

## **Marketing Strategy And Plan– Role in Brand Building of Kama Vs. Kara Ayurveda Nose Pores Remover: A Study in NCR**

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**Abstract:** The purpose of this study is to investigate internal and external influences on consumers purchasing decisions on cosmetic products in NCR for the two competing brands Kama and Kara. The questionnaires were given to 150 consumers who are all using these brands. The instruments of this study involved two parts: the first section of the instrument consisted of forced-choice questions about demographic characteristics: gender, marital status, age, occupation, monthly income level. The second section variables chosen for this study in order to measure the influence of consumer buying behaviour in cosmetics products. The Statistical Package for the Social Science (SPSS) for Microsoft Windows 20.00 was used to complete the analysis of the collected data. Descriptive statistics, including means, standard deviations were implemented in order to investigate the demographic data, one-way analysis of variance (ANOVA) were used to determine whether any significant relationships exist among respondents. In addition, the .05 level of statistical significance was set at all statistical tests in the present study. The findings of the study were generalized as follows: Statistically significant differences were found in Income level by the different brand dimensions like social, culture and there is no statistically significant difference in dimension of Personal and psychological. In the end of the study, implications and conclusion were provided. Understanding behavior of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy. Consumer behavior can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services." (Loudon and Della Bitta, 1980). Nowadays, this phenomenon, can also be illustrated in the following way: "activities people undertake when obtaining, consuming, and disposing of products and services" (Blakwell, Minard and Engel, 2001). A study by Voss and Parasuraman (2003) suggests that the purchase preference is primarily determined by price than quality during pre-purchase evaluation.

**Index Terms:** Consumer buying behaviour, social, personal, cultural, psychological, Cosmetics, Face wipes, Nail polish remover wipes, Kama, Kara

### **I. BACKGROUND OF STUDY**

The objective of project was to expand or maximize the sales opportunities and develop brand loyalty by building a long-term relationship amongst customers for KamaNose Pore Remover. Cold calling was the prominent method employed. Most of the worthy interactions were with ladies of the age 35 and above. Many of them had heard of the brand and either wanted to give it a try or were already using it. Samples were given to them to verify the claims made by Kama along with briefing about the product while stating its USP and various characteristics the product offers. Free Kama wipes were provided for a couple of days along with a pack of Kama NPR to excite the customers and retain those customers who were already using the wet wipes. The questionnaire was pre-designed and structured. The research work gave us an idea as to the competition Kama is facing. It listed the features that consumers prefer the most in our products. The consumers who demonstrated a positive response can be approached more than once to retain them and instill a sense of brand belongingness with better demos and explanations. The data collected gives the clear picture of the Kama NPR in the market of Noida, under the study in this research, and gives the company an idea about the future terminology and steps and actions which can be taken to increase the depth of the NPR even more. They can decide their marketing strategies on the basis of the research done and make it valuable for the brand as well as the customers. The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The market size of FMCG in India is evaluated to develop from US\$ 30 billion out of 2011 to US\$ 74 billion out of 2018. Food products is the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share. KamaNose Pore Remover is recently introduced by Future Consumer Limited and gaining popularity expeditiously with the product from the company entering the Indian FMCG market segment. KamaNose Pore Remover is primarily targeting the female gender and aims to create the product need in the market for three reasons:

- Travel friendly
- Eliminating the need of having a Nose Pore Remover and a cotton pad separately
- To get the benefit of removing the nose pores wipe polish as well as nourishing the noses

KamaNose Pore Remover Wipes comes in four different scents:

- Rose
- Lemon
- Strawberry
- Orange

The pack contains 30 wipes and every wipe is effective in cleansing up to one time - complete nose pores. The wipe contains an Acetone free definition for compelling expulsion of nose pore blockage clean, even of the darkest shade. These wipes are made from poly-viscose fiber and contain natural olive oil extracts that prevents drying of nose pores and skin surrounding nose pores. Also enriched with skin nourishing vitamin E, it helps in keeping your nose pores nourished and moisturized at all times. All wipes come with a delightful fruity fragrance, which comes out pleasantly post usage. This on-the-move pack has been designed for convenience of use anytime anywhere. It can be easily slipped in your bag, used in flights, classrooms, and boardrooms anywhere anytime. All the wipes are dermatological tested, are Acetone free, Toluene free and Paraben free. Instead of worrying about chipped and dry nose pores, all it really requires is a wipe. Kama is known as differentiator in the market because of its following product features and attributes.

