

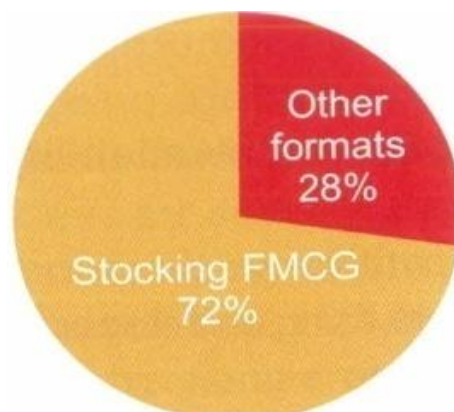


Fig.1.5:-Investments by Retail Format – 2007-2014

(Source: 2009 FICCI- Technopak Report on FMCG Sector: The Road Ahead)

Increasing FMCG Share in Modern Retail what is of more interest to FMCG marketers, however, is to understand what percentage of total FMCG sales are expected to come from modern as opposed to traditional retail. As per Technopak estimates the penetration of FMCG in organized retail will consistently grow from the current 6% to 15% by 2013 and further increase to 25% by 2018. The value of total sales would increase in both traditional and modern sales, due to growing affluence of consumers and increasing shift towards packaged and branded goods. However, 1:14th of the FMCG size would be controlled by modern retail. This represents a very significant influence of modern retail over the FMCG sector, particularly if one keeps in mind that the bulk of modern retail would be in urban areas where they could control a much larger percentage of FMCG sales. But this in no way undermines the potential of traditional formats simply because the larger share is still estimated to be retained by traditional formats; at least in the next 5 years apart from the sheer industry size which would be much larger translating into larger shares for both traditional & modern retail.

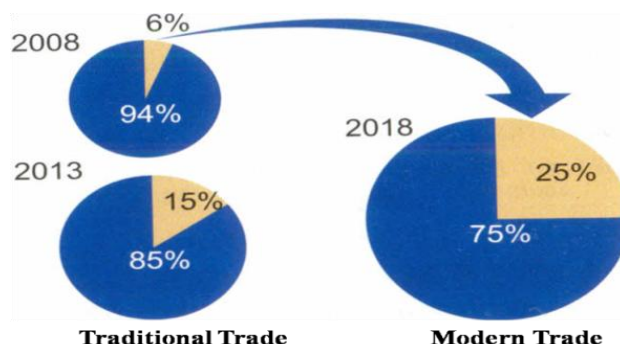


Fig 1.6:- Comparison of growth of Traditional v/s Modern Retail

should be completely anonymous early on in the research process,” explains K.K Chutani, head of marketing (foods), Dabur India. However, most companies argue that you need a judicious mix of both.

Thus companies like Godrej, Nestle and L'Oreal not only invite consumers to their facility but also study consumer idiosyncrasies by visiting their homes. "Home visits are exploratory in nature but reveal some vital insights," notes Sharma. For example, the Indian specific innovation Garnier Fructis Shampoo + Oil, launched in 2010 was a direct outcome of a visit to a consumer home in Kolkata. "A young girl revealed that she realized the importance of oiling her hair as practiced by her mother, but never found the time to do it. This insight not only led to product creation but also the message of the advertising commercial," explains Sharma. Another recent launch Garnier Easy Rinse shampoo available in sachets is triggered by listening to the way consumers bathe at home. "In India, beyond urban areas most people do not use a shower and bathe using a bucket. For instance terms home visits as 'immersions', where everyone from the Chairman's son or management across different verticals of the Group visit consumer homes to observe people. "The objective is to understand the context in which consumers live their lives. Every quarter they choose a different region – like rural India, tier 1 cities," they are also initiating the process of staying in consumer homes overnight," Likewise, Nestle, has cross-functional teams that visit consumer homes at least once a week. Cadbury-Kraft, in February this year launched a consumer connect program called Amazing Anjali (after the success of Amazing Grace in Philippines) to better understand Anjali, a representative Indian consumer.

While co-creation is just another tool in a marketer's bag of tricks, it needs to be approached through multiple lenses. "Beyond inviting consumers to a centre, companies need to engage consumers through unique methods like mystery shopping," Mukherji of Nestle believes organizations need to embed consumers into the research process rather than engaging in sporadic bursts of research. "It is equally important how companies connect the dots and interpret the information collected". One thing is for sure, consumers today are irreplaceable in a company's innovation stream.

are considered "masstige" or even premium. With incomes rising during 2008-2013, sales of cosmetics and toiletries are expected to receive a boost. Consumers will be more inclined to spend sizeable proportions of their incomes on non-essential cosmetic products, such as fragrances and Skin care. As the Infrastructure in the country improves, companies will find it easier to distribute their products in rural areas.

4.2.2 Hair Care Segments

4.2.2.1 Hair Oils

The hair care market in India is valued at \$200 million. It has registered a growth of 3.8% over the previous year. The hair care market can be segmented into hair oils, shampoos, hair colorants and conditioners, hair gels. According to AC Nielsen, hair colorants, feminine hygiene, and baby care have accelerated growth in personal care market. Hair colorants are substitutes for hair dye to counter graying hair. Hair colorants indicate strong growth trends with a YoY of 8 %. Gone are the days when hair conditioners and hair colorants were used occasionally to look beautiful. Today, they have become the way of life. However, hair conditioners in India still face a difficult market due to long established habits of using hair oil and ayurvedic treatments habits of using hair oil and ayurvedic treatments, as they are cheaper for consumers and lack the chemicals of conditioners. The major players in hair colorants category are Godrej, Garnier, L'Oreal, and Lakme. The hair gel market segment is at a primary stage and not many local brands are available in India. Hair gels/creams are mainly used for hair grooming by men and is used as a fashion accessory. The market penetration of hair gels/creams is very low, and is limited to a small section of the urban market.

males which patronized the category in a big way. “This is because of the corporate culture that places an emphasis on young male employees looking smart and trendy. That’s why all the players have plans to modify existing products, launch new products and target different geographic segments and age-groups. Godrej is in the process of developing additional colours in its Colour Soft range. There are plans to launch an advertising campaign reassuring the public about concerns about the safety of hair colour.

This, say industry sources, is largely to quell the controversies surrounding the after-effects of Godrej products. The newly launched Henkel is now testing the waters. After gauging the initial response, there are plans to launch new variants in the coming months. Meanwhile, it is strengthening its Schwarzkopf salon brand. It plans to launch Indola at 30 % lower than its premium brand Igora Royale and the target audiences will lower-end salons in smaller cities. They will also train salon stylists in smaller cities. There’s also the new Igora Action Paint, ‘weekend’ product aimed at teens. Even L’Oreal, which is constantly revamping its retail colour palette, is now concentrating on the high value salon business. Having entered this category in 1997 with the premium Majirel (priced at Rs 210), L’Oreal is now tapping the mass-based middle segment. In February, it launched Matrix (Rs 119), the brand acquired from Bristol Myers five years ago. It is positioned as ‘fun and lively’ compared to its ‘sophisticated’ counterpart. There are plans to penetrate every salon in Mumbai and Delhi before taking Matrix to second-tier towns. Now a day’s several National and international brands in hair colour market are available in India. Many more making their way, well the market is vast.

