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**STORE BRANDING OF COSMETIC PRODUCTS –  
A MARKET POTENTIAL STUDY AMONG  
BUSINESS CUSTOMERS IN COIMBATORE CITY**



A Project Report

Submitted

By

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In partial fulfillment of the requirements

for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

**KCT BUSINESS SCHOOL**

**Department of Management Studies**

**Kumaraguru College of Technology**

(An autonomous institution affiliated to Anna University of technology, Coimbatore)

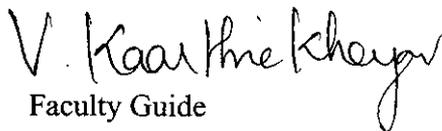
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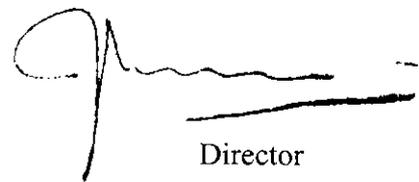
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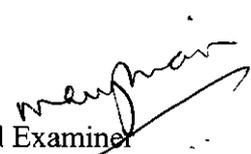
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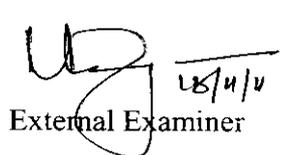
  
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18/11/11

  
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## ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved chairman **Arutchelvar Dr. N.Mahalingam** and **Management** for the prime guiding spirit of Kumaraguru College of Technology.

I wish to express deep sense of obligation to **Mr.C.Karthikeyan**, Assistant professor, KCT Business School, for his intensive guidance throughout my project.

I am greatly indebted to thank Project Coordinator / Class Advisor and all other faculty members of KCT Business School for their kind support.

I thank **Mr.Srinivasan**, Managing Director – **Strategion brand consulting & Co**, for his valuable guidance throughout my project.

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## **INTRODUCTION**

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction to the study:

The American Marketing Association defines a **brand** as a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name."

A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word *branding* began simply as a way to tell one person's cattle from another by means of a hot iron stamp. The word brand has continued to evolve to encompass identity — it affects the personality of a product, company or service. The word "brand" is sometimes used as a metonym, referring to a company that is strongly identified with a brand.

**Store brands** are a line of products sold by a retailer under a single marketing identity. But they are distinct in that a store brand is managed solely by the retailer for sale in only a specific chain of store. The retailer will design the manufacturing, packaging and marketing of the goods in order to build on the relationship between the products and the store's customer base. Store-brand goods are generally cheaper than national-brand goods because the retailer can optimize the production to suit consumer demand and reduce advertising costs. Goods sold under a store brand are subject to the same regulatory oversight as goods sold under a national brand. A Food Marketing Institute study found that store brands account for an average of 14 percent of sales with some stores projecting they will soon reach as high as 20 percent of all sales.

**Generic brands** of consumer products (often supermarket goods) are distinguished by the absence of a brand name. It is often inaccurate to describe these products as "lacking a brand name", as they usually are branded, albeit with either the brand of the store in which they are

sold or a lesser-known brand name which may not be aggressively advertised to the public. They are identified more by product characteristics

**(A) Comparison with store brands:**

Generic brand may be manufactured by less prominent companies, or manufactured on the same production line as a 'named' brand. Generic brands are usually priced below those products sold by retailers under their *own* brand (frequently referred to as "store brands" or "own brands"). Generally they imitate these more expensive brands, competing on price. Generic brand products are often of equal quality as a branded product; however, the quality may change suddenly in either direction with no change in the packaging if the supplier for the product changes. Store brands are usually cheaper than national (or even regional) brands, they remain more expensive than generic brands sold at the store.

## 1.2 Industry profile:

Service Sector in India today accounts for more than half of India's GDP. According to data for the financial year 2006-2007, the share of services, industry, and agriculture in India's GDP is 55.1 per cent, 26.4 per cent, and 18.5 per cent respectively. The fact that the service sector now accounts for more than half the GDP marks a watershed in the evolution of the Indian economy and takes it closer to the fundamentals of a developed economy.

Services or the "tertiary sector" of the economy covers a wide gamut of activities like trading, banking & finance, infotainment, real estate, transportation, security, management & technical consultancy among several others. The various sectors that combine together to constitute service industry in India are:

- Trade
- Hotels and Restaurants
- Railways
- Other Transport & Storage
- Communication (Post, Telecom)
- Banking
- Insurance
- Dwellings, Real Estate
- Business Services
- Public Administration; Defence
- Personal Services
- Community Services
- Other Services

There was marked acceleration in services sector growth in the eighties and nineties, especially in the nineties. While the share of services in India's GDP increased by 21 per cent points in the 50 years between 1950 and 2000, nearly 40 per cent of that increase was concentrated in the nineties. While almost all service sectors participated in this boom, growth was fastest in communications, banking, hotels and restaurants, community services, trade and business services. One of the reasons for the sudden growth in the services sector in India in the nineties was the liberalisation in the regulatory framework that gave rise to innovation and higher exports from the services sector.

The boom in the services sector has been relatively "jobless". The rise in services share in GDP has not accompanied by proportionate increase in the sector's share of national employment. Some economists have also cautioned that service sector growth must be supported by proportionate growth of the industrial sector, otherwise the service sector growth will not be sustainable. In the current economic scenario it looks that the boom in the services sector is here to stay as India is fast emerging as global services hub.

**(A) Brand management :**

**Brand management** is the application of marketing techniques to a specific product, product line, or brand. Brand consulting or brand agencies are the service firms which help the business (product & services) organisations to build their "identity" which would ultimately revive their business strength among the competitors. These agencies give an upper edge to their clients which is a better aid to improve their customer database. Such industries have a huge portfolio of services which includes:

- Product launch
- Service branding
- Corporate branding
- Sales & marketing support
- Image Re-engineering
- Concept selling
- Designing-communication
- Retail branding
- Organisation or institution branding
- Identity design
- Business strategy
- Market consultancy etc.

### **1.3 Organisational profile:**

#### **STRATEGION BRAND CONSULTING CO.**

Strategion Brand Consulting Co. is a preferred branding partner to a select few who have seen merit in 'Brand hand-holding' - the Strategion way - Partnering for success, using integrated marketing approaches to drive brand strategies.

Strategion Brand successes today includes :

#### **Astral Autoprint Business Solutions**

Product Launch

Software Solutions Branding

#### **Autoprint Machinery Manufacturers P Ltd.**

Corporate Branding

Sales & Marketing Support

Sales Promotions

Exhibition Design

Marketing Services Support

Image Re-engineering

#### **Coimbatore Diabetes Foundation**

Services Branding

Image Building

Product Marketing

Concept Selling

#### **The Diet Kitchen**

Concept Selling

Identity Planning

Communication Design

**Ramesh Marketing**

Retail Branding

Below the Line Branding(Mobil, ESSO)

**Extra Life**

Identity Design

Retail Services Branding

**Tristar Ltd**

Communication Design

Brand Personality Architecture

**KG Information Systems (KGiSL)**

Services Branding

Institution Branding

**Metro Matriculation School**

Identity Design

**Synergy Fabrikraft**

Identity Design

Personality Modeling

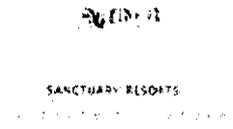
Business Strategy

**Tarangi - Sanctuary Resorts**

Identity Design

Marketing Consult

**Clients :**



## **1.4 Objectives of the study:**

### **Primary Objective:**

- To study the market potential for store branding of cosmetic products among the business customers in Coimbatore city.

### **Secondary objectives :**

- To identify various profiles of business customers of cosmetics in Coimbatore city.
- To explore various cosmetic products they prioritise to purchase for their business.
- To study the purchase pattern & discover their stocking and service requirements.
- To suggest the ways & means to improve the market potential of cosmetic products in the process of store branding.

## **1.5 Scope of the study :**

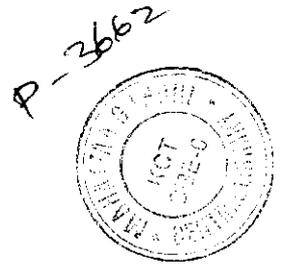
This study mainly focuses on the customers of cosmetic items who use for their business purpose. It would help to derive their needs and requirements which will help to introduce new product in the market. Further the analysis is carried out based on the relationships between many variables in the study.

This study would help us for creation of a store brand based on their purchase behaviour and buying preferences. It would also enhance the learning on brands and building them scientifically through research like this.

## **REVIEW OF LITERATURE**

## CHAPTER 2

### REVIEW OF LITERATURE



A **literature review** is a body of text that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. The reviews are as follows:

#### **Asymmetric price competition and store vs national brand choice**

**Abstract:** Sales and market share of store brands have been growing significantly at the expense of national brands. The decision to purchase a store brand or a national brand has been modelled in this paper. The proposed model provides an explanation for the existence of asymmetric price competition between store brands and national brands. The article proposes and empirically demonstrates the existence of a reference threshold as the key criterion underlying this choice. It also shows that the decision to buy the store/national brand is not influenced by the store brand's price or price promotions, or the magnitude of the difference between the threshold and the national brand's price.

(Praveen Aggarwal, Taihoon Cha, (1998) "Asymmetric price competition and store vs national brand choice", Journal of Product & Brand Management, Vol. 7 Iss: 3, pp.244 – 253)\*

## **The development of store brands and the store as a brand in supermarkets in the Netherlands.**

### **Abstract :**

Mr. Luijten Ton\* and Reijnders\* Will says "The price war between supermarkets in the Netherlands, which was launched in October 2003 by Albert Heijn, has strongly influenced the position and development of **store brands** and **store** formulas. Based on international research, we can conclude that the **store** brand is used increasingly frequently as an instrument for **store** formula positioning. This has resulted in a growing relevance of the **marketshare** of the **store brands**. When the distance between **store brands** and manufacturer **brands** gets smaller with regard to quality, perceived value and confidence, price ultimately becomes the only clearly distinguishing characteristic. In that situation, retailers have the opportunity to use **store brands** in the process of '**branding**' the **store** formula. If retailers then proceed to combat each other with a strong focus on price promotions for both manufacturer **brands** and **store brands**, **store** loyalty is undermined and **store** duplication is stimulated. The price war that was initiated by Albert Heijn gave rise to such a situation. This article puts the Dutch developments in an international context".

(International Review of Retail, Distribution & Consumer Research; Feb 2009, Vol. 19 Issue 1, p45-58)\*

## **A study on generic vs. brand promotion of farm products in foreign markets.**

### **Abstract:**

Mr. Kinnucan, Henry W.\* and Myrland, Øystein\* says "Farm groups and their governments spend millions of dollars each year advertising agricultural products in international markets. Intuitively, country-of-origin or '**brand**' advertising should be more profitable than **generic** advertising in that it enhances product differentiation and reduces free riding. However, unlike **generic** advertising, **brand** advertising decreases the demand for competing imports and lowers their prices when supplies are upward sloping. In addition to inviting retaliation, the decline in the prices of competing products erodes the price of the advertised product through second-round or 'market feedback' effects. In this study, we develop a generalized model for assessing the relative effectiveness

of **generic** and **brand** promotion in the international market when products are differentiated by source origin and supplies are uncontrolled. Applying the model to US beef promotion in Japan, we find that when **brand** and **generic** advertising are equally efficient in the sense that they cause equivalent horizontal shifts in the group and product-specific demand curves, **generic** advertising is indeed more profitable for most of the relevant parameter space. Distributional analysis suggests that, with equal export supply elasticities, the gross benefits of **generic** advertising are distributed across exporters in proportion to the expenditure elasticities for the products in question.

