STUDY OF THE IMPACT OF GENDER ON CHOICE OF FRAGRANCE TYPE FOR THE NEW PRODUCT LAUNCH BY TITAN COMPANY LIMITED

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Abstract

The research paper describes the study done to understand the preference of choice to type of fragrance & impact of brand name; specifically Titan; on choice of type of fragrance. The target audience for the survey is the young adult in metros. For this specific research young adults living in the city of Mumbai were identified. The researcher short listed a set of parameters and collected data related to the preference of choice of fragrance. The hypothesis was done using statistical techniques of Z-Test using Population Proportion & Chi-Square using Demographic data.

Background

Explaining the purpose of a research study and providing a compelling rationale is an important part of any research project, enabling the work to be set in the context of both existing evidence (and theory) and its practical applications. This necessitates formulating a clear research question and deriving specific research objectives, thereby justifying and contextualizing the study. In this research paper we consider the characteristics of good research questions and research objectives and use tried and tested statistical techniques to prove our hypothesis. We conclude with a summary.

Titan Industry

Titan Company Limited is the organization that brought about a paradigm shift in the Indian watch market when it introduced its futuristic quartz technology, complemented by international styling. With India's two most recognized and loved brands Titan and Tanishq to its credit, Titan Company is the fifth largest integrated own brand watch manufacturer in the world. Titan has ventured into other product areas and brands like Zoya, EyePlus and others.

The success story began in 1984 with a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation. After Sonata, a value brand of functionally styled watches at affordable prices, Titan Company reached out to the youth segment with Fastrack, its third brand, trendy and chic. The company has sold 150 million watches world over and manufactures over 15 million watches every year.

Titan Company has India’s largest retail network spanning over 165 towns. The company has over 364 exclusive ‘World of Titan' showrooms and over 140 Fastrack stores. It also has a large
network of over 742 after-sales-service centers. Titan Company is also the largest jewellery retailer in India with over 150 Tanishq boutiques and 2 Zoya stores, over 30 Gold Plus stores. It also sports over 225 Titan Eye+ stores. Backed by over 7,000 employees, two exclusive design studios for watches and jewellery, 10 manufacturing units, and innumerable admirers’ world over, Titan Company continues to grow and set new standards for innovation and quality. The organization is all geared to repeat the Titan and Tanishq success story with each new offering.

Fragrance
Titan Company Limited, is proposing to venture into a new product line, namely fragrances. The Indian Fragrance Industry, which is growing at a compounded annual growth rate (CAGR) of 40 per cent, is likely to reach a figure of Rs 10000 crore by the year 2015. According to a study released by the industry body, the Associated Chambers of Commerce and Industry of India (ASSOCHAM) titled 'Domestic Fragrance Industry: The way ahead', the industry is currently poised at around Rs 3700 crores.

The study explains that the fragrance industry consisting of deodorants, perfumes and roll-ons. Indian deodorant and roll-on market is currently valued at about Rs 1,800 crores and is growing at about 55 per cent annually, while the perfume market is growing at about 30 per cent and is currently poised at about Rs 1,500 crores.

Unorganized sector accounts for nearly 30 per cent of the total fragrance industry. Nearly 60 per cent of the whole fragrance market is dominated by the men's category which is also highly fragmented and keeps evolving with change in attitudes and lifestyle. Besides, high-end perfumes in the male category are also doing a brisk business courtesy the growing urge among urbane Indian males to stay well-groomed. Though there are limited options for women but the segment is likely to see an upsurge with various existing brands and new entrants resorting to sustained media campaigns to cash in on the untapped category with enormous growth potential.

Teenagers are a significant segment in both male and female categories as an average teenager at an urban centre tends to spend anywhere between Rs 500 and Rs 2,000 only on fragrance including - deodorants, roll-ons and perfumes. Although, the fragrance business is not seasonal and consumers use it across the year but almost half of the aggregate sales of
deodorants and perfumes occur between March and September as people splurge more to counter
sweat causing body odor and remain fresh

**Research Objective**

The objective of the study is to understand specific aspects with respect to Titan entering the
fragrance product line. The specific objectives are as follows

- To study that the choice of form of fragrance is independent of the gender.
- To study the preference for deodorant under a new brand name.

**Research Methodology**

In our studies market research & analysis to study the preference of fragrance & impact of brand name, we employed a structured questionnaire. The questionnaire formed includes the demographic information and specific questions about how people conceptualize about the brands and how people relate to the brands. In addition, the questionnaire Samples of informants were interviewed. Each sample was selected being gender unbiased. We were opportunistic in our samples, but tried as much as possible to interview a broad variety of people. Web base forms & mail responses are taken into consideration qualitative analysis to identify patterns in the responses. Data analysis was done with help of Hypothesis using Z-Test using Population Proportion & Chi- Square using Demographic data. Duration of study was 1 week.
**Research Plan**

**Research Type**

To start up with, the research will be explorative but further it will end being descriptive.

**Data Type & Research**

- **Primary Data** - Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings; therefore its validity is greater than secondary data.

- **Secondary Data** - Data collected from a source that has already been published in any form is called as secondary data. The review of literature in many researches is based on secondary data.

**Sampling Plans**

- **Sample Unit:** Women / Men.

- **Sample size:** 70

- **Sample technique:** Non Probability.

