A STUDY ON CONSUMER PREFERENCES AND USAGE TOWARDS VEET HAIR REMOVAL CREAM

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Abstract

Generally, it is not an easy task to process the factors influencing the consumer to accept certain Waxing products while assessing is multi-dimensional. Also, it is not always simple to establish the connection between the physiological perception and reaction of the consumer response of in case of waxing products, is not only based on sensory properties of the product and its physical status, but it is also associated with other factors like previous knowledge, previous experience, as well as, consumer attitudes and beliefs. In the present globalized scenario, the consumers today are much more demanding in terms of quality and safety, product labeling, determination of producers to implement certain health standards, etc. The researcher in this paper has studied different methods for acquiring the information on consumers’ perception and expectation which influence the purchasing and consumption of personal care and cosmetic are assessed.

Keywords: A study on consumer preferences, usage towards veet hair removal cream.

INTRODUCTION

Hair removal has been an important part of women’s beauty regimes through the ages. Much advancement in technologies has made it possible for us to use unusual products for hair removal, as also new methods. So today, it is possible to remove hair at home or get a salon treatment. We take a look at some of the world’s most popular hair removal methods.

Shaving

The earliest form of shaving was recorded from the time of the Ancient Egyptians – they used a basic form of shaving using razors made of bronze or flint. Having hair-free, smooth bodies was considered to be a mark of wealth and status. Much later, hemlines rose in the 20th century, and shaving became the norm for women. It is still one of the most popular methods of hair removal, though it does have its limitations. The smoothest of razors can cause irritation, nicks and cuts. Though the hair is removed at once, it comes back quickly as well – so you have to shave again and again.

Sugaring

Waxing is one of the most popular hair removal methods today, but it was preceded by something known as ‘sugaring’. It was perfected by the Ancient Egyptians, who came up with the most unique beauty techniques. Sugaring used a mix of sugar, lemon, and water. These are then slow heated to form glutinous syrup, which is then smoothed onto the skin. Once it cools a
little, the syrup is pulled away to remove the hair. Waxing is more convenient than shaving. Veet Oriental Wax gives you salon-style results even from your own home. You do not need to create your own sugaring gum – just pop the wax in the microwave and apply it to the skin. If only the Ancient Egyptians had Veet and an oven on hand!

**Depilatory Creams**

Hair removal is often associated with pain, but not if you’re using a depilatory cream. These creams make hair removal a pleasant experience. The cream dissolves the hair just below the skin’s surface, and it can then be wiped or rinsed off to reveal satiny smooth skin. Modern depilatory creams offer the most pain-free hair removal solution – in the olden days, these creams would contain such harsh ingredients as arsenic and quicklime. They removed the hair, but they were harsh on the skin. Today, depilatory creams are quite safe to use.

Thus, it is obvious that hair removal methods have evolved down the ages, to suit changing lifestyles and changing times. Shaving, sugaring and creaming away are more mainstream and popular than other methods.

**Veet**, formerly called **Neet** and **Immac**, is a current trademark of chemical depilatory internationally sold products manufactured by Reckitt Benckiser. Hair removal creams, mousses and gels, and waxes are produced under this brand. It has previously created similar products under the names Neet and Immac.

Veet's hair removal products contain thioglycolic acid and potassium hydroxide. These ingredients react to generate the depilatory chemical potassium thioglycolate, which according to the company, increases hair loss. The effect is to break the disulfide bonds of the keratin molecules in hair. This reduces the tensile strength of the keratin so greatly that the hair can be wiped away.

**RESEARCH OBJECTIVE**

The objective of this study was to compare the consumer preferences and usage towards Veet hair removal cream.

**LITERATURE REVIEW**

Michel Laroche “Targeting consumers who are willing to pay more for environmentally friendly products”. Because people now days think that natural products are safer for their hairs and can resolve their problems. They are also good in quality.

P. Guru Ragavendran et al (2009) emphasized in their research that the survey helped them in understanding the consumer perception on brand awareness and position of product in the market. Consumers want waxing products which are pain free for waxing their body parts (hairs & legs) so that they can wax in a relax way without any harm, pain and reactions.

Dr. Himani Sharma and Shallu Mehta (2012) said that Male’s frequency of using the Veet products is very less as compared to females as the male consumers do not concentrate on
waxing their body hairs, they use it only for the purpose of trimming, not for to make their body hair free like womens.

**RESEARCH METHODOLOGY**

In the survey questionnaire was focused on the factors in which knowing Indian consumer buying behavior towards products they use for waxing, shaving, trimming their body hairs (hands & legs). Therefore, the survey questionnaire was related to preferences and usage of Veet hair removal cream.