5.6 Hair Colour History

Beyond its biological function of keeping the head protected and warm, hair's true value lies in its ability to make a highly personal, visual statement about oneself. Throughout history, hair color has defined cultures, social status, professions, age and self-image; so when humans discovered ways to

of harmful chemicals in hair colorants. Presence of certain chemicals in hair color products which can result in dangerous reactions pose act as a barrier for growth.

5.9 Key Trends in Hair Colour Brands

The major breakthrough trends indentified in the market include usage of herbal products, tie-up with salons, 3D color service and brands seeking to be natural products.



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Fig. 5.9 Key Trends in hair colour brands

5.11 Colour from Chemical Agents

While the end results of gorgeous color seem worth it to many people, there is no easy way to get from dull to dynamite without some form of coloring product. A famous hair colorist once told me that blondes may have more fun but they also have to have more done to their hair to achieve true color nirvana. Depending on what you are trying to accomplish, hair-coloring products will almost always require the use of some form of chemical agents. Why? According to master colorist Theresa Dufour who has represented the Herbavita Corporation in North America for the past 9 years, you have to be able to open the hair cuticle to lighten and deposit color. It's just that simple. If you can't pop open the hair cuticle you will not be able to apply color or make it last. It will wash right out at the next shampoo.

Agreement With Why Use Hair Color (Percent of Users Who Agree) ⁷					
	UK	Mexico	China	Russia	USA
To feel better about myself	77	82	71	81	69
To feel more confident	65	76	67	79	50
To look and feel more attractive	61	71	52	84	62
To cover my gray	57	66	51	56	57
To cover root re-growth	57	81	55	73	not asked

Pic.6.1:- Agreement with why use Hair Colour around the Globe

6.3 Hair Colour Know-how

When it comes to hair loss, most people believe that this can be a dilemma related only to men. Do you recognize that more than 2/3rds of all females encounter hair loss and undergo remedies for a similar? The only distinction between female and male hair fall is that in females, fall of hair doesn't result in total baldness. Women use various varieties of permanent, semi-permanent and demi-permanent hair dyes yet men frequently prefer a subtle and less noticeable alter of their hair colour that doesn't cover all their grey hair. Although you will discover some natural hair dyes that claim to properly cover your grey hair, the products that in reality function well all use certain chemicals. It is obvious that none of these products can make the dead cells generate pigmented hair and for that reason they must be employed continuously to cover the grey of fresh hair. It is by virtue of nature that some people will encounter their 1st grey hair of their teens and turn totally grey of their early thirties, whilst others will keep their original hair colour for plenty of decades. Therefore, the only option for treating grey hair that turns out to deliver guaranteed results is camouflage.

When deciding about hair dyes or progressive hair colorants, you should all the time consider the potential wellness risks, as most of them consist of substances that can cause poisoning if employed inappropriately or may end up in severe allergic reactions. Such products are frequently called

7.1.2 Your Personal Colour Chart: What are your colours



Pic.7.2:- Your Personal Colour Chat: What are your Colours

7.1.2.1 Brown Hair- The new brown shines in rich hues



Pic 7.3:-Brown Hair: Understatement could not be more beautiful!

For the longest time, brown, especially brown without reddish hues, was considered the camouflage variant among the hair colours. The new 2011 hair trends make an end of this perception. Today, new shimmering natural hues make the elegant understatement of brown hair a royal art.

majority of people in this world have black hair. Still, black hair has its own magic and therefore attracts attention. The dark colour conjures up visions of power and energy, transforms kitty cats into tigresses and turns an innocent young girl from Michigan into Dita von Teese. Regardless the original hair colour, applying permanent deep-black colorants to your hair will colour every single hair deep-black. Mastering the black art requires keeping the hair shiny and free of visible roots. Beware that maintaining the magic allure of black hair requires quite a bit of effort.

7.1.2.1 Skin and hair colour need to enhance each other

Find out what Colour combinations are best for you

Colours have a special appeal and spice up our lives. That is particularly true for hair colour. Whenever you feel like changing your look perking up your hair colour is an obvious option. While there are quite a few choices, not all colours match every type. You should therefore start by determining your colour type. There is an easy way to find out. We like to send you on your way to play up all your best features with colour. Are you a spring, summer, fall or wintery type? The answer does not just depend on you ethnicity or your complexion. Knowing your colour type is definitely useful. After all, nobody wants to look washed out, pale or older because of an awkward choice of hair colour. The following colour type descriptions help you discover the colours and hues, which not only enhance your hair style but also your face.

7.1.2.2 Colours for the spring type

- ✓ **Complexion:** The skin is light and clear and has a golden yellow or peach tone. Many spring types blush easily, and they tend to have freckles.

colorfulness of hair compared to white. Chroma saturation, or color intensity, measures how much color the hair contains. The more saturated a color, the more sensation comes from the light of a single wavelength. Further, damage to the cuticle can diminish hair's ability to reflect light, making it appear dull. When developing colors, hair dye formulators seek to mimic hair's natural shine by developing dye mixtures that penetrate the cuticle in order to maintain color intensity over time, without fading or washing out, but that also help maintain the overall health of hair for maximum shine. Additionally, daily use of shampoos and conditioners containing silicone based ingredients will enhance and refresh hair shine.

7.4.7 Fact v/s Fiction - Hair Colour Revealed

Myth: Coloring is the main cause of hair damage.

Fact: While coloring can be damaging, heat and mechanical damage also play a significant role.

Myth: All hair colors use the same dyes.

Fact: Many hair colors use the same ingredients, but in unique combinations, with varying levels and amounts to create very different colors. Some ingredients are patented, so they are only used by one original manufacturer. The developers and dyes can react together to form many different dye molecules, each with a different color.

Myth: Low ammonia is better for your hair.

Fact: All combinations of ammonia as well as MEA, another alkali, can damage hair because of their high pH level. The damage, a function of peroxide, occurs from the chemicals formed when the mixed peroxide and alkali come in contact with the hair. The primary benefit of low ammonia is less odor.

Myth: Dyed blonde shades cause more hair damage than brown, red or black shades.

Fact: The majority of hair shades have similar hair damage profiles. Hair damage is caused by the amount of peroxide and alkali, like ammonia, in the dye. Most shades use the same amount and concentration of peroxide and have similar alkali levels.

Myth: Anti-dandruff shampoos cause color to fade faster.

Fact: Successive washing of color-treated hair shows a pyrithione zinc shampoo, the most effective dandruff treatment to date, to be no different than a cosmetic shampoo, or even regular tap water.

Myth: Swimming pool water can turn hair green.

