

# A STUDY ON CONSUMER BUYING BEHAVIOUR WITH RESPECT TO KARA SKIN CARE WIPES WITH SPECIAL REFERENCE TO CHANDIGARH CITY

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## ABSTRACT :

*The purpose of this research paper is to understand the consumers' behaviour towards wet wipes by analysing the market and also creating awareness among them by sampling activities. The primary data has been collected through a structured self-designed questionnaire and filled by the walk in customers at various stores. Total 106 consumers were used as a sample using Convenience sampling. The data analysis has been done using Friedman Test with the help of SPSS and advanced excel. The study found that satisfaction is derived majorly from product quality. The study also found that two major factors affecting the consumer buying behaviour are the Quantity of the Wipes & Price of the Wipes. This Research Paper is the outcome of the Research conducted during the Internship Project with Future Consumer Limited.*

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## CONTEXTUAL BACKGROUND:

- Industry Scenario

Segmentation of Fast Moving Consumer Goods Industry:

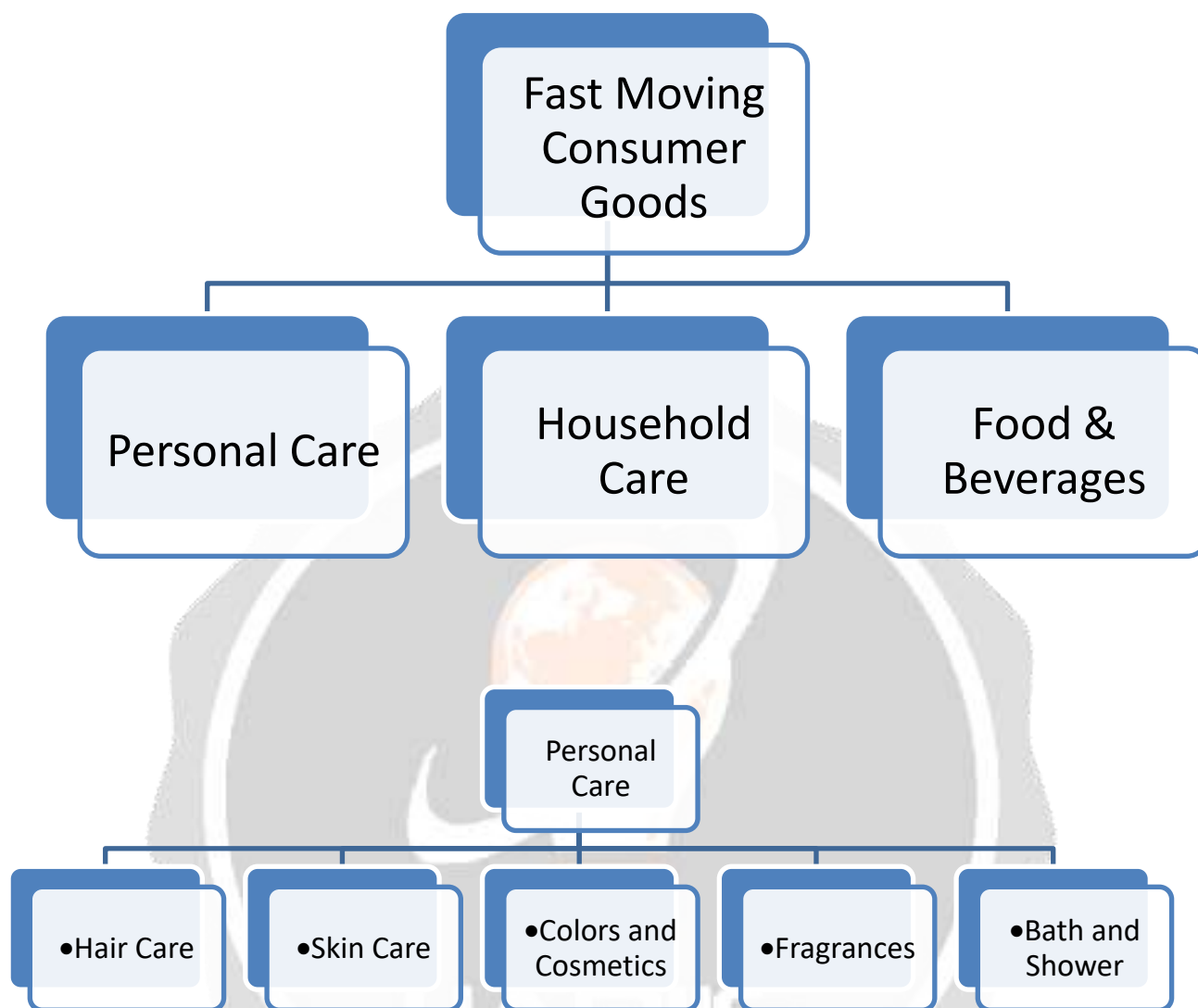
Fast Moving Consumer Goods (FMCGs) are products that are sold at a quick pace and also at a relatively low cost. This industry primarily includes the production, distribution and marketing of consumer packaged goods, that is those categories of products which are consumed at regular interval.