(Applied Economics; 03/20/2008, Vol. 40 Issue 6, p673-684)\*

### **Consumer Shopping Behaviour: How Much Do Consumers Save?**

#### **Abstract:**

Griffith\*, Rachel Leibtag\*, Ephraim Leicester\*, Andrew Nevo\*, Aviv\* says

“This paper documents the potential and actual savings that consumers realize from four particular types of purchasing behavior: purchasing on sale; buying in bulk (at a lower per unit price); buying **generic brands**; and choosing outlets. How much can and do households save through each of these behaviors? How do these patterns vary with consumer demographics? We use data collected by a marketing firm on all food purchases brought into the home for a large, nationally representative sample of U.K. households in 2006. We are interested in how consumer choice affects the measurement of price changes. In particular, a standard price index based on a fixed basket of goods will overstate the rise in the true cost of living because it does not properly consider sales and bulk purchasing. According to our measures, the extent of this bias might be of the same or even greater magnitude than the better-known substitution and outlet biases”. (Journal of Economic Perspectives; Spring2009, Vol. 23 Issue 2, p99-120, 22p)\*

## Testing the Value of Customization: When Do Customers Really Prefer Products Tailored to Their Preferences?

### Abstract:

Franke\*, Nikolaus Keinz\*, Peter Steger\*, Christoph J\* States:

Recently, researchers have paid increasing attention to the marketing strategy of customization. A key assumption is that customized products create higher benefits for **customers** than standard products because they deliver a closer **preference** fit. The prerequisite for this effect is the ability to obtain precise information on what **customers** actually want. But are **customers** able to specify their **preferences** that precisely? Several theoretical arguments raise doubts about this, implicitly challenging the value of customization. The authors conduct two studies in which they find that products customized on the basis of expressed **preferences** bring about significantly higher benefits for **customers** in terms of willingness to pay, purchase intention, and attitude toward the product than standard products. The benefit gain is higher if **customers** have (1) better insight into their own **preferences**, (2) a better ability to express their **preferences**, and (3) greater product involvement. This suggests that customization has the potential to be a powerful marketing strategy if these conditions are met. In the opposite case, firms willing to serve heterogeneous **customer preferences** need to adapt their customization systems in such a way that they explicitly address the **customers'** inability to provide valid **preference** information. (Journal of Marketing; Sep2009, Vol.73 Issue 5, p103-121)\*

## **Design for synergy with brand or price information.**

### **Abstract:**

Chitturi, Ravindra\* Chitturi, Pallavi\* Raghavarao, Damaraju\* **Customers' preference** for the hedonic benefits (e.g., aesthetics) and utilitarian benefits (e.g., functionality) offered by a product varies depending on the context—buying versus selling, and choice versus willingness-to-pay. However, a **customer's preference** formation could involve brand information or price information in addition to the benefits offered by the product. It is unclear how the consideration of brand or price information influences **customers' relative preference** for hedonic and utilitarian product benefits. Does this information alter **preference** in favour of a product that offers greater utilitarian or greater hedonic benefits, and why? The results show that (1) hedonic (utilitarian) attributes have a significantly stronger influence on **consumer preference** when accompanied by a strong (weak) versus a weak (strong) brand; and (2) in the presence of price information, hedonic attributes have a dominant influence on **consumer preference** compared to in the absence of price information. The article concludes with a discussion of the theoretical contributions and managerial implications of design for synergy with brand or price information. © 2010 Wiley Periodicals, Inc. (Psychology & Marketing; Jul2010, Vol. 27 Issue 7, p679-697)\*

## **Store brand management and channel dependence: A model from the manufacturer's perspective.**

### **Abstract:**

Rubio, Natalia\*Yagüe, María Jesús\* states

“The extensive number of manufacturer **brands** that exist on the market and the restricted number of **brands** that are successfully marketed on the shelves cause many producers to manufacture **store brand** as a way to remain in or enter a channel. Many of the producers who have made this decision have achieved considerable market share in the **store brands** of their **product** portfolio. This competitive position in a specific asset of the distributor generates dependence on this agent, which will be affected by the **product management** of the manufacturer regarding the **store brand** and the retail **management** of the **product** and of the shelf space of these **brands**. This research proposes a structural model from the manufacturer's point of view, in which the following are analysed: (1) the direct relationship between the manufacturer's competitive position in the **store brand** and its dependence on the retailer and (2) the indirect relationship between both aspects through the **product management** by manufacturers and their perception of the retail **management** of the **store brand** -Journal of **Brand Management**” (Journal of Brand Management; Apr2008, Vol. 15 Issue 4, p272-290)\*

## **The effect of Price, Brand name and Store name on Buyers perception on product quality: An integrative review**

### **Abstract:**

Akshay R Rao and Kent E Monroe\* states “The authors integrate previous research that has investigated experimentally the influence of price, brand name, and/or store name on buyers' evaluations of product quality. The meta-analysis suggests that, for consumer products, the relationships between price and perceived quality and between brand name and perceived quality are positive and statistically significant. However, the positive effect of store name on perceived quality is small and not statistically significant. Further, the type of experimental design and the strength of the price manipulation are shown to significantly influence the observed effect of price on perceived quality” (Journal of marketing research, Vol. XXVI (August 1989), 351-7)\*

## **RESEARCH METHODOLOGY**

## CHAPTER 3

### RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as the science of studying how research is done scientifically. It includes the various steps that are generally adopted by a researcher in studying problem along with the logic behind them

#### 3.1 Research type:

- **DESCRIPTIVE RESEARCH :**

**Descriptive research**, also known as **statistical research**, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions “*who, what, where, when and how*” about any particular situation

This study is also a descriptive research as we don't have control over the variables and its basically a fact finding research . we tend to find out the state of affairs as it exists at present about the purchase attitudes and basis of the cosmetic consumers or their business.

#### 3.2 DATA COLLECTION :

- **PRIMARY:**

The data collection is done through questionnaire and it collects the data in various aspects like Demography, Purchase behaviour, Product preference, quantum of usage, reorder period, service requirements etc.,. The samples were intervened with an “Structured questionnaire”.

- **SECONDARY:**

The secondary source of data was collected through internet, magazines, concept books which helped to make this research more better in its approach.

### **3.3 SAMPLING DESIGN:**

- **TYPE OF UNIVERSE:**

Universe refers to the type of population taken. In this study the cosmetic consumers like Traditional barbers, Beauty parlour for gents & ladies and unisex saloons in Coimbatore city were taken. It is the “finite” population i.e. 1500 is the total population.

- **SIZE OF THE SAMPLE :**

This refers to number of items to be selected from the universe to constitute a sample. The sample size taken for this study is 200. It was determined based on the population size of 1500.

- **PARAMETERS OF INTEREST:**

The parameters of interest were the population of traditional barbers, beauty parlours and the unisex saloons as they form the population of my study.

- **SAMPLING METHOD : (PROBABILITY SAMPLING)**

A **probability sampling** scheme is one in which every unit in the population has a chance (greater than zero) of being selected in the sample, and this probability can be accurately determined. The combination of these traits makes it possible to produce unbiased estimates of population totals, by weighting sampled units according to their probability of selection.

- **SAMPLING TECHNIQUE: (STRATIFIED SAMPLING)**

Where the population embraces a number of distinct categories, the frame can be organized by these categories into separate "strata." Each stratum is then sampled as an independent sub-population, out of which individual elements can be randomly selected.

The independent sub-population in this study includes Traditional barbers, Beauty parlours for gents , beauty parlour for ladies and unisex saloons.

### **3.4 STATISTICAL TOOLS USED:**

- Frequency analysis
- Descriptive statistics (Cross tabs)
- Simple percentage analysis
- T-Test (compare means)
- Weighted average analysis

### **3.5 LIMITATIONS OF THE STUDY:**

1. This study was limited only to selected population of Coimbatore city.
2. Usage of certain jargons could have influenced their understanding and response.
3. The study was also limited to the time and budget constraints.

## **ANALYSIS & INTERPRETATION**

### **4.1 Frequency Analysis**

## CHAPTER 4

### ANALYSIS & INTERPRETATION

#### Frequency Analysis with weighted score

##### Traditional Barbers

##### Skin Care :

#### 4.1 Table Showing Product preference of Traditional barbers (skin care)

N=132

| Particulars        | Weighted score | Rank |
|--------------------|----------------|------|
| Shaving cream      | 203            | 1    |
| Shaving Foam       | 283            | 2    |
| After shave lotion | 308            | 3    |
| Cool cream         | 538            | 4    |
| Cool gel           | 613            | 5    |

##### Interpretation:

Based on the Weighted Score of Frequency analysis it is inferred that Rank 1 is Shaving cream, Rank 2 is Shaving Foam, Rank 3 is after shave lotion, Rank 4 is Cool cream, Rank 5 is Cool gel.

**Hair care :**

**4.2 Table showing Product preference of Traditional barbers (Hair care)**

| <b>Particulars</b> | <b>Weighted score</b> | <b>Rank</b> |
|--------------------|-----------------------|-------------|
| <b>Hair Dye</b>    | 357                   | 2           |
| <b>Hair gel</b>    | 414                   | 3           |
| <b>Hair oil</b>    | 240                   | 1           |
| <b>Hair colour</b> | 585                   | 5           |
| <b>Shampoo</b>     | 411                   | 4           |

**Interpretation**

Based on the Weighted Score of frequency analysis it is interpreted that Rank 1 is for Hair oil, Rank 2 is for Hair dye, Rank 3 is for Hair gel, Rank 4 is for Shampoos, Rank 5 is for Hair colour.

## Beauty parlour for gents

### Skin care :

#### 4.3 Table showing Product preference of Beauty parlour for gents (Skin care)

N= 28

| Particulars        | Weighted score | Rank |
|--------------------|----------------|------|
| Shaving cream      | 65             | 2    |
| Shaving Foam       | 53             | 1    |
| After shave lotion | 83             | 3    |
| Cool cream         | 118            | 4    |
| Cool gel           | 117            | 5    |

#### Interpretation:

Based on the Weighted Score of Frequency analysis it is inferred that Rank 1 is for Shaving foam, Rank 2 is for Shaving cream, Rank 3 is for After shave lotion, Rank 4 is for cool gel, Rank 5 is for cool cream.

**Hair care :**

**4.4 Table showing product preference of Beauty parlour for gents (Hair care)**

| <b>Particulars</b> | <b>Weighted score</b> | <b>Rank</b> |
|--------------------|-----------------------|-------------|
| <b>Hair Dye</b>    | <b>108</b>            | <b>4</b>    |
| <b>Hair gel</b>    | <b>86</b>             | <b>3</b>    |
| <b>Hair oil</b>    | <b>53</b>             | <b>1</b>    |
| <b>Hair colour</b> | <b>111</b>            | <b>5</b>    |
| <b>Shampoo</b>     | <b>61</b>             | <b>2</b>    |

**Interpretation**

Based on the Weighted Score of Frequency analysis it is seen that Rank 1 is for Hair oil, Rank 2 is for Shampoo, Rank 3 is for Hair gel, Rank 4 is for Hair dye, Rank 5 is for Hair colour.

