

Case Study

Consumer research for Fairness cream

Marketing Challenge:

Indian women are very conscious about their skin and appearance. One of our clients in Skin care product wanted to understand India's metro city women and gauge their behavior towards various skin products.

MMRSS' Approach:

We did a research with 400 respondents located in Mumbai, Delhi and Kolkata falling in age group of 18-35. The target audience was women with combination of dry and oily skin and normal skin type. They were the chief wage earners of their families and therefore the ones most likely to spend money on maintaining their external appearance.

The Results:

When study was conducted to understand the preference of Body wash products a very strange revelation was made. As per our study 99% women preferred soap and 86% of them used soap daily more than once. However, body wash has starting to become popular amongst people with 42% of people having tried it at least once and 12% using them using it daily more than once.

The reason for this may be that the concept of taking bath with soap bar is very strong in Indian minds. The use of liquid for body wash may unconsciously have related with use of Shampoo or Face wash which are specifically for hair and face specifically. Hence, for penetration in this category, strong branding is needed.

Body lotions are used by 49% percent people daily and it is used continuously throughout the year with maximum use on arms, hands and shoulder. Petroleum jelly and cold cream is mostly preferred winter. However, it is definitely popular with around 95% people using it. 35% people use Anti- perspirant daily. This analysis helped company to design its marketing strategy according to the behavioral and usage parameters of young metro customers.

Related readings:

1. [Customer Sales Satisfaction Study for an Automobile giant](#)
2. [Consumer Service Satisfaction Study for an Automobile giant](#)
3. [Brand communication for a detergent powder](#)
4. [Eye tracking for Atta Multi Grain](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

Contact us:

Majestic Market Research Support Services Ltd.

160 A Prem Chaya Building,
LBS Marg, besides Rock On boutique,
Besides Taximan Colony, Kurla (West).

T: +91 2226540719

Raj Sharma : +91 9322105830

info@mmrss.com