangeable as signifier/signified" (as citied in Sarkar & Gosh, 2017).

Jha (2016) stated in his research "The social pressure of feeling non-beautiful due to dark skin is leveraged by whitening cream manufacturers in India. The emphasis on technology in the skin whitening and lightening product plays an important role in creating a myth regarding the transformative power of the advertised product which promises fair skin both for desirability and empowerment."

Sarkar & Gosh (2017) Stated that "When we buy a product we do not only procure the product but we also buy the sentiment allied with. Since products h have use value while commodities have used and exchange value the purpose of market is to increase the exchange value and entrap as many heads as possible. To inculcate the notion, "I consume hence I exist" is the prime motto of a consumer economy; and for the purpose commodities are loaded with symbolic value, which ads propagate. This being the general theory, contemporary ads would emphasise on the symbolic value much more than they would during the pre- globalisation period. Not only that, but also the market

would be flooded with commodities devoid of use value, on which ads would confer supposed use value and create apparent needs to entrap consumers."

Jha (2016) stated in his research "The relentless impact of advertising for skinlightening cosmetics tends to capitalize on the Indian consumers" insecurities about their skin tone and fascination with pale skin. Even though it is not possible for superficial application of fairness creams to permanently alter the natural skin color which is determined by melanin content of the skin, advertisements continue to perpetuate this illusion by encouraging the obsession for fairness."

RESEARCH METHODOLOGY

A pre-tested questionnaire was administered to the randomly selected people from the cities Lucknow and Faizabad, UttarPradesh, India. Personal interviews with the help of the pre-tested interview schedule were taken. Besides, personal observation was done wherever necessarily applicable. A pilot survey was conducted and the questionnaire was improved in that light. A structured questionnaire was used as a data collection tool. The sample includes female from different occupation, age and income group. In order to confine our study, a field survey was conducted across the selected segment of the cities and the respondents were selected randomly; they were approached to be included in the survey. For the sake of convenience the study concentrated on interview, questionnaire-survey method.

a) Sample Design: random sampling was used keeping the target segment in mind.

b) Sample size: 244 people were approached but the data could be collected from 200 respondents only.

c) Data collection Period: The period of the data collection is limited to only a 3 -week period in September and October, 2022.

d) Data collection method: A structured questionnaire was prepared and requisite information were collected through personal interviews.

e) Tools and techniques used: Multiple regression analysis, Ranking method, Kendalls coefficient, Spearman's rank correlation and percentage method.

ANALYSIS AND INTERPETATION

Data has been collected from Indian rural women through survey method. The questionnaire has been asked and filled by the researcher. The analysis and interpretation has been based on the data results conducted. The quantitative survey method is used to conduct a survey among 244 women aged group between 15-45 in lucknow and faizabad region. The responses to the questions are quantified. The analysis is presented in tabular form.

LEADING BRANDS * INGREDIENTS			
		INGREDIENTS	Total
		alcohal free ingridients	
LEADINGBRANDS	Glow and lovely	95	95
	vicco turmeric	117	117
	fairglow	32	32
Total		244	244

INFORMATION SEARCH						
		INFORMATION SEARCH				Total
		Always	rarely	occasionaly	never	
LEADINGBRANDS	Glow and lovely	0	54	41	0	95
	vicco turmeric	63	0	53	1	117
	Fairglow	32	0	0	0	32
Total		95	54	94	1	244
OUTCOME_FACELOOK						
		OUTCOME_FACELOOK				Total

		1 month	1 -2	5-6	
LEADINGBRANDS	Glow and lovely	76	3	16	95
	vicco turmeric	105	2	10	117
	fairglow	0	22	10	32
Total		181	27	36	244

MONETARY TERM_RATING					
Count					
		excellent	above average	Average	Total
LEADINGBRANDS	Glow and lovely	0	14	81	95
	vicco turmeric	74	34	9	117
	fairglow	0	32	0	32
Total		74	80	90	244

PROTECTION_RATING					
		excellent	above average	average	Total
LEADINGBRANDS	Glow and lovely	16	20	59	95
	vicco turmeric	27	62	28	117
	fairglow	0	2	30	31
Total		43	84	117	244

PACKAGESIZE_PREFERENCE				
		small packets	large tubes	Total
LEADINGBRANDS	Glow and lovely	82	13	95
	vicco turmeric	77	40	117
	fairglow	32	0	32
Total		191	53	244

FEEL						
		fair	beautiful	ugly	normal	Total
LEADINGBRANDS	Glow and lovely	45	49	0	1	95
	vicco turmeric	14	102	1	0	117
	fairglow	10	18	0	4	32
Total		69	169	1	4	244

Among all the leading brands the respondents mostly prefer alcohol free ingredients. The common observations between most of the participants were they use fairness cream occasionally. Predominately accepted factor for the usage of fairness cream is to look fair and beautiful. The participants change their fairness cream according to the price and packages. They switch to other brands according to price they want.

