Consumer perception towards cosmetic industry

A PROJECT REPORT ON CONSUMER PERCEPTION TOWARDS COSMETIC INDUSTRY IN GHAZIABAD (IN CONTEXT TO MEN'S FAIRNESS CREAM) TABLE OF CONTENTS | S. No. | Topic | PageNo. | 1 | Objective | 3 | | 2 | Introduction | 4-6 | | 3 | Research Methodology | 7-8 | | 4 | Engel-Kollat-Blackwell Model | 8-12 | | 5 | Data Analysis | 13-29 | | 6 | Findings | 30 | | 7 | Conclusion | 31-32 | | 8 | Limitation | 33 | | 9 | Annexure | 34-36 | OBJECTIVE OF THE STUDY To study the consumer perception on the basis of attribute based perceptual map using discriminant analysis. To find the Servqual score towards different attributes of fairness cream in accordance to kano's model. To determine the characteristics of targeted population which affect their choice of brand through Factor Analysis.

To determine the statistical significance of the choice of Brand with its Popularity and Expectation from it. An introduction to the Men's Fairness Cream Market in India: Men's fairness cream market in 1999: Did not exist. Men's fairness cream market in 2009: Rs 100 crore. Men's fairness cream market in India is still a fairly small segment – just Rs 186 crore (Rs 1. 86 billion) out of the total Rs 2, 200 crore (Rs 22 billion) plus fairness cream market, according to Nielsen (2010 figures)- but one that is growing at a fast clip of 31 per cent. Till the last decade it was almost unimaginable that there would be a fairness cream for men among male grooming products. As it turned out, men contributed significantly to consumption of fairness product.

That shouldn't be surprising as we live in a society which is obsessed with fair skin. This phenomenon was not restricted to women and, unknown to marketers, had influenced Indian man as well. The size of Indian skincare market including creams, moisturisers and cleanser is estimated at Rs 4, 750

crore. Of the total skincare market, the fairness cream market in India is estimated at Rs 2, 200 crore plus. According to a Nielsen survey conducted amongst 1, 000 SEC A and B men in Mumbai, Delhi, Kolkata and Hyderabad on male grooming, every second man has a monthly date with a salon. " The importance of male grooming is clear, with the market worth Rs 695 crore and growing at 11 per cent.

While some brands tried to build on the premise of letting go of women's products and opting for male-centric products for social reasons, others pointed out how men's facial skin is much different from women and thus, they need products to suit their skin type. In the past few years, the men's grooming market has grown exponentially with brands launching not just the run-of-the-mill shaving gels and foams, but fairness creams, moisturisers, talcs, face washes and other grooming products targeted specifically at men, with fairness creams leading the pack. One of the major reasons behind this is that over the years, Indian male became more and more conscious of his looks, not just in the business world but also in society. A lot depended on how he presented himself.

Men didn't want to run the risk of being seen as irresponsible and negligent due to their looks. Celebrities, too, became more vocal about their grooming habits, sharing self-grooming details in TV and print interviews. Also, following global trends entered the metrosexual male – the man who has strong concern for his appearance and styling. Leveraging the fact that there were no products to meet their growing needs at least not of international quality, brands pooled in energy and resources to target these men. The

grooming fad was not limited to men in the corporate field – it spread to collegians and other youngsters too, growing the market further.

To secure early leads, marketers are expanding their portfolio beyond creams and straddling different price-points with various ranges. Differentiation, for now, seems to have been relegated in favor of endorsements by filmstars and cricketers A-listers for their communication. But the star endorsement by every brand is slowly eroding the differentiation. Garnier Marketing Manager Richa Singh says, " John Abraham's positive energy and the will to be active helped us portray him in a way that was real to both him and our brand. It appeared genuine. " HUL Skin Care General Manager Govind Rajan feels, " It is always better to start with the young who are more amenable to change.

Hence, Shahid Kapur". On its part, Nivea has associated with India cricket captain Mahendra Singh Dhoni. The first mover, Emami's Fair and Handsome has Shahrukh Khan as its endorser. Kolkata-based Emami first saw the need for a men's fairness product, beating bigger players. Research had showed that the country's leading women's fairness cream, Fair and Lovely, had then owed over 30 per cent of its sale to men users. Emami's Fair and Handsome, launched in 2005, was followed by HUL, the makers of Fair and Lovely, which launched Fair and Lovely Menz Active in 2006. Beiersdorf AG, the German parent of Nivea, entered next with its Nivea for Men product.