- Convenient
- Hassle free application of nose pores wipe polish without using cotton balls.
- Portable
- Lint free
- 100 percent natural and biodegradable.
- Hygienic
- Acetone free
- Dermatologically safe
- Assurance of Future Group

According to (Draghescu, 2015) the company's performance is greatly affected by the growing globalization and new product launch. Researches such as empirical and conceptual research designs used for identifying the success factors for new product launch. According to a research paper of (Kumar & Pillai) which titled "A study on purchase pattern of cosmetics among consumers in Kerala", male customers generally prefer to purchase and make the brand selection of cosmetics individually. The major factor influencing the purchase decision of male consumers is quality. They tend to buy all their cosmetic items from a single store of their convenience. They tend to spend more on cosmetics ranging Rs. 300-500 per month in comparison with females which mainly due to the demand for men's hair care, razors, blades and deodorants. Kama, the skincare brand was introduced by Aditya Birla Group for the first time in India. The Kama range includes refreshing, sunscreen, deep pore cleansing, toning, makeup removal and moisturizing wipes for a complete skincare regime" (Raghu, 2013). Minimally bundled and dampened Kama skincare wipes gives a sterile, helpful and compelling skincare answer for the purchasers in a hurry. These wipes are easy to carry and use. They are highly effective with unique formulations having natural ingredients that nourish the skin. They are alcohol free and dermatological ally safe. Kama is made from Birla Cellulose, a fibre that is 100 percent natural and biodegradable. 'Kama' in Greek means pure, pristine, innocent and unblemished beauty and is an outcome of the in-house research and development at the Aditya Birla Centre for Science and Technology, Taloja, Maharashtra near Mumbai. The market for wet wipes is mature in Europe, US, China, Japan and West Asia. In India, this market is gradually picking up with changing lifestyles and the fast pace of life among the young and upwardly mobile population with higher disposable income. Kama skincare wipes tops off the lacuna in this portion as there is absence of accessibility of value items at proper value focuses in the Indian market. Kama is readily available pan India at superstores, cosmetic, chemist outlets, and modern retail.

The researcher, while going through the above referred paper, has noted the following aspects related to the consumption of cosmetic in India (Tai & Fung, 1997). Researcher underwent the research paper on consumption pattern of the cosmetic products among males (ageing 15-25) in Delhi. It was found that the study concentrated on skin care products. The study was limited to the relationship of income of the consumer and its relationship with the use of cosmetic brands.

I. A research paper written by (Chen, 2009) argued that consumption of cosmetics with natural ingredients has been increasing as compared to the chemical based products. More weightage has been given to natu (Bulut & Topoyan, 2011)ral contains in the cosmetics. This was one of the main reasons of sale of Kamanose pores wipe polish removing wipes which contained essentials of olive oil unlike other Nose Pore Removers which have acetone in them leaving beside other product attributes, demographic and psychological factors.(Bulut & Topoyan, 2011) in their research paper considered the packaging attributes of the product and its effect on customer satisfaction and thus the study was limited only to single attribute.In a study conducted in Kerala on “purchase pattern of cosmetics” the focus was on various attributes like quality, income and place of purchase. However, the study was more directed on comparison of male and female consumers.A research paper titled “Application of an environmental psychology model to in-store buying behavior” by(Tai & Fung, 1997)focused on impact of retail environment on consumer buying behavior however it was not related to any typical product category.

### Objectives

- To review accountability for increasing the sales of Kama NPR
- To generate the demand forKamaNose Pore Remover in Noida
- To understand the competitive advantage that competitive brands hold over Kama
- To understand the parameters that motivates distributors to get in business with Kama

In this research, descriptive research design has been used to conclude the objectives.The descriptive research is carried out in either the form of taking Surveys or by Observation. A questionnaire constituting of 11 questions was asked to the potential customers of the Kama NPR. Sample selected was 150 Consumers from different locations in Noida.The respondents were the customers or potential customers of the brand and after a detailed interaction with them about the product they were given the questionnaire in the form of feedback to the company.For preparing this project I have used both primary data and secondary data. It was collected through conducting a market survey in Noida region using questionnaire survey method.I visited different retailers in Noida region market to gather the information for completing this project. As the target market was primarily the female gender, i approached as many female customers as possible to promote the brand and conduct this survey as well. It was easier for me to convince them to spare their time to respond to my questions.Questionnaire is used as the research instrument to conduct the market survey.The questionnaire was a combination of 14 questions including checkboxes for answering the questions put to the female respondents. Choices were provided in various questions to make it easier for the respondent to answer and take less time to respond.