**Research Instrument** – Questionnaire

**Contact Method**

- Email

- Personal Interview

**Time Schedule:** - 1 week.
Major Findings

The research in this paper presents the findings of market research & analysis to study the preference of choice of fragrance & impact of brand name conducted as part of a project. This project was undertaken in order to try to better understand the buying behavior of the respondent concerns in a selected frequency and to search for commonalities and differences in these perceptions. In this introduction we describe the objectives of the research, the conceptual framework and the research methodology we employed. We then present a preference of choice of fragrance some other key findings.

Key findings from the research are as follows:

- Is the Choice of ‘form of fragrance’ independent of the gender?
- Is the number of respondents that prefer Titan Deo under a new brand name is 50%?

Data analysis

We used the following statistical techniques to test the various hypotheses:

- Chi-Square using Demographic.

Proposed Hypothesis

Hypothesis: Z test using Population Proportion test

- $H_0$: The number of respondent that prefer Titan Deo under new brand is more than or equal to 50%.
- $H_a$: The number of respondent that prefer Titan Deo under new brand is less than 50%.

$H_0$: $P \geq 50$
$H_a$: $P < 50$

Hypothesis: Chi-Square using Demographics

- $H_0$: The choice of form of fragrance is independent of the type gender
- $H_a$: The choice of form of fragrance is not independent of the type gender.
Hypothesis: Z test using population proportion.

<table>
<thead>
<tr>
<th>Null Hypothesis</th>
<th>$H_0: p \geq 50%$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternate Hypothesis</td>
<td>$H_a: p &lt; 50%$</td>
</tr>
<tr>
<td>Test</td>
<td>$Z$–test with proportion test</td>
</tr>
<tr>
<td>Tails</td>
<td>Left tailed test</td>
</tr>
<tr>
<td>Alpha</td>
<td>5%</td>
</tr>
<tr>
<td>Rejection Reject</td>
<td>0.05</td>
</tr>
<tr>
<td>Critical</td>
<td>-1.64</td>
</tr>
<tr>
<td>Observed</td>
<td>0.24</td>
</tr>
<tr>
<td>P-value</td>
<td>0.41</td>
</tr>
</tbody>
</table>

Accept/Reject. $Z_{\text{critical}} < Z_{\text{observed}}$

We Accept the null hypothesis. This proves that the number of respondents that prefer Titan Deo under a new brand name is more than or equal to 50\%.

<table>
<thead>
<tr>
<th>N</th>
<th>x</th>
<th>P</th>
<th>q</th>
<th>$p'$</th>
<th>Alpha</th>
<th>confidence</th>
<th>probability</th>
<th>$Z_{\text{Critical}}$</th>
<th>$Z_{\text{observed}}$</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td>34</td>
<td>0.5</td>
<td>0.5</td>
<td>0.55</td>
<td>0.05</td>
<td>0.95</td>
<td>0.05</td>
<td>(1.64)</td>
<td>0.24</td>
</tr>
</tbody>
</table>
Hypothesis: Chi-Square using Demographics.

Null Hypothesis \( H_0 \): Choice of form of fragrance is independent of the gender.

Alternate Hypothesis \( H_a \): Choice of form of fragrance is not independent of the gender.

Test Chi-Square test

Tails Right tailed test

Alpha 5%

Rejection Reject 0.05

Critical 12.59

Observed 0.86

P-value 0.65

Accept/Reject. \( F_{\text{critical}} > F_{\text{observed}} \)

We Accept the null hypothesis. This proves that the Choice of form of fragrance is independent of the gender.

<table>
<thead>
<tr>
<th>Observed</th>
<th>Choice of fragrance</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>both</td>
<td>deo</td>
<td>perfume</td>
</tr>
<tr>
<td>Female</td>
<td>11</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>male</td>
<td>22</td>
<td>22</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>29</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expected</th>
<th>Choice of fragrance</th>
<th>Expected</th>
<th>Choice of fragrance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>both</td>
<td>deo</td>
<td>perfume</td>
</tr>
<tr>
<td>Female</td>
<td>9.9</td>
<td>8.7</td>
<td>2.4</td>
</tr>
<tr>
<td>Male</td>
<td>23.1</td>
<td>20.3</td>
<td>5.6</td>
</tr>
</tbody>
</table>

0.86 X2
Conclusion

- We observed that the number of respondents that prefer Titan Deo under a new brand name is more than or equal to 50%. Company should this take up this opportunity which could have a top of mind awareness in the target segment & there by result & increase the revenue.

- The choice of form of fragrance is independent of gender. The choice made by the customer does not dependent on the customer gender and its independent according to the preference and choice of each individual.

- The research study has helped us to understand the perception of the respondents towards the acceptance of Titan Brand coming up with new product development.

Limitation

- Most part of our study was conducted through online forms so only few offline user responses were part of the research.

- Also, our respondents, though part of a realistic setting may not have been quite true to themselves. This in turn may have faltered our results.

- Since, we opted to survey a sample rather than the entire population our conclusions may be a bit sketchy.

- Geographical limitations proved to be another obstacle in our path. The findings of the study are not applicable to the general population due to non probabilistic type of sampling.

Reference

Ken Black - Business Statistics: Contemporary Decision Making, Publisher: Wiley.