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**CUSTOMER PRE PURCHASE EVALUATION OF AGE GROUP
(18-23) FOR FAIRNESS CREAM FAIR & HANDSOME ATTITUDE
FORMATION TOWARDS MEN'S FAIRNESS CREAMS
(A CASE STUDY OF YAMUNA NAGAR CITY)**

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ABSTRACT:

The Indians have long been fixated with the fairness of skin. With an established women's fairness cream market, the time was ripe for the development of a market for fairness creams for men. The researchers have attempted to study the attitude formation towards men's fairness cream with the help of Fishbein model. The paper reveals the important factors that determine the formation of attitude towards the fairness creams along with the role of important factors, such as perceived value, pricing, advertisement, role of celebrity endorser on the formation of the attitude.

KEY WORDS:

Fishbein TORA Model, Social Norms, Customer Pre Purchase Evaluation

INTRODUCTION:

Scientists say that skin colour is determined by the amount and type of melanin, the pigment in the skin. It is said that whether one is fair or dark is dependent more on genetic rather than environmental causes. Yet, people all over the world are preoccupied with the colour of their skins. Fair skinned people in subtropical regions spend lots of time and energy getting tanned -- while darker skinned people in the tropics covet milky fair skin.

Fairness Cream for Men

Asian men no longer believe that fairness is only for women. Indian men, as well as their counterparts in other Asian countries, including Korea and Japan are turning to fairness cream. According to trade analysts, the market for men's fairness products is valued at Rs 30 million, and constitutes 35 percent of the market. It does not come as a surprise that India leads the markets, followed by Saudi Arabia. The early 2000s had witnessed an increased interest in personal grooming among men. According to analysts, men were becoming more conscious of their looks, as in the business world as well as in society, a lot rode on how a person presented himself. Ill-groomed men ran the risk of coming across as shoddy and irresponsible.

The grooming fad was not limited to men in the corporate field; it had spread to college goers and youngsters too. It also helped that a large number of celebrities were becoming increasingly voluble about their personal grooming habits.

The Indian cosmetics industry was quick to latch on to the phenomenon. Surveys carried out by cosmetics companies suggested that a large number of Indian men were using fairness creams that were originally targeted at women.

Fair and Handsome is a brand that created the Men's fairness cream segment in India. Launched in 2005, the brand became the creator and the market leader of this segment. Emami was looking for ways to challenge the Fair and Lovely brand from HUL. Emami had a brand Naturally Fair which was small compared to FAL.

Emami went for serious customer research which showed that 25-30% of customers of Fairness creams were men. That customer insight paved way for a specialized brand for men. Fair and Handsome is targeted at young urban men aged 15- 35. The brand was launched with much promotion across visual media.

The brand has to be appreciated for creating a category. It is true that men uses creams meant for women. Hence there is a logic in creating a brand for men in this category. The total fairness market is estimated to be around Rs 900 crore and men's segment is around Rs 160 crore. Although Fair and Handsome has gained the first mover advantage, already competition is hotting up. HUL has extended FAL into men's category with a variant Menz Active. Nivea and Lo'real also have moved into this segment. Unlike Fair and Handsome (FAH), other brands are little subtle in positioning their brands as a fairness cream. In the face of emerging competition Emami has moved aggressively to promote Fair & Handsome by roping in Bollywood icon ShahRukh Khan as its brand ambassador.

Pre-purchase behaviour data is essential in understanding what buyers are looking for, and what in-person experiential marketing and merchandising tactics will best inform and satisfy these decision-makers. Whether at a tradeshow, in a store, or at other offline venues, more focus and attention must be paid to capturing data that exposes customer behavior -- which products they looked at, which features they spent time examining, what problems they are trying to solve.

The purchase decision is a critical milestone for everyone involved in the sales process. But learning about pre-purchase behaviour is equally important. Understanding what makes the customer buy a product will eliminate guesswork and lead to long-term successful customer relationships.

This study aims at measuring customer attitude with regard to perceived value, pricing, advertisement & role of celebrity for Fairness Cream Fair & Handsome, Weight Range 50gms with regard to Perceived Value, Pricing, Advertisement, Role of Celebrity & its impact on customer attitude formation.

