

A STUDY ON ADVERTISEMENT OF GARINER PRODUCTS

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INTRODUCTION

The first garnier product was made by Alfred garnier in 1904, a hair tonic. The full company name, laboratories garnier, originated in the 1920s as a producer of Gariner products made with organic ingredients. Gariner continues that mission today, as all of its products are made with natural ingredients. The L'Oreal Group has owned garnier since 1965.

L'Oreal

L'Oreal based in france and united states, has been in operation since 1909. It now owns five division including garnier. L'Oreal has a focus on research, especially studies in sustainable development, with research centers on three continents.

PRODUCTS

Garnier currently has three product lines: *Fructis, Nutrises and Nutritionist.*



HISTORY OF GARINER PRODUCT

Garnier is a mass market cosmetics brand of L'Oréal that produces hair care and skin care products. The company started as Laboratoires Garnier in 1904, and was acquired by L'Oréal in the 1970s. Garnier is sold in numerous countries worldwide, with specific product lines targeted for different skin types and cultures. Garnier hair care and skin care products is one of the highest luxury brands used in Asia, China, Japan & India.

Second largest brand of the L'Oréal Group, Garnier is an international haircare and skincare brand with sub-brands in four categories and seven areas of expertise – among which Ultra DOUX, Fructis, AmbreSolaire, Nutrisse or Olia. With products formulated to meet the needs of every man and woman, everywhere in the world, we offer innovative, affordable care solutions at the best prices.

OBJECTIVES

- To know about the awareness level of Garnier products.
- To evaluate the factors influencing the purchase of Garnier products.
- To know about the consumer satisfaction about Garnier products.
- To study about the usage level of Garnier products.
- To provide suggestions for future development

SCOPE OF STUDY

Garnier fructis produces hair products that are most effective to date. They are sold worldwide and one of their key ingredients is fruit concentrate, of which they insert into all their products. Fructis is in fact a chemical which was adopted by garnier because their R&D team that fruit concentrate is essential to good hair.

STATEMENT OF PROBLEM

- ✓ The objective of undertaking this project work is to study about the benefits and drawbacks of garnier products among youths.
- ✓ When there are alternatives available to consumers there may be chance of consumer's migration from one company to another. So it is better to analysis about the current existing consumer satisfaction towards the garnier products.

LIMITATION OF THE STUDY

- ✓ The samples are drawn from a particular area. So the result reliable to that place only.
- ✓ As the study is based on questionnaire schedule the result would be varying according to the opinion of the respondents.

RESEARCH METHODOLOGY

For collection of primary data. A well structured interview schedule was prepared based on the objectives of the study. The data required for the study were gathered using questionnaires. Since it is a two way transaction the researcher has randomly selected Garnier IBO's and customer.

COLLECTION OF DATA

Since the objective of research is to measure degree of success of marketing implemented by gariner, it is very important to first identify the marketing applied by garnier in india. For this purpose, the best source is by issuing questionnaire to the general public.

PRIMARY DATA

A questionnaire was used to conduct the whole survey. To control the response bias and to increase the reliability of data, a structured pattern of question was also used in the questionnaire.

SAMPLING DESIGN

Random sampling method is adopted in this study. Random sampling method is one of the type of probability sampling. A sample is called a random sample for each unit of the population has an equal chance a being selected for the sample.

SAMPLING AREA

The sample size for this study is 100 samples. The sampling area covers the Coimbatore city. Data has been collected from customers who are using gariner products in Coimbatore.

SAMPLING METHOD

The basic type of random sample is known as a simple random sample, one in which each person or item has an equal chance of being chosen.

SAMPLING TECHNIQUE

In this study 100 samples has been selected by convenience sampling method from the population of Coimbatore.

REVIEW OF LITERATURE

- The research done by Akila.N (MBA) student of Coimbatore Anna university during the year 2007-2009. Conclusion on the study was preferred about the product the company should give the branded quality of the product.
- The research done by Divya the student of SNMV during the year 2002-2005. The conclusion was to develop the advertise of their brand if the advertise are more effective and it will reach customers easily.

ABOUT THE PRODUCT

Garnier hair color has been around for over 60years and has always been a leader in the forefront of color technology. This Canadian company has the best smelling hair color products on the market today. Although, now owned by the L'Oreal GROUP(A group composed of many of today leading grants such as L'Oreal USA, Maybeline, Redken, Lancome, and Helena Rubinstien) they continue to create fabulous hair color products meant to give you professional hair color results at home.

Garnier products are designed to give great colour results while leaving hair healthy-looking and shiny. Intense, natural, subtle or bright, whatever your desired colour result, whether you want to cover greys, enhance natural colour or go for a complete hair colour make-over, Gariner has a colour solution for you.