Fact: Exposure of blonde hair, particularly chemically bleached or damaged hair, to high concentrations of copper in tap water or swimming pools can result in green hair. The best treatment is avoidance; using a bathing cap while keeping hair healthy and hydrophobic with an aminosilicone-based conditioner. Severe discoloration may be reversed by a professional stylist, in some cases.

Pic. 7.9:- Fact v/s Fiction

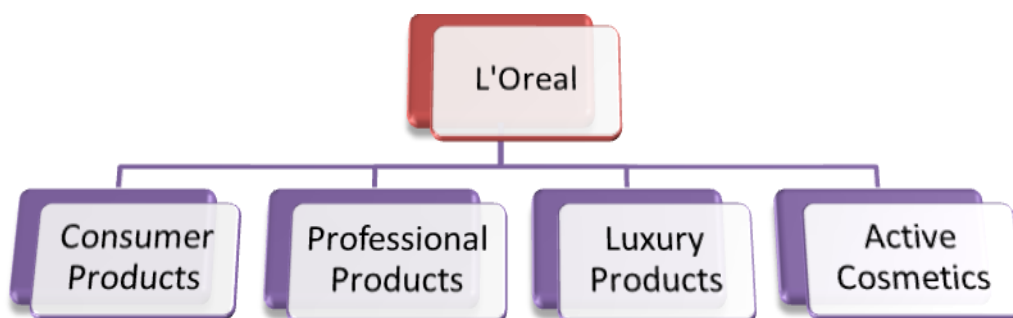
- ✓ And, above all, the latest innovations from L'Oréal Laboratories, for beauty products tailored to your specific needs.

7.6.1.3 PRODUCT PORTFOLIO

L'Oreal operates in India through four main divisions: consumer products, professional products, active cosmetics and luxury products. The biggest contributor to its revenue in India is the consumer products division led by its strongest brand in terms of sales-Garnier.



Fig 7.6:- L'Oreal product division: market weight age %



Pic. 7.13:- L'OREAL Product Portfolio

7.6.1.3.3 Active Cosmetics



Pic. 7.17:- L'Oreal Active Cosmetics



PROFESSIONAL PRODUCTS

- L'OREAL PROFESSIONAL
- REDKEN
- KÉRASTASE
- MATRIX

LUXURY PRODUCTS

- LANCÔME • GIORGIO ARMANI • YVES SAINT LAURENT
- BIODERM • RALPH LAUREN • KIEHL'S • SHU UEMURA •
- HELENA RUBINSTEIN • CACHAREL • DIESEL



ACTIVE COSMETICS

- VICHY • LA ROCHE-POSAY •
- INNÉOV • SKINCEUTICALS •

CONSUMER PRODUCTS

- L'ORÉAL PARIS • GARNIER •
- MAYBELLINE NEW YORK • SOFTSHEEN • CARSON •



line L'Oreal has occupied brand corners in many big malls and retail outlets in which Garnier products get a major chunk. L'Oreal has tie ups with many big beauty salons and parlors who can promote and sell its products. Over the past decade the company has trained more than 30,000 hairdressers in India in the use of its products. And it has helped to establish about 300 salons in the past five years.

The theory is simple: If there is no natural demand for your goods, stimulate it. "We have created a profession and a market," Didier Villanueva, L'Oréal India's country manager, said. "If you train people they will use your products." Its sales in India, where it is No 2 behind Unilever, are growing at 35 % a year. This year, they are about €100 million (£71 million). Although L'Oréal's professional products division represents only 17 % of total revenues, hair color was the Paris-based group's genesis and remains the creative heart of the business. Money-spinning mass-market brands such as Garnier are being pushed hard in India, where the company estimates there is a market of 50 million. Garnier products are easily available for sale on many websites in India.

7.6.1.4.8 Price Strategy

The target segment for any product is that homogeneous group of people which is purported to be the most potential customer for the product. The market follows the Pareto Principle, which says that 80 per cent of the sales come from 20 per cent of the people. Thus, for any product, one of the major tasks of marketers is to identify the group of 20 per cent that gives 80 per cent revenue of that product's sale to the company. No surprise then that major marketing efforts of companies attempt to attract the most potential group. In the present stage of immense competition, companies are required to effectively plan their pricing strategies to not only retain current customers but to also expand the customer base by targeting new segments with an aim to convert them into loyal customers. Trying to strike a balance in its pricing strategy for the Indian market, L'Oreal India Private Ltd believes that by introducing more stock keeping units (SKU's) it will be able to tide over the steep pricing of its products. L'Oreal is

7.6.1.6.3.4 Discover the shades



Pic.7.27:- Garnier Products Package - Colour Naturals



Pic.7.28:- Garnier Colour Naturals shades

Garnier Fructis Hair Color - Are you fond of changing the color of your hair? If yes, you probably know the various types of hair coloring. Every woman loves to apply distinct colors in their hairs. If you desire to color your hair, it is a must to select the best hair coloring brand. Some women who fail to choose the right product completely suffer from several consequences. Ineffective hair coloring products can firmly damage you hair. So, if you don't want to experience this kind of situation, you need to understand the real concept of hair coloring products.

reliable hair coloring products. As compared to other types of hair coloring products, it has several options to choose from. All types of hair color are available depending on your preferences.

Unlike other hair products, this type of product will never damage your hair. In fact, it completely secures your hair conditions. If you want to know better about your desired hair coloring products, you need to check its great features and applications. In addition, some products are very prone to risky conditions. If you don't know the exact information of any hair coloring products, you don't need to purchase them. In purchasing these products, you need to check its real content. Since there are several fake items, it is a must to consider your best dealer. If you really want to get the genuine Garnier Fructis Hair Color Products, you need to check the items online. You can view and read several product reviews to identify their real content and how they can change your hair appearances.

7.6.1.7 L'Oreal Professional Products

7.6.1.7.1 All Different: Each Unique

L'Oréal Professional works in partnership with L'Oréal Professional salons to help hairdressers to dream, excel and succeed.

-Dream

Hair is the fashion accessory of today, worn everyday to reflect the personality of the individual, as important to the total look as any item (element) of catwalk clothing. Everything we do reflects this passionate interpretation - from our inspirational live shows, our partnership with Central Saint Martin's College of Art & Design, to our seasonal colour collections. With L'Oréal Professional you'll be inspired to take fashion to your heart and create beautiful hair.

✓ Extra coverage collection: Blend grey away with no ammonia!

Six flattering, Ammonia-Free, multi-faceted shades let the shine come through but not the grey. Extra Coverage shades provide full-bodied color coverage for hair that is up to 75% grey. Replenishes hair with long lasting, velvety rich, natural colors and shine, warm shades, inspired from honeyed hues drenched in the sun's soft shimmering light. Indulge in this lush, luminous palette of multi-tonal shades from caramel blondes to delectable honey brunette.