FMCGs have mainly three segments that is Personal Care, Household Care, Food and Beverages.

Further Personal Care has five segments as under:

- Hair care
- Skin Care
- Colors and Cosmetics
- Fragrances
- Bath and Shower

The skin care market belongs to the personal care segment of the FMCG products.



### HISTORY :

India has always been a country with a big chunk of world population. In that sense, the FMCG Market potential has always been very big. However, from the 1950's to the 80's investments in the FMCG industry were very limited due to low purchasing power and the government's favouring of the small-scale sector. Hindustan Lever Limited (HLL) was probably the only MNC company that stuck around and had its manufacturing base in India. At the time, the focus of the organised players like HLL was largely urban. There too, the consumers had limited choices. However, Nirma's entry changed the whole Indian FMCG scene. The company focused on the 'value for money' plank and made FMCG products like detergents very affordable even to the lower strata of the society. Nirma became a great success story and laid the roadmap for others to follow.

Also, one of the biggest changes to hit the FMCG industry was the 'sachet' bug. In the last 3 years, detergent companies, shampoo companies, hair oil companies, biscuit companies, chocolate companies and a host of others, have introduced products in smaller package sizes, at lower price points. This is the single big innovation to reach new users and expand market share for value added products in urban India, and for general FMCG products like detergents, soaps and oral care in rural India.

Another interesting phenomenon to have hit the FMCG industry is the mushrooming of regional companies, which are posing a threat to bigger FMCG companies like HLL. For example, the rise of Jyothi Laboratories,

which has given sleepless nights to Reckitt Benckiser, the 'Ghari' detergent, that has slowly but surely built itself to take on Nirma and HLL in detergents, and finally, the rise of 'Anchor' in oral care, which has become synonymous with 'cat', which walks away with spoils when two monkeys fight (HLL and Colgate).

