Retailers Preference on Various Brands of Fairness Cream in Virudhunagar District

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ABSTRACT

Fairness creams play a wide role in cosmetic products. Twenty years back, some of the cosmetic items like fairness cream were considered as luxuries. But now, they have become as essential commodities to the consumers. Everybody wants to maintain a fair and glow in skin, so that they are using fairness cream which helps to maintain a fair and healthy hair. Today the fairness cream marketplace is very jam-packed and ready for action and so numerous companies are trying to capture the market with their contemporary expertise. Each invention is diverse by excellence, cost, perfume, volume, wrapping.

The project aims to know about the Retailers preference on various brand of fairness cream in Virudhunagar District. The objective of the project is to study the factors influencing the preference of fairness cream. The data is collected using a structured questionnaire. They were enquired about the fast moving fairness cream, awareness and preference of fairness cream product. The sample size is 105 and a well-structured Questionnaire is used to collect details from the retailers. Percentage Analysis is used to represent data and derive at important findings and inferences.

Keywords: Retailers, Customers, Retailer preference, Business, Distributors.

Introduction

Marketing

Marketing is a business term that experts have defined in dozens of different ways. In fact, even at company level people may perceive the term differently. Basically, it is a management process through which products and services move from concept to the customer. It includes identification of a product, determining demand, deciding on its price, and selecting distribution channels. It also includes developing and implementing a promotional strategy incorporating both outbound and inbound marketing.

Marketing research is the function that links the consumer, customer, and public to the marketer through information-information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

A brand is a name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers.

ISO brand standards add that a brand "is an intangible asset" that is intended to create "distinctive images and associations in the minds of stakeholders, thereby generating economic benefit/values".

Review of Literature

P.Ravi Shankar, P.Subish conducted a study on, A large part of South Asia was governed by the British for around two centuries. The 'white' race was the ruler and the 'dark' or 'black' natives were the ruled. The colonial legacy in South Asia may be one of the contributory factors for the belief that White is powerful and White is beautiful. The British and American influence The British left South Asia by the middle of the twentieth century. Large parts of Asia and Africa gained independence in the 1950s and the 1960s and the Sun was finally beginning to set on the British Empire. The decline of the British was followed by the rise of their transatlantic cousins, the Americans. The American empire in contrast to the British was 14 mainly an economic one. The American dream and the idea of America as an El dorado caught the imagination of the masses. Hollywood, American television and the entertainment industry exerted a powerful influence on South Asia. The invaders South Asia, a heterogeneous region has been a melting pot of cultures since antiquity. The fair Aryans subjugating the darker. Dravidians has been stressed in history, though recently some historians have cast doubts on the theory. There were later invasions of other fair skinned races like the Moghuls and the Europeans. The Hindu caste system with the 'fairer' higher castes and 'darker' lower castes in general, may have given another impetus to the notion of the superiority of fairness. Fairness and South Asian society In South Asia, pale skin is considered as social markers of aristocratic lineage and class allegiance. Dark skin is associated with labour and field work in the Sun.1 'White' skin has a colonial notion of power and superiority. According to many authors, the preference for 'white' is also reflected in the South Asian film industry. The heroines of films are usually fair and beautiful, the heroes are fair and handsome and the villains are dark and swarthy. There have been exceptions to this rule of course. In recent times, beauty pageants have become common in certain regions of South Asia and South Asian women have done well in international beauty contests. In India, beauty contest winners are extraordinarily tall, breathtakingly slim and have a light honey-colored skin. Matrimonial columns and web sites reveal the influence of a young woman's skin colour on her marketability to marriage partner.