Pic.7.32:- Blend Grey away with no Ammonia colour shades

✓ Wonder.Brown Haircolor

Fashion brown hair color for your naturally dark hair! If you have naturally dark, resistant hair and want dazzling brunette shades with rich, dimensional effects that won't fade red or orange, ask your hair stylist about Wonder. Brown. Wonder. Brown is available in select markets.



Pic.7.33:- MATRIX Wonder Brown Hair Colour shades

✓ Wonder. Brown Mocha

Get brass-free, dazzling brunette color with Wonder. Brown - permanent hair colour for naturally dark, resistant hair

on, for example itching to the scalp. It doesn't contain any ammonia, so the dye is odourless, which is good because I can't stand the smell of hair colour. It's meant to be very gentle on the hair and the colour it gives is meant to be very accurate, precise and even from root to tip.

There are 57 shades available in cool, vibrant and luminous warm tones. Inoa also allows for lightening up to 3 levels minus the bleach.

- ✓ Orderless
- ✓ Optimise scalp comfort
- ✓ Optimised respect for hair
- ✓ Unlimited colour results

I think I want to be a true chocolaty brown with a warm reddish undertone. I used to get my hair coloured a deep golden mahogany brown and it was nice. So I am thinking probably something along those lines. I have already checked if there's any salons near me that does this, and there's loads.

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Don't just colour your hair, Renew it.

7.6.2.1.1 About Renew

Renew cream hair colour is a breakthrough formulation from the Godrej Hair Care Institute, a centre dedicated to the art and science of hair care in India. The Renew cream hair colour **is** specially designed to give vivid colours on Indian hair so that it enhances your personality. The new Renew conditions your hair, not once but twice. Thus you get twice the shine and softness. New Renew cream hair colour contains Aloe + Protein conditioners that protect and revitalize your hair while you colour it. The special after colour conditioner provides nourishment and moisture to your coloured hair, giving it a healthy shine. Renew transforms your hair and personality effortlessly. The rich, non-drip formulation is so easy to apply that it makes hair colouring a real pleasure. Renew spreads evenly on your hair to give a rich attractive colour all over that lasts for a long time. Renew cream hair colour is available in two sizes. 50ml priced at Rs. 65 (after a price discount of Rs. 15) and the new 20ml pack priced at a never before Rs. 35 (after a price discount of Rs. 5). The bigger pack is sufficient for colouring shoulder length hair and offers a range of attractive shades viz. Natural Black, Natural Brown, Burgundy, Light Brown, Light Golden Brown and Cinnamon Red (New shade). Renew 20ml is specially formulated for men and women with short hair. The new Renew 20ml pack is also ideal for touch ups. This means that you use and pay only for the quantity that you require. Now that's a great colour at a great value. The 20ml pack is available in popular colours – Natural Black and Burgundy.

7.6.2.1.2 Powder Hair Colour

Renew Powder Hair Colour is a first of its kind in the hair colour segment. Its unique feature is that it uses water as its developer, which is the mildest developer in the world. It is easy to apply and does not drip, giving a natural colour to the hair from root to tip. The product, which ensures 100% grey coverage, is available in four colours – Burgundy, Auburn Red, Natural Dark Brown and Natural Black. It is enriched with an herbal nourishment of Henna and Hibiscus. Godrej Renew Powder Hair Colour is quite pleasant owing to the fact that it is ammonia free.

Godrej Renew Powder Hair Colour offers the Indian consumer more choice at a reasonable price of Rs. 20/- per sachet in a carton pack containing three sachets of powder. Godrej Renew gives a gorgeous look to your hair; it is suitable for all age groups.

Preview from Notesale.co.uk
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Pic.7.41:- Godrej Renew Cream Hair Colour Promotional Ad

7.6.3.3 REVLON COLOR 'N CARE®

- ✓ With Coconut Oil for Deep Conditioning
- ✓ 100% Grey Coverage
- ✓ Non -Drip Cream Formula
- ✓ Long lasting
- ✓ Gives deep conditioning for soft and shiny hair

7.6.3.3.1 Shades

- Natural Black-1N
- Brown Black-2N
- Darkest Brown-3N
- Medium Brown-5N
- Burgandy-3RV
- Light Golden Brown-6G



Pic.7.48:- REVLON COLOUR N CARE

7.6.4.3.1 Colour your hair any time

With other hair colouring products, you normally have to set aside some time on the weekend, so that you can get your hair coloured as you like it. But Indica 10 Minute Herbal Hair Colour is so quick and convenient; you can get the colour you want any time.

7.6.4.3.2 Long Lasting Colour

Indica 10 Minute Herbal Hair Colour might be quick, but it's also very long lasting. In fact you'll find that the colour lasts as long as any other hair colouring products.

7.6.4.3.3 Made with herbal ingredients

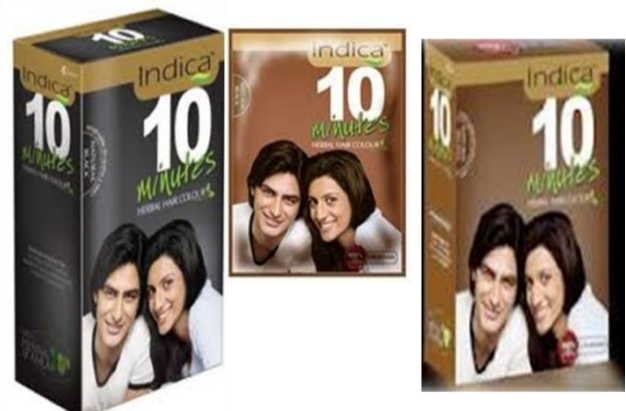
As the name suggests, Indica 10 Minute Herbal Hair Colour is made with herbal ingredients like Amla and Henna. This means that it colours your hair naturally, it's also very safe to use.

7.6.4.3.4 Get great colour whenever you want

It really takes just 10 minutes to get great looking colour in your hair, so make sure you try Indica 10 Minute Herbal Hair Colour, and you'll always be looking your best.

7.6.4.3.5 Target Audience

Indica 10min's primary target is the fast paced consumer in his late twenties to mid thirties. It has been able to transcend across the country gaining acceptance from consumers with its unique benefit and proposition.



Pic.7.53:- CavinKare INDICA 10 Minutes Herbal hair colour Sachets Pack

office. Loctite and UniBond adhesives and sealants, Pritt glue sticks, Polyseamseal caulk, and Plastic Padding chemicals. Henkel Adhesive Technologies India Private Limited is a subsidiary of Henkel AG & Co. KGaA, Germany. The company offers its products to the Indian automotive OEM's and component suppliers, steel industry, general industry, appliance, construction equipment, aviation, defense, and aluminum customers. The renowned brands offered by Henkel Chembond in the country include Bonderite®, Multan®, P3®, Turco®, Autophoretic®, Aquence®, and Passerite®. Headquartered at Mumbai in India.