### **CURRENT SCENARIO :**

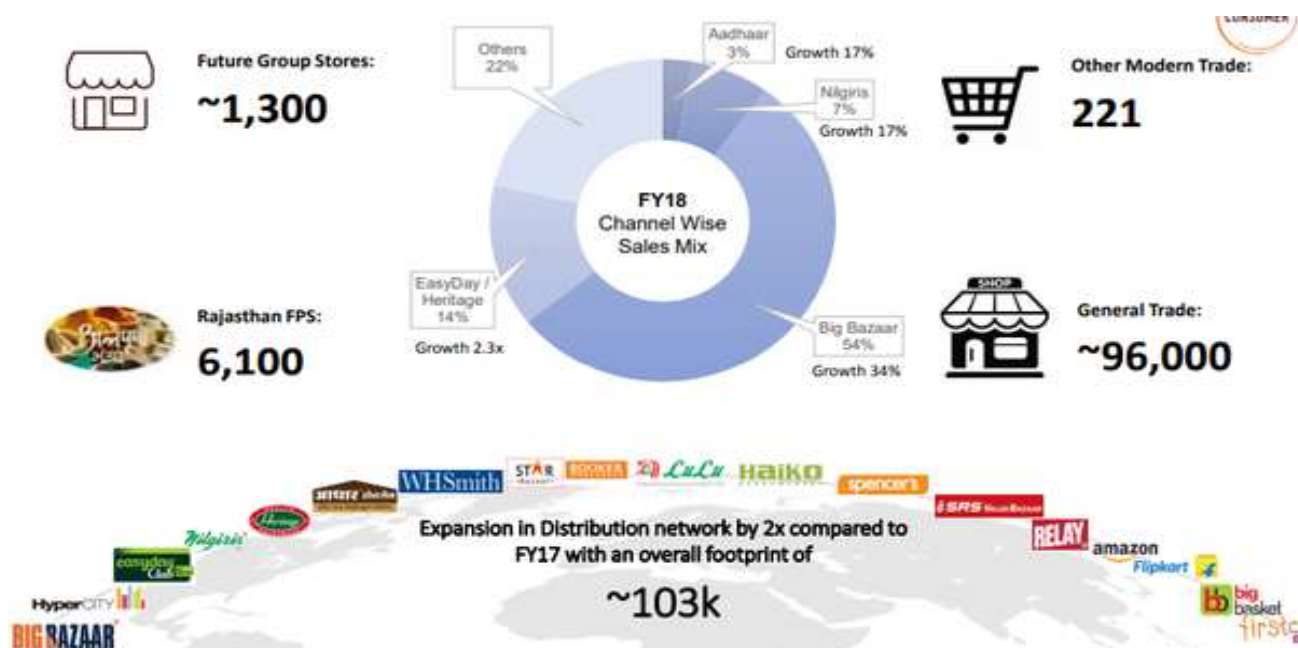
Fast moving consumer goods (FMCG) are the 4th largest sector in the Indian economy. There are three main segments in the sector – food and beverages which accounts for 19% of the sector, healthcare which accounts for 31% and household and personal care which accounts for the remaining 50%.

The FMCG sector has grown from US\$ 31.6 billion in 2011 to US\$ 52.75 billion in 2017-18. The sector is further expected to grow at a Compound Annual Growth Rate (CAGR) of 27.86 per cent to reach US\$ 103.7 billion by 2020.

The following are a few players of the consumer goods industry-

- Adani Wilmar
- Asian Paints
- Nestle
- PepsiCo
- Coca – Cola India
- Nivea
- Future Consumer Ltd.
- Parag Milk Foods Ltd.
- ITC FMCG
- AMUL
- Godrej Consumer Products Ltd.
- Dabur India Ltd.
- Britannia
- Wipro Consumer Care & Lighting Ltd.
- Marico
- Parle Agro
- Haldiram's
- Hindustan Unilever
- Patanjali Ayurveda

Market Scenario :

**Future Consumer Ltd. :**

Future Group is an Indian conglomerate headquartered in Mumbai, India. Kishore Biyani founded Future Group in 1987 & is the current CEO. It has 35,000 + employees. The company is known for having a significant prominence in Indian retail and fashion sectors, with popular supermarket chains like Big Bazaar and Food Bazaar, lifestyle stores like Brand Factory, Central etc. The group also has a notable presence in integrated foods and FMCG manufacturing sectors. Future Retail Limited and Future Lifestyle Fashions Limited. While retail forms the core business activity, this group's subsidiaries are present in consumer, insurance, brand development, real estate development, retail media and logistics.

