

# Case Study on Consumer's And Retailer's Perception Towards Kara Facial Wet Wipes And Its Market Presence. (With Special Reference to Pune)

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## Research Objectives :

- To understand the retailer and consumer perception for Kara Wipes .
- To study about the visibility of Kara wipes in market.
- To find the barriers that hinders the sales of Kara wipes.
- To find out the attributes that influence the consumer and retailers' perception towards Kara facial wipes.
- Case study covers the concept of consumer perception, market analysis, penetration and competitor analysis .

## ABSTRACT

This case study is aimed at analyzing the visibility, barriers to sales of Kara wipes, customers and retailer's perception, likes, dislikes and needs. It also aims at assessing the strategies used to promote Kara wipes and studying how useful they are.

The Company wants to increase the visibility of the Kara wipes and increase its awareness among people in order to increase the sales of Kara wipes in Balewadi, Pune region.

The research was focused on the study and analysis of data collected from all those customers and retailers who are already using and selling facial wipes respectively. The Purpose was to know why customers prefer or do not prefer Kara facial wipes and how retailers

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see Kara as a product to be sold, what are the influencing factors, what barriers they are facing, their likes and dislikes form the product, their perceptions, needs and feedback about Kara facial wipes.

## 1. INTRODUCTION ABOUT COMPANY AND THE PRODUCT:

**Future Group** is an Indian privately owned business, headquartered in Mumbai. The organization is known for having a critical conspicuousness in Indian retail and design segments, with mainstream general store chains like Big Bazaar and Food Bazaar, way of life stores like Brand Factory, Central and so forth and furthermore for having an outstanding nearness in FMCG producing segments.

### 1.1 Businesses

Future Group is a corporate group and nearly all of its businesses are managed through its various operating companies based on the target sectors.

These are as follows:

- Future Retail Ltd
- Future Lifestyle Fashion Ltd
- Future Consumer Limited (earlier known as Future Consumer Enterprise Limited)

#### 1.1.1 Future Group retail services:

- FBB (Fashion @ Big Bazaar) Easy day
- Big Bazaar

#### 1.1.2 Future Lifestyle Fashion Ltd:

- Central
- Brand Factory

#### 1.1.3 Future Consumer Limited:

Future Consumer Ltd, known in the past as Future Consumer Enterprise Ltd, is a holding organization. Future Consumer Enterprises Limited was established in 2008. The organization's line of business incorporates the discount dissemination of food supplies and related items. It is a nourishment organization, which is occupied with marking, showcasing, sourcing, assembling and circulation of quick moving shopper merchandise, nourishment and prepared nourishment items. It likewise has Agri-sourcing tasks in India. Its item portfolio incorporates item classes, for example, essential nourishments, prepared to eat dinners, snacks, solidified and handled nourishment items, drinks, individual consideration and home consideration under its own arrangement of brands. It offers nourishment and flavor items under the brands, Fresh and Pure, Golden Harvest, Sangi's Kitchen and Karmiq; tidbits and refreshments under Tasty Treat and Sunkist brands; home consideration items under Clean Mate and Pratha brands, and individual cleanliness care items under brands, for example, Care Mate, Sach, Kara, Swiss Tempelle and Think Skin.

##### 1.1.3.1 Business of Future Consumer:

###### 1.1.3.1.1 Agri-business

FCL has one of the main agri-sourcing activities in the nation. The brilliant gather of Indian ranchers rice, sugar, wheat and so on are handled through 51cwntrs across India for additional reviewing, quality checks, preparing, bundling and dissemination.

###### 1.1.3.1.2 Building food infrastructure:

A one-of-a-kind food infrastructure by FCL - INDIA FOOD PARK is changing the dynamics of food processing sector. Set-up in partnership

with the Ministry of Food Processing Industries, Government of India - this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market. Equipped with world-class food processing units, 22,000-tonne storage capacity, cold storage unit and in-house pulping, milling, flouring, spice & dal units, the massive park is spread across 110-acre land in Tumkur region in Karnataka. The park is a home for several food processing firms where India Food Park enables them to work through a single window system.

#### 1.1.3.1.3 Manufacturing

Outfitted with current innovation, offices and enormous limit of creation, the all around streamlined business of FCEL permits the organization to source best quality crude material, make positive stockpiling conditions and in this way retail the item directly to shopper.

#### 1.1.3.1.4 Food & FMCG Brands:

Being India's biggest sourcing-to-general stores FMCG organization, FCEL is based on prevalent Indian buyer bits of knowledge. FCEL is continually growing its previously existing tremendous arrangement of set up Food and FMCG brands. Presently it takes into account different classes, for example, Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care.

#### 1.1.3.1.5 Franchisee & Distribution

Nigiris: Through a system of franchisees, FCL has a solid nearness in the local comfort stores in south India. Its accomplice Nigiris is probably the most seasoned retail, dairy and pastry kitchen brand in south India.