Pic.7.57:- HENKEL Adhesive Portfolio

7.6.5.3 Milestones of Success

A chemist named Hars Schwarzkopf founded the company in 1898. He invented and marketed the first powder shampoo. Driven by his passion for hair and his vision for the industry he also founded a hairdressing academy in 1927. Schwarzkopf & Henkel is one of the largest cosmetic companies in the market having customers base in 125 countries worldwide that purchased EUR 3.269 billion in 2010. The extensive portfolio includes many best known brands and best loved products in colourants, styling, hair care, toiletries, skin care, oral hygiene and fragrances. 'Schwarzkopf Professional' division holds a top 4 position among salon exclusive brands.

7.6.5.3.1 Schwarkopf stands for:

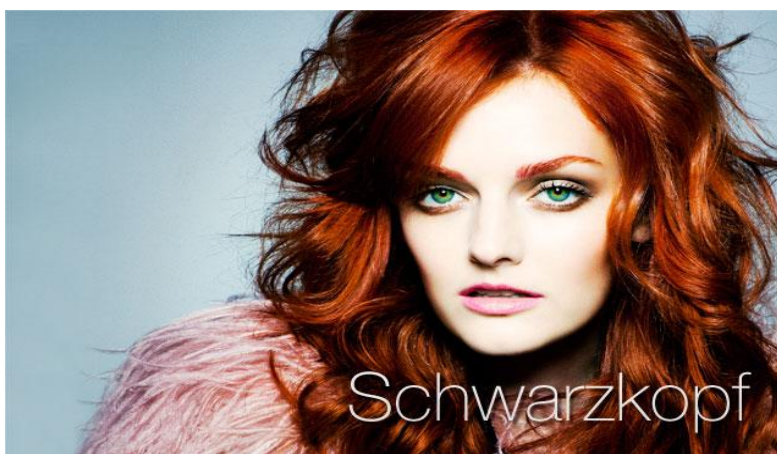
They stand for innovation, reliability, quality, trust and competence - these are the foundations on which our business thrives. We are driven by a passion for creating beautiful hair and this is reflected in

7.6.5.5 Consumer Rating: Schwarzkopf - One of the "Most Trusted Brands"



A proof of the great trust that consumers have in Schwarzkopf: For 9 years in a row the readers of the magazine Reader's Digest awarded Schwarzkopf the "Most Trusted Brand" award. For the 9th time in a row consumers showed their trust in the brand Schwarzkopf. In 2009 Schwarzkopf was again one of the "Most Trusted Brands", brands that the consumers associate the greatest trust with. Reader's Digest consulted nearly 24.000 of its readers to determine Europe's most trusted brands in 31 product categories. In terms of hair care consumers voted for Henkel's proven quality for the 9th year in a row: Schwarzkopf still is the number one choice for German consumers. There were 124 hair care brands in the corresponding category, among which Schwarzkopf is the most trusted one. Reader's Digest surveys are one of the biggest displays for consumer satisfaction in Europe. The informants decide entirely free based upon their individual experience. Decisive criteria are product quality, price-performance ratio, image and the consideration of customer needs.

7.6.5.6 We Love Hair: 111th Schwarzkopf Anniversary



Pic.7.68:- Schwarzkopf - We love hair



Pic.7.70:- STREAX Hair Colour Shades

STREAX Colour Shades		
Walnut Brown	Brown	Flame Red
Burgundy,	Intense Copper	Soft Black
Dark brown	Natural Black	Dark Ash Blonde
Cinnamon Red	Reddish Brown	Light Brown
Mahogany	Mahogany Blonde	Platinum Brown
Honey Blonde	Golden Brown	

7.6.6.3.1.2 Specifications

- ✓ Colourant:50ml
- ✓ Developer:50ml
- ✓ Conditioner (4 sachets of 6ml each)
- ✓ Applicator brush
- ✓ Gloves
- ✓ Instruction booklet

7.6.6.3.3 STREAX Ultralights-Large

A brilliant way to bring an end to flat hair colour by simply brushing in subtle, lighter tones with Streak Ultra lights. Gorgeous lighter tones are ultra-quick and ultra-simple! Say goodbye to boring hair and hello to colour with shine and texture! Available in two variants



Pic.7.74:- STREAX ULTRALIGHTS-LARGE

Style 1- Soft Highlights,

Style 2. - Vibrant Highlights

7.6.6.3.4 Vasmol Hair Dye

UPER VASMOL 33 KESH KALA becomes all the more powerful with the natural power of Almond Protein & Ayurprash. Almonds, are rich source of proteins, vitamins & antioxidants, encourages luxuriant & healthy hair growth which makes your hair not just black, but naturally beautiful and healthy black. Ayurprash is composed of botanical extracts that protect and care for the hair, from the root to the tip.



Pic.7.75:- UPER VASMOL 33 KESH KALA

7.8.1.2.4.1 REVLON COLORSILK



Shades: Soft Black 1WN, Light Golden Brown 5G, Dark Mahogany Brown 3RB, Natural Brown 115, Medium Brown 4N, Brown-Black 2N, Dark Brown 3N, Black 1N(Rs 300)