**Brand Mission :**

- We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.
- We will be the trendsetters in evolving delivery formats and making consumption affordable for all customer segments – for classes and for masses.
- We shall infuse Indian brands with confidence and renewed ambition.
- We shall be efficient, cost- conscious and committed to quality in whatever we do.
- We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

**Brand Values :**

- RESPECT AND HUMILITY in dealing with everyone within and outside the organization
- FLOW by constantly learning and being inspired from the universal laws of nature
- INDIANNESS by believing in oneself and doing things the Indian way
- INTROSPECTION for continuous learning, self-development and personal excellence
- OPENNESS AND ADAPTABILITY by accepting new ideas and knowledge, and being proactive in meeting challenges emerging from changing business scenarios
- VALUING AND NURTURING RELATIONSHIPS with customers, business associates, stakeholders, communities and the society LEADERSHIP in thought and in business
- SIMPLICITY AND POSITIVITY to foster innovation, speed and imagination

Future Consumer Ltd Product : Kara Skincare Wipes :

## INTRODUCTION TO THE PRODUCT :

Kara is a flagship Brand of “Future Consumer Group”. Kara specializes in the production of packaged wet wipes, filling variety of formula types. Kara means pure and unblemished. Kara wipes encourage naivety and candidness. These Kara wipes are manufactured at a plant which is FDA approved. These nurturing wipes are made under stringent conditions to ensure your safety and hygiene. Kara wipes are selective blend of aqua, skin friendly ingredients with a precise functionality that results in a distinctly superior experience on application. These are free from harsh chemicals.

## KEY FEATURES:

- Made from Viscose Fibres, a fibre that is 100% natural and biodegradable.
- With every use, it gives you a guaranteed boost of freshness wherever you are.
- These skin care wipes ensure effective cleansing to remove dirt, excess oil and grime from the face and neck.

## VARIANTS OF KARA WIPES :-

### 1. Refreshing Facial Wipes (Aloe Vera and cucumber) :

Kara Refreshing wipes are enriched with Aloe Vera for skin nourishment and cucumber for effective freshening. It ensures effective cleansing to remove dirt, excess oil and grime from the face and neck and also leaves a lingering fragrance.



### 2. Make Up Removal Wipes

Kara Make-Up Removal Wipes are enriched with Lavender and Seaweed extracts that removes the make-up in just one swipe.



3. **Toning Wipes**

Kara Toning Wipes is enriched with Rose and Thyme extract that tighten the skin and maintain the normal pH balance.



4. **Moisturizing Wipes**

Kara Moisturizing wipes is enriched with the goodness of almond and honey for beautiful radiant and glowing skin. It is also fortified with vitamins for skin conditioning and is suitable for use right throughout the year.



#### 5. Sunscreen Wipes

Kara sunscreen wipes has a formulation of SPF 20 which protects the skin from the adverse effects of UV A & B. It is enriched with antioxidants like plum extract and vitamin E that nourishes the skin.



#### 6. Deep Pore Cleansing Wipes

Kara Deep Pore Cleansing is a gentle, effective way to clean your skin of dirt, grime and excess of oil. Enriched with Jojoba and Avocado extracts, it unclogs pores, detoxifies and thoroughly exfoliates dead skin cells.



**RESEARCH OBJECTIVES:**

**Primary Objective:**

To identify the different factors that influence the buying behavior of the consumers towards Kara Skincare Wipes.

