

A STUDY OF PERSONAL CARE PRODUCTS MOVEMENT THROUGH VARIOUS DISTRIBUTION CHANNELS

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ABSTRACT:

The personal care products are discovered and used in the ancient world. Each country has their own history of personal care products. In ancient India, sixteen methods of self-beautification were practiced which are popularly known as SolahShringar. The personal care category in India was valued at Rs. 54.6 billion. An average Indian spends 8% of his income on personal care products. Personal care mainly consists of Hair Care, Skin Care, Oral Care, Personal Wash (Soaps), Cosmetic and Toiletries, Feminine Hygiene. India's personal care industry is composed of hair care, bath products, skin care and cosmetics, and oral care. The sector is driven by rising income, rapid urbanization, and celebrity promotions. This industry accounts for 22% of the country's fast-moving consumer goods (FMCG), which is the term for Consumer Packaged Goods in India

A distribution channels of personal care products represents a business house or intermediaries (seller) through the final buyer purchases personal care products. The distribution channels for all types of personal care products are General & cosmetic stores, Medical Stores, Beauty Parlours, Shopping malls, Co-op Bazar and Online (Internet).

The present research is based on primary data collected from the various distribution channels (sellers) of personal care products from Jalgaon City of Maharashtra state. The research was conducted to study the role of various distribution channels in personal care products business, to study the impact of new trend in personal care products market and

various strategies used by distribution channels to increase their sales. The General & Cosmetic Stores and Medical Stores are played important role in movement of personal care products in the market. New trend impacts all distribution channels, so they are using various promotional strategies to increase the sales.

Key Words: Personal Care Products, Distribution Channel, Personal care product categories, Promotional Strategies.

INTRODUCTION:

Personal care products are generally used for personal health and hygiene. It includes products like body talc, body scrub, tooth paste, tooth brush; tongue cleaner, tooth powder, bathing salts, bathing gel, essential oils, moisturizer, skin creams, face wash, hair oil, hair shampoo, hair conditioner, soap, nail and cuticle care products.

The personal care products are discovered and used in the ancient world. Each country has their own history of personal care products. In ancient India, sixteen methods of self-beautification were practiced which are popularly known as SolahShringar. Women are using different methods to maintain and enhance their beauty and charms. To have a fair complexion, a woman may do anything because in Indian society much premium is placed on a colour. To be fair is the dream of every woman because a dark or whitish complexion is a curse, particularly, from the view point of marriage.

Personal care category in India was valued at Rs. 54.6 billion. An average Indian spends 8% of his income on personal care products. Personal care mainly consists of Hair Care, Skin Care, Oral Care, Personal Wash (Soaps), Cosmetic and Toiletries, Feminine Hygiene. The beauty and personal care products market in India grew 9.2 per cent in 2016. The market size of India's beauty, cosmetic and grooming market will reach \$ 20 billion by 2025 from the current \$ 6.5 billion on the back of rise in disposable income of middle class and growing aspirations of people to live good life and look good. According to Gyan Research and Analytics Pvt. Ltd., the Indian personal care industry will witness 25 percent growth rate in the next few years. The Emerging Market Forum declared that the per capita income of India is expected to increase about 18 times by 2039, while disposable income for households is estimated to grow three times by 2025. Globalization, rise in incomes, greater awareness about self needs and a change in consumption patterns of households are the accelerating factors behind this rapid growth.

India's personal care industry is composed of hair care, bath products, skin care and cosmetics, and oral care. The sector is driven by rising income, rapid urbanization, and celebrity promotions. This industry accounts for 22% of the country's fast-moving consumer goods (FMCG), which is the term for Consumer Packaged Goods in India (amritt).

A distribution channel is the network of businesses or intermediaries through which a good or services passes until it reaches the final buyer of the end consumers. A distribution channels of personal care products represents a business house or intermediaries (seller) through the final buyer purchases personal care products. The distribution channels for all types of personal care products are General & cosmetic stores, Medical Stores, Beauty Parlours, Shopping malls, Co-op Bazar and Online (Internet). The personal care products are purchased and used by Men & women. The personal care products are mainly divided in to five categories as per their use for personal care and beautification.

Categories of Personal Care Products:

1. Hair Care Products:

Hair care products are used for taking care of hair on the body. The products such as oil, shampoo, conditioners, hair spray, styling gel and hair colours are included in hair care products.