Now available @ Rs. 320

7.8.1.2.4.2 Revlon Color 'N Care

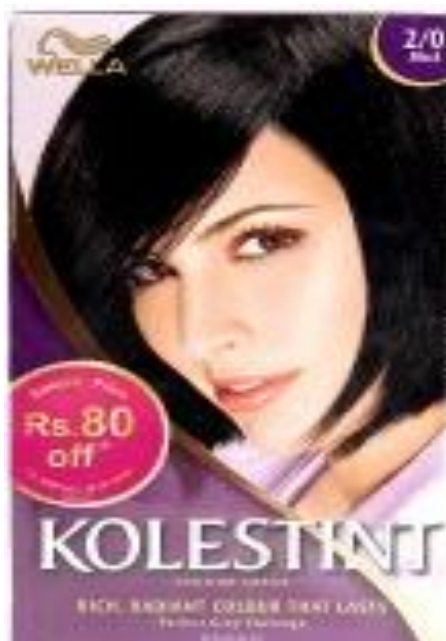


SHADES: Darkest Brown 3N, Natural Black 1N. **Now available @ Rs. 145**

7.8.1.2.4.3 REVLON TOP SPEED HAIR COLOR - Natural Black 1 @ Rs 550

7.8.1.2.4.4 REVLON TOP SPEED HAIR COLOR - Brown Black 2 @ Rs 595





Shades: Black 2/0

4% OFF ~~Rs.439~~ Now available @ Rs.421

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7.8.2



7.8.2.1 Garnier Color Naturals

Hair coloring kit, 4-Brown, 100 % grey coverage

Now @ Rs.139



7.8.2.2 Loreal Excellence Cream

Hair coloring kit, 3-Darkest Brown,

~~Rs.499~~ Now @ Rs.459

9.1.1.3 Indicates the Income Level of the respondents

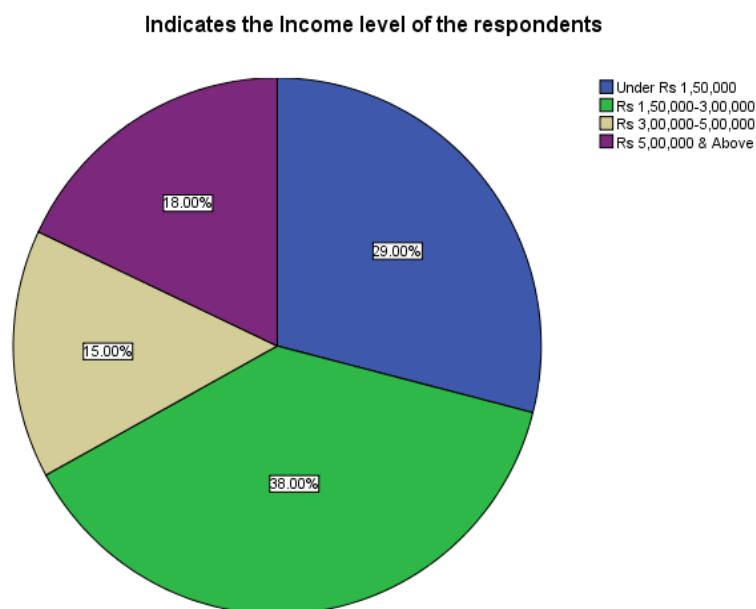


Fig 9.3:- The above the graph indicates the Income Level of the Respondents

From the above figure, it can be observed that maximum respondents were having an Income level between 1,50,000-3,00,000 i.e. 38% closely followed by respondents with income lesser than Rs. 1,50,000 i.e. 29%. Least being within the range of Rs 3,00,000-5,00,000.

9.2.2 Indicates whether the respondent colour their hair

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	100	100.0	100.0	100.0

Table 9.5:- This table indicates whether the respondents colour their hair (Frequency)

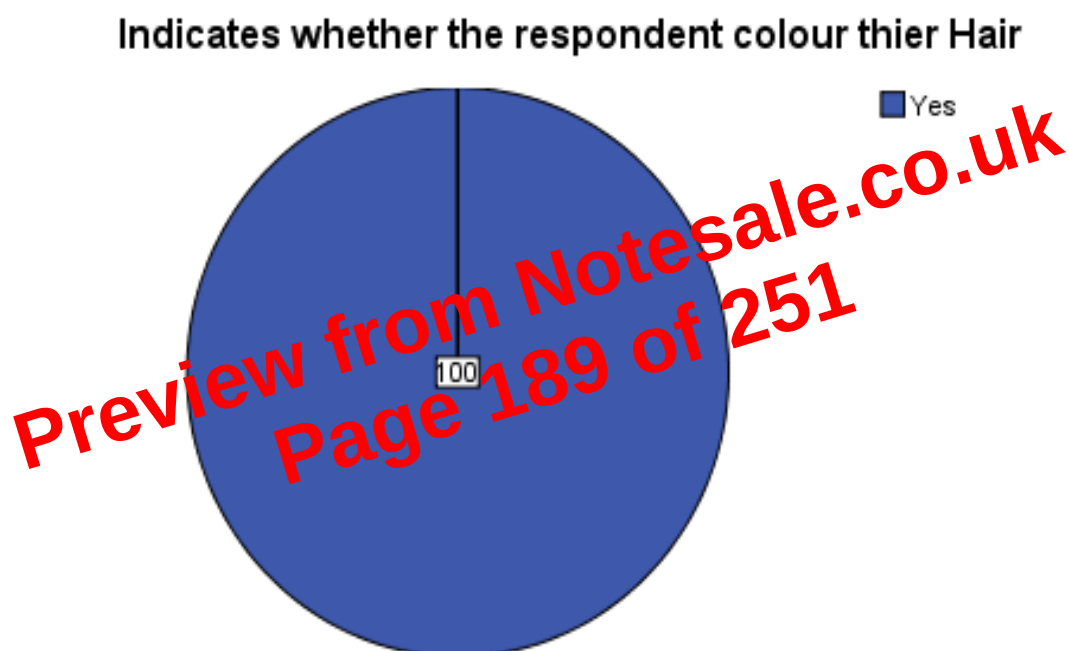


Fig 9.4- The above graph indicates whether the respondents colour their Hair

From the above table, it can be observed from the sample that all of the women respondents i.e. 100%, colours their hair.

2,5,6,8	1	1.0	1.0	45.0
2,6	4	4.0	4.0	49.0
2,6,	1	1.0	1.0	50.0
2,6,7,8	1	1.0	1.0	51.0
Dyeing the grey/white hair	18	18.0	18.0	69.0
3,4,6	1	1.0	1.0	70.0
3,4,7,8	1	1.0	1.0	71.0
3,6	2	2.0	2.0	73.0
3,8	2	2.0	2.0	75.0
To set me apart from the crowd	4	4.0	4.0	79.0
4,	1	1.0	1.0	80.0
To look Younger	2	2.0	2.0	82.0
5,6,8	1	1.0	1.0	89.0
To look more attractive	16	16.0	16.0	99.0
6,8	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 9.8:- This table indicates whether for these reasons respondent prefers colouring their hair (frequency)

1,8	1	1.0	1.0	64.0
12,3	1	1.0	1.0	65.0
Marriage/Engagement	8	8.0	8.0	73.0
2,3	1	1.0	1.0	74.0
2,3,4	1	1.0	1.0	75.0
2,3,7	1	1.0	1.0	76.0
2,5	1	1.0	1.0	77.0
2,3,5,6	1	1.0	1.0	78.0
Birthday/Anniversary	1	1.0	1.0	79.0
3,4,7	1	1.0	1.0	80.0
3,5,6,7	1	1.0	1.0	81.0
Night Club Parties with Friends/Colleagues	4	4.0	4.0	85.0
Vacation/Outing	4	4.0	4.0	89.0
On a Date	1	1.0	1.0	90.0
Other Reasons	10	10.0	10.0	100.0
Total	100	100.0	100.0	

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Table 12: This table indicates the occasion that the respondents prefer colouring their hair

9.2.9 Indicates since how long the respondent using the hair colour brand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 month	4	4.0	4.0	4.0
3 months	12	12.0	12.0	16.0
6 months	25	25.0	25.0	41.0
1 year or more	59	59.0	59.0	100.0
Total	100	100.0	100.0	

Table 9.11:- This table indicates since how long the respondent using the hair colour brand (frequency)

