A Study On Gender Attitude Towards Fairness Cream

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ABSTRACT

The report consist a research of “Gender attitude towards fairness cream”. The topic consists of perception or thinking of men and women towards fairness cream. It takes into consideration, on an average how much they spent on fairness creams? Which pack size they prefer? What are their brand preferences? It also takes consideration into age, gender, income of the consumer. The tests used to analyze the data are t-test, p-test and chi square test.

INTRODUCTION

Are the male & female concerned about their complexion? Few decades back women are concerned about their complexion but for men it would be a big “NO”. Today it shows that cosmetics and fairness cream are equally sought for men & women. Media has played a major role by promoting fairness creams of men & women. Fairness creams are used to improve the complexion of a person, irrespective of whether they have a dark or fair complexion.

The fairness cream market became one of the fastest growing segments in India. Fairness creams have become an important product for the Indian FMCG companies in increasing their sales growth due to the importance given by Indian consumers towards fairness creams. India is known for its diversity, different people from different country prefer different brands. India is a very price sensitive market and mass-market for the fairness cream products. Men who were applying Women’s fairness creams, needed a fairness cream that suited for their skin. Using this as an insight, Emami was the first to leverage on. It launched Fair & Handsome in 2005. They still remain the powerful in the men’s fairness creams market. And what’s the USP of each of these brands? It’s the celebrity that endorses the product. It’s no major revelation that the skin whitening obsession in Indian society is more than prevalent among women than men. If a women is fair skinned, she is automatically beautiful. If a women is dark-skinned, she would have almost no chance of winning the Miss.India contest. Men, on the other hand have never had to obsess over their complexion, largely because they are more judged by their earning power than their looks. The situation is changing though-and not necessarily for the better.

The market size for fairness cream in India was estimated to be Rs 3000 crores. The market growth rate ranges between 15% - 20% on a year-to-year basis. The leading players in the market includes Fair & lovely, Olay, L’Oreal, fair & handsome, Patanjali etc.

LITERATURE REVIEW
No one knows about beauty products more than women, they always try something or other on their face to look fair, younger & beautiful even males want to look fair smart & handsome by applying fairness cream. Nowadays Indian market has come up with natural and herbal products which can make male or female fair in few days. The fairness cream segment is bound to witness double-digit growth in the coming years due to its widespread availability and increased on spending on skin care products such as fairness creams by the men and women.

**RESEARCH OBJECTIVES**

A Study On Gender Attitude Towards Fairness Cream

**Proposed hypothesis:**

1: - The average age of male respondents using fairness cream is more than 30
2: - Less than 25% of female respondents find fairness cream ineffective
3: - The pack size of fairness cream is not independent on monthly income

The main objective of this research is the attitude of male & female towards fairness cream. Most of the male & female are depend upon on branded fairness cream. Different age groups of male & female are using different types of fairness cream eg: (moisturizer, skin whitening, anti – aging etc.) To analyze that high income group of people prefer branded creams and low income group of people prefer low quality fairness creams as per their affordable price. The last but not the least to find out if the purchase decision of male & female is influenced by media.

**RESEARCH METHODOLOGY**

1: **RESEARCH DESIGN**

   Research design is both the exploratory and descriptive.

2: **RESEARCH TYPE**

   This research is quantitative type of research.

3: **DATA SOURCES**

   There are two types of data i.e. Primary data and Secondary data.

   ➢ **PRIMARY DATA:**

   The primary data we collected from the survey forms that are we made the questionnaire we send the E-forms through mails, whatsaap, facebook etc. Than we got the responses from that we had survey on fairness cream.

   ➢ **SECONDARY DATA:**

   The secondary data we get from the internet, journals, past research papers etc.
SANLILING:

Samples taken are Gender, Age group, Occupation and Income group.

- **Gender**
  - Male: 48%
  - Female: 52%

The study shows that 48% of male and 52% of female are using fairness cream. There is not much difference so both male & female equally prefer to use fairness cream.