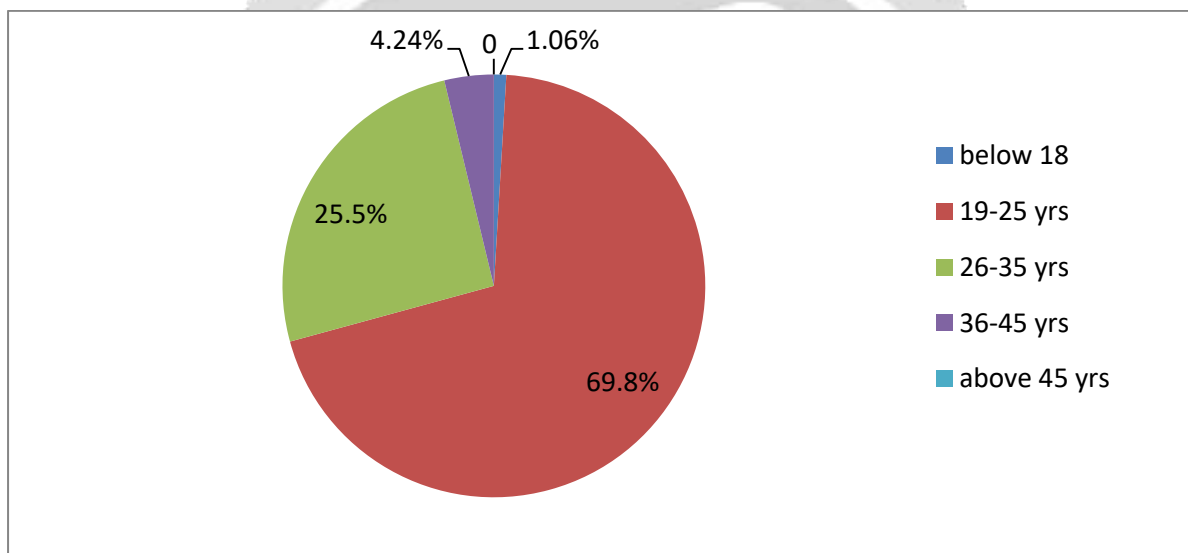
**Secondary Objectives:**

1. To measure the extent of awareness of skincare wipes with special reference to Kara Wipes.
2. To identify the Demographic factors which influence the customer’s choice of Skincare Wipes.

**DATA ANALYSIS & INTERPRETATION :**

1. Age Group :-

Below 18 yr	19-25 yr.	26-35 yr.	36-45 yr.	Above 45yr
1.06%	69.8%	25.5%	4.24%	0%

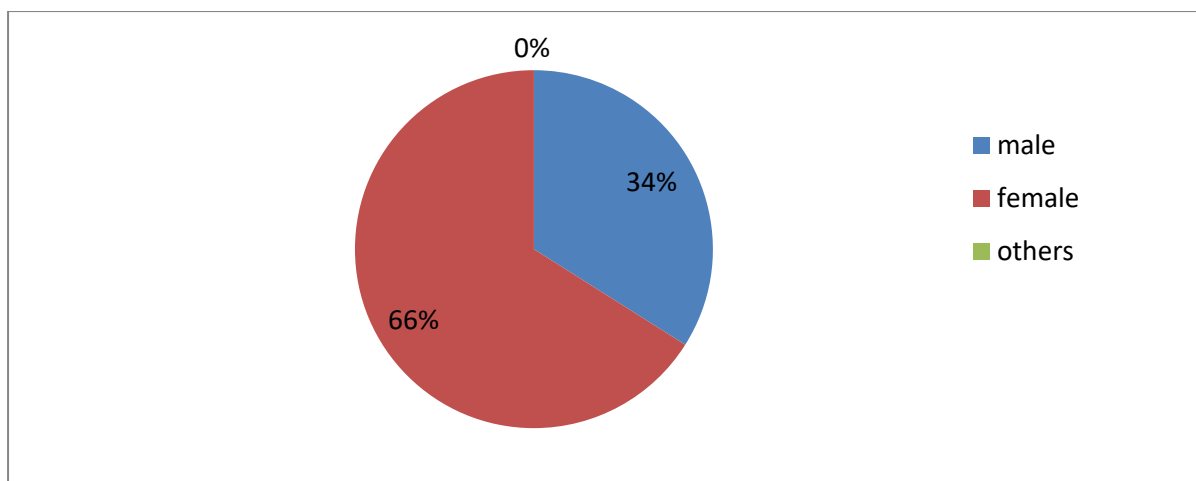


INTERPRETATION – Out of 106 people surveyed 69.8% belonged to the age group from 19-25 years and very few respondents were from the age group of 36-45 years and above. The age of the respondents of Kara wipes majorly falls in the age group of 19-25 years i.e. college students and young working professionals.