A research design was purely and simply the focus of the studying on Indian consumer buying behavior of hair care consumption in Mumbai, the factors influencing buying behavior and marketing strategy was conclusive in nature that guides to the collection and analysis of data of hair removal category. The descriptive research design was used in this project such as consumer buying behavior, the factors influencing consumer buying behavior, and Indian consumers’ opinions were necessary for obtaining the data.

Primary data was collected by the questionnaires based marked survey. Secondary data was obtained from journals, magazines, newspapers, books, and internet.

A sample size of 46 respondents was used for this study.

This study was basically an opinion survey of the male and female in category of general public, students, and public to respond the survey questionnaire.

The study and survey was done in Mumbai only particularly households, colleges, universities, major markets, and etc.

**DEMOGRAPHIC**

<table>
<thead>
<tr>
<th>Gender of respondents</th>
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<tr>
<td>Male</td>
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<tr>
<td>35</td>
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<td>Female</td>
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Age of respondents:
- 18-25: 35
- 25-30: 4
- 30-50: 5
- 50 & above: 2

Income of Respondents:
- 2-3 lacs p.a: 2
- 3-5 lacs p.a: 8
- 5-10 lacs: 12
- less than 2 lacs p.a: 24
**HYPOTHESIS TESTING**

The z-test for proportion, t-test, chi-square test was used as the main method for testing the hypothesis. The data is collected in excel by statically testing.

Hypothesis 1

**H1o**- Less than 25% of the population prefer veet products.

**H1a**- More than 25% of the population prefer veet products.

Hypothesis 2

**H2o**- The average income of respondents using veet hair removal cream is less than 2 lakhs

**H2a**- The average income of respondents using veet hair removal cream is more than 2 lakhs

Hypothesis 3

**H3o**- The usage of veet products is independent of age groups.

**H3a**- The usage of veet products is not independent of age groups.
Hypothesis 1 (P-TEST)

H₀: Less than 25% of the population prefer Veet products.

H₁: More than 25% of the population prefer Veet products.

Observation:
The data is expressed in proportion (%). It is also called p test. It is a right tail test. The value of Zc is 1.28, Zo is 3.46. So Zo>Zc.

Therefore reject the null.

Insight:
The above hypothesis proves that more than 25% of the people prefer the Veet products. This can be because of good brand reputation maintained by the company. Also, the marketing and advertising of the Veet products are efficiently done by the company. Also it is pain free while using.
**Hypothesis 2 (T- TEST)**

**H2o-** The average income of respondents using veet hair removal cream is less than 2 lakhs.

**H2a-** The average income of respondents using veet hair removal cream is more than 2 lakhs.

<table>
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**Observation:**

The data is expressed in sample standard deviation. It is also called t test.

It is a right tail test. The value of tc is 1.34, to is 2.51. So To>Tc.

Therefore reject the null.

**Insight :**

The above hypotheses proves that the average income of respondents using veet hair removal cream is more than Rupees 2 lakhs. This may be because the users are well versed and comfortable with the product. Also, the product has wide acceptance of general population.
**Hypothesis 3 (CHI-SQUARE)**

**H30**- The usage of Veet products is independent of age groups.

**H3a**- The usage of Veet products is not independent of age groups.

**Observation:**

The data is expressed in non-numerical data or categorical data. It is also called Chi-square test. The value of $c$ is 4.61. $O$ is 12.33. So, $F_o > F_c$

Therefore reject the null.

**Insight:**

The above test states that usage of Veet products is dependent upon the age group of the respondents using the product. This may be because Veet products has not made much awareness of this product in terms of marketing and advertising. Also, the individuals still do not prefer to use the traditional waxing.
CONCLUSION

The results of the study from the data analysis about Consumer usage and preferences towards veet hair removal cream. We can see that, out of 40 respondents, 24% were males and 76% were females. There was a good similarity in their age groups covering students, self-employed, salaried and others.

In conclusion, Indian consumer buying behavior was generally females who used veet products for waxing, and most of them were in the age group of 18-25. All of them preferred veet hair removal cream because of its good quality and healthier for their skin.

LIMITATIONS OF THE RESEARCH

Data collected using the Primary Source was limited to only Online Forums and the ones who didn’t have the means of access to internet were excluded from the research. The data collected may have been biased for the reason that the respondents were only from a closed specified area (Mumbai) only so the inferences may not apply to the entire population.

REFERENCES

1. P. Guru Ragavenran et al (2009) emphasized in their research that the survey helped them in understanding the consumer perception on brand awareness and position of product in the market. (pg 19).


2. Dr. Himani Sharma and Shallu Mehta (2012) said that Male’s frequency of using the veet products is very less as compared to females as the male consumers do not concentrate on waxing their body hairs, they use it only for the purpose of trimming, not for to make their body hair free like womens. (pg 19).