**Beauty care :**

**4.1.5 Table showing product preference of Beauty parlour for gents (Beauty care)**

| <b>Particulars</b>          | <b>Weighted score</b> | <b>Rank</b> |
|-----------------------------|-----------------------|-------------|
| <b>Make up kits</b>         | <b>182</b>            | <b>7</b>    |
| <b>Facial kits</b>          | <b>78</b>             | <b>1</b>    |
| <b>Facial Scrub</b>         | <b>115</b>            | <b>3</b>    |
| <b>Face pack</b>            | <b>96</b>             | <b>2</b>    |
| <b>Face wash</b>            | <b>181</b>            | <b>6</b>    |
| <b>Foundation cream</b>     | <b>192</b>            | <b>9</b>    |
| <b>Cleansing Milk</b>       | <b>193</b>            | <b>10</b>   |
| <b>Bleach cream</b>         | <b>139</b>            | <b>4</b>    |
| <b>Peel of mask</b>         | <b>180</b>            | <b>5</b>    |
| <b>Straightening Creams</b> | <b>187</b>            | <b>8</b>    |

### **Interpretation:**

Based on the Weighted Score of Frequency analysis it can be interpreted that Rank 1 is for Facial Kits, Rank 2 is for Face pack, Rank 3 is for Facial scrub, Rank 4 is for Bleach cream , Rank 5 is for Peel of masks, Rank 6 is for Face wash, Rank 7 is for Make-up kits, Rank 8 is for Straightening cream, Rank 9 is for Foundation cream, Rank 10 is for Cleansing milk

## Beauty parlour for Ladies

### 4.6 Table showing product preference of beauty parlour for ladies

N = 32

| <b>Particulars</b>          | <b>Weighted score</b> | <b>Rank</b> |
|-----------------------------|-----------------------|-------------|
| <b>Make up kits</b>         | <b>118</b>            | <b>4</b>    |
| <b>Facial kits</b>          | <b>68</b>             | <b>1</b>    |
| <b>Facial Scrub</b>         | <b>85</b>             | <b>2</b>    |
| <b>Face pack</b>            | <b>110</b>            | <b>3</b>    |
| <b>Face wash</b>            | <b>145</b>            | <b>5</b>    |
| <b>Foundation cream</b>     | <b>197</b>            | <b>6</b>    |
| <b>Cleansing Milk</b>       | <b>226</b>            | <b>7</b>    |
| <b>Bleach cream</b>         | <b>247</b>            | <b>9</b>    |
| <b>Peel of mask</b>         | <b>284</b>            | <b>10</b>   |
| <b>Straightening Creams</b> | <b>232</b>            | <b>8</b>    |

## **Interpretation**

Based on the Weighted Score of Frequency analysis it is inferred that Rank 1 is for Facial Kits, Rank 2 is for Facial scrub, Rank 3 is for Face pack, Rank 4 is for Make up kits , Rank 5 is for Face wash, Rank 6 is for Foundation creams, Rank 7 is for Cleansing milk, Rank 8 is for Straightening cream , Rank 9 is for Bleach creams , Rank10 is for Peel of mask

## Unisex Saloon

### Skin care :

#### 4.7 Table showing product preference of Unisex saloon (Skin care)

N = 5

| Particulars        | Weighted score | Rank |
|--------------------|----------------|------|
| Shaving cream      | 19             | 4    |
| Shaving Foam       | 5              | 1    |
| After shave lotion | 11             | 2    |
| Cool cream         | 17             | 3    |
| Cool gel           | 19             | 4    |

### Interpretation

Based on the Weighted Score of Frequency analysis it is identified that Rank 1 is for Shaving foam, Rank 2 is for after shave lotion, Rank 3 is for cool cream, Rank 4 is for shaving cream & cool gel.

## Hair care :

**4.8 Table showing product preference of Unisex saloon (Hair care)**

| <b>Particulars</b> | <b>Weighted score</b> | <b>Rank</b> |
|--------------------|-----------------------|-------------|
| <b>Hair Dye</b>    | <b>22</b>             | <b>4</b>    |
| <b>Hair gel</b>    | <b>13</b>             | <b>2</b>    |
| <b>Hair oil</b>    | <b>17</b>             | <b>3</b>    |
| <b>Hair colour</b> | <b>10</b>             | <b>1</b>    |
| <b>Shampoo</b>     | <b>13</b>             | <b>2</b>    |

### **Interpretation**

Based on the Weighted Score of frequency analysis the conclusion is driven Rank 1 is for Hair colour, Rank 2 is for Hair gel & shampoos, Rank 3 is for Hair oil, Rank 4 is for Hair dye.

**Beauty Care:**

**4.9 Table showing product preference of Unisex saloon (Beauty care)**

| <b>Particulars</b>          | <b>Weighted score</b> | <b>Rank</b> |
|-----------------------------|-----------------------|-------------|
| <b>Make up kits</b>         | <b>31</b>             | <b>7</b>    |
| <b>Facial kits</b>          | <b>16</b>             | <b>1</b>    |
| <b>Facial Scrub</b>         | <b>21</b>             | <b>3</b>    |
| <b>Face pack</b>            | <b>26</b>             | <b>5</b>    |
| <b>Face wash</b>            | <b>28</b>             | <b>6</b>    |
| <b>Foundation cream</b>     | <b>33</b>             | <b>8</b>    |
| <b>Cleansing Milk</b>       | <b>22</b>             | <b>4</b>    |
| <b>Bleach cream</b>         | <b>19</b>             | <b>2</b>    |
| <b>Peel of mask</b>         | <b>40</b>             | <b>9</b>    |
| <b>Straightening Creams</b> | <b>40</b>             | <b>9</b>    |

## **Interpretation**

Based on the Weighted Score of Frequency analysis it is interpreted that Rank 1 is for Facial kit, Rank 2 is for Bleach creams, Rank 3 is for Facial scrubs, Rank 4 is for Cleansing milk Rank 5 is for Face pack, Rank 6 is for Face wash, Rank 7 is for Make – up kits, Rank 8 is for Foundation creams, Rank 9 is for Peel of mask & straightening creams.

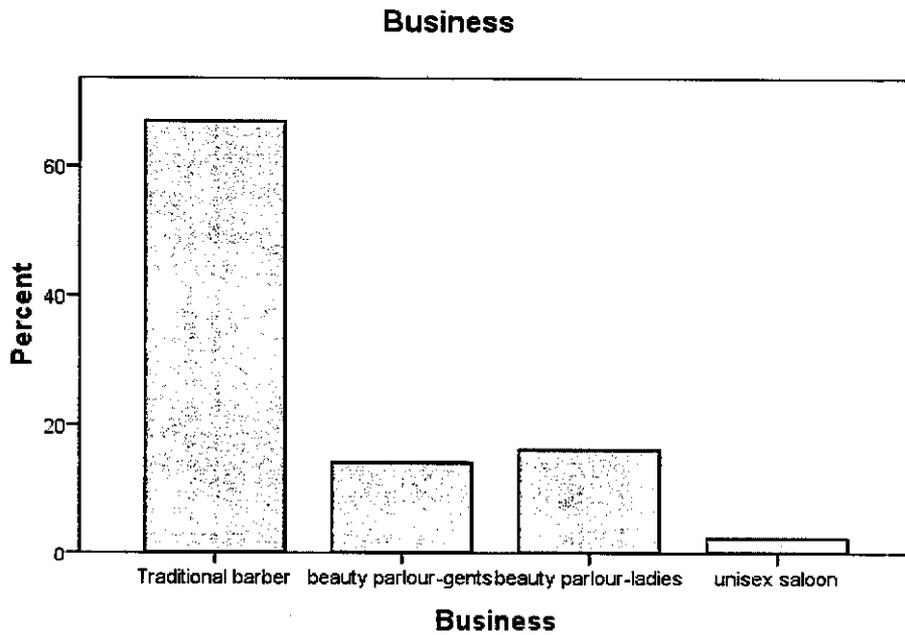
## **4.2 Simple percentage Analysis**

## Business

4.10 Table showing the types of respondents based on their nature of business :

| Business                  | No. | %    |
|---------------------------|-----|------|
| Traditional barbers       | 132 | 67   |
| Beauty parlour for gents  | 28  | 14.2 |
| Beauty parlour for ladies | 32  | 16.2 |
| Unisex saloons            | 5   | 2.5  |

Chart 1



### Interpretation

It is interpreted that 67% of sample population are Traditional barbers , 14.2% are beauty parlour for gents, 16.2% are beauty parlour for ladies & 2.5% are Unisex saloons.

### Basis of product purchase

Traditional Barbers :

4.11 Table showing percentage on basis of product purchase of Traditional Barbers

| Particulars               | Strongly agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|----------------|-------|---------|----------|-------------------|
| Price                     | 83.3           | 10.6  | 6.1     |          |                   |
| Quality                   | 9.8            | 74.2  | 13.6    | 2.3      |                   |
| Brand Recognition         | 5.3            | 12.1  | 50      | 15.2     | 17.4              |
| Influence by sales person |                | 3     | 18.9    | 64.4     | 13.6              |
| Influence by friends      |                | 1.5   | 9.8     | 19.7     | 68.9              |

## **Interpretation**

### **1. Price of Brand:**

It is inferred that 83.3 % of respondents strongly agree that price of brand influence their purchase , 10.6% Agree and 8% are neutral towards this factor of product purchase.

### **2. Quality :**

It is inferred that 74.2% of respondents agree that quality of product influence their purchase , 13.6% are neutral , 9.8 % strongly agree and 2.3% are Disagree towards this factor of product purchase.

### **3. Brand recognition :**

It is interpreted that 50% of respondents were neutral towards the brand recognition factor , 17.4% Strongly disagree , 15.2% Disagree , 12% Agree and 5.3% strongly agree towards this factor of product purchase.

### **4. Influence by sales person :**

It is inferred that 64.4 % of respondents Disagree that influence by sales person influence their purchase , 18.4% are neutral , 13.6 % strongly disagree and 3% agree towards this factor of product purchase.

### **5. Influence by friends :**

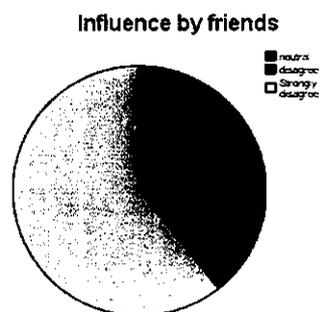
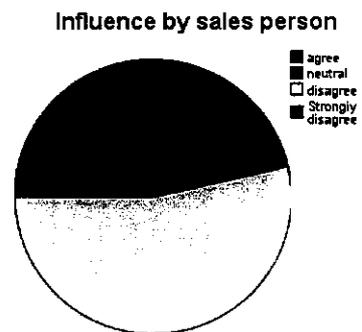
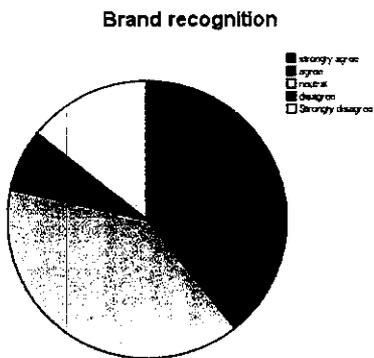
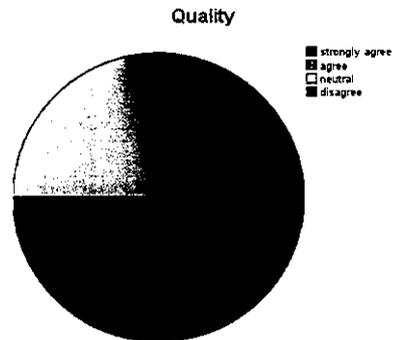
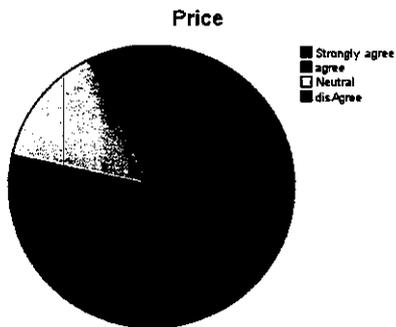
It is inferred that 68.9 % of respondents strongly disagree that influence by friend influence their purchase , 19.6% disagree and 9.8% are neutral and 1.5% agree towards this factor of product purchase.