2. Gender :

Options	Percentage
Male	34%
Female	66%
Others	0%

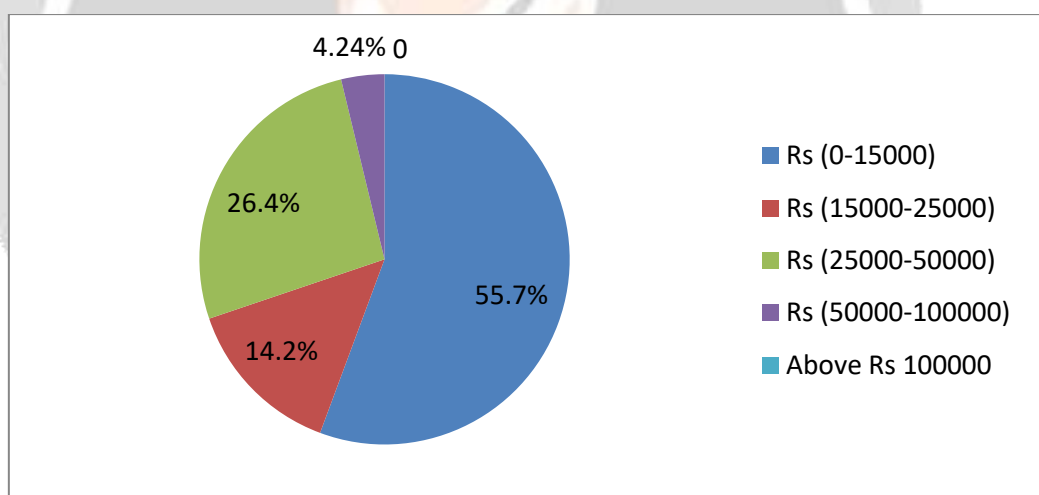




INTERPRETATION – Majorly it’s the females who are using the Kara wipes. Also, the male population can’t be ignored as they form 34% of the users.

3. Average monthly Income :

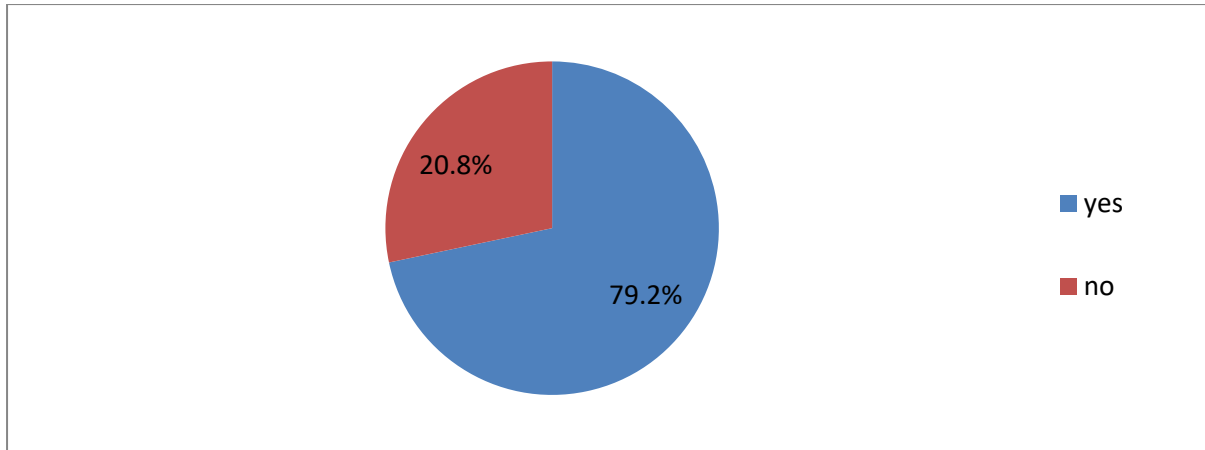
Rs (0-15000)	Rs (15000-25000)	Rs (25000-50000)	Rs (50000-100000)	Above Rs 100000
55.7%	14.2%	26.4%	4.24%	0%



Interpretation : The majority of population belong to the income group of less than 15,000Rs.