2. Skin Care products:

Skin care products are designed to improve the appearance and feel of skin. The skin care products are moisturizers, anti-aging products, sun creams, scrubs and shaving creams.

3. Oral Care Products:

Oral care products are designed to take care of mouth. The oral care products are tooth paste, mouthwash and whitening products.

4. Body Care Products:

Body care products are designed to take care of body wash and body odour as well as personal hygiene. The body care products are body soap, deodorants, cotton pad and sanitizers.

5. Cosmetic Products:

Cosmetic products are designed for beautification. The cosmetic products are foundations, lip sticks, blushes, eye shadow, eye liner, and mascara.

Rising Need of Personal Care Products:

Social and economic development in 21st century brings evolutionary change in awareness and personal attention toward self by both men and women. Every one trying to improves their social status. People understand the benefit of personal care products and starts use of it with full confidence. The changing life style and increased awareness with higher education accelerate the growth in use of personal care products. Mainly women's need for looking appearances and materialism is increasing and they wanted to satisfy the need to look and feel good. It created a boom in the Personal care product market. The pattern and preference of use of these personal care products vary according to different segments and socio-economic class. Women are more likely to be emotionally involved with personal care product brands due to intrinsic (how she about herself) and extrinsic (how she is perceived by others). The female personal care product market is of high value, characterized by well-established behaviours. Women continue to be a valuable customer when it comes to personal care products. A detained understanding of women consumers brand consciousness towards selected personal products would help the marketers to design strategies as well as to achieve product differentiation in this kind of challenging market.

Today both male and female are extremely aware of the various brands in the market and are conscious of the products they use or consume. They pick and choose carefully according to their needs, style, preferences.

OBJECTIVES OF RESEARCH:

1. To study the role of various distribution channels (outlets) in movement of personal care products.
2. To study the impact of new trend in personal care products on distribution channels.
3. To study the promotional strategies used by personal care product distribution channels for increasing sale.

MATERIALS AND METHODS:

The present study is a descriptive research based on primary data only. The primary data has been collected from the distribution channels (sellers) of personal care products. The respondents i.e. distribution channels of personal care products were selected from Jalgaon City of Maharashtra state. A structured questionnaire was developed to collect the data from distribution channel of personal care products. Total 90 distribution channels of personal care products were selected randomly from those are ready to give response. The data collect from

these 90 distribution channels of personal care products was in the form of business information and personal care products sale data of their firm. The collected data was analyzed by frequency distribution technique.

RESULTS & DISCUSSION:

Table No. 1: Number of Years completed in Business

Sr. No.	Response	Frequency	Percentage
1	0 – 5 years	12	13.3
2	5 – 10 years	14	15.6
3	10 – 20 years	36	40.0
4	Above 20 years	28	31.1
	Total	90	100

The 40% distribution channels of personal care products doing business from 10 to 20 years and 31.1% distribution channels are in the business of personal care products from more than 20 years. Both the type of distribution channels are well established in the business of personal care products. 15.6% distribution channels are doing their business from 5 to 10 years and only 13.3% distribution channels are new in the business of personal care products because they started their business from less than 5 years.

Table No. 2: Type of Distribution Channel (Business Store)

Sr. No.	Response	Frequency	Percentage
1	General & Cosmetic Store	46	51.1
2	Medical	27	30.0
3	Shopping Mall	3	3.3
4	Beauty Parlor	9	10.0
5	Online (Internet)	5	5.6
	Total	90	100.0

The distribution channels of personal care product from the selected area are of five categories according to their business type of personal care products sale. The 51.1% distribution channels are in the form of General & Cosmetic Stores; 30% distribution channels are having their business in the form of Medical Stores. The distribution channels of personal care products in the form of Beauty Parlour, Shopping Malls and Online are

respectively 10%, 3.3% and 5.6%. The main distribution of personal care products is happening through General & Cosmetic Stores and Medical Stores.

Table No. 3: Type of Customers Purchasing Personal Care products

Sr. No.	Response	Frequency	Percentage
1	Urban	81	90
2	Rural	49	54.44

The distribution channels selling various categories of personal care products through their firm. In the selected area two types of customers are purchasing personal care products from the distribution channels of personal care products. Those two types of customers are Urban customers and Rural customers. The customers are coming to the them are in the combination with both types. According to 90% distribution channels Urban customers are coming to purchase personal care products and at 54.44% distribution channels Rural customers are coming to purchase personal care products.

