

Factors Affecting The Buying Decisions Of Women Towards Fairness Cream In Rural Areas.

Dr Anchal Rastogi^{1*}

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

Afreen Hasan²

² Research Scholar, School of Management, Babu Banarasi Das University, Lucknow. Contact Number 9910030287. 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

Fairness creams have become a vital product for the Indian FMCG companies. Their overall sales increased due to the importance given by Indian consumers towards fairness creams. As it is known that India is a country popularly known for its diversity and different consumers from different parts of the country prefer different brands. Hence, this paper aims to identify to study the brand preference towards fairness cream among women of rural areas. This paper also examines the factors influencing women of rural areas in preferring various brands of fairness creams. The data was collected in Lucknow city of Uttar Pradesh, India among 150 survey respondents.

INTRODUCTION

India is a country where 3/4th of India's population resides in rural areas and contributes 1/3rd to national income. Rural India is comprised with the population of rural women. Over half of the population of rural India is of women. Rural women have made much contribution in usage of cosmetics. Their cosmetics items are generally comprised of fairness creams, Talcum powder, Lipsticks, etc. Fairness creams play a vital role in the life of rural women and that's the reason fairness cream market is flourishing in India. India is a country that represents its unique combination of social, cultural and religious stigma.

In India being fair is the definition of being beautiful especially for women. A fair woman is treated much better as comparison to dusky or brown skin women. This made opportunities to many companies to inherent the obsession with lighter skin tones and launches the leading brand of fairness cream fair & Lovely now known as Glow & Lovely. This particular brand inherent the cosmetics market because it made consumers trust that it solves all the issues of skin color.

Fairness cream constitutes a consistent proportion of income for FMCG companies. It enjoys the good market growth rate in comparison to other FMCG products. Thus this made women to be aware about the different brands available in the market. Brand awareness is a marketing term that describes the degree of **consumer recognition of a product** by its name. Creating brand awareness is a key step in promoting a new product or reviving an older brand. Ideally, awareness of the brand may include the qualities that distinguish the product from its competition.

Brand awareness is the dimensions of consumer consciousness of a company. It estimates a potential customer's capacity to not only recognize a brand image, but to also equate it with a certain company's product or service.

Brand awareness is best escalates through both inbound and outbound marketing efforts. When contention in an industry is high, brand awareness can be one of a business's considerable assets.

The market size for fairness cream in India was estimated to be Rs.800 crore. The market growth rate ranges between 15 – 20% on a year-to-year basis. The leading players in the market includes Hindustan Lever Ltd., (HLL's) 'Fair & Lovely' with 76 percent of the market share and Cavin Kare's 'Fairever' with 15 percent of the market share. Other important players like Godrej's 'Fairglow', Vicco and fairglow share the rest of the market share. It has been estimated that males constitute 20 percent of the total sales for fairness creams in India. The existing players are focusing upon improving the quality and ingredients and new players are also invading the Indian market. As India is a country known for its diversity different brands are used in different parts of the country. People use fairness creams to improve their complexion, irrespective of whether they have dark or fair complexion. The brands which are very successful in northern part of the country may not find a place in South India. Similarly some brands are successful in rural areas and some brands in urban areas. Here arises the need for a study on brand preference.

WHY IS BRAND AWARENESS OVERRIDING IN MARKETING?

With the extensive sum of products alternatives, having a transformed message and an audience that can discriminate a company's brand from its contenders is crucial. It can spell out the difference between success and failure for a company.

Uninterrupted marketing campaigns can be erected around encouraging awareness of a brand. Escalating brand awareness is extremely important during a company's first few years, when they are endeavoring to make a label for themselves.

Albeit the consumers are apprised of the product a company proffer, they will more likely go straight to that company if they need that product, instead of researching other places from where they can obtain that product. Businesses with well built branding are regard as obtained by the market. Therefore, they are trusted more by the consumers who are actually looking to buy a new product.

OBJECTIVES OF THE STUDY

1. To find out the brand preferences for fairness creams in Lucknow city
2. To study the factors determining brand preference for fairness creams
3. To pinpoint the sources of awareness for fairness creams.

ADVANTAGES OF FAIRNESS CREAM

1. Fairness cream lightens the age spots and pigmentation patches.
2. Fairness cream gives sun protection.

RESEARCH METHODOLOGY

Primary data has been collected for the research study in lucknow city of Uttarpradesh, India. The research design implicit descriptive style. Women of numerous age groups have been scrutinized for the research survey. The sample size was 150 and the sampling technique pre loved is convenience sampling. The research instrument cast off is schedule format and it penetrates both open and close ended questions. Personal interview was conducted among the pick out answerer.