Heavy advertisers such as HUL and Garnier are now looking to expand the skincare category beyond vanilla fairness creams with face washes and sunscreens, though experts question the efficacy of these products.

Marketers admit that fairness is the foremost concern of users but insists that it only points to the underlying need for a healthy skin. Whitening emerges as the prime need of the customer segment of men's fairness creams. Since Indian men spend a lot of time outdoors, they desire to reverse the effect of the aggressive factors and hence use whitening creams. The other big need is also of oil control. The product should address the need for a clear and glowing skin, albeit without a tan and dark spots. The brands are banking on the halo effect of the names under which they launch their men's fairness products, apart from the star pull.

One differentiator can be fusing nature with technology and developing the credibility to create a habit of skincare regime. Brands are also straddling different price points, either through different product ranges or through packaging. Garnier launched satchets of its cream early this year. Its parent, L'oreal also has a range for men's whitening cream priced much higher. HUL covers the mass market with its Fair and Lovely Menz Active. Emami, still lording it over the market with its Rs 125 crore (Rs 1. 25 billion) brand, is far from embattled as it is one thing to have a brand and quite another to focus on it. Emami gets 20 per cent of revenues going into advertising and Fair and Handsome remains a focus brand.

HUL, does not intend to extend its Fair and Lovely Menz Active, but wants to concentrate on Vaseline Men. Major Players of Men's fairness cream Segment considered in our study:- Emami's Fair and Handsome Garnier Men Power Lite Unilever's Fair and Lovely Menz Active Nivea for Men-Advanced Whitening Cream TABLE 1 | Players | Market Share | Year of Inception | | Emami Fair and Handsome | 62% | 2005 | | Fair and Lovely Menz Active |

20% | 2006 | Nivea for Men | 9% | 2007 | | Garnier Power Lite | 9% | 2009 | RESEARCH METHODOLOGY:- All the findings and conclusions are based on the survey done in the working area within time limit. It has been tried to select a sample representative of the whole group. The data has been collected from 100 respondents for studying the consumer perception towards Men's Fairness Creams. RESEARCH DESIGN: The research applied in the project is Descriptive Research as the major objective of research is to describe the buying behavior of the customers towards Men's Fairness Cream. This is done by studying customer feedback collected through questionnaire. DEVELOPING THE RESEARCH PLAN

The data for this research project has been collected through self-administration. Due to time limitation and other constraints direct personal interview method is used. A structured questionnaire was framed as it is less time consuming, generates specific and to the point information, easier to tabulate and interpret. Moreover respondents prefer to give direct answers. In questionnaires closed ended types of questions has been used. COLLECTION OF DATA Primary data: Individual respondents were personally visited and interviewed. They were the main source of Primary data. The method of collection of primary data was direct personal interview through a structured questionnaire. SAMPLING PLAN

Since it is not possible to study whole population, it is necessary to obtain representative samples from the population to understand its characteristics. •Target Population: College Students and Upcoming Professionals. Sampling Units: Malls. Sample Element: Men. •Sample Technique: Convenience Sampling. • Research Instrument: Structured Questionnaire. SAMPLE SIZE:

The sample size taken is 100. DATA COLLECTION INSTRUMENT DEVELOPMENT The mode of collection of data is based on Survey Method and Field Activity. Primary data collected using structured questionnaire. The questionnaire has been prepared taken into consideration the variables of the Elgen Kollet Blackwell Model.

RESEARCH LIMITATIONS • The research is confined to Ghaziabad and does not necessarily show a pattern applicable to all parts of the country. • Some respondents were reluctant to divulge personal information which can affect the validity of all responses. • In a rapidly changing industry, analysis on one day or in one segment can change very quickly. The environmental changes are vital to be considered in order to assimilate the findings. ENGEL-KOLLAT-BLACKWELL MODEL This model was created to describe the increasing, fast-growing body of knowledge concerning consumer behavior. The purchase of fairness creams shows the habitual buying behaviour of the customer.