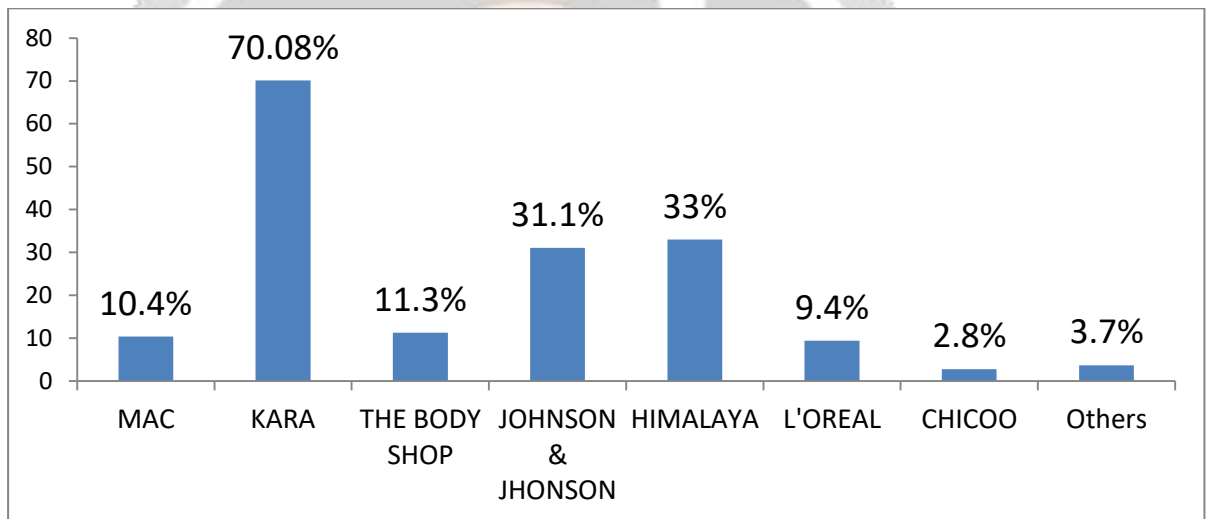
4. Awareness of Skincare Wet Wipes

Response	Percentage
Yes	79.2%
No	20.8%
Total	100.0%



INTERPRETATION – Out of 106 people surveyed 79.2% people were aware about skincare wet wipes and rest 20.8% were unaware. Most of the people were aware about skincare wet wipes.

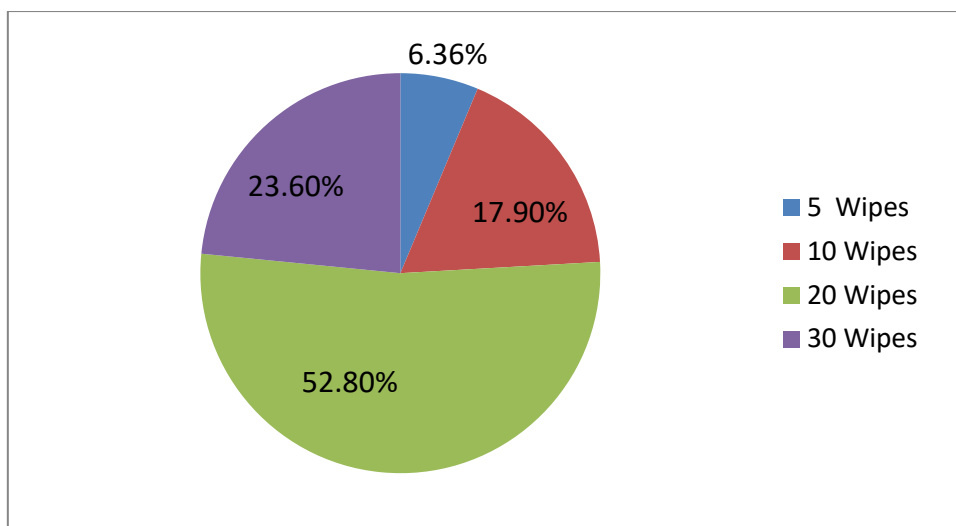
5. Brand Awareness :



INTERPRETATION – 70.08% people know about Kara wipes along with the awareness of other brands. Most of the people know about Kara and other brands like Himalaya and Jhonson & Jhonson are its close competitor. Chinese brands like chicoo are not that popular.

