

# PRESENTATION ON FACE WASH

SUBMITTED BY:

NUPUR MITTAL

POOJA SINGH

POOJA SAINI

PIYUSHI

# OBJECTIVES

- To analyze the consumer brand preference for face wash product
- To evaluate consumers attitude towards the usage of face wash product
- To evaluate consumers perception about the important factors pertaining to face wash product purchase decisions

# HYPOTHESES

- Sale of different brand of face wash product are uniformly distributed i.e. there is no significant difference in the sale of different face wash product brand.
- There is no significant difference between the ranking of different brand by the consumers.
- There is no significant difference among the consumers of face wash products on the factors like age , marital status and income etc.
- Different factors which are important in the purchase decision of face wash product do not differ significantly.

# HYPTHEESIS(1)

Sale of different brand of face wash are uniformly distributed i.e. there is no significant difference in the sales of different cosmetic Products brand.

To test the hypothesis, chi square test was applied.

BRAND	COUNT
OLAY	7
HIMALAYA	22
LAKME	10
NIVEA	4
PONDS	9
DOVE	6
OTHERS	8

Chi square value (calculated) = 22.03

Critical chi square value(0.05, 6) = 12.59

Chi square value (calculated) is greater than chi square value, hence hypothesis is rejected and it can be concluded that sales of different brand of face wash are not uniformly distributed.

# HYPOTHESIS(2)

There is no significant difference between the ranking of Different brands by the consumers

Chi square value (calculated) = 45.41

Critical chi square value(0.05, 5) = 11.07

Chi square value(calculated) is greater than chi square critical chi square value, hence the hypothesis is rejected and it can be concluded that there is significant difference between the ranking of different brand by the consumers

# HYPOTHESIS(3)

There is no significant difference among the consumers of different Age groups on their attitude towards the usage of face wash products.

To test this hypothesis ANOVA was applied with following results.

## ANNOVA: SINGLE FACTOR

### SUMMARY

GROUPS	COUNT	SUM	AVERAGE	VARIANCE
UNDER 18-25	33	1807	54.75758	18.43939
26-35	16	879	54.9375	24.19583
36-45	9	479	53.22222	10.94444
46-55	4	211	52.75	38.25
ABOVE 56	4	208	52	58

# ANOVA

SOURCE OF VARIATION	SS	Df	MS	F	P-VALUE	F Critc
BETWEEN GROUPS	54.65373	4	13.65893	0.626791	0.645204	2.522615
WITHIN GROUPS	1329.304	61	21.71986			
TOTAL	1383.939	65				

Since F calculated is less than F critical 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that there is no significant difference among the consumers of different age groups on their attitude the usage of face wash products.



# HYPOTHESIS 3 (b):

There is no significant difference between among the consumers of different educational qualification on their attitude towards the usage of face wash products.

To test this hypothesis ANOVA was applied with following results

Groups	Count	Sum	Average	Variance
Under-Graduate	23	1248	54.26087	26.01976
Graduate	22	1190	54.09091	20.56277
Post-Graduate	12	656	54.66667	16.24242
Others	9	490	54.44444	24.77778

## ANNOVA

SOURCES OF VARIANCE	SS	D f	MS	F	P-VALUE	F CRITC
BETWEEN GROUPS	2.797541	3	0.932541	0.41861	0.988483	2.75297
WITHIN GROUPS	1381.142	62	22.27648			
TOTAL	1383.939	65				

Since F calculated is less than F critical at 95% significance level, hence null hypothesis is Accepted.

So it can be concluded that there is no significant difference among the consumers of different educational qualification on their attitude towards the usage of face wash products.

# HYPOTHESIS 3©

There is no significant difference among the Male and Female consumers about their attitude towards the usage of face wash products.

To test this hypothesis z test was applied with following results

	MEAN	n	Z Value	Z value critical at .05 and 125 d f	Results
MALE	55.59	22	1.74	1.95	Insignificant
FEMALE	53.69	44			Accept the null hypothesis

Since the calculated  $z$  value is less than  $z$  critical (two tailed) at .05 significance level, hence null hypothesis is accepted and it can be said that there is no significant difference in the attitude of male and female consumers towards the usage of cosmetic products.

# HYPOTHESIS 3(d)

There is no significant difference among the Married and Unmarried consumers about their attitude towards the usage of face wash products.

To test this hypothesis z test was applied with following results

	MEAN	n	Z VALUE	Z value critical at.05 and 125 df	RESULTS
MARRIED	54.08	22	-0.4	1.95	insignificant
UNMARRIED	54.54	44			Accept the null hypothesis

Since the calculated  $z$  value is less than  $z$  critical (two tailed) at .05 significance level, hence null hypothesis is accepted and it can be said that there is no significant difference in the attitude of married and unmarried consumers towards the usage of cosmetic products.

# HYPOTHESIS 4

There is no significant difference among the various factors when consumers buy face wash products.