## 1. INDUSTRY SCENARIO

The Indian Fast-Moving Consumer Goods (FMCG), otherwise called Consumer-Packaged Goods (CPG), is items that have a brisk turnover and generally minimal effort. FMCG part is the fourth biggest division in the Indian economy. It involves nourishment items section which is the pioneer with around 42% piece of the pie, individual consideration fragment with 22% piece of the pie, texture care with 12% piece of the pie (ibef.org). The healthy skin advertise has a place with the Personal Care fragment of the FMCG area in India. In close to home consideration section moist disposable clothes is a developing portion which is accessible in various variations. Their expanding request is because of reasons like expanding tidiness and cleanliness awareness among the clients, present day and occupied way of life and comfort to utilize. Other than being accessible as reviving and make-up evacuation wipes. They are likewise accessible in house hold care class for cleaning furniture, kitchen products, and so on. The class of these wipes has bit by bit augmented to offer a wide scope of new

variations with various applications subbing regular blend of material, cotton and cleaning arrangement.



Industrialization and urbanization have prompted grouping of human settlement at urban focuses, which are the center point of the business exercises. Industrialization has additionally prompted an expansion in close to home salary levels and the considerable extension of the working class, permitting a more noteworthy number of people to enjoy esteem included buyer dispensable things like facial cleaning wipes, individual cleanliness wipes and efficient items like family unit cleaning wipes and so forth. The developing utilization of wipes in mechanical and shopper applications, joined with modernization and expanded purchaser mindfulness, has prompted an expansion of interest of wipes internationally. Wipes began at the base or all the more accurately, the infant's base. However, during the previous decade, the class has developed to incorporate hard surface cleaning, cosmetics applications and expulsion, tidying and floor cleaning. Truth be told, applications other than child care currently represent about half of deals in the wipe's classification.

## 2.1 Classification of wipes based on application

Wipes mainly cater into 3 categories:

- Personal Care wipes

- Household & home cleaning wipes
- Industrial cleaning wipes

Expendable wipes have developed into a worldwide business idea producing more than \$5 billion in deals a year. Accomplishing solid twofold digit development, a seemingly endless amount of time after year, the classification currently expects a significant job in the individual consideration showcase. Created locales like the U.S., Western Europe and Japan will keep on driving the worldwide wipes advertise in light of the enormous well-to-do populace and way of life patterns concentrated on efficient items. Creating areas like China and India will show a quick development for wipes – because of the mechanical extensions prompting express financial development. presenting inventive items. Cleaning surface creators are endeavoring to guarantee their wipes customers have heaps of choices with respect to normally welcoming things. A segment of the classes where we can want to see future advancement are family cleaning wipes, little youngster wipes and facial wipes.

## 3. MARKET SCENARIO

In the previous barely any years there has been a blast in the number and sorts of wipes accessible to the shopper. India tissue and wipes items advertise are one of the developing classifications in cleanliness industry of the nation. Tissue paper advertise is portioned essentially into paper napkins, bathroom tissues, facial tissues and other tissue-based items. Wipes showcase for the most part involves in two classes, for example, individual consideration wipes that incorporates child wipes, facial wipes, restorative wipes, hand disinfecting wipes, female wipes, private wipes, and so on and family unit cleaning wipes that

contains kitchen wipes, kitchen wipes, glass surface cleaning wipes, washroom wipes, nourishment administration wipes, car care wipes.

Tissues and wipes items have seen a gigantic development in the ongoing years in India. The fundamental elements driving the interest for tissues and wipes incorporate fast urbanization, developing white collar class individuals, rising consciousness of wellbeing and cleanliness and the expanding accessibility of helpful cleanliness items. India tissue advertise developed with a CAGR of about 8.05% in the time of five years from 2010 to 2015, while wipes showcase has exhibited the CAGR of 15.21% during a similar investigation period. In the present situation, paper napkin portion is creating the biggest income inside tissue paper advertise. Institutional purchasers are contributing for most of deals of tissue papers in India. In the wipes advertise, infant wipes items have indicated colossal development, while individual cleanliness wipes, for example, facial wipes, ladylike wipes, and so on, are at beginning time.

Information screen, UK-based statistical surveying consultancy, appraises that 50 percent of Indian people accept that truly appealing individuals have more open doors throughout everyday life. "Rising abundance and more noteworthy cognizance of individual picture and cleanliness are required to drive development in both provincial and urban regions," said Euro screen, a London-based statistical surveying firm, in a report. Deals of devoted men's preparing items in India are assessed to be \$500m per year, and ascending at 15 percent every year.

Changes in patterns in the wipes showcase have additionally been driven by new item advancements and the positive gathering of new item applications by the shopper. The worldwide market for moist disposable clothes keeps on developing, despite the fact that it is critical to be discerning of the difficulties that will introduce incredible troubles to many.