LITERATURE REVIEW:

Sahoo Debajani and Vyas H.Preela(July,Sept2007), “Emami-identification of Brand extension opportunities in fairness cream industry”, *Vision The journal of business perspective*”, vol. 11 no.3, elaborate the major players in fairness cream for men and market expansion strategies adopted by these players as also the ethical dimension and positioning strategies for Fair and Handsome. Liu Yuping(oct.2007) in “The long term impact of loyalty programs on consumer purchase behaviour and loyalty”, *Journal of marketing* , vol. 71, discuss how consumer behaviour changes after the customers join the loyalty program. Jahangir Nadim and Begum Noorjahan (Dec.2007), “Effect of Perceived usefulness, Ease of use, Security and Privacy on customer Attitude and adaptation in the context of E-Banking”. *Journal of marketing research*, vol.7, illustrates the various aspects of customer attitude. Homburg Christian, Nicole Koschate & Wayne D. Hoyer (April 2005), “Do satisfied customer really pay more? A study of the relationship between Customer satisfaction and willingness to Pay”, *Journal of marketing*, stresses that the higher the customer satisfaction would lead to improved company performance. Thus many companies have implemented programs for measuring & involving customer satisfaction. Kerin Rager A & Daniel J. Howard (Oct 2006) broadened the scope of references price advertising research: A field study of consumer shopping involvement. “*Journal of marketing*”, vol-70, article relates the price of product with the consumer purchasing decision. Schouten & Mc Alexander (1995),”Moderating effect of consumer brand knowledge & community”, “*The journal of Marketing*”, predicts the effect of brand community because knowledge captures both the aspects of interest in the brand & the consumer previous experience

level with it. This paper suggested that the knowledgeable consumers are more engaged with the brand & the community.

Wesel Thorsten, Berndskiera & Julian Villanueva (July 2005), "The social influence of brand community", "The journal of Marketing" vol.68, No. 2, considers that the cognitive component identifies with the brand community and involves categorization processes, where by consumer formulates & maintains a self awareness of his or her membership within the community. Customer makes the brand performance according the performance & services provided by the company.

Likert Scale.(Interval Scale) was used to measure the responses of respondents in determining the attitude formation towards Fair & Handsome. 200 men were selected using non-probabilistic sampling.

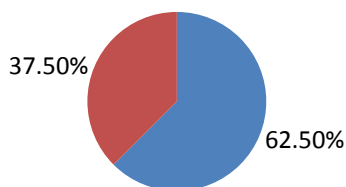
NULL HYPOTHESIS (H₀):- *There is insignificant impact of price, perceived value ,role of celebrity& advertisement on attitude formation.*

ALTERNATIVE HYPOTHESIS (H₁):- *There is a significant impact of price, perceived value, role of celebrity & advertisement on attitude formation.*

DATA – INTERPRETATION:

Option	Respondents
Users	62.5%
Non-users	37.5%

Respondents



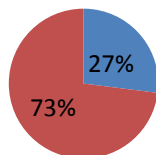
Source: - Questionnaire

Interpretation: - This graph shows that 62.5% of respondent use fairness cream.

Have you ever used a fairness cream for women?

Option	Respondents
Males using fairness cream for women	27%
Males not using fairness creams for women	73%

Respondents



Source: - Questionnaire

Interpretation: - This graph shows that 27% respondent use fairness cream for women.

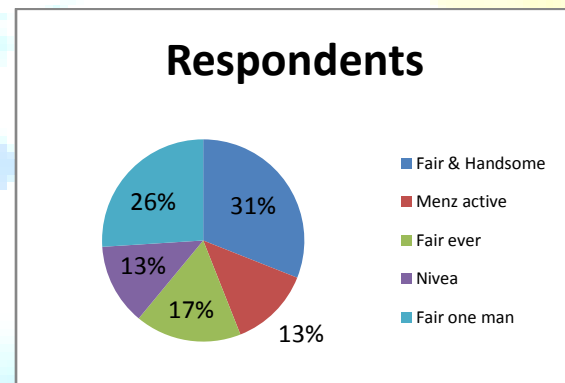
How is Fair & Handsome different from women`s fairness creams?