This model consists also of four stages: First stage: Decision-Process stages The central focus of the model is on five basic decision-process stages: Problem recognition, search for alternatives, alternate evaluation, purchase, and outcomes. Problem recognition: Need for the fairness cream for men, which gives them more confidence and recognition among people. Alternate evaluation: The person / men will search for the different alternatives which are available in the market. Here in this case different alternatives are: Emami fair & handsome: fairness cream Hul fair and lovely: menz active fairness cream Garnier men powerlight: fairness moisturizer

Nivea for men: whitening repair and protect and whitening oil-control moisturizer Hul vaseline men: antispots whitening face cream Others: Such as Elder Healthcare's Fairone Man etc. 3. Purchase: He will purchase the product if he get satisfied by the search process and choose the best cream. 4. Outcomes: The outcomes may lead to satisfaction or dissatisfaction of customer about the product. For example if the customer has chosen the product Emami fair & Handsome then he may get satisfied or dissatisfied from the product. The Engel-Kollat-Blackwell Model of Consumer Behavior. Source: Engel , Blackwell, and Miniard,(1995) page No 95 Second stage: Information input

At this stage the consumer gets information from marketing and non-marketing sources, which also influence the problem recognition stage of the decision-making process. The consumer may get the information from different sources like print media, TV commercials etc. in this case the consumer will get the information about all the fairness creams through the TV commercials and the consumer still does not arrive to a specific decision, the search for external information will be activated in order to arrive to a choice or in some cases if the consumer experience dissonance because the selected alternative is less satisfactory than expected. Third stage: information processing

This stage consists of the consumer's exposure, attention, perception, acceptance, and retention of incoming information. The consumer must first be exposed to the message, allocate space for this information, interpret the stimuli, and retain the message by transferring the input to long-term memory. Here in this case the consumer first see the advertisement of the

product in electronic or print media and focus on the advertisement which is of his requirement or his need i. e he gives attention to the fairness cream for men advertisement, then he interpret the information from that advertisement and finally he retain the message and keep this message in his mind for the purchase intention.

Fourth stage: variables influencing the decision process This stage consists of individual and environmental influences that affect all five stages of the decision process. Individual characteristics include motives, values, lifestyle, and personality; the social influences are culture, reference groups, and family. Situational influences, such as a consumer's financial condition, also influence the decision process. Individual characteristics: Motives: to look more fairer and confident Value: it includes both terminal and instrumental values, from being capable, independent, and intellectual to having a sense of accomplishment, social recognition and happiness.

Lifestyle: the lifestyle is outdoor oriented. Personality: the cream is for the one who wants to be recognized and wants success in their life. Situational factors: Consumer financial condition: His financial condition determines for which fairness cream he will to go. Eg: If he belongs to the upper class he will go for the high price and high quality cream like Garnier for men power light or Nivea: menz lightening cream, if he wants value for money he will go for emami fair and handsome. Evaluation criteria: He will evaluate the product on the basis of different criteria like prize, fairness, UV protection, availability, brand endorser, and packaging.

DATA ANALYSIS Demographics of the study Graph showing percentage of People in different age groups:- [pic] (Here no of persons belonging to the age group 16-21= 20, 22-26= 45, 27-31= 25, 32-37= 10) Graph showing percentage of people in different income groups:- [pic] (Here no of persons having income50) sample observations should be independent. The constraints on the cell frequencies should be linear. Each theoretical frequency should be larger than 10 but in any case not less than 5. H0- The Choice of Brand is independent of its Popularity H1- The Choice of Brand is dependent upon its Popularity RECODE Popularity (1 thru 3= 1) (4 thru 5= 2) INTO popul. Case Processing Summary | | | Cases | | | Valid | Missing | Total | | | N | Percent | N | Percent | N | Percent | | Brand * popul | 100 | 100. 0% | 0 |. 0% | 100 | 100. 0% | | Brand * popul Crosstabulation | | | popul | Total | | | 1. 00 | 2. 00 | | | Brand | Fair and Handsom | Count | 5 20 | 25 | | | |% within Brand | 20. 0% | 80. 0% | 100. 0% | | | Fair and lovely mens active | Count | 25 | 0 | 25 | | | |% within Brand | 100. 0% |. 0% | 100. 0% | | | Garnier men | Count | 25 | 0 | 25 | | | |% within Brand | 100. 0% |. 0% | 100. % | | | Nivea | Count | 25 | 0 | 25 | | | |% within Brand | 100. 0% |. 0% | 100. 0% | | Total | Count | 80 | 20 | 100 | | |% within Brand | 80. 0% | 20. 0% | 100. 0% | | Chi-Square Tests | | | Value | df | Asymp. Sig. 2-sided) | | Pearson Chi-Square | 75. 000a | 3 |. 000 | | Likelihood Ratio | 75. 060 | 3 |. 000 | | Linear-by-Linear Association | 44. 550 | 1 |. 000 | | N of Valid Cases | 100 | | | | a. 0 cells (. 0%) have expected count less than 5.