FINDINGS AND CONCLUSIONS

India is one of the enormous economies in the world. The fast and furious step of growth of the Indian economy is the prime mover for Indian consumerism. India presents a noteworthy market with its young population just beginning to embrace significant lifestyle changes. The moderate increase in the purchasing power of Indians provides an excellent opportunity for organized retailing and creates an environment for cosmetic market. Estimation by analysts suggest that India has the potential to be labeled as the fastened growing market for fairness cream. The Indian cosmetic market and particularly the fairness cream market relish a good market growth as the Indians are obsessed to become fair and beautiful. In the company of growing competition, the fairness market leaders need to re-evaluate the marketing plan. The companies will stand as leaders in their respective market by focusing their efforts on the benefits of a changing customer base. Even reputed companies and brands have felt the need for behavioral study to reach a larger customer base. The particular research paper is an attempt in that direction only. The researcher has tried to focus on this issue and the findings are itemize below:

Fair & Lovely is ranked as the best brand, Vicco turmeric is ranked first for its promotional offers and advertisement and Fair & Lovely stands first for its varieties.

2. The correlation coefficients between the brand image and the varieties, promotional offer and advertisement are more than 0.5, so the variables are highly positively correlated.

3. The alternative of a new brand gives maximum weight age to quality of new brand and current fashion and less importance to current price and new in the market.

4. The most authoritative factor of pluming up a brand of fairness cream is the advertisement, where family and friends occupy the second and the third places respectively. And word of mouth and the neighbors are placed 4th and 5th positions.

5. Kendall's' coefficient test strengthened the hypothesis that the respondents have the nearest approach to the same ranking with respect to the most influential factor to choose a particular brand of fairness cream.

6. The purchase decision making of fairness cream is linked with the desirebility of the brand. It is also found that the value of the branded fairness cream for the people is mostly 'social acceptability' and the 'value for money'. Respondents have given the least preference to 'satisfaction' for the value of the brand.

7. preponderances rated Fair & lovely as the most popular brand and Vicco Turmeric as the second best, while Faitglow is rated as the least popular brand of fairness cream.

8. The respondents have ranked the attributes "fairness" as rank-1, "current trend" rank-2 and the lowest rank-7 and 8 to "availability" and "packaging' as the attractive features of the fairness cream.

Fairness cream ads point up on belief that a person's caliber is directly proportional to his/her skin tone across various ads. A survey conducted by dove says around 70% of women won't be able to match themselves with the way women is portrayed in Media. Fairness ads moderate all the facts about skin tone and the side effects of using fairness products is only highlighting the fair skin tone as highly valued personality. The genre of beliefs fairness ads emphasizing has created discrimination based on skin tone. Influenced by such thoughts, significant number of people has expressed their insecure due to their dark skin tone. This bias has created obsession and making people to try more and more fairness products to somehow achieve the desired color complexion as they feel marginalized due to their color complexion.

REFERENCES

- Burger .P. (2016). "Skin Whitening Cosmetics: Feedback and Challenges in the Development of Natural Skin Lighteners" cosmetics 3(30) Retrieved from doi:10.3390/cosmetics3040036 www.mdpi.com/journal/cosmetics

- Das S. (2013). "Consumer"s Perception on Fairness Cream in India", Journal of Research, Extension and Development, 1(11) 64-66. Retrieved from

- https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2592358

- Eagle et al., (2014). "Ethical issues in the marketing of skin lightening products." Proceedings of the Australian and New Zealand Marketing Academy Conference, pp. 75- 81.

- Jha B. (2016) "Representation of fair-skin beauty and the female consumer" IOSR Journal Of Humanities And Social Scienc, 21(2) PP 01-12. Retrieved from

- http://www.iosrjournals.org/iosr-jhss/papers/Vol.2021 20Issue12/Version-8/A2112080112.pdf

- Sarkar & Gosh (2017) "ETHICAL NORMS IN FAIRNESS CREAM ADVERTISEMENT", Global Media Journal – Indian Edition, 7(2) Retrieved from http://www.caluniv.ac.in/global-mdia-journal/ Comm-Nov-2017/C1.pdf

- Williamson J (1978). Decoding advertisements: Ideology and meaning in advertising. Retrieved from http://bookzz.org/

- Watson S, Thornton, C. G, & Engelland, B. T. (2010). "Skin color shades in advertising to ethnic audiences", The case of African Americans. Journal of Marketing Communications, 16 (4), 185-201.

- http://womenofworth.in/#vision

- http://www.thehindu.com/opinion/open-page/the-fallacy-of-the-fairnessconcept/article 7074825.ece

  https://www.thenational.ae/business/who-is-the-fairest-of-them-all-in-india-1.422134\

- Raja, Anand S., and Mahesh Kumar (2014). "A Study OnMens Preference Towards Fairness Cream And Factors Influencing The Purchase Behaviour". Indian Journal of Applied Research, 4.11.

- Manivannan, L., K.V. Kannan, and Natrayan (2006). Brand Preference For Fairness Creams. Retrieved from: http://www.indianmba.com/Faculty_Column/FC399/fc399.html.Accessed on 14 Feb, 2016.

- "Unilever Bangladesh Website".Retrieved from: https://www.unilever.com.bd/.Accessed on 16 Feb, 2016.

- Shahriar, Meer F., (2015). Internship Report on Unilever Bangladesh Limited. North South University.Sethi, Madhvi, JasmeetKaur, and Kamalpreet (N.d.). Market Research On Fairness Creams. Punjabi University.

- Karnani, Aneel (2007). Case Study: „Fair & Lovely" Whitening Cream. The University of Michigan.

- Chopra, A (2011), "Who is the fairest of them all in India", The National, July 3, 2011.

- Mukharjee, P(2006), "Fairness creams for all ages is Emani mantra", Business Standard, September 28, 2006, Kolkota.