Option	Respondents
1. Better suited to male skin.	7.5%
2. More effective than women`s cream.	5.5%
3. Constitution is different.	12%
4. All above reasons.	2%

Interpretation: - This graph shows that 12% respondent feel that constitution is different in fairness cream for men.

Which fairness cream do you use?

Option	Respondents
Fair & Handsome	31%
Menz active	13%
Fair ever	17%
Nivea	13%
Fair one man	26%

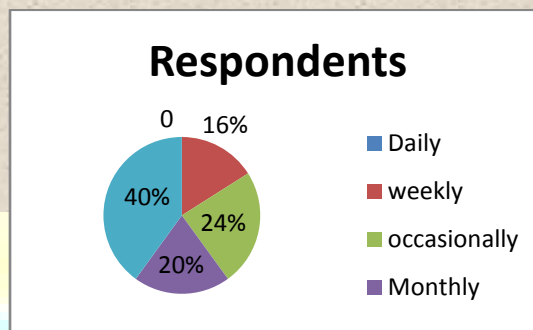


Source:- Questionnaire

Interpretation: - This graph shows that 30% of respondent use fair & handsome while 20% fair one men.

How frequently do you purchase fairness cream?

Option	Respondents
Daily	-
Weekly	16%
Occasionally	24%
Monthly	20%
As per need	40%



Source:- Questionnaire

Interpretation: - This graph shows that 40% of the respondent purchase fairness cream as per their need.

ATTITUDE MEASUREMENT MODEL:

Fishbein's Attitude Model, a multi attribute attitude model has been used to analyse the formation of attitude towards men's fairness cream. This model says that people form attitude towards objects on the basis of their **beliefs (perceptions and knowledge)** about these objects.

$$A_o = \sum_{i=1 \text{ to } n} b_i e_i$$

Where A_o = the person's overall attitude towards the object.

b_i = the strength customer's belief that the object is related to attitude i .

e_i = customer's evaluation or intensity of feelings towards attribute i .

n = the number of relevant beliefs for the customer.

The following asks a consumer to evaluate these attributes for fairness cream:

Attribute:
Fairer skin tone
Provide confidence
Advertising
Packaging and designing
Quality
Value for money

The numbers from the following scale have been used to evaluate each characteristic of fairness cream.

		Neither			
		Good			
Extremely	Moderately	nor	Moderately	Extremely	
Good	Good	Bad	Bad	Bad	
+2	+1	0	-1	-2	

The consumer provides the following responses, which represent e_i (an evaluation of the attribute as being good or bad)

Attribute	Rating (e_i)
Fairer skin tone	+1
Provide confidence	+1
Advertising	+2
Packaging and designing	+1
Quality	0
Value for money	+2

The following scale is used to analyze how likely it is that the Fair & Handsome fairness cream possesses the characteristic.

		Neither		
		Likely		
Extremely	Moderately	nor	Moderately	Extremely
Likely	Likely	Unlikely	Unlikely	Unlikely
+2	+1	0	-1	-2

Attribute	Rating (b _i)
Fairer skin tone	+2
Provide confidence	0
Advertising	+2
Packaging and designing	+1
Quality	+1
Value for money	+2

To calculate the consumer's attitude about fairness cream using the original Fishbein Attitude Model, the attribute evaluations have been multiplied with the brand's rating and sum for each brand:

$$A_o = \sum_{i=1}^n b_i e_i$$

Attribute	Rating(e_i)	Rating(b_i)	Maximum score($e_i b_i$)	Attained score ($e_i b_i$)
Fairer skin tone	+1	+2	+4	+2
Provide confidence	+1	0	+4	0
Advertising	+2	+2	+4	+4
Packaging and designing	+1	+1	+4	+1
Quality	0	+1	+4	0
Value for money	+2	+2	+4	+4
		Total	+24	+11

Source:- Questionnaire

Interpretation : the attained score i.e.($e_i b_i$) is +11.This score has been used in comparing this brand with other brands and gives a better positive attitude formation towards Fair & Handsome as compared to its' competitors.