Those organizations that can consolidate front line innovation with the advancement of new and inventive thoughts will make due over the long haul. The wipes in India are commonly made of Viscose and Spun ribbon. Birla Cellulose produces 98% of the Viscose Staple Fibber in India, so it is ready to do well against other

nearby players as they would need to buy VSF from it. The expendable facial moist disposable clothes advertise is assessed at Rs 8 crores. Kara holds a noteworthy situation in showcase with turnover of Rs. 4.5 crores in this way catching 56% of the market. Be that as it may, the segment in India is as of now divided and chaotic.

Wipes saw a flood in the quantity of players competing for buyer consideration towards the last 50% of the survey time frame. Johnson & Johnson (India) Ltd Himalaya Drug Co., Godrej Consumer Products Ltd., origami, Dettol, give a tough competition in the market.

The main statistical surveying organization KSA TECHNOPAK directed a market study and found that there is a colossal undiscovered potential for wipes in India. As indicated by the study after Delhi NCR and Chandigarh is the greatest market for beautifiers in North India. The expendable wipes advertise in India faces solid rivalry from less expensive Chinese imports. At the point when it bars the child

wipes class, the individual consideration wipes market might be the littlest segment of the general wipes showcase, however it is among the quickest developing fragments. As per an ongoing report from Smithers Pira, the individual consideration wipes showcase was relied upon to create generally \$2.8 billion in deals and devour more than 88,000 tons of nonwovens before the finish of 2016. The economic analyst assessed that deals would increment to \$4.1 billion and more than 133,000 tons of expended nonwovens by 2021.

### 3.1 Characteristics of Kara skin care wipes:-

- It is extremely convenient to use.
- There is absolutely no hassel when you use it because you don't need any cotton balls to use it.
- You can carry it anywhere and everywhere with you.
- It optimizes the efficiency of the usage as it is so easy to use.
- It is 100% natural and biodegradable.
- It keeps in mind the hygiene factor very well.
- It is alcohol free and light on the skin.
- It is dermatologically tested and hence people trust it.

In 2009-10 Kara was the main brand in the market with 56% of piece of the overall industry yet disregarding development of 20% in close to home wipes section the deals of Kara wipes is diminishing and the information shows that deals has diminished almost by about 25%, which is additionally influencing the piece of the overall industry of Kara wipes.

These are the hand purifying wipes that clean and sterilize hands more successfully than fluids.

| IMAGE  | VARIANTS                  | DESCRIPTION  |
|--|---------------------------|--|
|  | Deep Pore Cleansing Wipes | Kara Deep Pore Cleansing is a gentle, effective way to clean your skin of dirt, grime and excess of oil. Enriched with Jojoba and Avocado extracts, it unclogs pores, detoxifies and thoroughly exfoliates dead skin all     |
|  | Sunscreen Wipes           | Kara sunscreen wipes has a formulation of SPF 20 which protects the skin from the adverse effects of UV A and UV B sun rays. It is enriched with antioxidants like plum extract and vitamin E that nourishes the skin.       |
|  | Moisturizing Wipes        | Kara Moisturizing wipes is enriched with the goodness of almond and honey for beautiful radiant and glowing skin. It is also fortified with vitamins for skin conditioning and is suitable for use right throughout the year |
|  | Toning Wipes              | Kara Toning Wipes is enriched with Rose and Thyme extract that tighten the skin and maintain the normal balance  |
|  | Make Up Removal Wipes     | Kara Make-Up Removal Wipes are enriched with Lavender and Seaweed extracts that removes the make-up in just one swipe  |
|  | Refreshing Facial Wipes   | Kara Refreshing wipes are enriched with Aloe Vera for skin nourishment and mint oil for effective freshening & Neem wipes for skin protection. It ensures effective cleansing to remove dirt & excess oil.                   |

### 3.2 Competitor Analysis

Rivalry is additionally bringing up in wipes showcase as the market of wipes is undiscovered in India. Consequently, the test is to instruct the objective gathering about the convenience of this item. This undertaking is equipped to deal with Kara since the objective gathering is now presented to such items. The main undertaking is to teach the propensity for purchasing and utilizing the wipes. The item is important in the Indian market for two reasons. One is the atmosphere which requires such an item and second is the developing number of woman experts. The brand has the slogan " At your best. Continuously " which plainly imparts the center brand situating.

Kara has a decent potential to make and own another classification. The brand as of now has the primary mover advantage. In any case, the classification doesn't have a lot of passage

hindrances. It can confront hardened rivalry from modest imports. Be that as it may, Kara has the budgetary support of Future gathering and the interest in building this brand will prepare for another fruitful showcasing story.

Numerous local correctives just as non-restorative organizations just as others, for



example, Johnson and Johnson, Origami, Himalaya, Dettol, Gini and Good Look have gone into the market with their low-value wipes to catch the piece of the overall industry. All the while, numerous Chinese wipes are coming to India with their lower cost and attempting to catch market of wipes as in numerous shops of discount advertise in Chandigarh. Low costs alongside more wipes are being offered to wholesalers.

