

Project Report

ON

"BUYING BEHAVIOUR TOWARDS FAIRNESS CREAMS"

Supervisor :

Submitted by :

Remarks of Evaluator

Approved/Disapproved

Approved/Disapproved

(I Evaluation)

(II Evaluation)

Session :

University

REVIEW OF LITERATURE & PROBLEM STATEMENT

In the present era of competition the very existence of any business depends upon its customer bank. Customer is the king in present business world. Gone are the days when producer or seller used to rule the business world. Today customer is the main pillar on which any business stands. Due to entry of the MNC's there is cut throat competition in the market. They have already established in urban markets and now rural and suburban areas are the thrust areas.

I have chose "To Study the Consumer Buying Behaviour towards Fairness Creams" to have a deep knowledge of consumer behaviour regarding fairness creams.

In my research I have tried to find out main brand used? Why these brands are used ? Factor affecting their purchase behaviour like price, quality, results, etc. I also have tried to find out relation in buying behaviour and age, sex, family income.

The research study is a comprehensive survey to reach deep in the consumption pattern of the target customer.

RESEARCH METHODOLOGY

Research methodology is a way to systematically represent a research on any problem. It tends taken by the researcher in studying the research problem along with the logic behind them. It tends to define the methodology for the solution of the problem that has been undertaken for the purpose of the study. This chapter focuses on the methodology of the techniques used for the collection, classification and tabulation of data. It also throws light are the research problem, the objective of the study, its limitations of the hypothesis that have been evolved for the study. The latter part of the chapter explains the manner in which the data its collected, classified tabulated and analysis so as to reach to conclusive results.

THE PROJECT :

The topic undertake is "To Study the Consumer Buying Behaviour towards Fairness Creams in _____ region."

Keeping in view the fairness creams market which is very crowded and becoming competitive day by day, we decided to study the current scenario of the market.

DATA COLLECTION

The following techniques were adopted for data collection :

1. PRIMARY DATA

Primary data collected through face to face interviews while filling up questionnaires. 100 RESPONDENTS from _____ City.

2. SECONDARY DATA

Relevant information gathered from magazines , newspapers and project reports that formed the secondary data.

3. COMMUNICATION APPROACH

Face to face interviews taken as the communication approach since it is a better method in cases where slight probing is required.

OBJECTIVES OF THE STUDY

BUYING BEHAVIOUR TOWARDS FAIRNESS CREAMS

1. To study the current Indian market for fairness creams.
2. To analyze the relationship between a specific brand and its buying behavior .
3. To assess whether advertising is influencing the buying behavior of the consumers.
4. To study the impact of the brands of fairness creams on the consumers buying behavior.

SCOPE OF THE STUDY

The scope of the study covers almost all categories of fairness creams. The whole appraisal of fairness creams will be angle of customer satisfaction. Any substitutes of fairness creams like soaps or natural products will not be considered. Also fairness creams locally made by the unorganised sector and which are not branded will not be considered.

- g. Ranges available h. Advertisement i. Others

4). Rank these brands on the basis of factor given below :

Factors	Fair & Lovely	Garnier	Emami	Fairever	Fairone	Revlon	Loreal
Quality							
Price							
Availability							
Brand image							
Promotional Offers							
Advertisement							
Ranges available							

5). Which brand you prefer to buy ?

- a. Fair & Lovely b. Garnier c. Emami
d. Fairever e. Fairone f. Revlon
g. Loreal

6). How long you have been using above stated brand :

- a. Last six months b. 6 months to 1 year
c. 1 - 2 years d. More than 2 Years.

7). Which other brands had you used before this current brand ?

8). What are the reasons for your shifting from past brand to current brand?

- a. Price b. Quality c. Fragrance
d. Don't suits your skin e. Stickness f. Availability
g. Others.

9). What is that you particularly like about current brand that you are using ?

10) Is there anything that you dislike about current brand ?

11) From where did you buy the products ?

- a. Exclusive outlets b. Agents
c. Grocery shops.

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