ANALYTICAL TOOLS

Factor Analysis is a statistical method used to describe variability among observed variables in terms of fewer unobserved variables called **factors**.

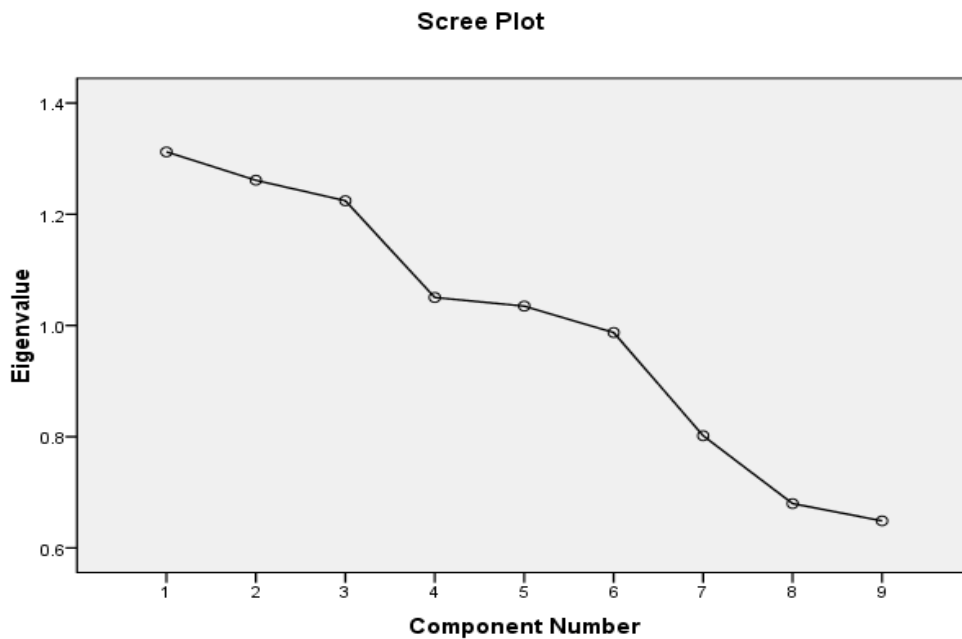
Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.312	14.579	14.579	1.242	13.799	13.799
2	1.261	14.014	28.592	1.191	13.234	27.032
3	1.224	13.604	42.196	1.175	13.061	40.093
4	1.050	11.671	53.867	1.158	12.865	52.958
5	1.035	11.498	65.365	1.117	12.407	65.365
6	.987	10.970	76.334			
7	.802	8.908	85.242			
8	.680	7.551	92.794			
9	.649	7.206	100.000			

Extraction Method: Principal Component Analysis.

Interpretation:-

- The table that precedes displays that total variance explained in three stages. At the initial stage, it shows the factors and their associated eigen values, the percentage of variance explained and the cumulative percentage.
- In reference to the eigen values, you would expect seven factors to be extracted because they have eigen values greater than 1.
- If seven factors were extracted, than 65 percent of the variance would be explained



Rotated Component Matrix^a

	Component				
	1	2	3	4	5
Packaging	.766	.186	.313		
Awareness	.681	-.216	-.375		-.146
advertisement	-.122	.814		-.226	-.136
Quality	.237	.655	-.219	.302	.267
brandname			.856		
Attitude			.132	.829	.103
Availibility	.319		.190	-.454	.246
Price			-.124		.880
Clbrtyends	-.104		.284	-.340	.392

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Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 13 iterations.

Interpretation: - The Varimax rotation is used here where the factor axes are kept at right angles to each other. Ordinarily, rotation reduces the number of complex variables and improves interpretation.