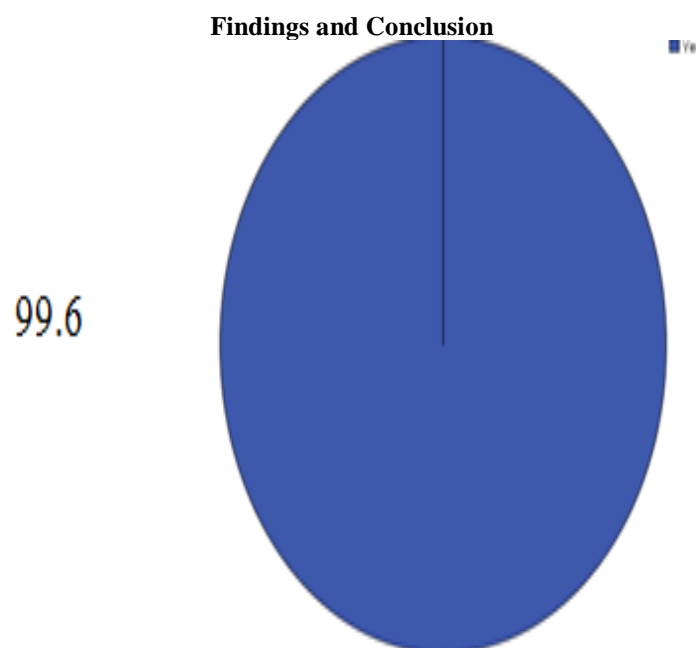
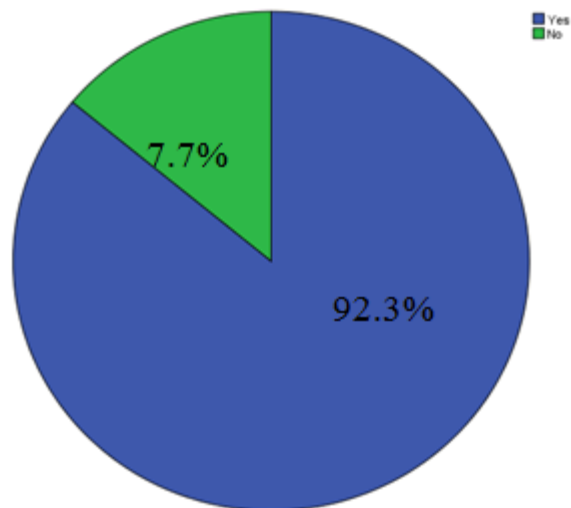


Fig 4.1: Use of Nose Pore Remover - Most of the females that were being questioned were using Nose Pore Remover.



**Figure 1.2:** Usage of Kama NPR before sample trial - More than 90% of the females were using Kama NPR before we gave them the sample to try our product.