### 3.3 Competitors

#### 3.3.1 Origami wet wipes

Origami wipes are available in 8 different fragrances: -

Cologne, Lemon, Rose, Aloe Vera, Lavender, Tuberosa, Anti-bacterial, Baby gentle wipes 10 wipes packet of these wipes cost Rs. 25. So each wipe cost Rs. 2.5/-

#### 3.3.2 Fresh Ones

Fresh Ones cleansing wipes are available in three variants: - Lime, Rose, Cologne

These wipes are available in 100 sheets pack of Rs. 175. Each wipe cost Rs1.75

#### 3.3.3 Zuci Natural Care wipes

These wipes were available in three variants: -

- Deep pore cleansing wipes with citrus fruit extract for oily skin.
- Sunscreen wipes with Aloe Vera and Vitamin E.
- Refreshing wipes with cucumber and mint for soothing skin.

These wipes are available in 15 wipes pack of Rs. 50. There was an offer on these wipes they were offering three packs of these wipes at Rs. 129 only whereas one pack of it cost Rs. 50.

#### 3.3.4 Care mate



Origami and care mate are the major competitors of Kara. Care mate is the biggest competitor of Kara because they are offering buy one and get one scheme and its prices are very low. They are offering three wipes pack at Rs. 99 only and two wipes pack at Rs. 75 only.

### 3.3.5 Other competitors

- Dettol
- H<sub>2</sub>O
- Deep Clean, ETC.

## 4. LITERATURE REVIEW

The investigation of customer perspectives and observation is a troublesome errand for promoting specialists. Right now serious market condition, purchasers are step by step turning out to be whimsical and progressively flighty creation the investigation significantly more confused

When all is said in done Perception is the procedure by which an individual select, sorts out, and deciphers upgrades into an important and rational image of the world. (Schiffman, Kanuk, Kumar2010). The customer conduct towards different items, brands and so on are resolved through its recognition. As the administration needs to choose "What changes in the advertising methodologies ought to be embraced so the buyers and retailers are profoundly fulfilled?"

Around 70 percent of India's supreme masses lives in nation India. With creating compensation of the customers from natural India, the industry is focusing more on conveying unequivocal things, SKUs, assessed reasonably for these business parts. As indicated by Euromonitor International Report, in characterizations, for instance, greatness and individual thought; buyer machines; homecare and retailing; India positions close to breaking into top 10 markets on the planet by retail regard. However, India's overall situating in tissue and tidiness class is world's most

negligible with respect to regard bit of the general business.

### 4.1 According to "India Tissues & Wipes Market Outlook, 2021,"

tissue paper advertise gets the greatest interest from institutional shoppers, for example, inns, cafés, medical clinics, and other business structures. Wipes are likewise offered in gathering and business culture in metro urban communities. Not many global organizations are available in the Indian market and putting forth attempt to build up the market. Residential organizations are additionally moving in these rewarding classifications, which are likewise getting rivalry from private name brands. As individuals are moving more towards the cleanliness side, existing players are offering and advancing the items based on cleanliness. Makers are advancing these items by big name supports by utilizing different special exercises to make the shoppers mindful about the new wipes and tissue items and variations. Head Tissues India Limited, Bella India Healthcare Pvt. Ltd., Beeta Machines Pvt. Ltd., Origami Cellulo Private Limited, SCA Hygiene Products India Private Limited and so on is the significant organizations working Indian tissue advertise. The organizations like Johnson and Johnson, Unicharm India, Pigeon India Pvt. Ltd., and The Himalaya Drug Company are controlling the child wipes showcase, while Limited Ginni Filaments Limited and Future Consumer Enterprises are the main players.

**4.2 (Blois, 2000)** In this day and age of boundless decisions and wide assortment of procurement choices accessible, demeanor and recognition may change over the span of purchasing process that may additionally

impact the shoppers to switch brands. Purchasers come to know and find out about brands through different correspondence vehicles like bundling, advancement, notice, business talks and verbal. After shoppers become mindful about the brand, their purchasing choices are guided by the impressions of the brand that they have shaped from the data. Along these lines, the investigation of purchaser observation is a component of to a great extent oblivious procedure of customer conduct.

#### **4.3 (Schiffman & Kanuk, 2007)**

Shopper recognition is a guess of the real world. Buyer mind attempts to bode well out of the upgrades to which they are uncovered. Recognition is "the procedure by which an individual select, composes, and deciphers upgrades into a significant and lucid image of the world"

#### **4.4 (Goldsmith & Foxall, 1994)**

Referenced in their book that customers become mindful about nature through the five faculties and thusly sensation is the procedure with which observation starts. Be that as it may, recognition isn't synonymous with sensation in spite of their reasonable interconnectedness. Mentalities and recognitions (both positive and negative) assume a significant job in purchaser purchasing conduct process and have a solid effect in purchasing choices. They are essentially decided by the attributes of the item/administration that purchasers see and the proper assessments of these qualities depend on their fulfillment level.

On the off chance that a customer feels happy with the item/administration, he/she would

represent an inspirational disposition towards it that would inevitably make a great recognition in the purchaser's brain (Assael, 1998).

### **5.0 RESEARCH METHODOLOGY**

Research instrument of structured questionnaire was used during this study.