**Beauty parlour for gents :**

**4.12 Table showing percentage on basis of product purchase of Beauty parlour for gents**

| <b>Particulars</b>               | <b>Strongly agree</b> | <b>Agree</b> | <b>Neutral</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|----------------------------------|-----------------------|--------------|----------------|-----------------|--------------------------|
| <b>Price</b>                     | <b>42.9</b>           | <b>35.7</b>  | <b>14.3</b>    | <b>7.1</b>      |                          |
| <b>Quality</b>                   | <b>37.5</b>           | <b>39.3</b>  | <b>21.4</b>    | <b>3.6</b>      |                          |
| <b>Brand Recognition</b>         | <b>21.4</b>           | <b>17.9</b>  | <b>39.3</b>    | <b>7.1</b>      | <b>14.3</b>              |
| <b>Influence by sales person</b> |                       | <b>7.1</b>   | <b>14.3</b>    | <b>53.6</b>     | <b>25</b>                |
| <b>Influence by friends</b>      |                       |              | <b>10.7</b>    | <b>28.6</b>     | <b>60.7</b>              |

## Chart 2



## **Interpretation**

### **1. Price of Brand:**

It is inferred that 42.9 % of respondents strongly agree that price of brand influence their purchase , 35.7% Agree and 14.3% are neutral and 7.1% disagree towards this factor of product purchase.

### **2. Quality :**

It is inferred that 39.3% of respondents agree that quality of product influence their purchase , 21.4% are neutral , 35.7 % strongly agree and 3.6% are Disagree towards this factor of product purchase.

### **3. Brand recognition :**

It is interpreted that 39.3% of respondents were neutral towards the brand recognition factor , 14.3% Strongly disagree , 7.1% Disagree , 17.9% Agree and 21% strongly agree towards this factor of product purchase.

### **4. Influence by sales person :**

It is inferred that 53.6 % of respondents Disagree that influence by sales person influence their purchase , 14.3% are neutral , 25 % strongly disagree and 7.1% agree towards this factor of product purchase.

### **5. Influence by friends :**

It is inferred that 60.7 % of respondents strongly disagree that influence by friend influence their purchase , 28.6% disagree and 10.7% are neutral towards this factor of product purchase.

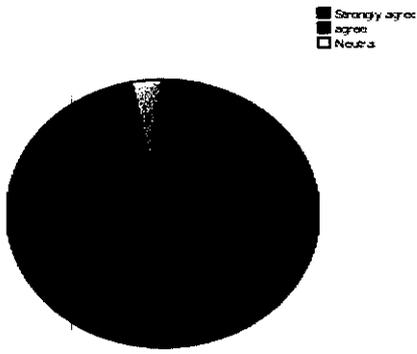
**Beauty parlour for ladies:**

**4.13 Table showing percentage on basis of product purchase of beauty parlour for ladies**

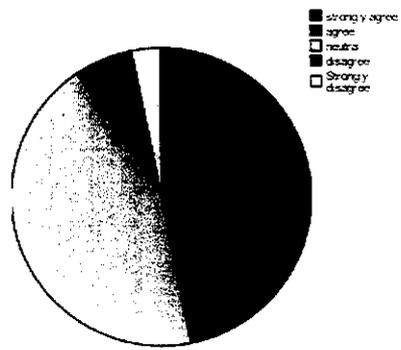
| <b>Particulars</b>               | <b>Strongly agree</b> | <b>Agree</b> | <b>Neutral</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|----------------------------------|-----------------------|--------------|----------------|-----------------|--------------------------|
| <b>Price</b>                     | 75                    | 21.9         | 3.1            |                 |                          |
| <b>Quality</b>                   | 15.6                  | 31.2         | 43.8           | 6.2             | 3.1                      |
| <b>Brand Recognition</b>         | 6.2                   | 31.2         | 9.4            | 31.2            | 21.9                     |
| <b>Influence by sales person</b> |                       | 12.5         | 34.4           | 40.6            | 12.5                     |
| <b>Influence by friends</b>      |                       | 6.2          | 9.4            | 21.9            | 59.4                     |

### CHART 3

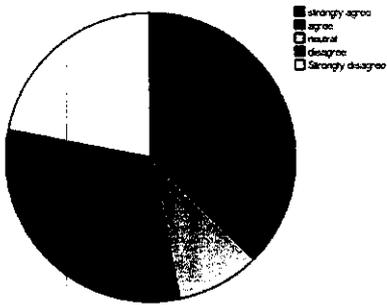
#### Price



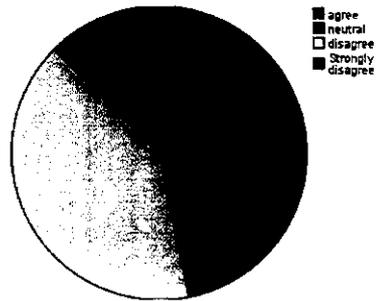
#### Quality



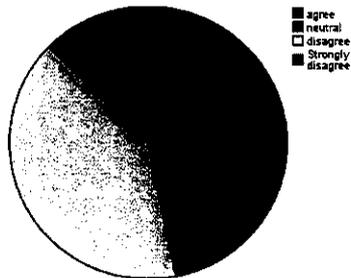
#### Brand recognition



#### Influence by sales person



#### Influence by sales person



## **Intrepretation**

### **1. Price of Brand:**

It is inferred that 75 % of respondents strongly agree that price of brand influence their purchase , 21.9% Agree and 3.1% are neutral towards this factor of product purchase.

### **2. Quality :**

It is inferred that 43.8% of respondents are neutral towards quality of product influence their purchase , 31.2% agree , 15.6 % strongly agree and 6.2% are Disagree and 3.1 % strongly disagree towards this factor of product purchase.

### **3. Brand recognition :**

It is interpreted that 9.4% of respondents were neutral towards the brand recognition factor , 21.9% Strongly disagree , 31.2% Disagree , 31.2% Agree and 6.2% strongly agree towards this factor of product purchase.

### **4. Influence by sales person :**

It is inferred that 40.6% of respondents Disagree that influence by sales person influence their purchase , 34.4% are neutral , 12.85 % strongly disagree and 12.5% agree towards this factor of product purchase.

## **5. Influence by friends :**

It is inferred that 59.4 % of respondents strongly disagree that influence by friend influence their purchase , 21.9% disagree and 9.4% are neutral and 6.2% agree towards this factor of product purchase.

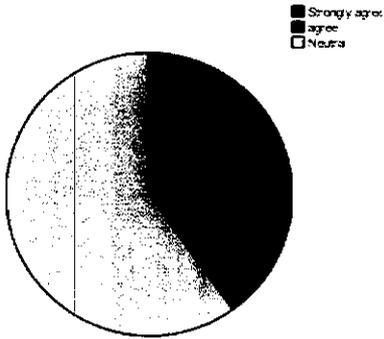
**Unisex saloon :**

**4.14 Table showing percentage on basis of product preference of Unisex saloons**

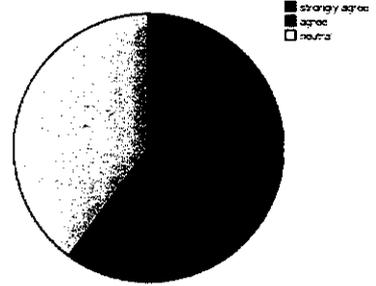
| <b>Particulars</b>               | <b>Strongly agree</b> | <b>Agree</b> | <b>Neutral</b> | <b>Disagree</b> | <b>Strongly Disagree</b> |
|----------------------------------|-----------------------|--------------|----------------|-----------------|--------------------------|
| <b>Price</b>                     | 20                    | 20           | 60             | -               | -                        |
| <b>Quality</b>                   | 20                    | 40           | 40             | -               | -                        |
| <b>Brand Recognition</b>         | 60                    | 40           | -              | -               | -                        |
| <b>Influence by sales person</b> | -                     | -            | -              | 60              | 40                       |
| <b>Influence by friends</b>      | -                     | -            | -              | 40              | 60                       |

# CHART 4

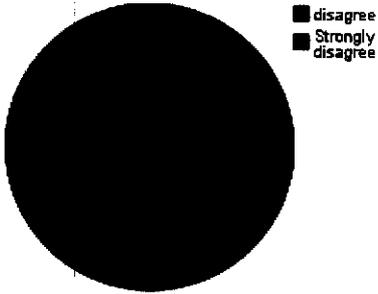
## Price



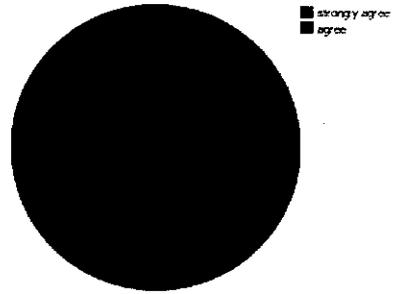
## Quality



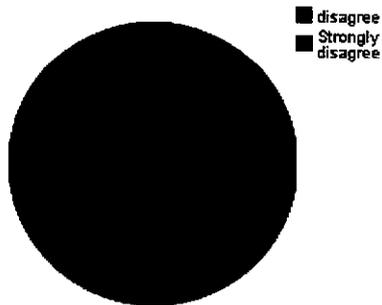
## Influence by sales person



## Brand recognition



## Influence by friends



## **Interpretation**

### **1. Price of Brand:**

It is inferred that 60 % of respondents were neutral towards price of brand influence their purchase , 20% Agree and 20% are strongly agree towards this factor of product purchase.

### **2. Quality :**

It is inferred that 40% of respondents agree that quality of product influence their purchase , 36% are neutral , 24 % strongly agree towards this factor of product purchase.

### **3. Brand recognition :**

It is interpreted that 60% of respondents strongly agree and 40% agree towards the brand recognition factor .

### **4. Influence by sales person :**

It is inferred that 60 % of respondents Disagree and 40% strongly disagree that influence by sales person influence their purchase .

### **5. Influence by friends :**

It is inferred that 60 % of respondents strongly disagree and 40% disagree that influence by friend influence their purchase.

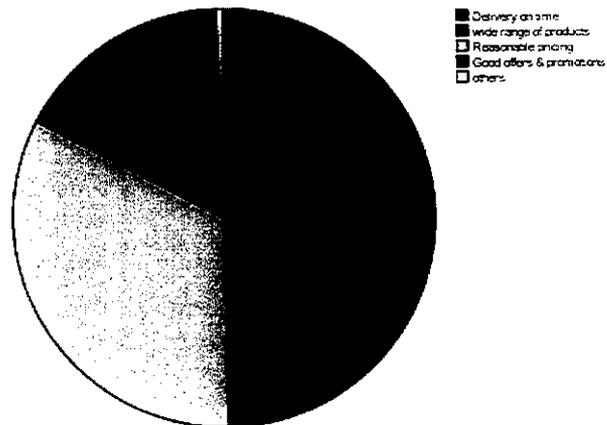
### Service of suppliers

4.15 Table showing percentage on Attributes related to suppliers of respondents

| Attributes               | No. | %     |
|--------------------------|-----|-------|
| Delivery on time         | 39  | 19.8  |
| wide range of products   | 59  | 29.9  |
| Reasonable pricing       | 65  | 33.0  |
| Good offers & promotions | 33  | 16.8  |
| Total                    | 197 | 100.0 |

## CHART 5

Service\_suppliers



### Interpretation

It is interpreted that majority of population (33%) find reasonable pricing as service of their suppliers. 29.9% of respondents prefer wide range of products. 19.8% found delivery on time and 16.8% preferred better offers & Promotions.