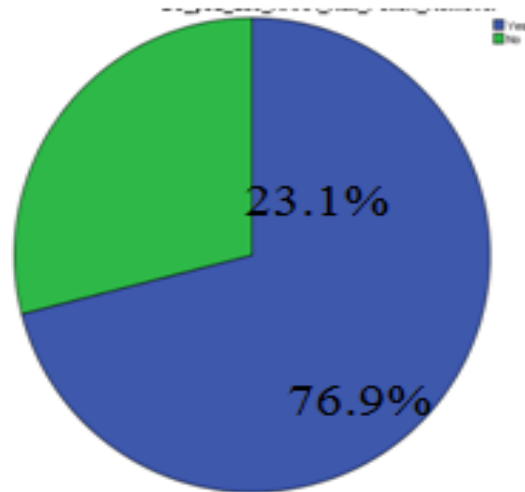
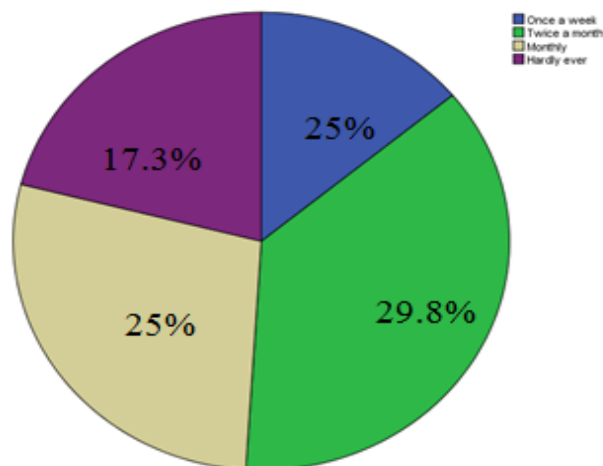
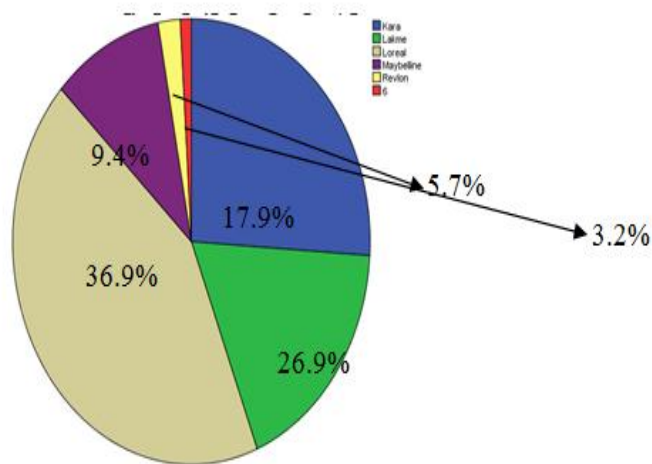


Fig 1.3: More than 75% of the ladies were using NPR or had used NPR previously.

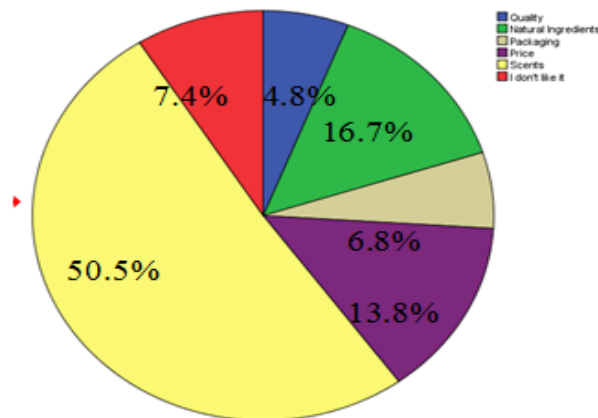


**Fig 1.4:** Frequency of use of NPR

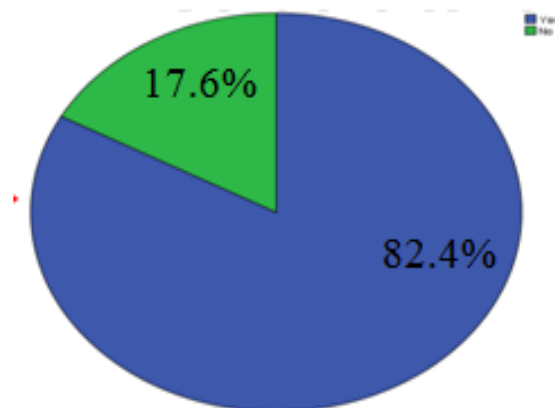
Approximately 30% of people were using NPR twice a month. But my focus were on the consumers that were using NPR every week (25%).



**Fig 1.5:** Competitive analysis of brands used other than kama- Majority of people that I surveyed used the competing brands of NPR



**Fig 4.6:** Analysis of factors leading to loyalty for competing brands- Consumers bought NPR because of the fragrance variety.



**Fig 4.7:** Awareness towards Kama NPR being acetone-free- More than 81% of the consumers were aware of the fact that Kama NPR was acetone free but I had to make the other 17% of the benefits of product being acetone free.