100 respondents were considered (i.e. out of 170 questioners 100 were complete filled) from Pune region

Survey: - A structured Questionnaire was constructed for collection of data to know the market scenario for Kara wipes as a brand and to get customer and retailer perception to accomplish the objective of study. Some of the questions are multiple choice question and other are scored on a five-point Likert scale ranging from "strongly disagree" to "strongly agree"

Observation (non-participant): - Data was collected by non-participant observation. In which researcher observe about the attribute of Kara wipes which is attract customers and the attribute which change their perception toward the product. This study was done in some modern markets like Big Bazar and central.

Interview (non-directive): - Data was also collected by non-directive interview in which open ended question was asked from retailers in different markets which provides the information about the demand of Kara wipes, Intermediaries expectations from the company and bottlenecks which exists in these markets.

Scaling:- In this research both nominal and ordinal scale was used as in some questions only labels was given to the responses and some of the questions were scored on five-point Likert scale to get the information about the

importance and significance of different variables to attain the main objective.

**Sampling:** For the purpose of this study convenience sampling i.e. non-probability sampling was used for collecting the data by getting the questionnaire filled by the respondent. It provides easiness and quick responses from the respondent.

## 5.1 Data collection

### 5.1.1 Primary data: -

The primary data has been collected via Structured questionnaire.

Observation while interviewing with retailers- Non-directive interviews while interacting with the retailers.

### 5.1.2 Secondary data: -

The secondary data has been collected via following: Through internet and books.

## 5.2 Data analysis

### 5.2.1 Product studied

Kara is a premium brand owned by future consumer enterprise limited, previously owned by Aditya Birla group who sold its consumer products business to Kishore Biyani-led Future Consumer Enterprise Ltd, now known as Future Consumer Ltd. Kara wipes are manufactured at the conversion plant at Kharach. Kara stands for inner beauty and for the woman who knows she is beautiful and does not need dolling up. Helps restore beauty by wiping in goodness of natural ingredients of skin care products, while wiping out dirt, grime & sweat.

#### 5.2.1.1 What makes Kara distinct from the rest?

Each Kara wipe is made from Viscose fibers, a 100% natural bio-degradable fibre. It is pure, soft and has high moisture absorption capacity. Kara wipes are dermatological tested. They are hygienic, skin-friendly and do not leave lint on the skin.

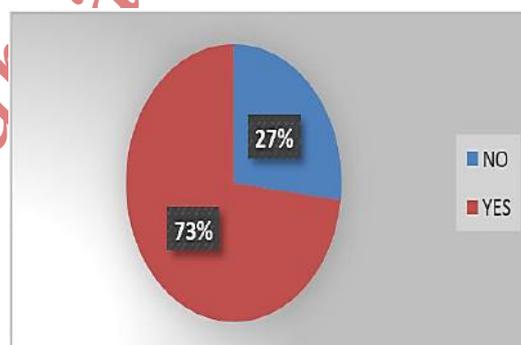
5.2.2 The tools that have been used for data analysis and interpretation are:

Excel: Bar graphs and pie chart for graphical representation of the data.

## 6. FINDINGS AND INTERPRETATION

### 6.1 Questionnaire Analysis to know about Consumers Perception:

#### 6.1.1 Do you use facial wet wipes?

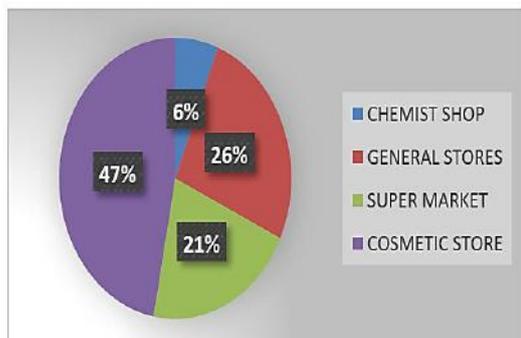


Interpretation:

The above pie chart shows that 73% (73) respondents are the user of wet facial wipes. Being randomly surveyed a sample of 100 people offline; this may not be the actual result in the market. But this huge positive response clearly indicates that the use of wet facial wipes in Indian market has increased. It also provides a scope that people are shifting their mind from

traditional liquid form of cosmetics products to the wet wipe’s products.

6.1.2 *From where do you buy wet wipes most of the times?*



Interpretation:

This result shows that people generally visit general stores or cosmetic shops to buy wet wipes. Almost 47% people visit cosmetic store 26 % visit general store and other visits super/hyper markets to buy facial wet wipes. So, company should make strategies to increase the visibility of the product in good cosmetic shops and also in general stores.