LIMITATIONS

Chances of respondents' bias are involved in the research. Limited number of respondents has been chosen due to time constraint and this could affect the accuracy of result to certain extent.

ANALYSIS AND INTERPRETATI**Table:1** Brand Preference And Awareness For Fairness Cream

| BRAND PREFERRED | NO. OF RESPONDENTS | % OF RESPONDENTS | RANK |
|-----------------|--------------------|------------------|------|
| Fair & Lovely | 89 | 59.33 | 1 |
| Fairever | 45 | 30 | 2 |
| Vicco Turmeric | 3 | 2 | 3 |
| Emami | 2 | 1.33 | 4 |
| Others** | 10 | 6.667 | 5 |
| TOTAL | 150 | 100 | |

Others include Godrej's 'Fairglow', other regional brands.

From the above table it can be inferred that nearly 60 percent of the respondents prefer HLL's 'Fair & Lovely' when comparing with any other brand. Top of the mind awareness is also same for 'Fair & Lovely'. It can also be inferred that 30 percent of the respondents prefer Cavin Kare's 'Fairever' and are aware of them. Emami's 'Fair & Handsome' has been preferred by very few when comparing with others and the awareness is also poor.

Table:2 Factors Influencing Brand Preference

| FACTORS | NO. OF RESPONDENTS | % OF RESPONDENTS |
|---------------|--------------------|------------------|
| Fairness | 69 | 46 |
| Good looks | 40 | 26 |
| Sweat control | 30 | 17 |
| Smoothness | 11 | 11 |
| TOTAL | 150 | 100 |

It can be inferred from the above table that nearly 50 percent of the respondents use fairness creams in order to get 'fairness'.

Table:3 Sources Of Awareness For Fairness Cream

| SOURCE OF AWARENESS | NO. OF RESPONDENTS | % OF RESPONDENTS |
|---------------------|--------------------|------------------|
| Friends and Family | 13 | 8.67 |
| Salesman | 15 | 10 |
| Magazines | 10 | 5 |
| Radio | 30 | 20 |
| Others** | 80 | 53.33 |
| TOTAL | 150 | |

**Others represent Television

From the above table it can be inferred that more than 50 percent of the respondents are aware of fairness creams through television.

Table:4 Classification Of Fairness Cream Users On The Basis Of Age

| AGE | NO. OF RESPONDENTS | % OF RESPONDENTS |
|--------------|--------------------|------------------|
| 15-25 | 45 | 30 |
| 25-35 | 69 | 46 |
| 35-45 | 24 | 16 |
| 45 and above | 30 | 20 |
| TOTAL | 150 | 100 |

From the above table it can be inferred that most of the respondents (46%) who use fairness creams belong to the age group of '25 – 35' and 30 percent of them belong to the age group of 'Less than 25'.

Table:5 Classification On The Basis Of Education

| EDUCATION | NO. OF RESPONDENTS | % OF RESPONDENTS |
|----------------|--------------------|------------------|
| Primary | 4 | 2.67 |
| Middle | 2 | 1.33 |
| High school | 30 | 20 |
| Intermediate | 10 | 5 |
| Graduate | 69 | 46 |
| P.G. and above | 30 | 20 |
| Uneducated | 5 | 3.33 |
| TOTAL | 150 | |

It can be inferred from the above table that nearly 46 percent of the fairness cream users have graduation level education. It can also be inferred that nearly 20 percent of them have P.G. and above.

FINDINGS

It has been initiated that most of the consumers tender HLL's 'Fair & Lovely' fairness cream. The apprehension level of it was also inflated for this brand. Reconcilable portion of them also prefer Cavin Kare's 'Fairever' and were aware of it. Very few consumers tender brands like Vicco, and Fair glow. Mass consumers buy fairness creams concerning to get 'fairness'. Televisions also play a foremost role in fabricating awareness concerning numerous brands of fairness creams.

SUGGESTIONS

To such an extent market has been controlled by few players a new entrant or an existing player inquisitive in upgrading the market. Market share has to focus on 'fairness' as HLL's USP – Fairness in Six Weeks has worked better for it. The companies have to give importance for TV as most of the consumers recall the ad of Fair & Lovely's television advertisement and the recent Fairever celebrity advertisement. Recognition can effortlessly be created with these kinds of celebrity ads plead.

CONCLUSION

Fairness creams initiate a reconcilable proportion of income for the FMCG companies in India. As majority of the people are very much concerned about their color texture. The fairness creams appreciate very good market growth rate when collate with other correlated product categories. It is not abundant if a company has the righteous product with right quality. It has to be interfaced adequately to the cult audience.

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