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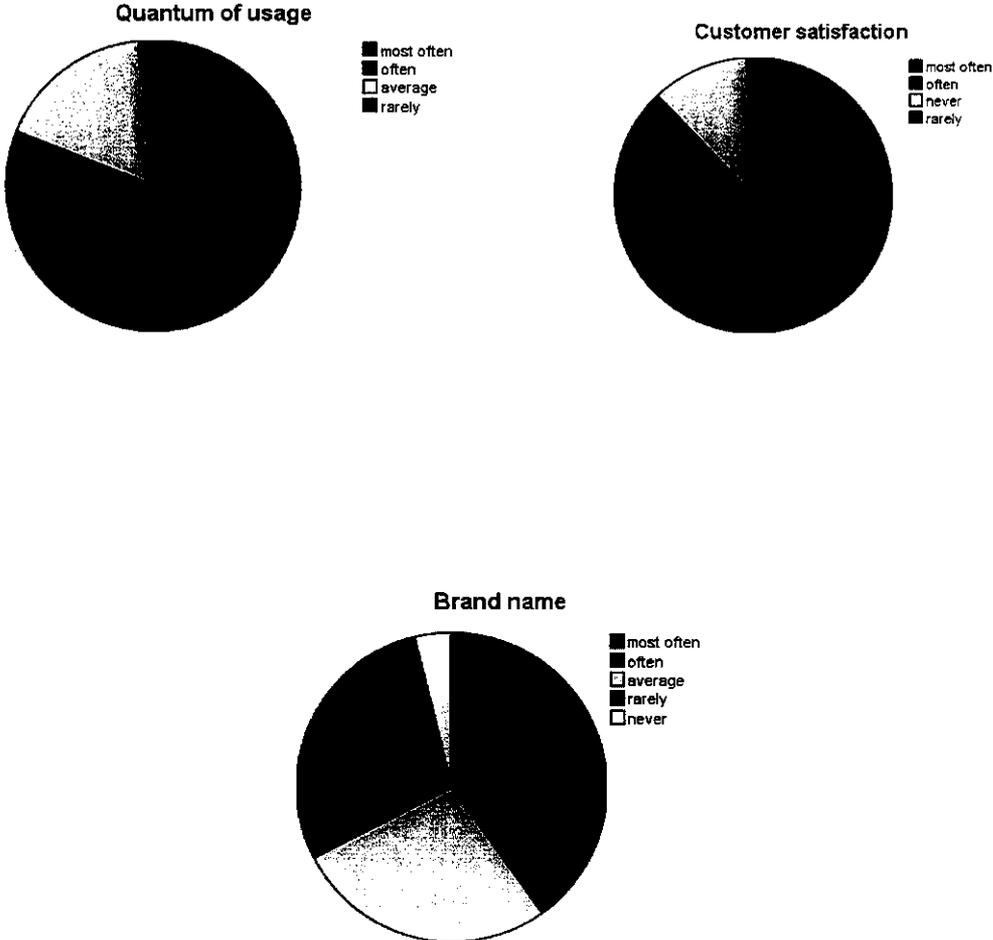
**Attributes to product quality**

**Traditional Barbers :**

**4.16 Table Showing percentage of attributes related to Product quality (Traditional Barbers)**

| <b>Particulars</b>           | <b>Most often</b> | <b>Often</b> | <b>Average</b> | <b>Rarely</b> | <b>Never</b> |
|------------------------------|-------------------|--------------|----------------|---------------|--------------|
| <b>Quantum of usage</b>      | 49.2              | 31.8         | 17.4           | 1.5           |              |
| <b>Customer satisfaction</b> | 59.8              | 28           | 11.4           | 0.8           |              |
| <b>Brand name</b>            | 21.2              | 18.9         | 27.3           | 28.8          | 3.8          |

CHART 6



## **Interpretation**

### **1. Quantum of usage :**

It is interpreted that 49.2% of respondents most often , 31.8 % of respondents often , 17.4% respondents average and 1.5% rarely relate this factor with the quality of product.

### **2. Customer satisfaction :**

It is interpreted that 59.8% of respondents most often , 28 % of respondents often , 11.4% respondents never and 0.8% rarely relate this factor with the quality of product.

### **3. Brand name :**

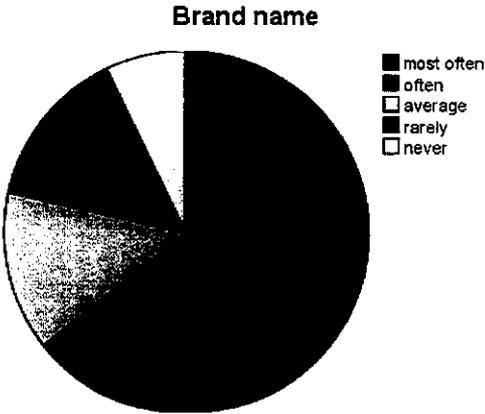
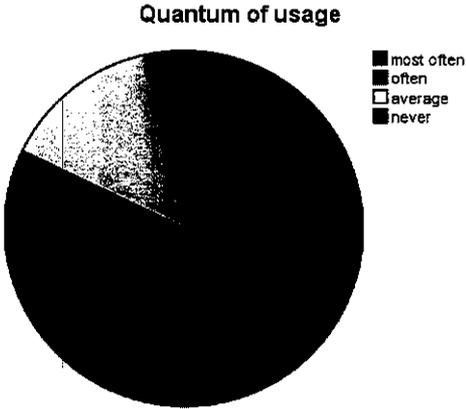
It is interpreted that 28.8% of respondents rarely , 27.3 % of respondents average , 21.2% respondents most often and 3.8% never relate this factor with the quality of product.

**Beauty parlour for gents :**

**4.17 Table showing percentage on attributes related to product quality (Beauty parlour for gents)**

| <b>Particulars</b>           | <b>Most often</b> | <b>Often</b> | <b>Average</b> | <b>Rarely</b> | <b>Never</b> |
|------------------------------|-------------------|--------------|----------------|---------------|--------------|
| <b>Quantum of usage</b>      | 42.9              | 39.3         | 14.3           | -             | 3.6          |
| <b>Customer satisfaction</b> | 50                | 46.4         | -              | -             | 3.6          |
| <b>Brand name</b>            | 46.4              | 17.9         | 14.3           | 14.3          | 7.1          |

CHART 7



## **Interpretation**

### **1. Quantum of usage :**

It is interpreted that 42.9% of respondents most often , 39.3 % of respondents often , 14.3% respondents averagely and 3.6% never relate this factor with the quality of product.

### **2. Customer satisfaction :**

It is interpreted that 50% of respondents most often , 46.4 % of respondents often , 3.6% respondents never this factor with the quality of product.

### **3. Brand name :**

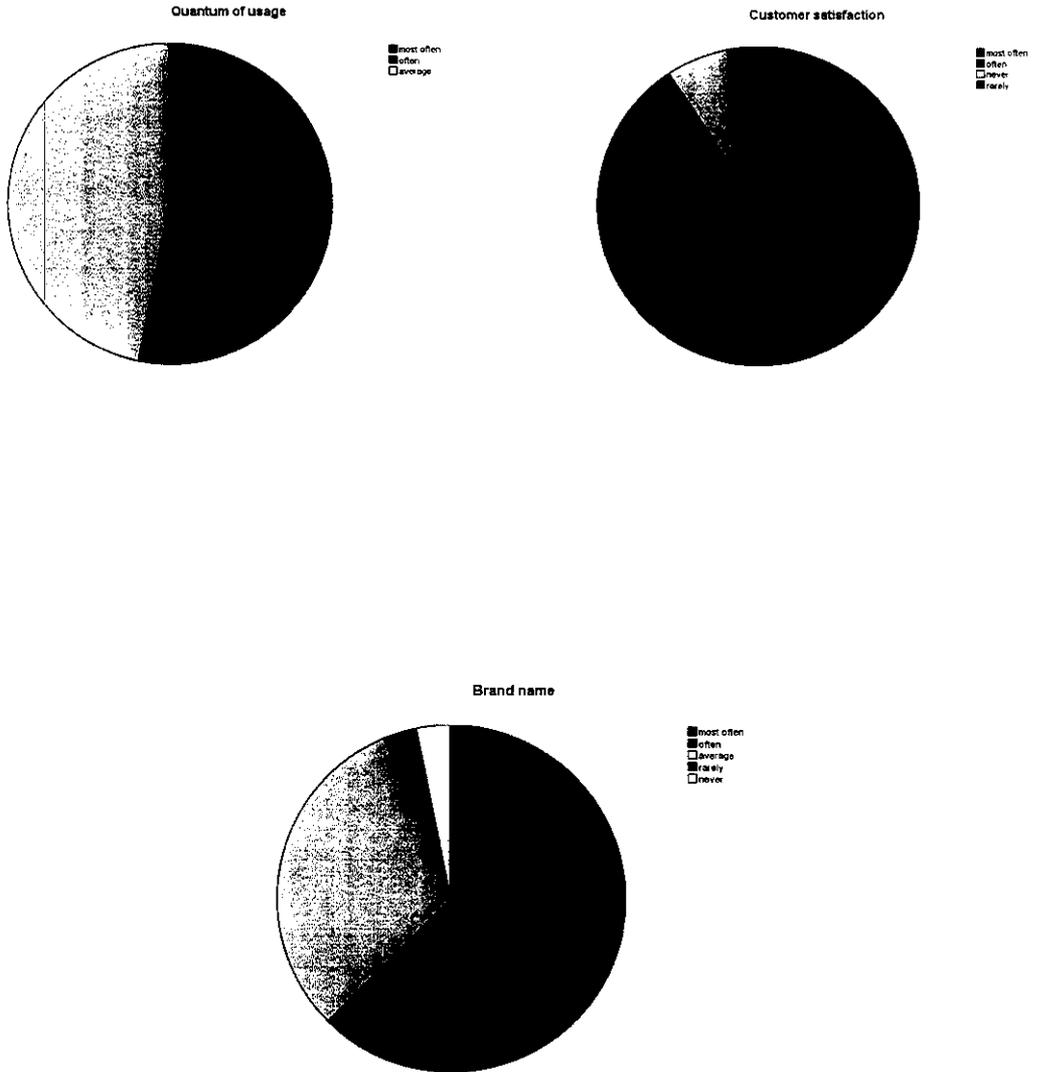
It is interpreted that 46.4% of respondents most often , 17.9 % of respondents often , 14.3% respondents averagely and 14.3% of respondents rarely and 7.1%of respondents never relate this factor with the quality of product.

**Beauty parlour for ladies :**

**4.18 Table showing percentage on attributed related to product quality (Beauty parlour for ladies)**

| <b>Particulars</b>           | <b>Most often</b> | <b>Often</b> | <b>Average</b> | <b>Rarely</b> | <b>Never</b> |
|------------------------------|-------------------|--------------|----------------|---------------|--------------|
| <b>Quantum of usage</b>      | 12.5              | 40.6         | 46.9           | -             | -            |
| <b>Customer satisfaction</b> | 84.4              | 6.2          | -              | 3.1           | 6.2          |
| <b>Brand name</b>            | 34.4              | 28.1         | 31.2           | 3.1           | 3.1          |

# CHART 8



## **Interpretation**

### **1. Quantum of usage :**

It is interpreted that 46.9% of respondents averagely , 40.6 % of respondents often and 12.5% of respondents most often relate this factor with the quality of product.

### **2. Customer satisfaction :**

It is interpreted that 84.4% of respondents most often , 6.2 % of respondents often , 6.2% respondents never and 3.1% of respondents rarely relate this factor with the quality of product.