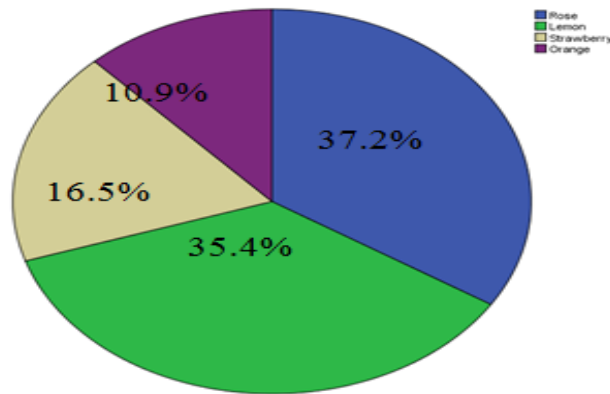


Fig 1.8: Consumer preference towards aroma and scent in Kama NPR- Our most popular scent was a close competition between ROSE and LEMON.

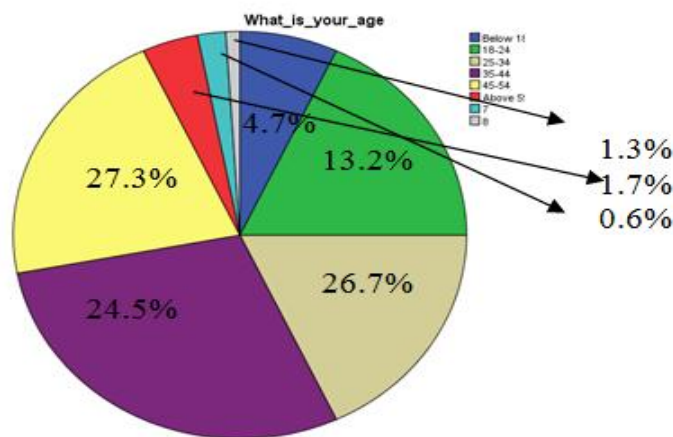


Fig 1.9: Demographic profile of female respondents –The age 35 to 44 were the most that were keen using this product.

- Ho : People prefer Rose Scent = People prefer Lemon Scent
- Ha : People prefer Rose Scent  $\neq$  People prefer Lemon Scent

An independent T-test has been analyzed to see whether there is a connection between people who use nose pores wipe polish removers and the scent they like the most. In the statistics, value of mean is 1.32 and 1.25 respectively. This means that most of the consumers that were using the kama NPR used LEMON and ROSE most. The significance value is 0.186, which is more than 0.05, hence, null hypothesis has been accepted.  $\text{Sig } 0.186 > 0.05$  with the p-value being 0.503, that is greater than 0.5, therefore we reject the alternate hypothesis and accept the null hypothesis.

T-Test

Group Statistics					
What_scent_of_KARA_Nail_Polish_Remover	What_scent_of_KARA_Nail_Polish_Remover	N	Mean	Std. Deviation	Std. Error Mean
Lemon	36	1.25	.439	.073	

Independent Samples Test										
Do_you_use_KARA_Nail_Polish_Remover	Equal variances assumed	Levene's Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
	Equal variances assumed	1.789	.186	.673	68	.503	.074	.109	-.144	.292
	Equal variances not assumed			.672	66.769	.504	.074	.109	-.145	.292

**Table-1 Analysis of variance (ANOVA)**

Income Level	Mean				Standard Deviation				F	Sig
	G1	G2	G3	Total	G1	G2	G3	Total		
Social	3.04	2.84	3.36	3.30	0.77	0.78	0.85	0.85	5.99	0.03
Culture	3.29	3.36	3.58	3.54	0.51	0.64	0.67	0.66	3.84	0.02
Personal	3.05	3.23	3.28	3.26	0.70	0.69	0.79	0.78	1.26	0.282
Psychological	3.25	3.21	3.45	3.42	0.70	0.69	0.73	0.73	2.22	0.110

Note: G1-Less than Rs .30, 000, G2-More than Rs.30, 000, G3-Dependent,.

- Ho : No relationship between people who use Kama NPR and how often they use it.
- Ha : Significant relationship between people who use Kama NPR and how often they use it.

Sig. Value: 0.155 > 0.05, thus they have no relationship between the people who use Kama NPR and how often they use it. Ho is accepted. The value of r (coefficient of correlation = -0.143) 14.3% can be defined through the above hypothesis else variations depend on other factors. r square is 0.021, thus it defines that the sample size is inadequate and as the research was limited to an area, it cannot be true for the whole population.