Table No. 4: Age Group of Customers Purchasing Personal Care Products from Distribution Channels.

Sr. No.	Variable	Frequency	Percentage
1	Up to 20 Years	54	60.00
2	20 – 30 Years	67	74.44
3	30 – 40 Years	73	81.00
4	40 – 50 Years	41	45.55
5	Above 50 Years	26	28.88

Customers purchasing personal care products from distribution channels are in combination of all age group. According to 81% distribution channels customers coming to purchase personal care products are from the age group of 30 to 40 years and 74.44% distribution channels confirmed the age group 20 to 30 years of customers coming to purchase personal care products. Customers up to 20 years' age group purchasing personal care products from 60% distribution channels. The customers purchasing personal care products in the age group of 40 to 50 years and above 50 years are confirmed by 45.55% & 28.88% distribution channels.

Table No. 5: Distribution Channels Selling Various Categories of Personal Care Products

Sr. No.	Response	Frequency	Percentage
1	Hair Care Products	81	90
2	Skin Care Products	81	90
3	Oral Care Products	72	80
4	Body Care Products	73	81.11
5	Cosmetic Products	64	71.11

The distribution channels of personal care products are selling various categories of personal care products. Selection of various categories of personal care products mainly depends on the demand of that specific category of personal care products. distribution channels are selling those categories of personal care products which are in demand by the customers in respective area.

Maximum 90% distribution channels are selling Hair Care and Skin Care Products singly or in combination with other categories of personal care products; 81.11% distribution channels are selling Body Care Products singly or in combination with other personal care products. The 80% distribution channels are selling Oral Care Products singly or in combination with other personal care products and 71.11% distribution channels are selling Cosmetic Products singly or in combination with other personal care products.

Table No. 6: Impact of New Trends in Personal Care Products on Distribution Channels

Sr. No.	Variable	Frequency	Percentage
1	Yes	81	90.0
2	No	9	10.0
	Total	90	100.0

Now a days Customers are changing their test and demands according to the new trends coming in market. The customers of personal care products are also changes their requirements according to the arrival of new trend in personal care products. 90% distribution channels are accepted that New Trend in personal care products affect the business of personal care products and their sale. Only on 10% distribution channels there is no impact of New Trend in personal care products on their sale.

Table No. 7: Various Promotional Strategies used by Distribution Channels to increase Sale of Personal Care Products

Sr. No.	Response	Frequency	Percentage
1	Discounts	48	53.33
2	Cash back	13	14.44
3	Trendy Product Sale	63	70
4	Gift	27	30

All the distribution channels try to increase their sales and earn maximum profit. To attract the customers of personal care products distribution channels introduced and implemented various promotional strategies. They implemented four promotional strategies such as Offer Discounts, Offer Cash Back, Sale of Trendy Products and Offer Gifts to the customers on purchase of personal care products. They are introducing and implementing various promotional strategies to increase sale of personal care products in multiple combination.

The 70% distribution channels are using promotional strategy of selling Trendy Products to customers of personal care products to increase their sales, while 53.33% distribution channels are using promotional strategy of Offering Discount to the customers. 30% distribution channels are using promotional strategy of Offering Gifts to customers and only 14.44% distribution channels are using promotional strategy of Cash Back to the customers to increase their sales.

CONCLUSION:

1. The General & Cosmetic Stores and Medical Stores are playing maximum role in the distribution of personal care product from the selected area out of five distribution channels. The Beauty Parlour, Shopping Malls and Online distribution channels of personal care products are playing very less role in the movement of personal care products.
2. The new trend in personal care products largely impact on business of distribution channels of personal care products. Now customers are changing their test and demands according to the new trends coming in market. The customers of personal care products are also changes their requirements according to the arrival of new trend in personal care products.
3. The maximum distribution channels are using promotional strategy of selling Trendy Products to customers of personal care products to increase their sales out of five promotional strategies. Discount Offering strategies are used as second preferred promotional strategy by distribution channels to increase their sale. Offering Gift and

Cash back are used by comparatively less distribution channels as a promotional strategy to increase their sales.

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