### **3. Brand name :**

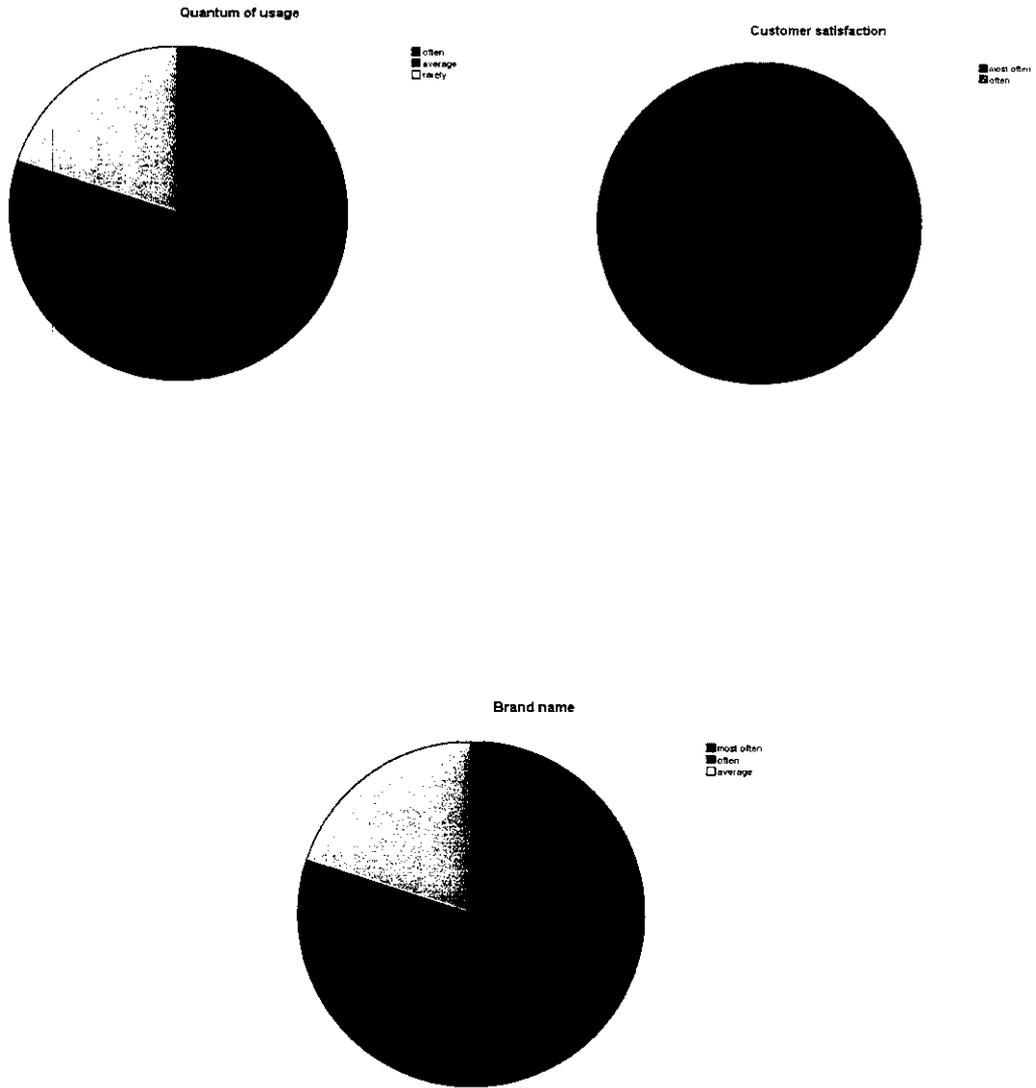
It is interpreted that 34.4% of respondents most often , 28.1 % of respondents often , 31.2% respondents averagely and 3.1% of respondents rarely and 3.1%of respondents never relate this factor with the quality of product.

**Unisex saloon :**

**4.19 Table showing percentage on attributes related to product quality (Unisex saloons)**

| <b>Particulars</b>           | <b>Most often</b> | <b>Often</b> | <b>Average</b> | <b>Rarely</b> | <b>Never</b> |
|------------------------------|-------------------|--------------|----------------|---------------|--------------|
| <b>Quantum of usage</b>      | -                 | 20           | 60             | 20            | -            |
| <b>Customer satisfaction</b> | 80                | 20           | -              | -             | -            |
| <b>Brand name</b>            | 60                | 20           | 20             | -             | -            |

# CHART 9



## **Interpretation**

### **1. Quantum of usage :**

It is interpreted that 60% of respondents averagely , 20 % of respondents often and 20% of respondents rarely relate this factor with the quality of product.

### **2. Customer satisfaction :**

It is interpreted that 80% of respondents most often and 20 % of respondents often relate this factor with the quality of product.

### **3. Brand name :**

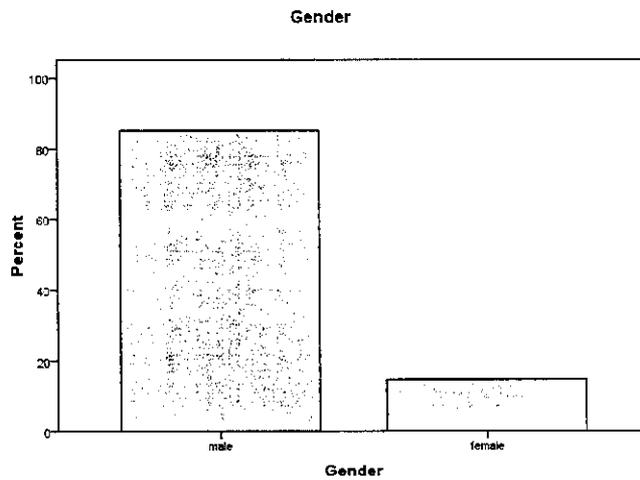
It is interpreted that 60% of respondents most often , 20 % of respondents often and 20% respondents averagely relate this factor with the quality of product.

## Gender

### 4.20 Table showing percentage of demographic data (Gender)

| Gender |     |       |
|--------|-----|-------|
|        | No. | %     |
| Male   | 168 | 85.3  |
| Female | 29  | 14.7  |
| Total  | 197 | 100.0 |

CHART 10



### Interpretation

It is interpreted that majority of population (80%) is male and 20% is female.

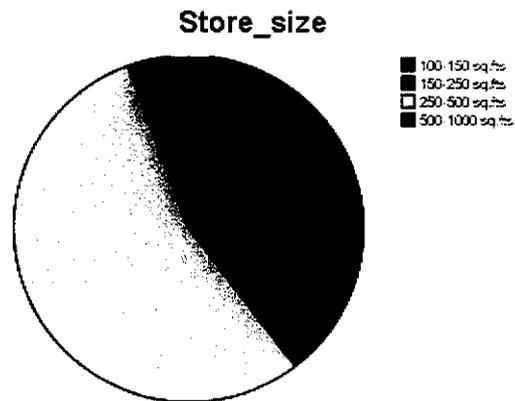
**Store size**

**4.21 Table showing percentage on the store size of the respondents**

**Store\_size**

|                 | Frequency | Percent |
|-----------------|-----------|---------|
| 100-150 sq.fts  | 10        | 5.1     |
| 150-250 sq.fts  | 68        | 34.5    |
| 250-500 sq.fts  | 108       | 54.8    |
| 500-1000 sq.fts | 11        | 5.6     |
| Total           | 197       | 100.0   |

**CHART 11**



**Interpretation**

It is interpreted that 54.8% of respondents have store size of 250-500 Sq.ft , 34.5 % have 150-250 sq.ft , 5.6% have store size of 500-1000 sq.ft , 5.1% have store size os 100-150 sq.ft.

## Locality

**4.22 Table showing percentage on the locality of the respondents**

|            | Frequency | Percent |
|------------|-----------|---------|
| Urban      | 128       | 65.0    |
| Semi urban | 69        | 35.0    |
| Total      | 197       | 100.0   |

**CHART 12**



### Interpretation

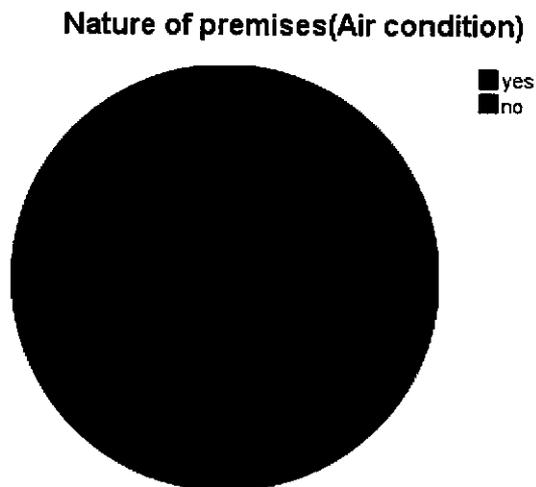
It is found out that 65% population were in urban area and 35% were in semi urban locality.

## Nature of premises

4.23 Table showing percentage on nature of premises (Air condition)

|       | Frequency | Percent |
|-------|-----------|---------|
| yes   | 62        | 31.5    |
| no    | 135       | 68.5    |
| Total | 197       | 100.0   |

Chart 12



### Interpretation

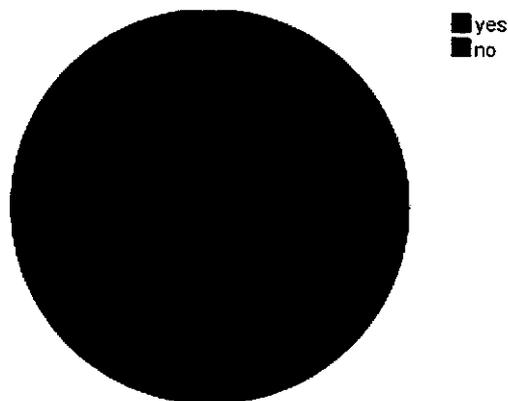
It has been interpreted that majority of population(68.5) don't have Air conditioner and 31.5% provide Air conditioner facility.

**4.24 Table showing percentage on nature of premises of respondents (Complex or mall)**

|       | Frequency | Percent |
|-------|-----------|---------|
| yes   | 13        | 6.6     |
| no    | 184       | 93.4    |
| Total | 197       | 100.0   |

**CHART 14**

**Nature of premises(Complex or mall)**



**Interpretation**

It has interpreted that 93.4% of population were located outside complex or mall and 6.6% were situated in complex or mall.

### **4.3 Cross Tabs (Descriptive Statistics)**

### Quantity required

**4.25 Table showing quantity required by Traditional barbers (Skin & Hair care)**

| Particulars        | 0-200 gms or ml | 201-400 gms or ml | 401-600 gms or ml | 601-1 kg or L | Bulk |
|--------------------|-----------------|-------------------|-------------------|---------------|------|
| Shaving cream      | 100             | 28                | 4                 | 0             | 0    |
| Shaving Foam       | 57              | 69                | 6                 | 0             | 0    |
| After shave lotion | 33              | 20                | 18                | 45            | 16   |
| Cool cream         | 70              | 32                | 20                | 8             | 2    |
| Cool gel           | 58              | 54                | 14                | 5             | 1    |
| Hair Dye           | 72              | 34                | 22                | 3             | 1    |
| Hair gel           | 71              | 41                | 16                | 3             | 1    |
| Hair oil           | 20              | 31                | 27                | 32            | 22   |
| Hair colour        | 73              | 41                | 11                | 7             | 0    |
| Shampoo            | 24              | 32                | 29                | 27            | 10   |

### Interpretation

From this table it could be interpreted that most of the traditional barbers prefer the following products in stated quantities :

|                      |               |
|----------------------|---------------|
| Shaving cream        | = 0-200 gms   |
| Shaving Foam         | = 201-400 ml  |
| After shave lotions  | = 601-1 Ltr   |
| Cool creams          | = 0-200 gms   |
| Cool gel             | = 0-200 gms   |
| Hair dye             | = 0-200 gms   |
| Hair gel             | = 0-200 gms   |
| Hair oil             | = 601-1 Ltr   |
| Hair colouring cream | = 0-200 gms   |
| Shampoo              | = 401-600 gms |

**4.26 Table showing quantity required by Beauty parlour for gents (Skin & hair care)**

| Particulars        | 0-200 gms or ml | 201-400 gms or ml | 401-600 gms or ml | 601-1 kg or L | Bulk |
|--------------------|-----------------|-------------------|-------------------|---------------|------|
| Shaving cream      | 14              | 5                 | 6                 | 1             | 2    |
| Shaving Foam       | 4               | 17                | 6                 | 1             | 0    |
| After shave lotion | 8               | 13                | 6                 | 0             | 1    |
| Cool cream         | 9               | 11                | 6                 | 2             | 0    |
| Cool gel           | 9               | 10                | 6                 | 2             | 1    |
| Hair Dye           | 10              | 8                 | 6                 | 4             | 0    |
| Hair gel           | 12              | 11                | 3                 | 1             | 1    |
| Hair oil           | 1               | 6                 | 6                 | 12            | 3    |
| Hair colour        | 12              | 8                 | 7                 | 0             | 1    |
| Shampoo            | 2               | 15                | 3                 | 5             | 3    |

