

CONSUMERS PERCEPTION TOWARDS FAIRNESS CREAM-

SPECIAL REFERENCE WITH THURAIYUR TOWN - A STUDY

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ABSTRACT

Consumers are the king in the business world. Gone are the times when producer or seller wont to rule the business world. Today, consumers are the most pillar on which and business stands. Consumers act and react on basis of their perceptions, which also underlies the preference. Consumers today are more concerned about physical appearance. People use fairness creams to improve their complexion. This study obtained responses from 200 respondents from fairness cream users point of view. These respondents belong both genders, 150 females and 50 males. The researcher pointed out that the consumers should be very careful before use the fairness cream whether the cream is suitable for their health or not. All type of consumers have been attracted by the advertisement, irrespective of their income, reality of the cream, spending money on the fairness cream. The researcher have strongly insisted the creams always good when compare with the artificial cream.

KEYWORDS.: Consumers, Fairness cream, Advertisement, Quality, Price.

INTRODUCTION

In the present era of event , the existence of any business depends upon its consumers. Consumers are the king in the business world. Gone are the times when producer or seller wont to rule the business world. Today, consumers are the most pillar on which and business stands.

Businesses got to constantly assess the newest and most engaging marketing trends. Marketing trends are often acknowledged by continually researching about the changes in consumer behavior within the marketplace. By identifying the changes within the consumer behavior, the companies can modify their offering to the consumers. Consumers today are more concerned about physical appearance. People use fairness creams to improve their 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. As India is country known for its diversity different brands are used in different parts of the country.

In the rivalry society, there are many brands of fairness cream available in our country. They are playing an important role in fulfilling the needs of the fairness cream users. Many new companies which have established name in the field of business and they have also emerged as manufactures to boost up the scale of their brand of fairness cream.

CONSUMERS BEHAVIOUR:

Consumer behaviour is that the study of people , groups or organizations and therefore the processes they use to pick , secure, use, eliminate products, services, experiences, or ideas to satisfy needs and therefore the impacts that these processes wear the buyer and society.

PERCEPTION:

The method by which individuals translate sensory impressions into a coherent and unified view of the planet around them. Though necessarily supported incomplete and unverified (unreliable) information, perception is equated with reality for many practical purposes and guides human behaviour generally .

CONSUMER PERCEPTION:

“The world is as you perceive it” we all would have encounter this phrase. Perception is much that one selects, organizes and interprets the stimuli into meaningful and coherent picture of the planet . It is attaining awareness of sensory information. People act and react on basis of their perceptions, which also underlies the preference.

CUSTOMER PERCEPTION:

Customer perception is, “A marketing concept that encompasses a customer's impression, awareness and/or consciousness a couple of company or its offerings.”

‘Customer perception’ refers to customers’ awareness, their impressions, and their opinions about your business, products, and brand. Customer perception is formed by multiple variables, including direct and indirect interactions together with your offerings.

STATEMENT OF THE PROBLEM

The use of Fairness cream by the people is in increasing, year by year. Various advertisements have induced the people to shop for the cosmetic products, which incorporates fairness cream also. All sort of consumers like both male and feminine , regardless of their age they need interested about their fairness. Hence, the utilization of fairness cream by them increases day by day. It leads them of spend huge amount towards fairness cream than the quantity spent on the essential needs. But, in real sense, there's no any effect in their fairness. After the utilization of fairness creams. I here is not any changing in their colour, health of skin, but it's just illusion and psychological effect. Hence, the researcher tries to analyse the important impact and their perception toward fairness cream. it might help

them to concentrate natural fair instead the synthetic fairness it might curtail the unwanted amount spending on fairness cream.

SCOPE OF THE STUDY

The study is confined to consumers perception towards fairness cream in Thuraiyur Town. Though, the most objectives of this study is know the consumers buying pattern an otheir perception towards of fairness cream, the scope of satisfaction level of the users about fairness cream, brand preference, factors influencing the brand preference of fairness cream and problems faced by the fairness cream users. This study would also focus the important utility of fairness cream by consumers. It also try narrates thereal impact of the cream towards the buyer fairness.