Journal of Pakistan conducted a study on, Generally speaking, a preference for fair women is universal and has been known to exist in nearly every society including ancient India, Egypt, Crete and Japan. Fairness of skin was considered as a yardstick of purity and innocence. Fairness creams this widespread preference for fair skin has been exploited by the manufacturers of fairness creams. A consumer goods giant launched the mother of all fairness creams in the subcontinent in 1976. Today, the product is marketed in over 38 countries and has become the largest selling skin lightening cream in the world. Today a number of other companies have also jumped on the 'Fairness creams' bandwagon. The craze for fairness creams has emerged in the last fifty years. Skin whitening and fairness creams have spread to other regions with dark-skinned people like Malaysia, Egypt, Nigeria and other African countries. Fairness creams portray fair skin as an object of desire in countries where a large proportion of the population is dark. Fair skin is said to heighten attractiveness towards the opposite sex. Melanocytes, melanin and skin colour The melanocytes in the epidermis are responsible for the intensity of skin colour. The number of melanocytes is the same in both fair 15 and dark skinned people. The amount of melanin produced by the melanocytes is partly determined by genetics and

partly by the environment. People living near the tropics have more melanin to protect them from the harsher rays of the Sun. In the 1800s white skin was deemed desirable by many people of European descent.8 Women even ate arsenic to make their skin pale. However, during the twentieth century, the pendulum swung in the opposite direction and a tanned skin became a fashion trendsetter among Caucasians. Fairness creams halt the natural production of melanin to bring about an artificially-enhanced and genetically unnatural whiteness. A study states that there is marketing of a hybrid creature, a dream-doll with Asian features and Caucasian skin.

Das S. (2013) identified the importance of fairness creams among Indian youths which helps the FMCG companies to increase their sales according to the importance given by people to the beauty products especially fairness creams. Watson et al. (2010) elaborated that the society has identified three skin tones and relates the caste system in accordance to these skin tones. Burger et al. (2016) stated that the advertisements do not influence for the product purchase. The advertisements only creates feelings which through emotions helps a customer to buy the product. So, the feelings and emotions can be used interchangeably as an important signifiers.

Jha (2016) emphasized that the social pressure for good looking skin is one of the prominent factors to purchase beauty products. The latest and updated technology in beauty products plays a critical role in advertisements of the products. With this, companies are able to relate beauty products with confidence, empowerment and Desirability of the customers. Sindhushree M.T. (2018) analysed through their primary research that the confidence level and belief system of a customer is directly linked with the type of skin tone the customer possesses. The advertisements of fairness creams and beauty products creates a discrimination in the society about skin tones. These advertisements have also tried relating personality of an individual with the types of skin tone. And which apparently have increased the consumption of beauty products and fairness creams.

Objectives

1. To find out the brand preference of fairness cream in Virudhunagar district.

2. To study the various factors influencing the brand preference.

3. To find out relationship between the supplier and retailer.

Research Methodology

This section discusses the method used to collect the data in order to achieve the aims & objective of this study. The topic to be discussed in this chapter includes research design and instruments, data collection methods, sampling design and analysis tools.

Research Design

Descriptive research is used in the study to analyze the Retailers preference on various brand of fairness cream in Virudhunagar District. The data collected for this research is purely based on Primary & Secondary sources.

Nature of data

Primary data & Secondary data are used in this research.

Sources of Data

Primary data

The information required for this research was collected from the retailers through Questionnaire.

Secondary data

Secondary data is collected from company reports, periodicals, journals, magazines & websites.

Method of Data Collection

The primary data was collected by direct survey methods using structured Questionnaire from the retailers.

Secondary data were collected from the company records, reports newspapers, files, magazines, periodicals & websites.

Data collection instrument: A well-structured questionnaire has been designed to collect the data from retailers

Sampling Design

Population

Population size is unknown and infinite.

Sample Size

The sample size is 105.

Sampling time

The sampling period starts from 11/9/2021 and 3/10/2021.

Sampling Method

Using convenience sampling method.