### Interpretation

From this table it could be interpreted that most of Beauty parlour (Gents) prefer the following products in stated quantities :

|                      |               |
|----------------------|---------------|
| Shaving cream        | = 0-200 gms   |
| Shaving Foam         | = 201-400 ml  |
| After shave lotions  | = 201-400 ml  |
| Cool creams          | = 201-400 gms |
| Cool gel             | = 201-400 gms |
| Hair dye             | = 0-200 gms   |
| Hair gel             | = 0-200 gms   |
| Hair oil             | = 601-1 Ltr   |
| Hair colouring cream | = 0-200 gms   |
| Shampoo              | = 201-400 gms |

**4.27 Table showing quantity required by Unisex saloons (Skin & hair care)**

| Particulars        | 0-200 gms or ml | 201-400 gms or ml | 401-600 gms or ml | 601-1 kg or L | Bulk |
|--------------------|-----------------|-------------------|-------------------|---------------|------|
| Shaving cream      | 0               | 1                 | 1                 | 0             | 3    |
| Shaving Foam       | 0               | 3                 | 1                 | 0             | 1    |
| After shave lotion | 0               | 0                 | 1                 | 3             | 1    |
| Cool cream         | 0               | 3                 | 1                 | 1             | 0    |
| Cool gel           | 1               | 3                 | 0                 | 0             | 1    |
| Hair Dye           | 0               | 2                 | 0                 | 0             | 3    |
| Hair gel           | 0               | 2                 | 1                 | 1             | 1    |
| Hair oil           | 0               | 0                 | 1                 | 3             | 1    |
| Hair colour        | 0               | 0                 | 4                 | 0             | 1    |
| Shampoo            | 0               | 1                 | 0                 | 1             | 3    |

## Interpretation

From this table it could be interpreted that most of the Unisex saloons prefer the following products in stated quantities :

Shaving cream = Bulk pack

Shaving Foam = 201-400 ml

After shave lotions = 601-1 Ltr

Cool creams = 201-400 gms

Cool gel = 201-400 gms

Hair dye = Bulk pack

Hair gel = 201-400 gms

Hair oil = 601-1 Ltr

Hair colouring cream = 401-600 gms

Shampoo = Bulk pack

**Quantity required (Beauty parlour – ladies & Gents and Unisex saloons)**

**4.28 Table showing quantity required by Beauty parlour for gents (Beauty care)**

| Particulars          | 0-200 gms or ml | 201-400 gms or ml | 401-600 gms or ml | 601-1 kg or L | Bulk |
|----------------------|-----------------|-------------------|-------------------|---------------|------|
| Make up kits         | 1               | 7                 | 5                 | 9             | 6    |
| Facial kits          | 3               | 6                 | 5                 | 8             | 6    |
| Facial Scrub         | 0               | 8                 | 9                 | 6             | 5    |
| Face pack            | 4               | 4                 | 12                | 4             | 4    |
| Face wash            | 6               | 12                | 8                 | 2             | 0    |
| Foundation cream     | 8               | 6                 | 6                 | 5             | 3    |
| Cleansing Milk       | 1               | 8                 | 10                | 5             | 4    |
| Bleach cream         | 6               | 9                 | 5                 | 6             | 2    |
| Peel of mask         | 3               | 12                | 10                | 1             | 2    |
| Straightening Creams | 7               | 5                 | 9                 | 6             | 1    |

## Interpretation

From this table it could be interpreted that most of the Beauty parlour (Gents) prefer the following products in stated quantities :

|                      |               |
|----------------------|---------------|
| Make up kits         | = 601-1 kg    |
| Facial kits          | = 601-1 kg    |
| Facial scrub         | = 401-600 gms |
| Face pack            | = 401-600 gms |
| Face wash            | = 201-400 gms |
| Foundation creams    | = 0-200 gms   |
| Cleansing milk       | = 401-600 gms |
| Bleach cream         | = 201-400 gms |
| Peel of mask         | = 401-600 gms |
| Straightening creams | = 401-600 gms |

**4.29 Table showing quantity required by Beauty parlour for ladies (Beauty care)**

| Particulars             | 0-200 gms or<br>ml | 201-400 gms<br>or ml | 401-600 gms<br>or ml | 601-1 kg or<br>L | Bulk |
|-------------------------|--------------------|----------------------|----------------------|------------------|------|
| Make up kits            | 3                  | 2                    | 6                    | 20               | 1    |
| Facial kits             | 6                  | 2                    | 5                    | 19               | 0    |
| Facial Scrub            | 4                  | 20                   | 7                    | 1                | 0    |
| Face pack               | 4                  | 18                   | 6                    | 3                | 1    |
| Face wash               | 17                 | 5                    | 9                    | 1                | 0    |
| Foundation<br>cream     | 12                 | 11                   | 9                    | 0                | 0    |
| Cleansing<br>Milk       | 5                  | 15                   | 10                   | 2                | 0    |
| Bleach cream            | 6                  | 13                   | 12                   | 1                | 0    |
| Peel of mask            | 9                  | 16                   | 7                    | 0                | 0    |
| Straightening<br>Creams | 7                  | 13                   | 9                    | 3                | 0    |

## Interpretation

From this table it could be interpreted that most of the Beauty parlours (Ladies) prefer the following products in stated quantities :

|                      |   |             |
|----------------------|---|-------------|
| Make up kits         | = | 601-1 kg    |
| Facial kits          | = | 601-1 kg    |
| Facial scrub         | = | 201-400 gms |
| Face pack            | = | 401-600 gms |
| Face wash            | = | 0-200 gms   |
| Foundation creams    | = | 0-200 gms   |
| Cleansing milk       | = | 201-400 gms |
| Bleach cream         | = | 201-400 gms |
| Peel of mask         | = | 201-400 gms |
| Straightening creams | = | 201-400 gms |

**4.30 Table showing quantity required by Unisex saloons (Beauty care)**

| Particulars             | 0-200 gms or<br>ml | 201-400 gms<br>or ml | 401-600 gms<br>or ml | 601-1 kg or<br>L | Bulk |
|-------------------------|--------------------|----------------------|----------------------|------------------|------|
| Make up kits            | 0                  | 1                    | 3                    | 0                | 1    |
| Facial kits             | 0                  | 0                    | 3                    | 1                | 1    |
| Facial Scrub            | 0                  | 1                    | 3                    | 0                | 1    |
| Face pack               | 0                  | 0                    | 5                    | 0                | 0    |
| Face wash               | 1                  | 0                    | 3                    | 0                | 1    |
| Foundation<br>cream     | 2                  | 1                    | 1                    | 0                | 1    |
| Cleansing<br>Milk       | 0                  | 0                    | 3                    | 0                | 2    |
| Bleach cream            | 0                  | 0                    | 4                    | 0                | 1    |
| Peel of mask            | 0                  | 3                    | 0                    | 0                | 2    |
| Straightening<br>Creams | 0                  | 4                    | 0                    | 0                | 1    |

## Interpretation

From this table it could be interpreted that most of the Unisex saloons prefer the following products in stated quantities :

|                      |               |
|----------------------|---------------|
| Make up kits         | = 601-1 kg    |
| Facial kits          | = 601-1 kg    |
| Facial scrub         | = 401-600 gms |
| Face pack            | = 401-600 gms |
| Face wash            | = 401-600 gms |
| Foundation creams    | = 0-200 gms   |
| Cleansing milk       | = 601-1 Ltr   |
| Bleach cream         | = 201-400 gms |
| Peel of mask         | = 201-400 gms |
| Straightening creams | = 201-400 gms |

#### **4.4 Weighted average Analysis**

**Current purchase of Respondents :**

**4.31 Table showing the current purchases of Traditional barbers**

| Suppliers     | Weighted Score |
|---------------|----------------|
| Wholesalers   | 262            |
| Retailers     | 421            |
| Manufacturers | -              |

**Interpretation**

From the following table it could be interpreted that most of traditional barbers currently purchase from Wholesalers.

#### 4.32 Table showing the current purchases of Beauty parlour for gents

| Suppliers     | Weighted Score |
|---------------|----------------|
| Wholesalers   | 43             |
| Retailers     | 112            |
| Manufacturers | -              |

#### Interpretation

From the following table it could be interpreted that most of Beauty parlours (gents) currently purchase from Wholesalers.

#### 4.33 Table showing the current purchases of Beauty parlour for ladies

:

| Suppliers     | Weighted Score |
|---------------|----------------|
| Wholesalers   | 48             |
| Retailers     | 89             |
| Manufacturers | -              |

#### Interpretation

From the following table it could be interpreted that most of Beauty parlour (Ladies) currently purchase from Wholesalers.

#### 4.34 Table showing the current purchases of Unisex saloons

| Suppliers     | Weighted Score |
|---------------|----------------|
| Wholesalers   | 16             |
| Retailers     | 20             |
| Manufacturers | 11             |

#### Interpretation

From the following table it could be interpreted that most of Unisex saloons currently purchase from manufacturers.

## **4.5 T-Test (Compare Means)**

## T- Test Analysis

### (Independent sample T-Test)

4.35 Table showing the association of purchase between the branded & Non-branded products

| Particulars      | Mean | T.Value | Significance level |
|------------------|------|---------|--------------------|
| <b>Hair Care</b> |      |         |                    |
| Branded          | 2.55 | .273    | 95%                |
| Non-branded      | 2.40 | .273    | 95%                |
| <b>Skin Care</b> |      |         |                    |
| Branded          | 2.60 | .311    | 95%                |
| Non-branded      | 2.45 | .310    | 95%                |

## **Interpretation**

### **Null Hypothesis:**

There is no significant difference between the purchase of branded & non-branded products in both categories.

### **Alternative Hypothesis :**

There is significant difference between the purchase of branded & non-branded products in both categories.

-Based on the table Null hypothesis is accepted which states that there is no significant difference between the purchase of branded & non-branded products in both categories (Skin care & Hair care) among the respondents.

## CHAPTER 5

### FINDINGS, SUGGESTIONS & CONCLUSION

#### 5.1 Findings :

##### **Traditional barbers :**

- It is found that Shaving cream and Hair oil is the most preferred products (Ranking) among the traditional barbers.
- It is identified that traditional barbers are influenced by price and quality of the product rather than sales person or friends.
- It is found out that most of the traditional barbers relate product quality with its quantum of usage and customer satisfaction and rarely with the Brand name.
- It is seen that majority of Traditional barbers purchase from wholesalers currently.

##### **Beauty parlour for gents :**

- Among the Beauty parlour for gents , it is found that shaving foam (Skin care), Hair oil (Hair care) and Facial kit (Beauty care) are the most preferred products.
- It is found that they strongly get influenced by price & Quality of product and rarely by brand recognition, Sales person & friends.
- Its identified that most of the beauty parlour for gents relate quantum of usage & customer satisfaction with product quality.
- It is seen that majority of Beauty parlour for gents purchase from wholesalers currently.

##### **Beauty parlour for ladies :**

- It is seen that Beauty parlour for ladies gave prior ranking to Facial kits.
- It is identified that these set of respondents get influenced by price & brand recognition of the product.
- It is seen that most of the beauty parlour for Ladies relate customer satisfaction and brand name with product quality.
- It is seen that majority of Beauty parlour for ladies purchase from wholesalers currently

**Unisex saloon :**

- It is found out that Unisex saloon gives prior preference to Shaving foam (Skin care) , Hair colour & Dye (Hair care) and Facial kits (Beauty care).
- It is seen that unisex saloons rarely get influenced by price of the product but they are strongly influenced by quality & Brand of the product.
- It is found that most of the Unisex saloon relate customer satisfaction and brand name with product quality.
- It is seen that majority of Unisex saloons purchase from manufacturers currently.