REGRESSION is the study of the nature of relationship between the variables so that one may be able to predict the unknown value of one variable for a known value of another value. The coefficient of determination (R-square or R^2), allows to evaluate the proportion of the variability of the dependent variable that is explained by the selected explanatory variables. This coefficient ranges between 0 to 1. The closer the model to 1, the better the model. Since the value lies very close to 1, therefore, the model is quite befitting.

- **The adjusted coefficient of determination (or adjusted R²)** which writes

$$R^2 = [(n-1) R^2 - 1] / (n-p-1)$$

Where 'n' is the number of observations and 'p' the number of explanatory

- **The sum of squares of residuals (SSR)**, also named sum of squares of errors (SSE) which writes

$$SSR = \sum_{i=1}^n (y_i - \hat{y}_i)^2$$

Where y_i is the observed value and ŷ_i is the predicted value.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Price Advertisement Brand name	.	Enter

a. All requested variables entered.

b. Dependent Variable: attitude

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.102 ^a	.010	-.005	1.330

a. Predictors: (Constant), Price, Advertisement, Brand name

b. Dependent Variable: Attitude

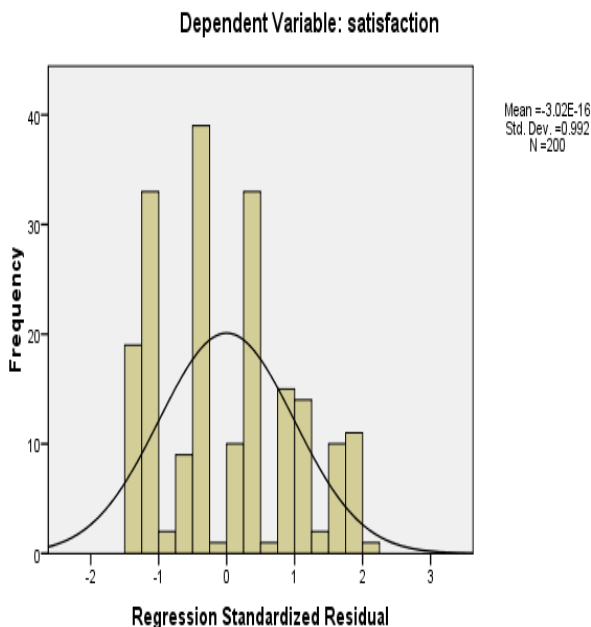
ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.672	3	1.224	.692	.558 ^a
	Residual	346.708	196	1.769		
	Total	350.380	199			

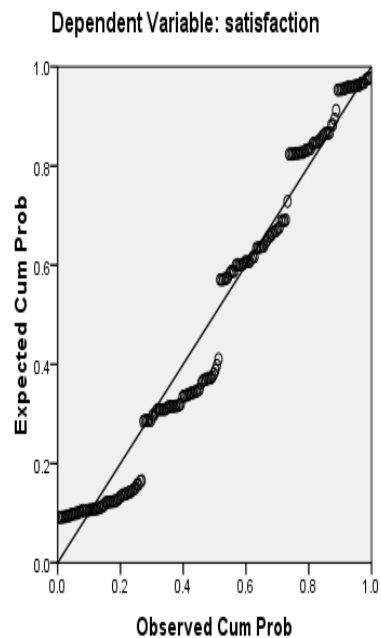
a. Predictors: (Constant), Price, Advertisement, Brand name

b. Dependent Variable: Attitude

Histogram



Normal P-P Plot of Regression Standardized Residual



Interpretation:-

This shows that value of R is 10% & value of R square is 1%. It means that there is low average relationship between the variables.

RESULT AND FINDINGS

Fairness creams have a very huge and growing market in India. Male consumers, who are conscious about their grooming, are purchasing it because it gives them a feeling of enhanced self-esteem and confidence as traditionally fair skinned people in India have been considered more successful and beautiful. The fairness brands have a very aggressive policy in targeting the youth mostly. Celebrities and youth icons like Shahrukh Khan, John Abraham and Virat Kohli have been roped in to influence the potential customers. The market for the men's fairness creams may still be in nascent stage, but has the potential to grow in leaps and bounds in the near future given the emphasis laid on grooming and good looks by the youth in India.

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