Tools used for analysis

Data collected through Questionnaire was analysed using statistical software SPSS. The statistical test carried out is:
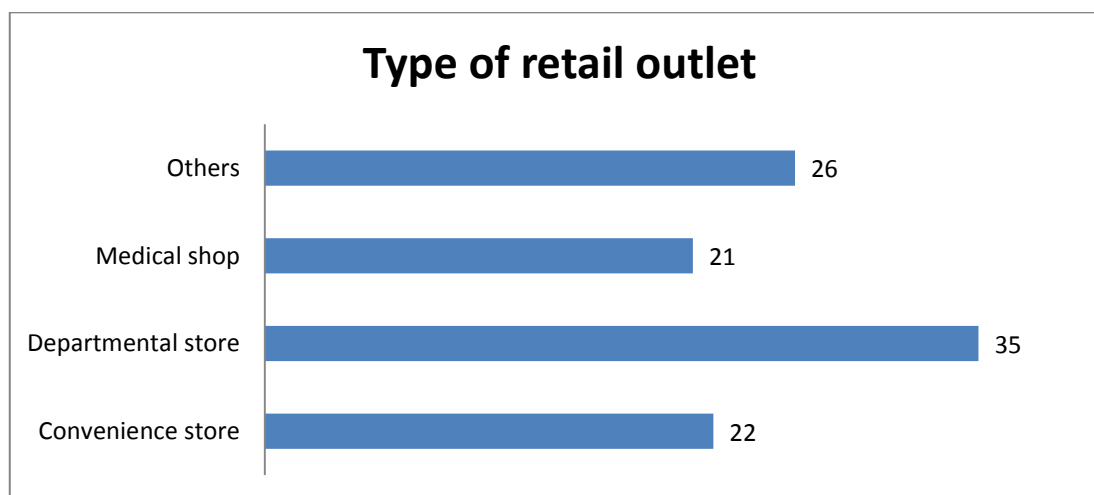
Chi-Square Test

Weighted Average Test

Data Analysis

Type of Retail Outlet

Type of retail outlet	No. of retail outlet	Percentage (%)
Medical shop	22	21%
Convenience store	35	33%
Departmental store	22	21%
Others	26	25%
Total	**105**	**100%**

It is inferred that the departmental store are (35) followed by others (26), convenience store (22), and medical shop (21).

Age of the Shop

Age of the shop	No. of shop
1 to 3 years	3
4 to 5 years	3
6 to 10 years	22
More than 10 years	77
Total	**105**

Age of the shop

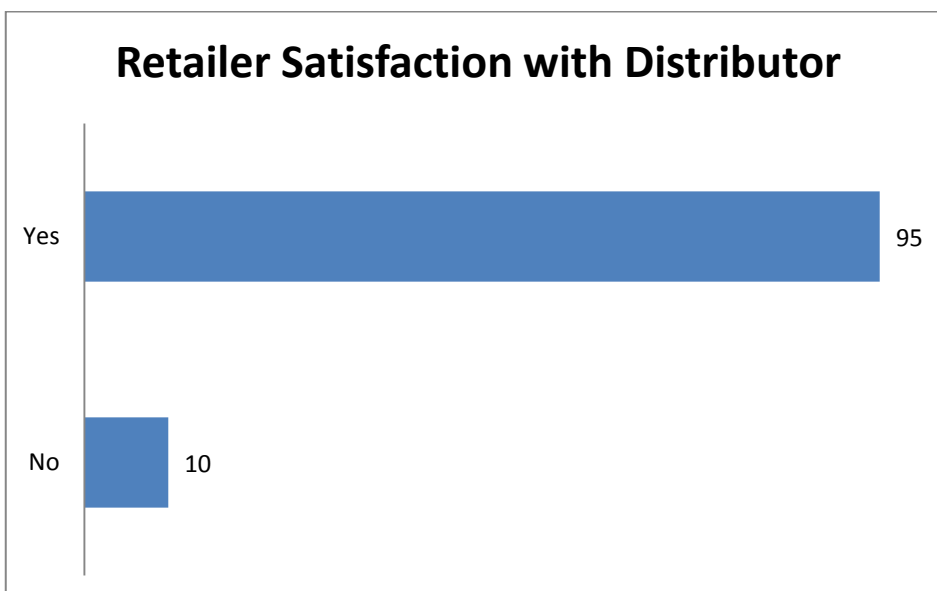|	
More then 10 years	77
6 to 10 years	22
4 to 5 years	3
1 to 3 years	3
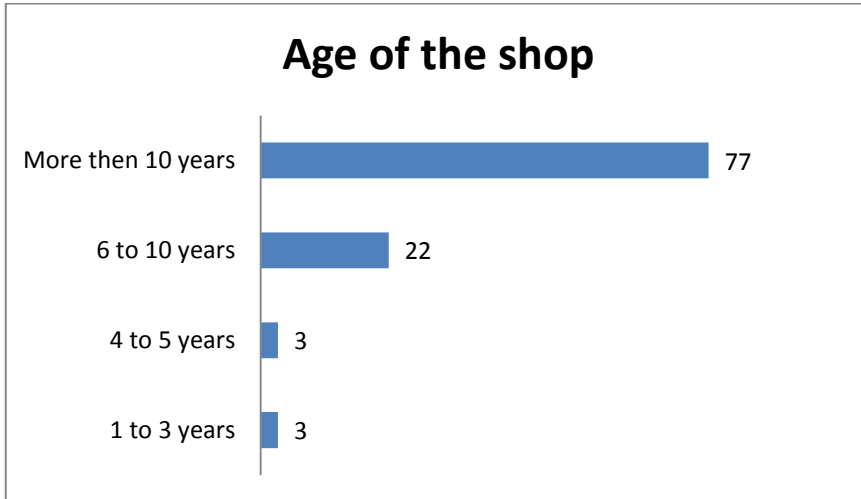
Inference:

It is inferred that age of the shop are 1 to 3 years (3), followed by 4 to 5 years (3), and only few shops age are 6 to 10 years (22) and more than 10 years (77).

Retailer satisfaction with Distributor

Retailer satisfaction with Distributor	Numbers	Percentage (%)
Yes	95	90%
No	10	10%
Total	**105**	**100%**

Retailer Satisfaction with Distributor

|	
Yes	95
No	10

Inference:

Its inferred that majority of the retailers are satisfied with Distributor (95) and few retailers are not satisfied with distributor (10).

Frequency visit of distributor to your retail outlet

Frequency visit of distributor to your retail outlet	Numbers	Percentage (%)
Daily	20	19%
Alternative days	34	32%
3 days once	23	22%
Weekly	28	27%
Total	**105**	**100%**

**Frequency visit of distributor to your retail outlet**
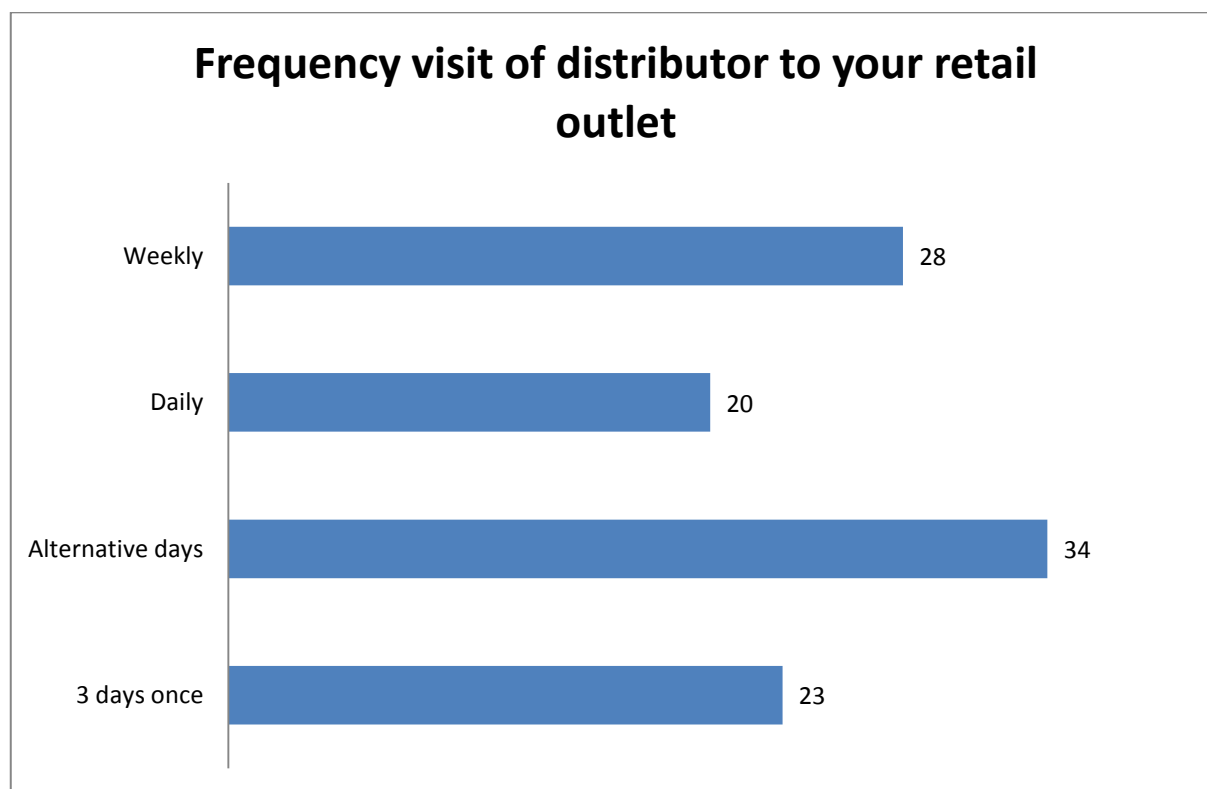
Inference:

From the above its inferred that the distributor used to visit retail outlet for Alternative days (34), Weekly (28) and very rarely the distributor visit for 3 days once (23) followed by daily (20).