The minimum expected count is 5. 00. | [pic] Interpretation: Here H0 is rejected since the expected significance value is less than 5% . So we can interpret that the choice of brand is dependent upon the popularity of the

product in the market. This can be seen from the above graph where people have opted for emamies Fair and Handsome based on its market share and popularity amongst the masses. Chi square test-Between Brand and Expectations from it. RECODE Expectations (1 thru 3= 1) (4 thru 5= 2) INTO expect. Ho- The Expectations with brand is independent of choice of brand. H1- The Expectations from brand is dependent upon the choice of brand. Case Processing Summary | | | Cases | | | Valid | Missing | Total | | | N | Percent | N | Percent | N | Percent | | Brand * expect | 100 | 100. 0% | 0 |. 0% | 100 | 100. 0% | | Brand * expect Crosstabulation | | | expect | Total | | | 1. 00 | 2. 0 | | | Brand | Fair and Handsom | Count | 0 | 25 | 25 | | | |% within Brand |. 0% | 100. 0% | 100. 0% | | | Fair and lovely mens active | Count | 15 | 10 | 25 | | | |% within Brand | 60. 0% | 40. 0% | 100. 0% | | | Garnier men | Count | 16 | 9 | 25 | | | |% within Brand | 64. % | 36. 0% | 100. 0% | | | Nivea | Count | 13 | 12 | 25 | | | |% within Brand | 52. 0% | 48. 0% | 100. 0% | | Total | Count | 44 | 56 | 100 | | |% within Brand | 44. 0% | 56. 0% | 100. 0% | Chi-Square Tests | | | Value | df | Asymp. Sig. (2-sided) | | Pearson Chi-Square | 26. 948a | 3 |. 000 | | Likelihood Ratio | 36. 247 | 3 |. 000 | | Linear-by-Linear Association | 12. 857 | 1 |. 000 | | N of Valid Cases | 100 | | | | a. 0 cells (. 0%) have expected count less than 5.

The minimum expected count is 11. 00. | [pic] Interpretation: Here Ho is rejected that means that Expectations from the brand depends upon the choice of brand. That means that the expectations from the selected brand is very high here the most preferred brand is Fair and Handsome so the expectations from it are very high. Attribute-Based Discriminant Analysis It tells us how the brand is perceived in relation to other competing brands.

Another benefit of discriminant analysis is that it includes the attributes in the map. Unlike the MDS and FA techniques, which only position brands relative to other brands, discriminant analysis shows brands and attributes.

The ratings of the respondents for 6 attributes of 4 brands that we have taken can be depicted by the perceptual map using the attribute-based approach. We have taken 4 brands in the product category viz. Emami, HUL, Garnier and Nivea. The brands are positioned in the space as points (as they are in the two techniques above), and the attributes are represented as vectors emanating from the origin of the map. This is sometimes called a point and vector solution. Therefore, Discriminant Analysis illustrates the relationship between attributes (their correlation to other attributes), how much each brand is seen as embodying each attribute, and how similar competing brands are perceived to be.

The figures below show an example point and vector perceptual map from discriminant analysis. The relationship between attributes is determined by how nearly parallel the attributes are to each other. Vectors with heads in opposite directions are perceived by respondents as opposites. It is not perceived that a brand can do well on both. Vectors that are at right angles are seen as independent. Vectors that head in basically the same direction are positively correlated i. e. they are seen as embodying the same feature or quality by the respondent. The relationship between brands is determined by their proximity. The nearer the brands in the map, the more they are perceived to be similar.