OBJECTIVES OF THE STUDY:

- 1.To study the consumers awareness about the fairness cream
- 2.To understand the factors influenced the consumers to shop for fairness cream
- 3.To know the important impact of fairness cream in increase of fairness of consumers.
- 4.To study the sort of consumers are using the fairness cream
- 5.To study the spending pattern of consumers towards fairness cream
- 6.To study the pros and cons in using fairness cream
- 7.To give necessary suggestions based of the findings.

METHODOLOGY

This study obtained responses from 200 respondents from fairness cream users point of view. These respondents belong both genders,150 females and 50 males. The response of this study was collected from a special areas in Thuraiyur Town. To collect the message, a well-structured Questionnaire was given to respondents and studied their perception about the fairness cream.

AREA OF THE STUDY:

Thuraiyur town was selected for this study.

TOOLS USED

Percentage Analysis

Average rank Analysis

COLLECTION OF DATA:

The present study is dealt by adopting the formal structured questionnaire. Both primary data and secondary data are used. The secondary data were collected from the journals, magazine, text books and websites etc., The collected data were transformed into different tables and analysed by using appropriate statistical techniques.

LIMITATION OF THE STUDY

1. Chances of respondent's 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.
2. The present study entirely emphasized on only Fairness cream not all cosmetic. Similar study can also be undertaken for other youth centric consumer and durable products.
3. The study is mainly concentrated consumers real impact on the use of fairness cream instead of commercial aspects.

TABLE-1

**WEIGHTED AVERAGE RANK ANALYSIS-BASED BENEFITS IN
THE USE OF FAIRNESS CREAM**

S.NO		Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Weighted average	Rank
1	Fragrance	518	324	97	106	85	48	57.5	I
2	Freshness for limited time	289	240	108	180	173	55	49.7	II
3	Artificial good appearance	203	152	255	107	58	31	38.3	III
4	Improve the colour tone	100	96	169	71	37	27	23.8	IV
5	Control of oiliness in face/body	40	85	81	80	28	21	15.9	V
6	Illusionary	50	103	90	56	19	18	9.5	VI

(Source : primary data)

The table 1 shows that, among the various uses, of fairness cream, the consumers are prefers fairness cream due to its Fragrance, hence it placed as a Rank I, by the respondents followed by the Rank II, it create Freshness for limited time, Rank III, it creates Artificial good appearance, Rank IV, it creates Improve the colour tone, Rank V, Control of oiliness in face/body, by the respondents followed by the Rank VI, it creates illusionary.

It concluded that the majority (5.75) of the respondents the consumers are prefers fairness cream due to it creates more Fragrance hence it placed as a Rank I, by the respondents

TABLE-2

WEIGHTED AVERAGE RANK ANALYSIS BASED ON NEGATIVE ASPECT OF FAIRNESS CREAM

S.NO		Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Weighted average	Rank
1	Turns skin un healthy	408	279	108	127	80	38	49.5	II
2	Create age Agni (pimples)	210	247	255	110	174	60	50.2	I
3	Evolve the usage of the cream	127	126	97	175	48	36	29	IV
4	Create skin diseases	283	190	90	80	27	23	33	III
5	More expensive	108	63	91	39	38	25	17.3	VI
6	Advertisement induce the poor people to buy the product	64	95	159	69	33	28	21.3	V

(Source : primary data)

The table 2 shows that, among the various negative aspects of fairness cream, the fairness cream creates more pimples, in the face of users as stated Rank I, by the respondents followed by the Rank II, it creates Turns skin un healthy. Rank III, it create skin diseases, Rank IV, it create Evolve the usage of the cream, RankV , it create Advertisement induce the poor people to buy the product, by the respondents followed by the Rank VI it is more expensive.

It is concluded that the the important aspect of fairness cream “create age agni pimples” as scored highest weighted average as 50.2% hence it placed Rank I.