Retailer purchase of the Fairness cream

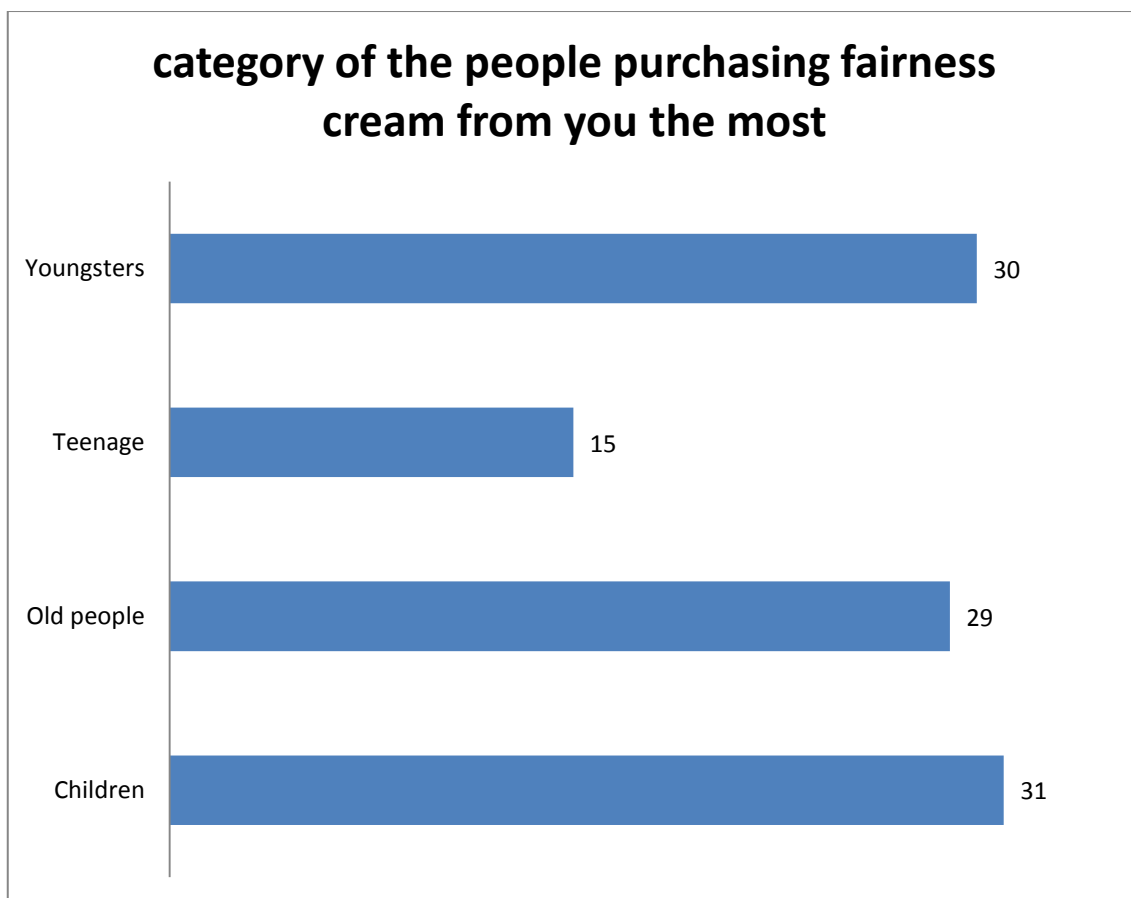| Retailer purchase of the fairness cream	Numbers	Percentage (%)