The relationship between brands and attributes is a function of the position of a brand in the direction of the vector. The relationship between brands and attributes is a function of the position of a brand in the direction of the vector. The interpretation of brand associations are not based upon a brand's proximity to the vector, but its directional relationship along the vector. To interpret these brand associations (compare brands on an attribute), simply draw a line perpendicular to the attribute that intersects the brand point. Doing this for all the brands provides an accurate rank order of respondents' perception of all brands on that attribute. Table 1: Wilks' Lambda | | | Test of Function(s) | Wilks' Lambda | Chi-square | df | Sig. | | dimension| 1 through 3 |. 248 | 131. 185 | 18 |. 000 | | 0 | | | | | | | | | 2 through 3 |. 620 | 44. 897 | 10 |. 000 | | | 3 |. 920 | 7. 884 | 4 |. 096 | Table 2 Standardized Canonical Discriminant Function Coefficients | | | | Function | | | 1 | 2 | 3 | | Fairness |. 077 |. 147 |. 600 | | UVProtection |. 845 |. 165 |-. 030 | | Price |. 044 |. 230 |-. 631 | | Availability |-. 071 |-. 363 |. 365 | | Brand Endorser |. 788 |-. 655 |-. 204 | | Packaging |. 327 |. 563 |. 004 | Table 3 Functions at Group Centroids | | | Brand | Function | | | 1 | 2 | 3 | | dimension0 | 1 | 1. 471 | 0. 41 | 0. 309 | | | 2 | 0. 801 |-0. 141 |-0. 459 | | | 3 |-0. 695 |-1. 037 | 0. 17 | | | 4 |-1. 577 | 0. 68 |-0. 02 | | Unstandardized canonical discriminant functions evaluated at group means | | Interpretation: Discriminant analysis revealed significant differences among the 4 brands of available men's fairness cream. Wilks' Lambda value should lie between 0 to 1 and a low value is significant. We have used 4 brands of fairness creams viz. Emami, HUL, Garnier, and Nivea and 6 attributes viz. Fairness, UV Protection, Price, Availability, brand endorser and packaging. The output of

the SPSS gives 3 discriminant functions of which the first was statistically significant i. e. 0. 248.

These functions produced are plotted using standardized discriminant function coefficients of each attribute on each function and centroids for each brand or group viz. function 1 vs. function 2, function 2 vs. function 3 and function 1 vs. function 3. The second and third functions were not significant. From the standardized discriminant function coefficients, it appears UV Protection and Brand endorser are loading high in function 1 and fairness and price on function3 and Brand Endorser and Packaging on function 2. But these are not significant statistically and therefore should be treated with caution. Hence, we could conclude that the difference between different fairness creams is a multidimensional construct consisting of various factors together.

Together these may be named as basic fairness cream elements on which fairness cream seem to differ significantly. Positioning of the four fairness cream brands through Discriminant analysis: A perceptual map is drawn using functions 1 and 3, the relative positions of the four brands of fairness cream derived from centroid table. The perceptual map shows that Emami's Fair and Handsome and HUL's Fair and Lovely men's active are positioned together. Garnier for Men and Nivea for Men are positioned far away from each other. The horizontal axis represents function 1 and the vertical axis, function 3. The 6 attributes are mapped across the perceptual space. [pic] FUNCTION 1

Figure 1 Graph: Perceptual Map of Four Fairness Creams in India based on Perceived Quality Figure 1 [pic] FUNCTION 3 Figure 2 [pic] FUNCTION 2 Figure 3 The graph 1 function1 vs. function 3 shows that the Brand 1(Emami) is perceived to be high on almost all the factors fairness, UV protection, availability and Brand Endorser except the price and Packaging which are considered to be irrelevant while buying Brand1. Brand 2 (HUL) is perceived to be high on Price and UV protection. Whereas the brand 3 and 4 i. e. Garnier and Nivea are closer to each other and hence percieved to be similar on the attributes. The brand 3(Garnier) is perceived well on fairness and availability. The graph 2 of function 3 vs. unction 2 also shows Brand 1 is percieved to be high on fairness, UV protection and availability whereas price, brand endorser are irrelevant and Brand 2 on Price and UV Protection and Brand 3 on brand endorser and fairness and Brand 4 on price and fairness. The graph 3 of function 1 vs. function 2 shows brand 1 and 2 high on fairness, UV protection respectively and Brand1 and Brand 2 are perceived to be similar. Here Price and availability are in opposite direction i. e. a brand cannot do well on both the parameters. Thus we can see that Brand 1 i. e. Emami and Brand 2 i. e. HUL are perceived to be high on fairness, UV protection, Brand Endorser whereas Brand 3 and Brand 4 are not percieved well by the customers. SERVQUAL

The Service Quality model, popularly known as SERVQUAL is a widely used Model for evaluating Service or the Product quality. Service quality was defined as the gap between expected service and perceived service. It is a concise multiple-item scale with good reliability and validity that can be used to better understand the service expectations and perceptions of consumers.