- **Age**
  - 0 - 20: 13%
  - 21 - 35: 74%
  - 36 - 50: 11%
  - 51 & Above: 2%

The graph indicates that the 74% of the respondents from the age group of 21-35 prefers more fairness cream rather than the other age groups. The age group of 0-20 & 36-50 i.e. 11% & 13% do not prefer fairness cream as much as the age group of 21-35 and above the age of 51 hardly of the respondents uses fairness cream.

- **Occupation**
  - Student: 31%
  - Housewife: 13%
  - Service: 49%
  - Business: 5%

The study shows that the respondents with occupation of service use more fairness cream compare to others. 31% of respondents are students using fairness creams where as 13% of housewives prefer to use fairness cream. Respondents who come under business profession and other hardly prefer to use fairness cream.

- **Income Group**
  - 0-25,000: 71%
  - 25,001-50,000: 11%
  - 50,001-1,00,000: 11%
  - More Than 1 Lakh: 7%

The maximum number of respondents have monthly income between 0 – 25,000. This may be due to the age of respondents being more in group of 21 – 35. The monthly income of the respondents affects the preference of the fairness creams. People with high income may prefer to purchase branded products while people with lower income may prefer to use fairness creams available at affordable rates.
DATA ANALYSIS

In data analysis data taken are brand conscious, purchase of fairness cream and effectiveness of fairness cream.

**Brand consciousness**

- Yes: 70%
- Blank: 23%
- No: 7%

This data shows that 70% of respondents are brand conscious. They buy the fairness cream of branded company and good quality. The 23% of respondents are not conscious about the brand they can prefer the fairness cream as per their capability. And the 7% of the respondents do not prefer to buy the fairness cream or maybe they buy of low price and not branded.

**Purchase of fairness cream**

- Brand specific outlet: 5%
- Local shop: 56%
- Online: 8%
- Malls: 6%

This data shows that 56% of respondents buy fairness cream from the local shop. 8% of the respondents buy the fairness cream from the online websites eg: (Amazon, Flipkart etc.) In this data 5% - 6% of respondents buy fairness cream from the brand outlet and shopping malls.

**Effectiveness of fairness cream**

- Yes: 38%
- Blank: 13%
- May be: 36%
- No: 13%

According to this data 38% of respondents find that the fairness cream is effective. 36% of the respondents are not sure about the effectiveness of the fairness creams. 13% of respondents find that fairness cream are not effective at all and rest 13% of respondents did not respond at all.
HYPOTHESIS: - 1

T- TEST

H₀: - The average age of male respondents using fairness cream is not more than 30

Hₐ: - The average age of male respondents using fairness cream is more than 30

<table>
<thead>
<tr>
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<th>h₀: μ ≤ 30</th>
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</thead>
<tbody>
<tr>
<td>Assumption</td>
<td>hₐ: μ &gt; 30</td>
</tr>
<tr>
<td>Test</td>
<td>T test</td>
</tr>
<tr>
<td>Tail</td>
<td>Right tail</td>
</tr>
<tr>
<td>Conf level</td>
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<tr>
<td>Alpha</td>
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<tr>
<td>P</td>
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</table>

T Critical: 2.39

T Observed: 1.50

\[ \frac{s}{(\sqrt{N})} = \frac{x' - \mu}{1.64} \]

P value: 0.07

Decision: P value > Alpha

Failed to reject the null

BUSINESS DECISION: Earlier males were not using fairness cream. But nowadays the urban youth is very conscious about their skin. Before the age of 30 the males wants to attract the opposite sex so they prefer to use fairness creams such fair and handsome, Nivea men’s cream so they can look smart. After the age of 30 the males prefer different creams like anti-aging, anti-wrinkles etc.
HYPOTHESIS: - 2

P-TEST

H₀: - More than 25% of female respondents find fairness cream ineffective

Hₐ: - Less than 25% of female respondents find fairness cream ineffective

<table>
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<tr>
<th>Null</th>
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<tbody>
<tr>
<td>Assumption</td>
<td>Hₐ:  P &lt; 25%</td>
</tr>
<tr>
<td>Test</td>
<td>P Test</td>
</tr>
<tr>
<td>Tail</td>
<td>Left Tail</td>
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<tr>
<td>Conf level</td>
<td>95%</td>
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<tr>
<td>Alpha</td>
<td>5%</td>
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<tr>
<td>Probability</td>
<td>5%</td>
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</table>