Table-3**LEVEL OF AGREEABILITY OF THE RESPONDENTS
SATISFACTION/PERCEPTION TOWARDS FAIRNESS CREAM**

S.No	Statements	Agree	Strongly Agree	Disagree	Strongly Disagree
1.	It affects the skin	90(45%)	60(30%)	20(10%)	30(15%)
2.	It make the body good fragrance	80(40%)	90(45%)	20(10%)	10(5%)
3.	Wastage of money	70(35%)	60(30%)	30(15%)	20(10%)
4.	No real impact in the body / face as mention in cream making company	50(25%)	60(30%)	50(25%)	40(20%)
5.	Advertisement induces all class of people to buy the cream irrespective of their income.	30(15%)	100(50%)	50(25%)	20(10%)
6.	It paves ways for skin	20(10%)	30(15%)	60(30%)	90(45%)
7.	People become addicted for the use of fairness cream	50(25%)	40(20%)	70(35%)	40(20%)
8.	It change the color of body	50(25%)	70(35%)	30(15%)	50(25%)
9.	Use of fairness cream in not in real effect	120(60%)	20(10%)	30(15%)	30(15%)
10.	Wastage of money in the use to cream	50(25%)	80(40%)	40(20%)	30(15%)

The table 3 shows that the 120(60%) of the respondents are agreed with the statement the “use of fairness cream is just a psychological effect ,not a real effect on fairness cream” followed by the statement “advertisement induce the people to buy the fairness cream irrespective of their income which is strongly agreed by the 100(50%) of the respondents and “affect”about 90(45%) of respondents have agreed the statement “It affect the skin” followed by 90(45) the respondents strongly agreed the statement” it make the body more fragrance”.

It is concluded that the majority 120(60%) of the respondents are agreed with the statement the “use of fairness cream is just a psychological effect, not a real effect on fairness cream” followed by the statement “advertisement induce the people to buy the fairness cream irrespective of their income which is strongly agreed by the 100(50) of the respondents.

FINDINGS

83% of the respondents are female.

67.5% of the respondents are in the age group of below 30 years.

Majority 86% of the respondents are using fairness cream.

Majority (40%) of the respondents are using face cream.

Majority (35.5%) of the respondents are using fair and lovely.

40% of the respondents are aware about the fairness creams thro, their friends, and relative.

96% of the respondent's knowledge about use.

Majority 80% of the respondents are not willing to change the fairness cream brand.

Majority (37%) of the respondents are willing to change the brand due to poor quality.

Majority (41.5%) of the respondents expressed that the current product other reasons

Majority (3.5%) of the respondents are preference fair & lovely cream

Majority (39%) Of the respondents are using the particular brand for the period of 6 months to 1 year.

Majority (35.5%) no of the respondents are incurred expenses towards purchase of fairness cream below Rs.500

Majority (92.5%) of the respondents satisfied with the result.

Majority (50.2) of the respondents the fairness cream creates more pimples, in the face of users as stated Rank I.

Majority (5.75) of the respondents the consumers are prefers fairness cream due to it creates more Fragrance since it placed as a Rank I

Majority 120(60) of the respondents are agree with the statement the "use of fairness cream.

RECOMMENDATIONS

Stated that the use of fairness cream due to mere psychological effect and not real impact on fairness. Further, about 50% of the users of fairness cream have been induced by the advertisement irrespective of their income. Hence, it is recommended the users of fairness cream they should spend money if it gives otherwise reduce the usage of fairness cream. More than 50% of the respondents have agreed that the fairness cream has affects the skin Hence, the consumers are advised to check the fairness cream quality before using it.

consumers are looking for herbal content rather than chemical based fairness cream fairness cream can be improved in its fragrance and flavours Fairness cream manufactures can increase the herbal content and reduce the chemical content Fairness cream would create health damage such as skin damage, lung disease, and other related disease, hence the consumers should be very cautions before using it.

CONCLUSION

Fairness cream being one of the most preferred FMCG products has now created a strong impact in men's life. Men have made it a routine to use fairness cream on daily basis for oil free and bright look. Fairness cream manufactures can capture a wide array of population if it comes out with innovative and added values. Taking into consideration the concept of health and healthy living of customers herbal content is a mantra which will help the manufactures to sustain in the FMCG market for a longer span of time being more successful. At the same time, the manufactures should be considered the health aspects of the consumers. The chemical contents of the fairness creams would give good fragrance of the body but, it very much damages health of consumers also. Hence, the consumers should be very careful before use the fairness cream whether the cream is suitable for their health or not. All type of consumers have been attracted by the advertisement, irrespective of their income, reality of the cream, spending money on the fairness cream. The researcher have strongly insisted the creams always good when compare with the artificial cream.

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