Organizations can use this model to measure and improve their customer service. The benefits of SERVQUAL in the study can be summarized as follows: It is able to alert management to consider the perception of both management and customers. SERVQUAL is able to identify specific areas of excellence and weaknesses. It provides benchmarking analysis for organizations in the same industry.

SERVQUAL can trace the trend of customer relative importance, expectation, and perception, if applied periodically. Kano's Model Kano's model is an effective tool to categorize product/service attributes according to the amount of satisfaction that each is able to provide (Kano et al. , 1984). According to Kano the attributes of a product can be categorized as: The Must-be or Basic Needs: For these needs, customers become dissatisfied when performance of the product attribute is low. However, customer satisfaction does not rise above neutral even with a high performance of the product attribute. The one-dimensional or performance needs: For these needs, customersatisfaction is a linear function of the performance of the product attribute.

High attribute performance leads to high customer satisfaction. The attractive or excitement needs: For these needs, customer satisfaction increases super-linearly with increasing attribute performance. There is, however, no corresponding decrease in customer satisfaction with a decrease in attribute performance. For instance, a cosmetics customer may not be dissatisfied if there is no free bonus, but may be more satisfied if a bonus is provided. Kano's model promotes understanding of product/service requirements. The attributes that have the greatest influence on customer

satisfaction can be identified. It provides valuable guidance in the following trade-off situation.

If two product attributes cannot be promoted simultaneously due to technical or financial reasons, the attribute that has greater influence on customer satisfaction, can be determined. The use of Kano's model can lead to developing a wide range of product/service differentiation by examining the attractive attributes. The attractive attributes are the key to beating the competition in the market place[pic] The integrated approach: Integrating Kano's model into SERVQUAL Introducing the Kano categories into SERVQUAL can counter the linearity Problem. Furthermore, the prioritization for improvement of the weak attributes can be based on which Kano category each attribute falls into.

Logically, the weak Attributes in the attractive category should receive attention first. Weak attributes in the one-dimensional and then the must-be categories should receive succeeding lower Priorities. Kano's model can also help address the innovation issue against SERVQUAL. Because attractive attributes are a source of customer delight, this is one area where Efforts for improvement should be targeted. The integrated approach would improve the utility of either method used separately. Kano's model does not evaluate attribute performance. Integrating it with SERVQUAL will better characterize the product-attribute/ customer-need relationship.

It might also illuminate the pattern of predicted and perceived service as well as the time-dependent relationship between attribute performance and customer satisfaction. The illustration of how Kano's model can be integrated

into SERVQUAL. The first step involves identification of the service attributes. Next is the gathering of customer satisfaction data. This is commonly achieved through surveys where customers are asked to rate their prediction and perception of each service attribute. SERVQUAL score is calculated by the gap between predicted service and perceived service. This information is gathered via a Kano questionnaire where the attributes are categorized as must-be, one-dimensional, attractive, indifferent, questionable, or reverse.

The proposed integrated approach should result in a classification of the organizations' strengths and weaknesses into the various Kano categories. Utilize the strong attractive attributes as inputs into innovativeness. Maintain performance of the strong must-be and one-dimensional attributes. Create customer fulfillment on as many as possible of the weak must-be attributes, or be at least equal to the best-in- class competitors. Be competitive on the weak one-dimensional attributes. Avoid allocating resources to improving the weak indifferent attributes, as customer satisfaction is unlikely to improve here. [pic] FINDINGS: Attribute-based perceptual map using Discriminant Analysis reveals that Brand 1 i. e. Emami's Fair and handsome and Brand 2 i. e.

HUL's Fair and Lovely Men's Active are perceived to be high on fairness, UV protection, Brand Endorser whereas Brand 3(Garnier for Men) and Brand 4(Nivea for Men) are not percieved well by the customers. Customers use Emami and HUL since they are pioneer in Men's fairness cream and are most advertertised and provides them value for money. In our study no of persons belonging to the age group 16-21= 20, 22-26= 45, 27-31= 25, 32-37= 10). This shows that maximum no of persons preferring Men's fairness cream

belongs to the age group 20-30. Which includes college going students and

young upcoming professionals. In this study the no of persons having income