Z Critical: (1.64)
Z Observed: (2.42)

\[
p' - p = \frac{0.13}{\sqrt{0.25 \times 0.75 / 66}}
\]

\[
0.0533 = \frac{2.42 - 1.64}{2.42}
\]

P value: 0.01

\[
\sqrt{n} = 66
\]

\[
\sqrt{q} = 75%
\]

\[
x = 25%
\]

Decision: P value < Alpha

Reject the null

Determined that less than 25% of female find fairness creams are ineffective.

BUSINESS DECISION: Since more than 75% of females find fairness creams effective. There is a huge market for fairness creams and thus any company looking to enter /currently in the skin care centre business should have fairness cream as a product to attract female consumers.
**HYPOTHESIS: - 3  CHI SQUARE**

Null: \( H_0: \) The pack size of fairness cream is independent on monthly income
Assumption: \( H_a: \) The pack size of fairness cream is not independent on monthly income

Test: Chi Square
Tail: Right Tail

**CONF LEVEL** 99%
**Alpha** 0.01

**df** = \((r-1)*(c-1)\)

**Critical** 20.09

**Observed** 6.00

**P value** 0.42
**Alpha** 0.01

**Decision** P value > alpha

Failed to reject the null

**OBSERVED**

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<th>Small</th>
<th>Grand Total</th>
<th>Proportion</th>
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<tbody>
<tr>
<td>0-25,000</td>
<td>2</td>
<td>19</td>
<td>15</td>
<td>47</td>
<td>71%</td>
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<tr>
<td>25,001-50,000</td>
<td>0</td>
<td>4</td>
<td>2</td>
<td>8</td>
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<tr>
<td>50,001-1,00,000</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>7</td>
<td>11%</td>
</tr>
<tr>
<td>More Than 1 Lakh</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>6%</td>
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<td>Grand Total</td>
<td>4</td>
<td>28</td>
<td>18</td>
<td>66</td>
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**EXPECTED**

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<td>2.85</td>
<td>19.94</td>
<td>12.82</td>
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<td>25,001-50,000</td>
<td>0.48</td>
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<td>0.42</td>
<td>2.97</td>
<td>1.91</td>
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<tr>
<td>More Than 1 Lakh</td>
<td>0.24</td>
<td>1.70</td>
<td>1.09</td>
</tr>
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</table>

\((Fo-Fe)^2/Fe\)

<table>
<thead>
<tr>
<th>Row Labels</th>
<th>large</th>
<th>Medium</th>
<th>Small</th>
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<tr>
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<td>0.11</td>
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<td>50,001-1,00,000</td>
<td>0.78</td>
<td>0.00</td>
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<tr>
<td>More Than 1 Lakh</td>
<td>2.37</td>
<td>0.05</td>
<td>1.09</td>
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CONCLUSION

Testing the hypothesis, it is found that male and female attitude towards fairness cream does not differ. As many people believe the myth that fair is considered to be beautiful and that’s why fairness cream enjoy very good market growth rate when compared with other related products categories. The research concludes that men and women are brand conscious when it comes to fairness creams and even their income p.m. affects the buying behavior of these products. The respondents who are working prefer to use fairness cream rather than housewife, others etc. There is no point if a company has right product with right quality if it is not marketed and communicated properly and rightly to its target audiences.

LIMITATIONS

1: The survey has been conducted only taking 61 respondents as sample size.

2: The study area covers only Mumbai.

3: The study was covered about the gender attitude towards fairness creams not the specific product or particular brand.

REFERENCES

Observed that the pack size of fairness cream is independent of monthly income.

BUSINESS DECISION: The Company can provide different stock keeping units for the different income group. By testing the hypothesis most of the people prefer small and medium size pack of fairness cream. So company can produce more medium and small pack size at affordable price for each income group.
Null  
Ho : The pack size of fairness cream is independent on monthly income

Assumption  
Ha : The pack size of fairness cream is not independent on monthly income