ANALYSIS OF DATA

Analysis of data in general way involves number of closely related operations which are performed with the process of summarizing the collected data and organizing there in such a manner that they should answer the research question.

INTERPRETATION OF THE DATA

The task of drawing inference from the collected facts after an analytical and or experimental study. In fact it is a search for broader meaning of research findings.

PERCENTAGE ANALYSIS

Percentage is used to compare the relative terms and the distribution of two or more series of data. A simple calculation of the frequencies from the data collected was the basic for calculating percentage of the different

factors. Through the use of percentage the data are reduced in the standard form with base equal to 100% which facilitate relative comparisons. Also more descriptive form of the percentage analysis is shown in the form of graphs and chart.

FORMULA

No of respondents/ Total no. of respondents x 100

WEIGHTED AVERAGE ANALYSIS:

- Weighted average can be defined as an average whose component item are multiplied by certain values(weights) and the aggregate of the products are divided by the total of weights
- One of the limitations of simple arithmetic mean is that it gives equal importance to all the items of the distribution

FORMULA:

Weighted Average = $\frac{\sum(W_i * X_i)}{\sum X_i}$

Where, X_i = Weighted; W_i = Frequencies

SIMPLE PERCENTAGE METHOD FORMULA:

Simple percentage analysis = No of respondents/ Total number of respondents × 100

ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of the “A study marketing strategy adopted by Garnier Products”. It is presented based on sample of hundred responses. The collected data are classified and tabulated. The data have been analyzed using the following statistical tool.

SIMPLE PERCENTAGE ANALYSIS:

MEDIA OF ADVERTISEMENT:

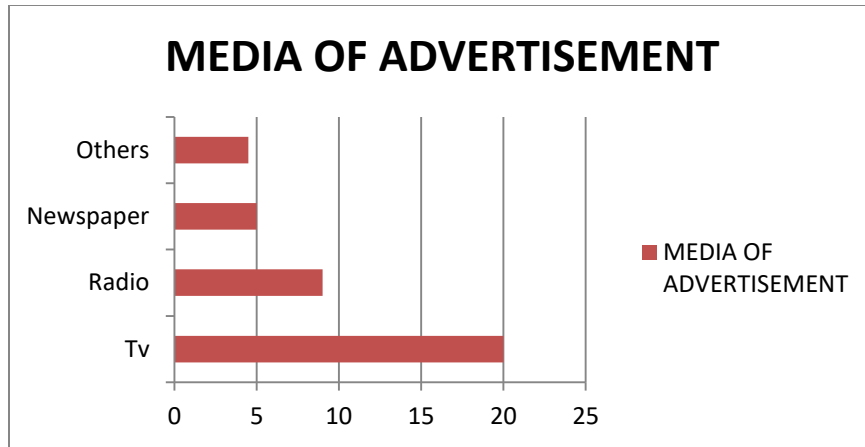
MEDIA OF ADVERTISEMENT	NO.OF.RESPONDENTS	PERCENTAGE (%)
TV	20	20
Radio	9	22
Newspaper & Magazines	5	12
Others	4	10
Total	100	100

Source: Primary Data

INTERPERTATION:

Table 4.1.8 conveys about the media of the advertisement, 49% of them are came to know by seeing TV, 22% are from Radio, 12% are from News and Magazines, 7% are from trades and exhibitions, 10% are from other sources.

Majority of the total respondents are from TV.



ATTRACTS BY THE RESPONDENTS:

ATTRACTS BY THE RESPONDENTS	NO.OF.RESPONDENTS	PERCENTAGE (%)
Color	11	11
Advertisement	56	56
Quality	24	24
Packaging	9	9
Total	100	100

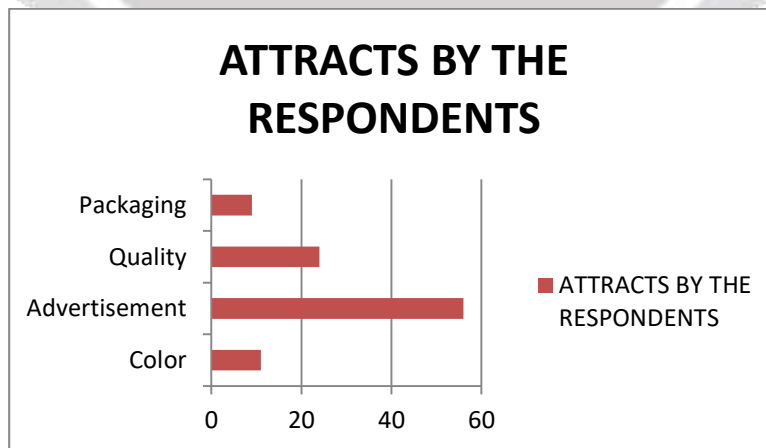
Source: Primary Data

INTERPERTATION:

Table 4.1.10 reveals the details about the attracts the customer to buy the products 11% are by Color, 56% are by advertisement, 24% are by Quality, and 9% are by Packaging.