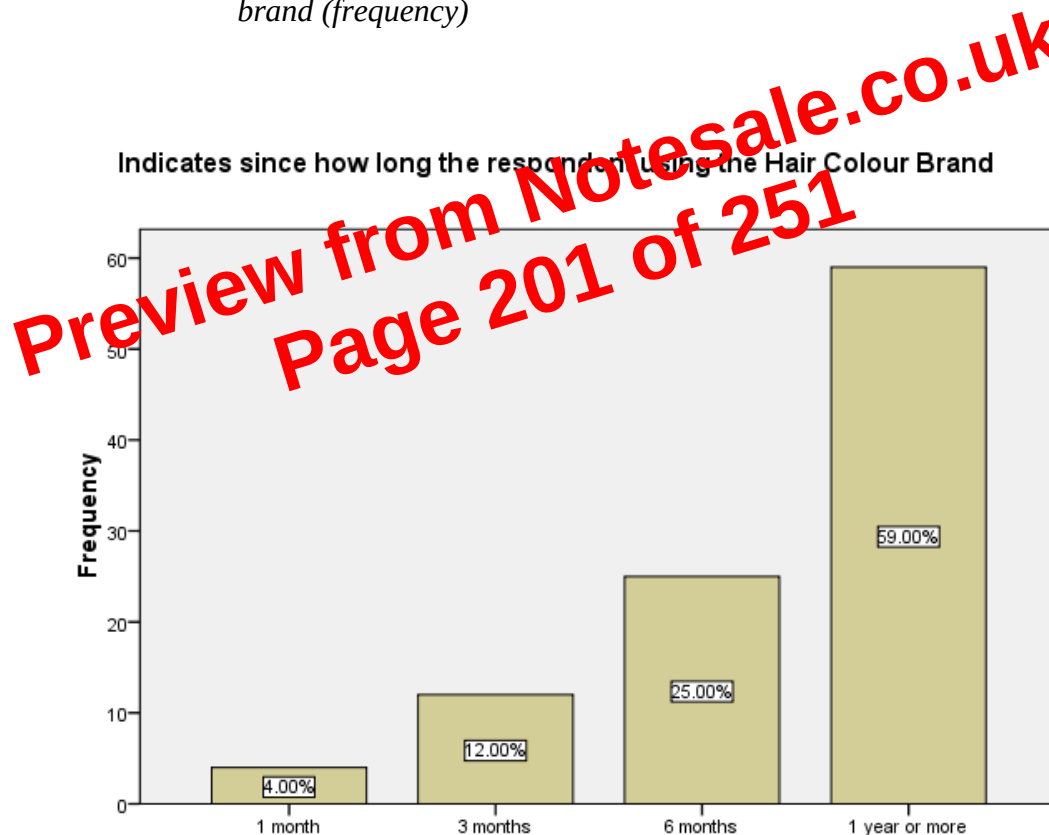


Fig. 9.10:- The above graph indicates since how long the respondents using the hair colour brand

The above graph shows that 59% of the respondents are using their hair colours since 1 year or more followed by 25% for 6 months. Only 4% of the respondents are using since 1 month.

9.2.15.2 Indicates the choice of brand changed by the respondent since started colouring the hair

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid L'oreal Casting	2	2.0	10.5	10.5
Godrej Renew	2	2.0	10.5	21.1
Godrej ColourSoft	2	2.0	10.5	31.6
Schwarzkopf	3	3.0	15.8	47.4
Streax	2	2.0	10.5	57.9
Garnier	4	4.0	21.1	78.9
L'oreal Excellence	2	2.0	10.5	89.5
Wella Kolestint	1	1.0	5.3	94.7
Revlon ColourSilk	1	1.0	5.3	100.0
Total	19	19.0	100.0	
Missing System	81	81.0		
Total	100	100.0		

Table 9.20:- This table indicates the choice of brand changed by the respondent since started colouring the hair (Frequency)

Indicates the choice of brand changed by the respondent since started colouring the hair

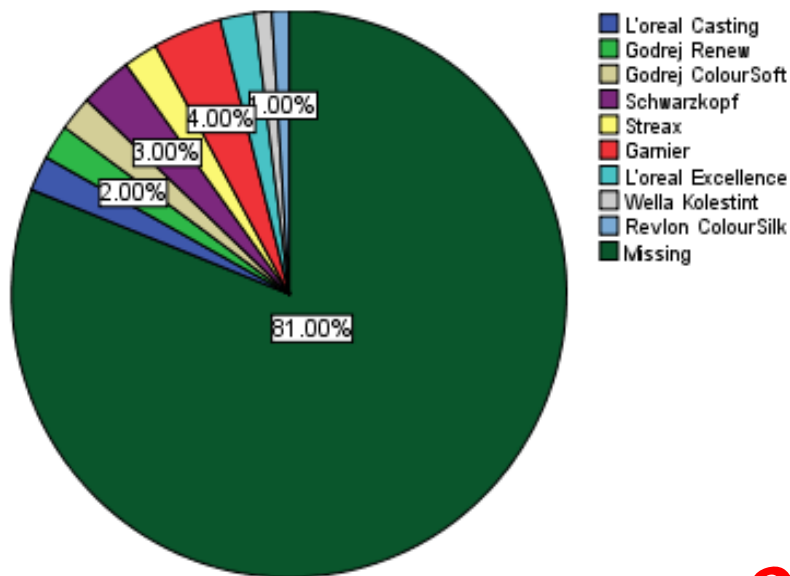


Fig.9.16:– The above graph indicates the choice of brand changed by the respondents using since started colouring the hair

The above graph indicates the changes in brand that the respondents did since they started colouring their hair. It can be observed that 19 % of the sample size changed their brand and the maximum number of brand switched was Garnier to other brands followed by Schwarzkopf (3%). Where minimum brand changed was Wella Kolestint and Revlon ColourSilk.

9.2.17 Chi-Square to find the level of importance on the various parameters for the respondents

Ho: There are no significant differences in the the level of importance on the various parameters for the respondents

Ha: There are significant differences in the the level of importance on the various parameters for the respondents

	N	Mean	Std. Deviation	Minimum	Maximum
Indicates respondent view in terms of Hair being the most important part of the body	100	3.37	.812	2	5
Indicates respondent view in terms of colouring the hair as do not like the natural colour of the hair	100	2.93	.756	1	5
Indicates respondent view in terms of deciding the hair colour face/eyes colour plays an important role	100	4.54	.637	2	5
Indicates respondent view in terms of hair colour effects does not last long	100	4.03	.948	1	5
Indicates respondent view in terms of colouring their hair at home rather than going to the parlour	100	2.77	1.004	1	5
Indicates respondent view in terms of colouring the hair as and when the hair dresser suggest	100	3.36	.938	1	5
Indicates respondent view in terms of hair colour maintains the image and helps to achieve it	100	4.61	.618	3	5
Indicates respondent view in terms of experimenting with different shades of hair colour	100	2.48	.847	1	5
Indicates respondent view in terms of not trusting the hair colour made by various brands	100	4.04	1.082	1	5
Indicates respondent view in terms of International Brands are much better in quality in comparison to Indian Brands	100	4.36	1.040	2	5
Indicates respondent view in terms of not liking to experiment with different brands as it concern the hair	100	4.81	.581	2	5