Manufacturer	25	24%
Wholesaler	35	33%
Distributor	25	24%
Retailer	20	19%
Total	**105**	**100%**
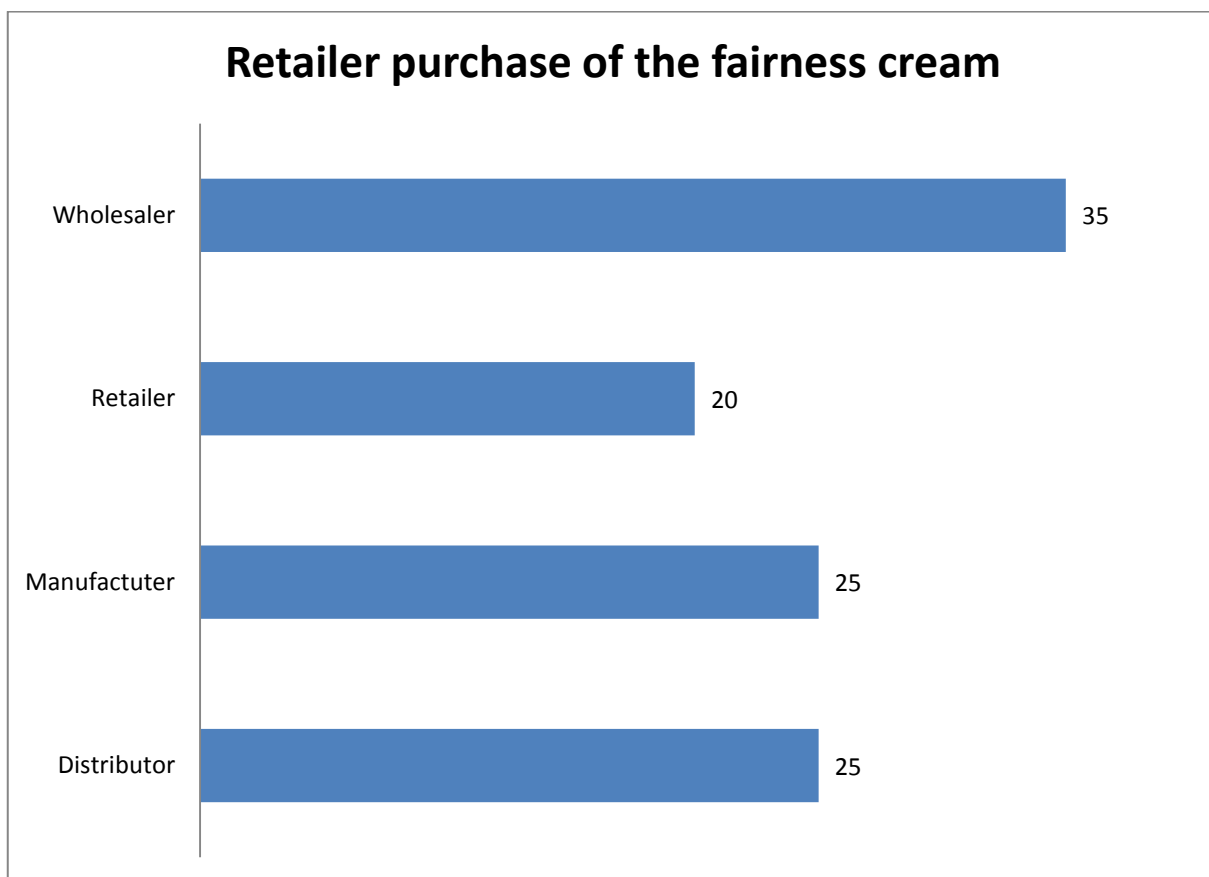
Inference:

its inferred that majority of the retailer prefer the purchase of fairness cream from Wholesaler (35), followed by Distributor (25) followed by Manufacturer (25) and only few retailers prefer the purchase of fairness cream form Retailer (20).

Category of people who purchase fairness cream the most

Category of people purchasing fairness cream	Numbers	Percentage (%)
Children	31	29%
Teenage	15	15%
Youngsters	30	28%
Old people	29	28%
Total	**105**	**100%**

category of the people purchasing fairness cream from you the most

Inference:

its inferred that majority of the Children (31) prefer the purchase of fairness cream followed by Youngsters (30) old people (29) and only few Teenage (15) prefer less purchase of fairness cream form Retailers.

Fairness cream is moving fast in your retail outlet

Brand of Fairness cream which is moving fast in your retail outlet	Numbers	Percentage (%)
Fair & lovely	6	59%
Lakme	1	10%
Dove	14	13%
Himalaya	29	28%
Total	**105**	**100%**

Inference:

its inferred that majority of the Fairness cream preference in retail outlet is Fair & lovely (61), followed by Himalaya (29), Dove (14) and followed by Lakme (1).

Findings

The major finding of this study are:

A. Most of the retail outlet are departmental store followed by convenient store and medical shop.

B. The number of shop with more than 10 years of age is high (77) followed by shops of 6 to 10 years is 4 to 5 years and 1 to 3 years.

C. Majority of the retailers are satisfied with distributor (95) and few retailers are not satisfied with distributor (10).

D. Frequency of distributors visit to retailer on alternate days in high when compared to weekly visit and visit once in 3 days followed by daily visit.

E. Most of the retailers prepare purchase of the fairness cream from wholesaler followed by the distributor and manufacturer.

F. Children purchase fairness cream when compared to old people youngsters and Teenagers.

G. Fairness cream is the fast moving brand in majority of retail outlet followed by Himalaya, Dove and Lakme.

Suggestions

A. More offers/discount should be given to gain more customers.

B. Introduction of free compliments can be given to promote the product.

C. Likewise Gift vouchers can be given to make more customers purchase fairness cream.

D. Good Relationship with the customers can be improved to sustain long term relationship.

E. Retailers are further suggested to more never compromise with customer satisfaction.

Conclusion

Fair & lovely is the much preferred fairness cream by the retailers. Retailers share a ordinal relationship from the distributors. From the above study it is concluded that fair and lovely is the fastest morning brand in majority of the retail outlet and retailers prefer wholesalers when compared to distributors in getting the fairness cream to their retail outlet and on the whole the retailers are highly satisfied with the distributors.

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