### III. MULTIPLE COMPARISONS

Dependent Variable: culture

Tukey HSD

(I) INCOME	(J) INCOME	(I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than Rs.30,000	More than Rs.30,000	-.06845	.17888	.922	-.4892	.3523
	Dependent	-.29083*	.12225	.047	-.5784	-.0033
More than Rs.30,000	Less than Rs.30,000	.06845	.17888	.922	-.3523	.4892
	Dependent	-.22238	.13970	.250	-.5510	.1062
Dependent	Less than Rs.30,000	.29083*	.12225	.047	.0033	.5784
	More than Rs.30,000	.22238	.13970	.250	-.1062	.5510

\*. The mean difference is significant at the 0.05 level.

p value is .051, which is more than 0.05 therefore the reason people buy kama NPR is large which is 5.1% the reasons may vary on different influences. Significant differences existed among social dimension and Income level of the respondents. According to the results of the Turkey's W multiple comparison analysis, significant differences existed among the groups of Less than Rs.30, 000, More than Rs.30, 000 and Dependent. This shows that dependents are more influenced by the social factor. After analysis we found that small differences exist in the income level that implies the different groups prefer or opinion differs on consumer buying behavior. It created a curiosity to us to find out which group really differing on the opinions. By the help of Post hoc we found out that the dependent differ the opinion among other class. It may be due to the decisions taken by youngsters. Every person plays multiple roles in their daily life, professional role or social role. Each of these roles has a certain effect on consumers buying behavior. Each role has a particular status in society and consumer behavior is considerably depended on the status factor. If the marketers easily understand the factors that mainly influence in buying decision the sales can be increased a lot. The study offers an assessment of the symbolic devices that celebrity and peers adopts to persuade the audience. The visual expression model is supported in that the study suggests why advertisers use celebrities of different gender and age groups and expertise areas in commercials for certain products and cultural values. Since we rejected the null hypothesis in Imagery dimension (we found differences in the means), we should perform a Turkey's W multiple comparison to determine which means are different. Using the previous output, here is how such an analysis might appear.

## II. CONCLUSION AND DISCUSSION

It should begin with an understanding in light of shopper needs. All through the NPD procedure, statistical surveying is a significant apparatus for the organization to check viability and limit the danger of the product dispatches. Being a global organization, it is basic that it grows new products utilizing the experiences of customers crosswise over business sectors and societies. This guarantees the products are applicable to a substantial number of worldwide buyers and will convey the most extreme return when propelled. This amplifies degree of profitability for the organization and results in cheerful, fulfilled and steadfast wholesalers and buyers. According to the showcasing research it's been closed the accompanying perception:

- Nature of the wipes is being valued by a large portion of the clients
  - High rivalry from other brand of NPR, for example, Lakme and Maybelline
  - Individuals are getting more cognizant with respect to brands, quality, and cleanliness.
  - Customers particularly ladies, incline toward purchasing the products of brands as Lakme, L'oreal, Revlon, Maybelline and so on the grounds that they have been utilizing the other corrective things for example, confront wash, cool cream, saturating cream and so on of these brands and like to purchase the nose pores wipe polish of a similar brand.
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- ◆ Further increase in advertisements will lead to more sales of Kama NPR.
  - ◆ People living in semi-rural areas of Noida still lack awareness of such a product existing in the market and therefore it is highly recommended that they are made aware of Kama NPR through advertisements and word of mouth.
  - ◆ Increasing the visibility of Kama in the market certainly makes a big difference and hence it is recommended that Kama is placed at a shelf or a counter at the store which are visually accessible to the customers as most of them tend to impulse buy the product.
  - ◆ Personal selling makes a huge difference and hence if the retailers push to sell the product, they will definitely succeed in doing so.
  - ◆ Despite being a successful brand, the retail margin set by the company is not very well appreciated by the retailers. Hence, it is recommended that the company revise the retail margin so that it benefits both the retailer and the company, and ultimately the customer.
  - ◆ The company might also want look into the price set by them on few products such as a pack of NPR containing 20 wipes which costs Rs 100. Because of such price, a customer may end up purchasing other product available in the market as retailer may sell them those other products such as Novel, Zuci, Vega as they get a better margin on these products. Lakme for instance, has its thinner approximately costing 35Rs. Hence, price in this scenario is one of the crucial factors.

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\*Dr. Aparna Goyal. "Marketing Strategy And Plan– Role in Brand Building of Kama Vs. Kara Ayurveda Nose Pores Remover: A Study in NCR." *International Refereed Journal of Engineering and Science (IRJES)*, vol. 06, no. 08, 2017, pp. 70–80.