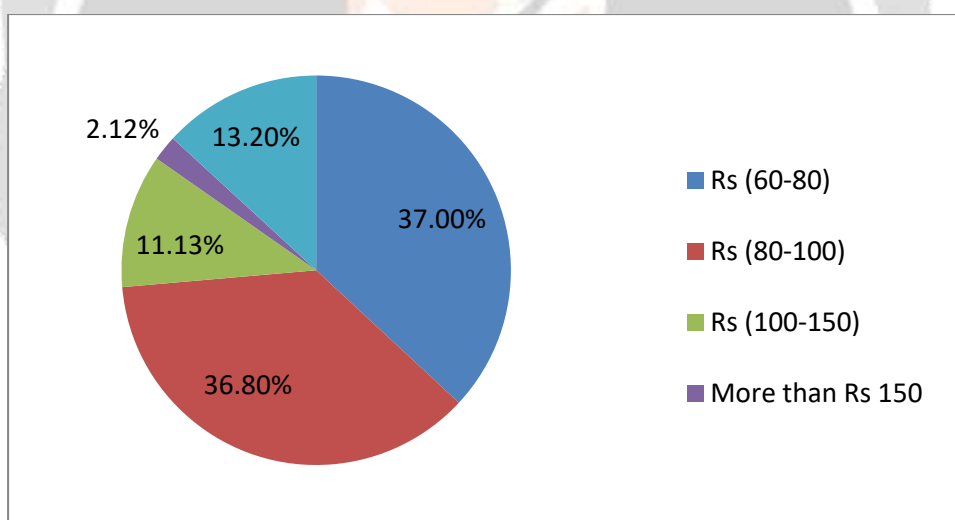
6. Which Pack do you think is the ideal pack to purchase?

Ideal Wipes Packet	Percentage Response
5 Wipes	6.36%
10 Wipes	17.9%
20 Wipes	52.8%
30 Wipes	23.6%



INTERPRETATION –52.8% of the total people surveyed feel that pack of 20 wipes is the ideal pack to purchase and 6.36% people feel that 5 wipes pack is the ideal pack to purchase. 20 wipes pack is the ideal pack to purchase and 5 wipes pack is the least ideal pack to purchase.

7. What is the ideal Price you are ready to pay for a pack of 30 wipes?



INTERPRETATION - out of total people surveyed 37% people feel that ideal price for 30 wipes pack is 60-80 Rs and 36.8% people feel that 80-100 Rs is the ideal Price. 60-80 Rs is the most ideal price to be paid for the pack of 30wipes and more than 150 Rs is the least ideal price to be paid for a pack of 30 wipes.

**8. Most important factor while purchasing skincare wet wipes? (FRIEDMAN’S Test)**

**H0-** Factors influencing choice of skincare wet wipes does not differ in magnitude of importance (mean ranks are equal).

**H1-** Factors influencing choice of skincare wet wipes differ in magnitude of importance (mean ranks are equal).

Level of significance: alpha ( $\alpha$ ) = 0.05

Decision Rule: Calculated value < 0.05, then Null Hypothesis(H0) is rejected.

**Descriptive Statistics**

	N	Mean	Std. Deviation	Minimum	Maximum
Price	106	3.78	1.407	1	5
packing	106	3.56	1.303	2	5
No. of wipes	106	3.81	1.395	2	5
Brand	106	3.24	1.398	1	5
Availability	106	2.81	1.196	1	5
Comfort of using	106	3.31	1.437	1	5
Discount and offers	106	2.75	1.170	1	5

**Friedman Test****Ranks**

	Mean Rank
Price	4.56
packing	4.38
No. of wipes	4.63
Brand	3.87
Availability	3.33
Comfort of using	3.94
Discount and offers	3.28

**Test Statistics<sup>a</sup>**

N	106
Chi-Square	58.397
df	6
Asymp. Sig.	.000

a. Friedman Test

INTERPRETATION- we reject null hypothesis as significant value is 0.00 which is less than 0.05. Price and number of wipes plays a significant role in sales of wipes.

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