Majority of the respondents are attracted by the advertisement.

Chart 2



WEIGHTED AVERAGE ANALYSIS

Elements	Satisfied	Highly Satisfied	Moderate	Highly Dissatisfied	Total	Weighted Analysis
Weighted Value	4	3	2	1	10	5
Price	44	30	14	12	306	2
Quantity	20	38	24	18	260	4
Quality	29	44	17	10	292	3
Brand	56	24	13	7	329	1

INTERPERTATION:

From the above table it is inferred that the first average given to the brand of the product, Second average given to the price of the product, Third average given to the quality of the product, the last average has given to the quantity by the respondents for the satisfaction level towards Garnier Products.

FORMULA:

$$\text{Weighted Average} = \frac{\sum (W_i * X_i)}{\sum X_i}$$

Where, X_i = Weighted; W_i = Frequencies

CHI SQUARE ANALYSIS:

Chi-square test is a statistical technique used to test significance in the analysis of frequency distribution. The calculated chi-square value is compared with the theoretical value, which is based upon your required level of certainty and the degrees of freedom present in the test. If the chi-square value is less than the theoretical value, we can state there is no significant association between two populations.

AGE AND PRODUCT USAGE OF GARNIER:

H_0 : There is no significant association between age and product usage of garnier.

TABLE

AGE	HAIR	FACE	SKIN	ALL THE ABOVE	TOTAL
Below20years	10	2	7	8	27
21-30 years	10	8	9	2	29
31-40 years	10	1	10	2	23
Above40years	5	7	3	6	21
Total	35	18	29	18	100

O	E	O-E	(O-E) ²	(O-E) ² /E
10	9.45	0.55	0.3025	0.032
2	5.22	3.22	6.44	1.233
7	6.67	0.33	0.108	0.01
8	3.78	4.22	17.80	4.708
10	10.15	0.15	0.0225	0.000
8	5.22	2.78	7.7284	1.480
9	8.41	0.59	0.3481	0.041
2	5.22	3.22	10.3684	1.986
10	8.05	1.95	3.8025	0.472
1	4.14	3.14	9.8596	2.381
10	6.67	3.33	11.0889	1.662
2	4.14	2.14	4.5796	1.106
5	7.35	2.35	5.5225	0.751
7	3.78	3.22	10.3684	2.742
3	6.09	3.09	9.5481	1.567
6	3.78	2.22	4.9284	1.303
			Calculated value	21.47

CALCULATED VALUE	TABLE VALUE	D.F
21.47	16.919	9

INFERENCE:

In the above analysis, the calculated value 21.47 is greater than the table value 16.919. Thus it can be inferred that there is a significant association between AGE and PRODUCT USAGE of garnier product in Coimbatore city.

CHI SQUARE ANALYSIS:

H₀: There is no significant association between age and product usage of Garnier Products in Coimbatore City

The calculated value 21.47 is greater than the table value 16.919. Thus it can be inferred that there is no significant association between age and product usage of Garnier Products in Coimbatore City.

FINDINGS:

- ❖ Majority (48%) of respondents have selected this product for skin care.
- ❖ Majority (44%) of the respondents use this product for the purpose of good looking.

SUGGESTIONS:

- With the help of analysis and interpretation, it is found that majority of the people know about the garnier (i.e.) garnier products are well known to the people.
- Garnier should take steps to create more advertisement about its products to create awareness among the people

CONCLUSION:

The study was conducted to know customer pick, awareness and drawback of garnier hair coloring among youths. The data obtained for the study was basically primary data in a small amount and secondary data. It was found that many of the respondents are aware of hair removal cream through advertisement like television, newspaper, internet etc.,...most of respondents gave first preference to quality.

QUESTIONNAIRE

1. Name
2. If advertisement means specify the media of advertisement?
a) TV b) Radio c) Newspapers and magazine d) Others
3. Which thing attracts most in Garnier?
a) Color b) Advertisement c) Quality d) Other
4. How often you purchase the Garnier product?
a) Weekly Once b) 15 Days Once c) Monthly Once d) Other
5. Give you suggestions regarding the Garnier Products

BIBLIGRAPHY

Website:

1. www.google.com
2. www.garnier.com