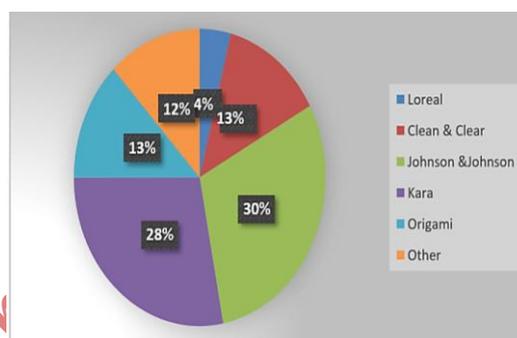
6.1.3 *Which factors influence your perception towards a skincare product and induce you to buy it?*

| FACTORS                     | RESPONSES |
|-----------------------------|-----------|
| Price                       | 15        |
| Quality                     | 19        |
| Retailers                   | 11        |
| Packaging                   | 12        |
| Celebrity Endorsement       | 10        |
| Suggestions from friends    | 10        |
| Attractive Display          | 11        |
| Advertisement and Promotion | 12        |

Interpretation:

The above table shows the main factors that influence the consumers’ perception towards a skincare product like wet wipes. 90% of the people prefer quality, followed by retailers, advertisements and promotions and so on. Therefore, the company should focus on these factors.

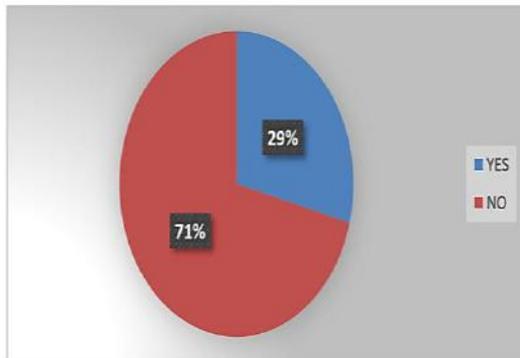
6.1.4 *Which brand comes to your mind when you hear about facial wet wipes?*



Interpretation:

The above graph is indication of market share of the wet wipes market especially in Balewadi. Here, Johnson & Johnson holds a prominent market position as maximum number of respondents recall it, Kara stands 2nd. The other competitors of Kara like origami clean and clear and other Chinese products are giving a tough competition to the market leader. There are other brands in the market as well like L’Oreal and Body shop which are high priced that are mostly preferred by higher income group or brand loyals.

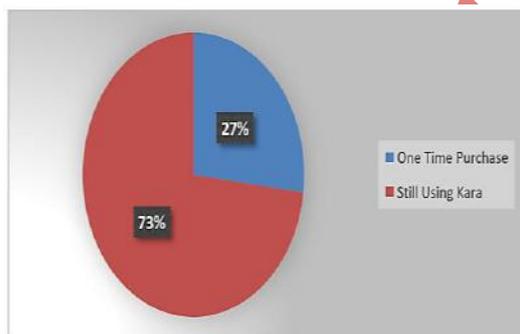
6.1.5 *Have you used Kara facial wet wipes?*



Interpretation:

Among all respondents, 71% have used Kara. 29% of respondents have still not used Kara. Thus, we can infer that Kara is not at its introduction stage rather it is on its growth stage where we need to provide information to customers in convincing them that how our product is different and better than products of the other players in the market.

6.1.6 *If yes, was it a one-time purchase or are you still using Kara wipes?*



Interpretation:

The data shows that 27% of the respondents made only one-time purchase and then switched to other brands which is a cause of concern that has to be studied.

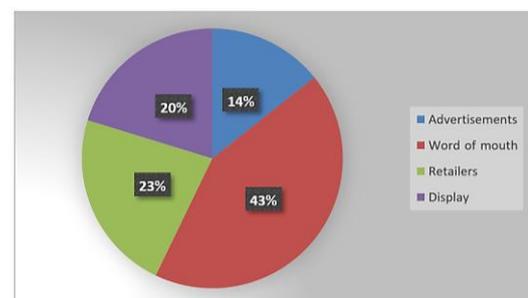
6.1.7 *If no or if it was a one-time purchase, on what parameters u decided not to buy the product?*

| FACTORS            | RESPONSES |
|--------------------|-----------|
| Over Priced        | 31        |
| Poor Quality       | 11        |
| Lack of Visibility | 26        |
| Packaging          | 25        |
| Less Variants      | 3         |
| <b>TOTAL</b>       | <b>96</b> |

Interpretation:

This was a multi response question, and as per the table above we can interpret that people decided not to buy the product because they feel it is overpriced, followed by its lack of visibility, packaging and so on.

6.1.8 *From where did you come to know about Kara wipes?*

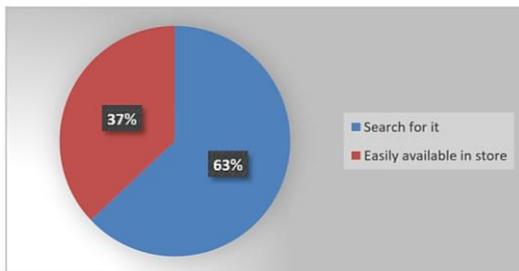


Interpretation:

The data shows that out of 84 respondents, 36 heard about Kara through word of mouth and only 19 respondents came to know about it

through the retailers. This shows that retailers also are not interested in promoting Kara wipes in comparison to other similar brands. So, the company should focus on building strong relation with the retailers so that they promote Kara to the customers.