**Demographics (All respondents):**

- It is found that 33%(majority) of respondents see “reasonable pricing” as better attribute of their suppliers.
- It is found that most of the respondents were located in urban area (65%) and rest were in semi urban area (35%).
- It is identified that majority of respondents were male (85.3%) and females constituted 14.7% of the sample population.
- It is identified that majority of respondents have store size of 250-500 sq.fts.
- Most of the respondents do not have Air condition facilities (68.5%) in their premises and they are not located in any complex or mall (93.4%).

## 5.2 Suggestions:

- For creating a store brand in cosmetics I would suggest to initiate with most preferred products of customers. They are Shaving cream , Shaving foam, Hair oil , Hair colour and Facial kits.
- The products can be manufactured in specified quantity as given by the respondents.
- As this market is price sensitive , Reasonable pricing can be done in order to increase the sales.
- Product quality should be taken into consideration ,as this would influence the sales of the product.
- Creation of store loyalty will lead to better creation of store brand. Investment must be made to create better awareness.

### **5.3 Conclusion**

Evaluating the market potential and market receptiveness are inevitable part of marketing plan. From this study we understood the main factors that influence the respondent's choice while buying cosmetic products and how consumers react to products (Branded or Non-Branded) based on their needs. While coming up with new cosmetic products in such B2B segment these points can be considered.

### **5.4 Scope for further study**

The future scopes are

- ✓ Increasing the geographical boundary of the study, this study is done only inside Coimbatore city so in future we can extend this study to other parts of Coimbatore and in new districts also.
- ✓ The respondents chosen here are only those who use cosmetic product for their business (B2B). Even end users can be taken into consideration.
- ✓ The sample size is small because of the time constraint but in future we can increase the sample size which will be favourable for doing in depth analysis.

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### **Web portals**

<http://search.ebscohost.com/>

<http://www.indianexpress.com/>

<http://scholar.google.com/>

**ANNEXURES**

## Questionnaire

### 1. What is the nature of your business?

- (a) Traditional barber saloon
- (b) Beauty Parlour for gents
- (c) Beauty parlour for Ladies
- (d) Unisex saloon

### 2. If a Traditional barber/unisex saloon, please rank the following categories from 1 to 5 (most necessary to less necessary) based on your preference.

#### Skin care:

- (a) Shaving cream \_\_\_\_
- (b) Shaving Foam \_\_\_\_
- (c) After shave lotions \_\_\_\_
- (d) Cool creams \_\_\_\_
- (e) Cool gel \_\_\_\_

#### Hair care:

- (a) Hair dye \_\_\_\_
- (b) Hair gel \_\_\_\_
- (c) Hair oil \_\_\_\_
- (d) Hair colouring creams \_\_\_\_
- (e) Powders \_\_\_\_

**3. If a beautician/unisex saloon, Please rank the following products from 1 to 10 (most necessary to less necessary) based on your preference.**

- (a) Make-up kits \_\_\_\_
- (b) Facial kits \_\_\_\_
- (c) Facial scrubs \_\_\_\_
- (d) Face pack \_\_\_\_
- (e) Face wash \_\_\_\_
- (f) Foundation creams \_\_\_\_
- (g) Cleansing milk \_\_\_\_
- (h) Bleach creams \_\_\_\_
- (i) Peel of masks \_\_\_\_
- (j) straightening creams \_\_\_\_

**4. On what basis do you purchase your product?**

| Basis                     | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------------------------|----------------|-------|---------|----------|-------------------|
| Price                     |                |       |         |          |                   |
| Quality                   |                |       |         |          |                   |
| Brand recognition         |                |       |         |          |                   |
| Influence by sales person |                |       |         |          |                   |
| Influence by friends      |                |       |         |          |                   |
| Others (specify)____      |                |       |         |          |                   |

**5. Which of these attributes relate to product quality according to you?**

| Attributes                       | Most often | Often | Average | Less often | Never |
|----------------------------------|------------|-------|---------|------------|-------|
| Quantum of usage (or) head count |            |       |         |            |       |
| Customer satisfaction            |            |       |         |            |       |
| Brand name                       |            |       |         |            |       |
| Others (specify)_____            |            |       |         |            |       |

**6. How do you purchase the following based on your preference?**

| Basis     | Branded |            |            |        |       | Non-branded |            |            |        |       |
|-----------|---------|------------|------------|--------|-------|-------------|------------|------------|--------|-------|
|           | Always  | occasional | Need based | Rarely | never | Always      | Occasional | Need based | rarely | Never |
| Hair care |         |            |            |        |       |             |            |            |        |       |
| Skin care |         |            |            |        |       |             |            |            |        |       |

**7. How would you rate the basis on which you prefer the brand of your choice?**

| <b>Basis</b>            | <b>Most often</b> | <b>Often</b> | <b>Average</b> | <b>Less often</b> | <b>Never</b> |
|-------------------------|-------------------|--------------|----------------|-------------------|--------------|
| Customer preference     |                   |              |                |                   |              |
| Price                   |                   |              |                |                   |              |
| Offers & promotions     |                   |              |                |                   |              |
| Others<br>(specify)____ |                   |              |                |                   |              |

8. What is the quantity required for the products you purchase ?

9.

**Traditional barber/unisex saloon:**

| <b>Products</b>             | <b>0-200<br/>gms or<br/>ml</b> | <b>201-400<br/>gms or<br/>ml</b> | <b>401-600<br/>gms or<br/>ml</b> | <b>601-1<br/>kg or L</b> | <b>&gt;1 kg<br/>or L</b> | <b>Bulk<br/>order</b> | <b>Other<br/>specification</b> |
|-----------------------------|--------------------------------|----------------------------------|----------------------------------|--------------------------|--------------------------|-----------------------|--------------------------------|
| Shaving<br>cream            |                                |                                  |                                  |                          |                          |                       |                                |
| Shaving<br>foam             |                                |                                  |                                  |                          |                          |                       |                                |
| Hair dye                    |                                |                                  |                                  |                          |                          |                       |                                |
| Hair oil                    |                                |                                  |                                  |                          |                          |                       |                                |
| Hair gel                    |                                |                                  |                                  |                          |                          |                       |                                |
| Hair<br>colouring<br>creams |                                |                                  |                                  |                          |                          |                       |                                |
| After shave<br>lotions      |                                |                                  |                                  |                          |                          |                       |                                |
| Cool<br>creams              |                                |                                  |                                  |                          |                          |                       |                                |
| Cool gel                    |                                |                                  |                                  |                          |                          |                       |                                |
| Powders                     |                                |                                  |                                  |                          |                          |                       |                                |

**Beauticians/unisex saloons:**

| <b>Products</b>         | <b>0-200<br/>gms or<br/>ml</b> | <b>201-400<br/>gms or<br/>ml</b> | <b>401-600<br/>gms or<br/>ml</b> | <b>601-1<br/>kg or L</b> | <b>&gt;1 kg<br/>or L</b> | <b>Bulk<br/>order</b> | <b>Other<br/>specification</b> |
|-------------------------|--------------------------------|----------------------------------|----------------------------------|--------------------------|--------------------------|-----------------------|--------------------------------|
| Make-up kits            |                                |                                  |                                  |                          |                          |                       |                                |
| Facial kits             |                                |                                  |                                  |                          |                          |                       |                                |
| Facial scrub            |                                |                                  |                                  |                          |                          |                       |                                |
| Face packs              |                                |                                  |                                  |                          |                          |                       |                                |
| Face wash               |                                |                                  |                                  |                          |                          |                       |                                |
| Foundation<br>creams    |                                |                                  |                                  |                          |                          |                       |                                |
| Cleansing<br>milk       |                                |                                  |                                  |                          |                          |                       |                                |
| Bleach creams           |                                |                                  |                                  |                          |                          |                       |                                |
| Peel of<br>Masks        |                                |                                  |                                  |                          |                          |                       |                                |
| straightening<br>creams |                                |                                  |                                  |                          |                          |                       |                                |

**10. From whom do you currently purchase your products?**

| <b>Suppliers</b>       | <b>Regularly</b> | <b>Frequently</b> | <b>Need<br/>based</b> | <b>Occasionally</b> | <b>Rarely</b> |
|------------------------|------------------|-------------------|-----------------------|---------------------|---------------|
| Wholesalers            |                  |                   |                       |                     |               |
| Retailers              |                  |                   |                       |                     |               |
| Others<br>(specify)___ |                  |                   |                       |                     |               |

**11. How would you rate the following attributes related to the service of ur suppliers?**

| <b>Attributes</b>              | <b>Exceeds<br/>expectation</b> | <b>Meets<br/>expectation</b> | <b>Average</b> | <b>Do not meet<br/>expectation</b> | <b>Irky</b> |
|--------------------------------|--------------------------------|------------------------------|----------------|------------------------------------|-------------|
| <b>Affordable</b>              |                                |                              |                |                                    |             |
| <b>Dependable</b>              |                                |                              |                |                                    |             |
| <b>Trust<br/>worthiness</b>    |                                |                              |                |                                    |             |
| <b>Popular</b>                 |                                |                              |                |                                    |             |
| <b>Safe</b>                    |                                |                              |                |                                    |             |
| <b>Variety</b>                 |                                |                              |                |                                    |             |
| <b>Others<br/>(specify) __</b> |                                |                              |                |                                    |             |

**12. How do you place order with your suppliers for the products you purchase?**

**Traditional barber/unisex saloon:**

| <b>Products</b>              | <b>Weekly</b> | <b>Fortnightly</b> | <b>Monthly</b> | <b>Quarterly</b> |
|------------------------------|---------------|--------------------|----------------|------------------|
| <b>Shaving cream</b>         |               |                    |                |                  |
| <b>Shaving foam</b>          |               |                    |                |                  |
| <b>After shave lotions</b>   |               |                    |                |                  |
| <b>Cool creams</b>           |               |                    |                |                  |
| <b>Cool gels</b>             |               |                    |                |                  |
| <b>Hair gel</b>              |               |                    |                |                  |
| <b>Hair dye</b>              |               |                    |                |                  |
| <b>Hair oil</b>              |               |                    |                |                  |
| <b>Hair colouring creams</b> |               |                    |                |                  |
| <b>Powders</b>               |               |                    |                |                  |

**Beautician/unisex saloon:**

| <b>Products</b>                 | <b>Weekly</b> | <b>Fortnightly</b> | <b>Monthly</b> | <b>Quarterly</b> |
|---------------------------------|---------------|--------------------|----------------|------------------|
| <b>Make-up kits</b>             |               |                    |                |                  |
| <b>Facial kits</b>              |               |                    |                |                  |
| <b>Facial scrubs</b>            |               |                    |                |                  |
| <b>Face pack</b>                |               |                    |                |                  |
| <b>Face wash</b>                |               |                    |                |                  |
| <b>Foundation<br/>creams</b>    |               |                    |                |                  |
| <b>Cleansing milk</b>           |               |                    |                |                  |
| <b>Bleach creams</b>            |               |                    |                |                  |
| <b>Peel of masks</b>            |               |                    |                |                  |
| <b>Straightening<br/>creams</b> |               |                    |                |                  |

**13. How would you qualify the service of your suppliers?**

- (a) Delivery on time
- (b) Wide range of products
- (c) Reasonable pricing
- (d) Good offers & discounts
- (e) Others (specify) \_\_\_\_

**Demographic details:**

**14. Name :**

**15. Age :**

**16. Gender :** (a) Male  (b) Female

**17. Education :**

**18. Store size: (in sq.fts)**

- (a) 100-150
- (b) 150-250
- (c) 250-500
- (d) 500-1000

**19. Locality :**

- (a) Urban
- (b) Semi urban

**20. Nature of premises:**

- (a) **Air conditioned :**                      yes       No
- (b) **Situated in complex**                      }  
    **Or mall**    } yes       No

**21. Average turnover of customers :**                      \_\_\_\_\_

**22. No. Of service facilities :**                                      \_\_\_\_\_

**23. No. Of specialist employees :**                                      \_\_\_\_\_

**24. Address and phone number:**