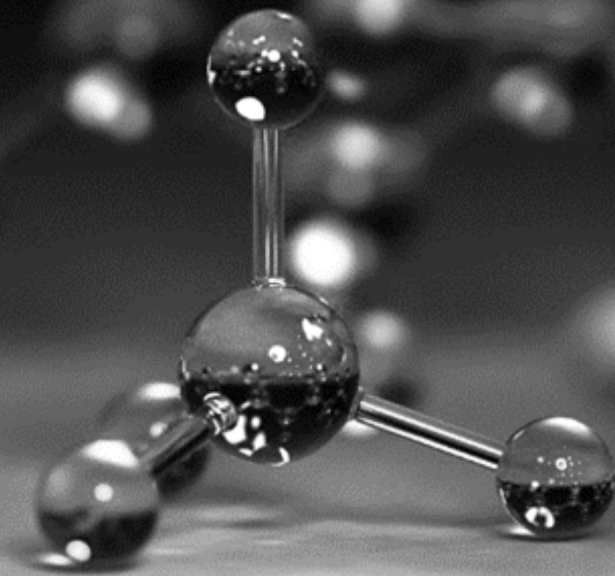


# Indian Market for Hair Oil



# Case Study

## Objective

The client, one of the biggest FMCG giants in India, has identified the following learning goals for this study:

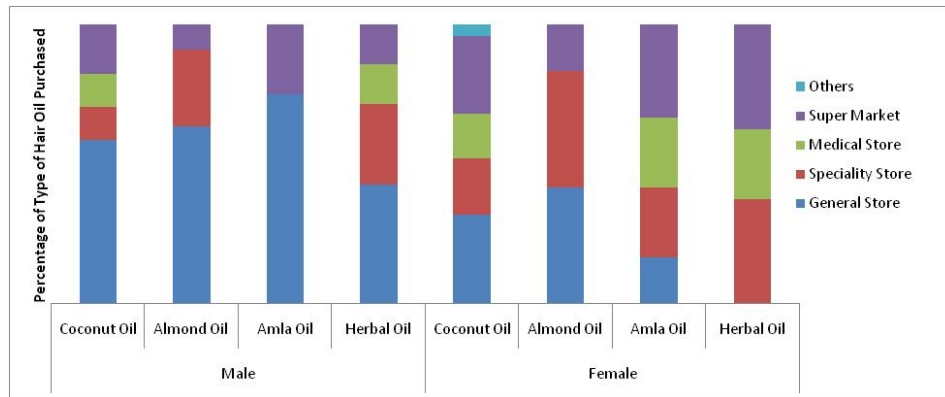
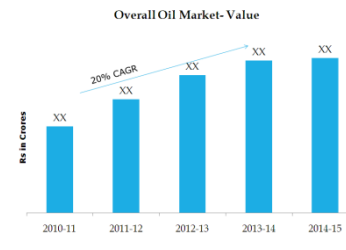
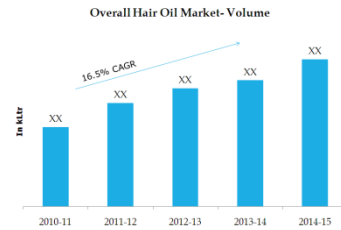
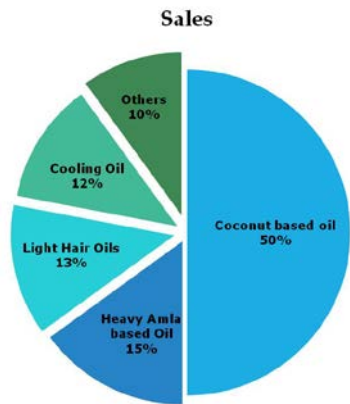
- To understand the demographic profile of the buyers who frequently buy different types of hair oil
- To understand the buying pattern
- To understand the store details
- Segmentation of the hair oil buyers to High, Medium, Low based on the buying pattern

## Solutions

Based on the requirement from the client the following solutions have been proposed:-

- Complete Primary Research to understand the buyers behavior
- Demographic Analysis
- Shopping Analysis across different retail stores
- Understanding the different types of hair oil they are buying

# Some Snippets from the Report



### Factor Analysis: Rotated Component Matrix

	Component		
	1	2	3
PURITY	.775	-.111	
SATISFIED	.738	.302	-.195
QUALITY	.715	-.242	-.160
COMPROMISE ON QUALITY	.592		
NEVER CHANGE MY BRAND	.585	.435	-.269
NATURAL INGREDIENTS	.555	-.128	.233
TRUST ON BRAND	.428	-.270	.104
FAMILY USES	-.112	.767	
LIKE THE ADVERTISEMENT		.641	.568
REASONABLE (PRICE)		.584	
PLANNED PURCHASE	-.104	.216	.812
GOODWILL OF COMPANY	.204	-.208	.764

### Cluster Analysis

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6	Cluster 7	Cluster 8
I use the brand because my family members prefer it	SA	SD	SA	SA	A	SA	SA	A
I use the brand because I like the advertisement	D	D	SD	N	A	A	SA	A
I use the brand because it is reasonable	A	D	N	A	SA	SA	SA	A
I use the brand because of its natural ingredients	SA	A	N	A	SA	N	A	A
I use the brand because of its quality	SA	SA	A	D	A	N	N	A
I use the brand because of its purity	SA	SA	A	D	A	N	A	N
I use the brand because of the goodwill of the company	D	N	N	A	A	N	N	A
I can trust on the brand I use	SA	SA	D	N	A	A	A	A
I make a plan before buying a hair oil	SD	D	SD	A	A	A	SA	N
I do not compromise for the quality even if I have to pay a higher price	SA	SA	A	N	A	SA	A	SA
I am satisfied with the brand I use	HS	HS	S	S	S	HS	S	S
I will never change my brand	N	S	N	N	N	HS	N	S
<b>No. of respondents</b>	<b>13</b>	<b>15</b>	<b>19</b>	<b>14</b>	<b>16</b>	<b>8</b>	<b>6</b>	<b>19</b>

SA - STRONGLY AGREE, A - AGREE, N - NEUTRAL, D - DISAGREE, SD - STRONGLY DISAGREE, HS - HIGHLY SATISFIED, S - SATISFIED