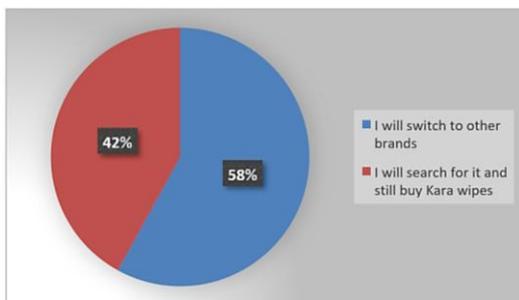
**6.1.9** *How easily are you able to locate Kara wipes when you visit any store?*



Interpretation:

The data shows that large numbers of people have to search for the product in the store. The product should be made visible in the stores to catch the attention of the customers and they start buying it over other brands.

**6.1.10** *Will you prefer buying Kara wipes if they are not easily visible in the market or switch to another brand?*

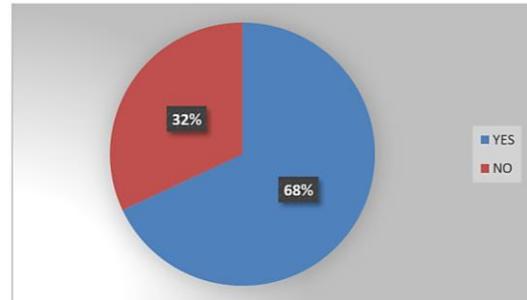


Interpretation:

The data shows 58% of the respondents will switch to other brands if Kara is not visible to them in the stores. This shows that 42% people are brand loyal for Kara; however, the company should focus on increasing the visibility to

increase the conversion rate of these 58% people.

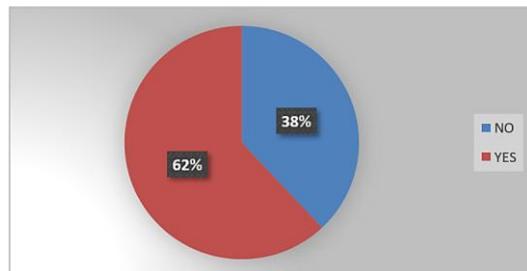
**6.1.11** *Do you think discounts and offers on Kara wipes induce you prefer it over other brands?*



Interpretation:

As per the pie chart, 68% of the respondents said that discounts and offers induce them to prefer Kara over other brands. This shows that the strategy used by company is effective to induce the customers.

**6.1.12** *Do you think the push strategy used by retailers to sell a product induces you to buy it?*



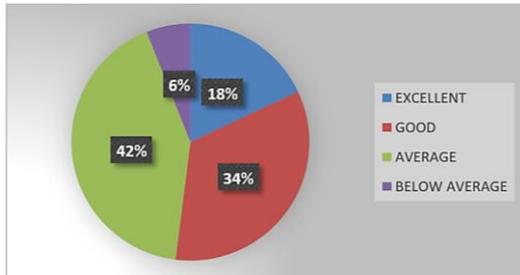
Interpretation:

The data shows that large number of people agrees that push strategy used by the retailers to sell a product induces them to buy the product. So, the retailers should be motivated to push the product to the customers

**6.2 Questionnaire Analysis to know about Retailers Perception:**

*6.2.3 Your opinion about the replacement policy of the company?*

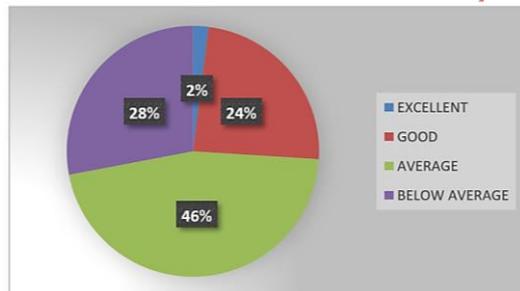
*6.2.1 How are sales of Kara?*



Interpretation:

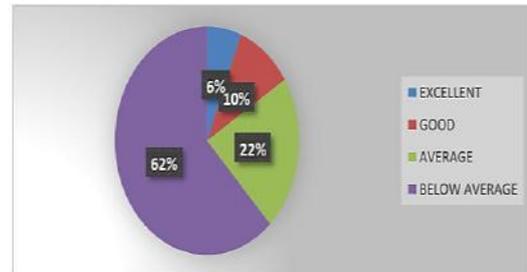
As shown in, according to the 42% retailers' sales of Kara are average while 34% retailers said its good. Therefore, there is still a lot of scope for improving the sales of Kara wipes in this market.