Indicates respondent view in terms of Quality of the product is more important than brand name	100	4.92	.273	4	5
Indicates respondent view in terms of not minding in paying premium price for hair colour if it does not have any side effects	100	4.86	.427	2	5
Indicates respondent view in terms of preferring less price rather than a good brand name	100	1.56	.833	1	5
Indicates respondent view in terms of preferring hair colours to keep up with fashion	100	3.54	.846	2	5
Indicates respondent view in terms of colouring hair boost up their confidence	100	3.76	.793	2	5
Indicates respondent view in terms of after colouring hair feel like going out more for occasions/events	100	3.70	.810	2	5
Indicates respondent view in terms of availability of brand in the market is more important than promotional offers	100	4.19	.895	2	5
Indicates respondent view in terms of hair colours are better compared to dye as more options are available	100	3.24	.900	1	5

Table 9.24: This table indicates the level of importance on the various parameters for the respondents

	Observed N	Expected N	Residual
Strongly Disagree	4	20.0	-16.0
Disagree	30	20.0	10.0
Neither Agree Nor Disagree	42	20.0	22.0
Agree	17	20.0	-3.0
Strongly Agree	7	20.0	-13.0
Total	100		

Table 9.25:- This table indicates respondent view in terms of colouring the hair as do not like the natural colour of the hair

Table 9.35:- This indicates respondent view in terms of not liking to experiment with different brands as it concern the hair

	Observed N	Expected N	Residual
Disagree	2	25.0	-23.0
Neither Agree Nor Disagree	3	25.0	-22.0
Agree	7	25.0	-18.0
Strongly Agree	88	25.0	63.0
Total	100		

Table 9.36:- This table indicates respondent view in terms of Quality of the product is more important than brand name

	Observed N	Expected N	Residual
Agree	8	50.0	-42.0
Strongly Agree	92	50.0	42.0
Total	100		

Table 9.37:- Indicates respondent view in terms of not minding in paying premium price for hair colour if it does not have any side effect

	Observed N	Expected N	Residual
Disagree	1	33.3	-32.3
Agree	11	33.3	-22.3
Strongly Agree	88	33.3	54.7
Total	100		

Table 9.38:- Indicates respondent view in terms of preferring less price rather than a good brand name

	Observed N	Expected N	Residual
Strongly Disagree	59	20.0	39.0
Disagree	32	20.0	12.0
Neither Agree Nor Disagree	4	20.0	-16.0
Agree	4	20.0	-16.0
Strongly Agree	1	20.0	-19.0
Total	100		

4,5,11	2	2.0	2.0	58.0
4,5,9	1	1.0	1.0	59.0
4,7	2	2.0	2.0	61.0
4,8	1	1.0	1.0	62.0
Long lasting hair colour	3	3.0	3.0	65.0
5,11	6	6.0	6.0	71.0
5,7	4	4.0	4.0	75.0
5,8	1	1.0	1.0	76.0
5,8,11	1	1.0	1.0	77.0
6,7	1	1.0	1.0	78.0
6,8	1	1.0	1.0	79.0
6,8,11	1	1.0	1.0	80.0
No side/harmful effects	5	5.0	5.0	85.0
7,11	1	1.0	1.0	86.0
7,8	2	2.0	2.0	88.0
Healthy Hair without damage	1	1.0	1.0	89.0
8,11	1	1.0	1.0	90.0
8,9	1	1.0	1.0	91.0
Good/Superb brand	4	4.0	4.0	95.0
9,	1	1.0	1.0	96.0
9,10,11	1	1.0	1.0	97.0
9,11	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Table 9.46:- This table indicates the reasons for respondent to recommend the current hair colour brand to others

8. Why do you colour your hair?

- i. To keep up with Fashion ☐
- ii. To boost my confidence ☐
- iii. Dyeing the grey/white hair ☐
- iv. To set me apart from the crowd ☐
- v. To look younger ☐
- vi. To look more attractive ☐
- vii. Peer Pressure ☐
- viii. Hair dresser suggestion ☐
- ix. Any other, please specify _____ ☐

9. On what occasion do you colour your hair?

- i. Festival season ☐
- ii. Marriage/Engagement ☐
- iii. Birthday/ Anniversary parties ☐
- iv. Night club parties with friends/colleagues ☐
- v. Vacation/outing ☐
- vi. Award functions ☐
- vii. On a date ☐
- viii. Any other, please specify _____

10. How do you feel after you have coloured your hair?

- i. Fashionable ☐
- ii. Pampered ☐
- iii. Confident ☐
- iv. Sexier ☐
- v. Feminine ☐
- vi. Individual ☐
- vii. Younger ☐
- viii. Professional ☐

15. How often do you **buy** Hair Colour? (Please tick one)

- i. Just tried once ☐
- ii. Once in a month ☐
- iii. Twice in a month ☐
- iv. Once in 3 months ☐
- v. Twice in 3 months ☐

16. How often do you **use** hair colour? (Please tick one)

- i. Just tried once ☐
- ii. Once in a month ☐
- iii. Twice in a month ☐
- iv. Once in 3 months ☐
- v. Twice in 3 months ☐

17. Please rate the following factors as per important to you for hair colour. Circle as

1

= Least Important 5 = Most Important

Price	1	2	3	4	5
Variety in colour	1	2	3	4	5
Amount paid for the product	1	2	3	4	5
Quality of the product	1	2	3	4	5
Brand name	1	2	3	4	5
Long lasting colour	1	2	3	4	5
Easy to use	1	2	3	4	5
Packaging	1	2	3	4	5
Advertisements	1	2	3	4	5
Promotional offers	1	2	3	4	5
Availability in the market	1	2	3	4	5
Displayed in the shop	1	2	3	4	5
Free sample distributed induced trial	1	2	3	4	5
SKU's available	1	2	3	4	5

18. Which are the top three hair colour brands that comes to your mind

	Hair Colour
i.	
ii.	
iii.	

19. Is it the same brand you have been using since you started colouring your hair?

Yes ☐ No ☐

If no, please mention other brands used _____

20. Rate the following reasons for change in your hair colour on a scale of 1-5 where

Encircle as 1 = Less Important 5 = Most Important

Poor Quality	1	2	3	4	5
Not Ammonia free	1	2	3	4	5
Side effects	1	2	3	4	5
Not Long lasting	1	2	3	4	5
Difficult to apply	1	2	3	4	5
Experience	1	2	3	4	5
Better Alternative	1	2	3	4	5
SKU not available	1	2	3	4	5

7.55	HENKEL Laundry & Home Care Portfolio	130
7.56	HENKEL Cosmetics / Toiletries Portfolio	131
7.57	HENKEL Adhesive Portfolio	132
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7.59	SCHWARZKOPF IGORA Action	134
7.60	SCHWARZKOPF IGORA SENEHA Hair Colour	134
7.61	SCHWARZKOPF IGORA Royal Hair Colour Brand	135
7.62	SCHWARZKOPF ABSOLUTE Hair Colour Shades	136
7.63	SCHWARZKOPF IGORA ROYAL FASHION +	138
7.64	SCHWARZKOPF IGORA VIBRANCE Demi Permanent Colour	139
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