*6.2.2 Your opinion about the delivery of stock as per your order by the distributor?*



Interpretation:

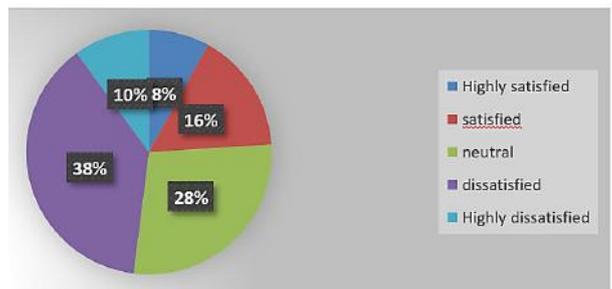
As shown in the fig, only 2% retailer said that the distributor is providing them with the required stock. Whereas 46% retailers said that it is average. This shows that the retailers are not completely satisfied with the delivery by the distributor. So, the company should focus on delivering the stock on time and as per the requirements in order to improve the sales.



Interpretation:

The above graph shows that more than half of the retailers are not satisfied with the replacement policy of the company which means that the expired or damaged stock is not replaced by the company which is a cause of concern for the retailers which also effects the sales.

*6.2.4 How much are you satisfied with the services given by the representatives of the company?*



Interpretation:

The above graph shows that 38% of the retailers are not satisfied with the services given by the representatives of the company. And only 8% retailers are completely satisfied. This indicates that the company should focus on building healthy relations with the retailers.

### 6.3 Inferences

- Kara wet wipes are not easily visible in the stores and this is affecting their sale, as chi square test showed that buying decision depends upon the visibility of the product.
- The main factors that influence the consumers' perception towards a skincare product like wet wipes are quality, followed by retailers, advertisements and promotions.
- The main barriers that hinder the sales of Kara wet wipes are overpricing and lack of visibility of the product.
- According to retailers' perception, the replacement policy of the company is not up to the mark and the stock provided by the distributor also does not match their requirements which lead to lack of satisfaction and thus poor sales as shown by chi square test that sales are dependent upon the satisfaction level.
- As per customers' perception, Kara wet wipes are superior in quality as compared to other brands
- The retailers are not pushing the customers to buy Kara wet wipes even though the customers said that they might consider buying a product if the retailers push them to buy it.
- However, the discounts and offer prove to be a successful strategy that induces the customers to prefer Kara wet wipes.
- It is observed that the sales of Kara Facial wet wipes are average and they have a change to improve in the market.
- The retailers are not satisfied with the replace policy of Kara, Kara should work on their retail policy.
- The retailers are satisfied with the delivery pattern of Kara Facial Wet Wipes.
- In todays environment facial wet wipes are must because of the increased pollution and Kara are 100% organic so Kara can improve more in the market.
- It is observed that quality, price and advertisement play an important role in the sales of Kara and they should focus on those factors more.
- The placing of the product in the retail outlets should be improved, as it is a part of cosmetic product it should also be placed in the cosmetic section and also it should be displayed in an eye-catching manner to increase its visibility and get the attention of the customers.
- Company should acknowledge the customers that the company is charging high prices because of its high-quality material unlike of other brands and also educate that compromise in quality of fibre can harm the skin through different media sources.
- Some posters or danglers should be there in the outlets promoting Kara so that the availability of the product is known to the customers and promotional activities should be organized providing samples and testers in some major stores.

- People think that Kara is a woman-oriented product so company should focus more on increasing awareness that it is a unisex product.
- The profit margin which the retailers are getting from Chinese and other brand wet wipes are very high as compared to Kara. So, the company should focus on retailer's expectations to make them satisfied.
- The company should directly contact the retailers regularly to know the consumer
- reaction as well as the retailer's opinion about the product.
- A blog can be created on internet which can educate people about skincare and benefits of using Kara wipes. It can also ask for feedback from users and inform them about new variants and offers etc. Also, the website should look attractive and informative.

## 7. CONCLUSION

From the overall study of the project, it can be concluded that the company can increase the sales and visibility if they keenly focus on their sales team, and manage its distribution effectively. Brand like Kara has its own strong image in the market and its quality is incomparable. Kara is facing tough competition from other wet wipes companies, it has strong brand image, which can be maintained by doing promotion activities and building a strong relation with the retailers. Visibility is the major factor which is highlighted by the retailer as well as consumers. It is very difficult to find Kara wipes in different store like cosmetic,

general and medical stores so company should target these stores and focus on placement of the product in these stores. As majorly, women purchased wet wipes products so there is huge opportunity to target males and influence them to buy wet wipes products.

## 8. Class room discussion points:

- The placing of the product in the retail outlets should be improved, as it is a part of cosmetic product it should also be placed in the cosmetic section and also it should be displayed in an eye-catching manner to increase its visibility and get the attention of the customers.
- Company should acknowledge the customers that the company is charging high prices because of its high-quality material unlike of other brands and also educate that compromise in quality of fibre can harm the skin through different media sources.
- Some posters or danglers should be there in the outlets promoting Kara so that the availability of the product is known to the customers and promotional activities should be organized providing samples and testers in some major stores.
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should focus on retailer's expectations to make them satisfied.

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- A blog can be created on internet which can educate people about skincare and benefits of using Kara wipes. It can also ask for feedback from users and inform them about new variants and

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