To test this hypothesis ANOVA was applied with following results.

## ANNOVA: SINGLE FACTOR

### SUMMARY

GROUPS	COUNT	SUM	AVERAGE	VARIANCE
PRICE	66	112	1.69697	1.014452
SCENT	66	117	1.772727	0.762937
AVAILABILITY	66	127	1.924242	0.68648
FUNCTION	66	169	2.560606	1.573193
BRAND	66	138	2.090909	0.945455

SOURCE OF VARIATION	SS	D f	MS	F	P-VALUE	F-CRIT
BETWEEN GROUPS	31.10909	4	7.777273	7.804561	5.13E-06	2.399432
WITHIN GROUPS	323.8636	325	0.996503			
TOTAL	354.9727	329				

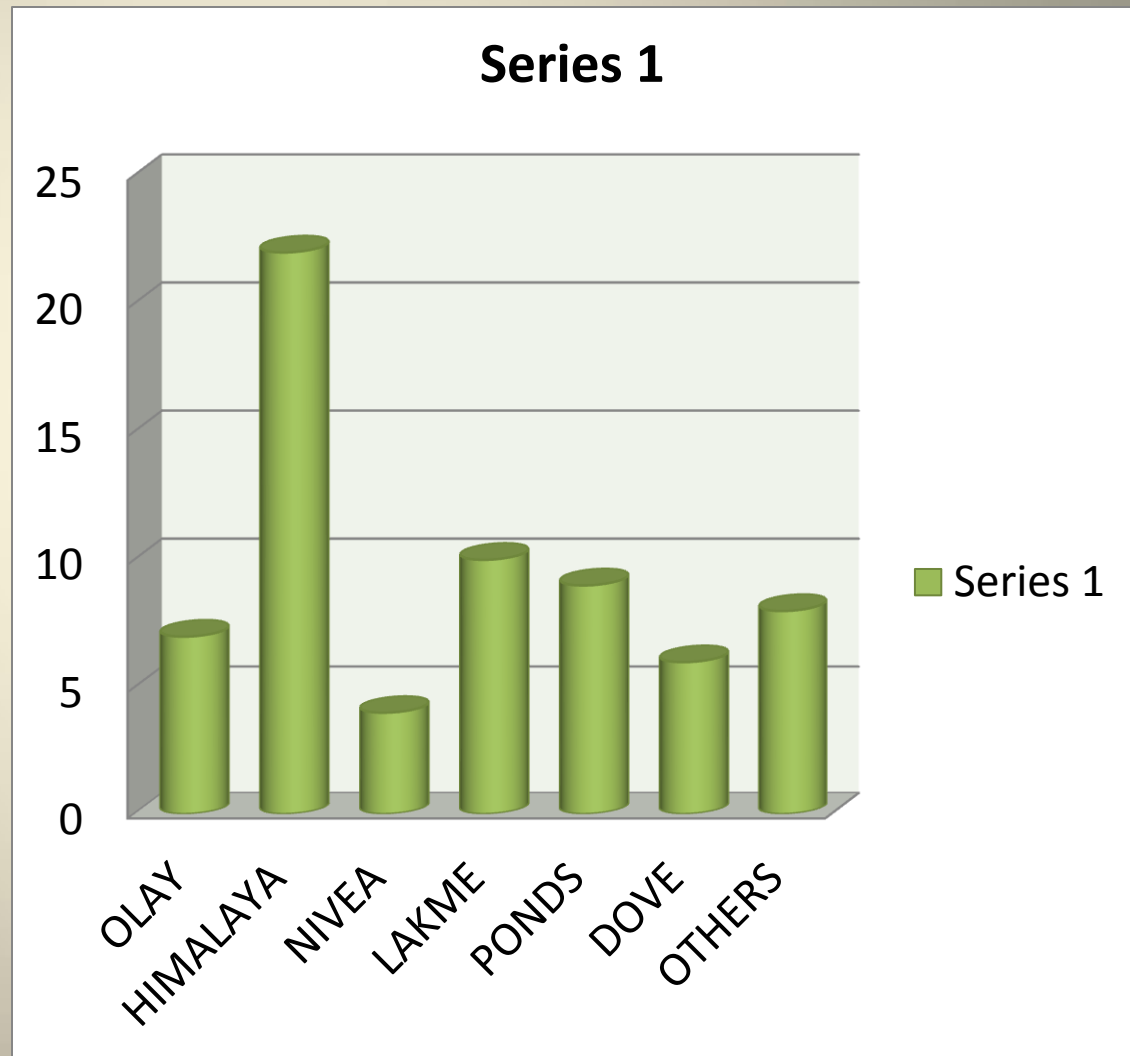
Since the calculated z value is greater than z critical (two tailed) at .05 significance level, hence null hypothesis is rejected and it can be said that different factors hold different importance for consumers while purchasing face wash products.



# Descriptive statistics analysis

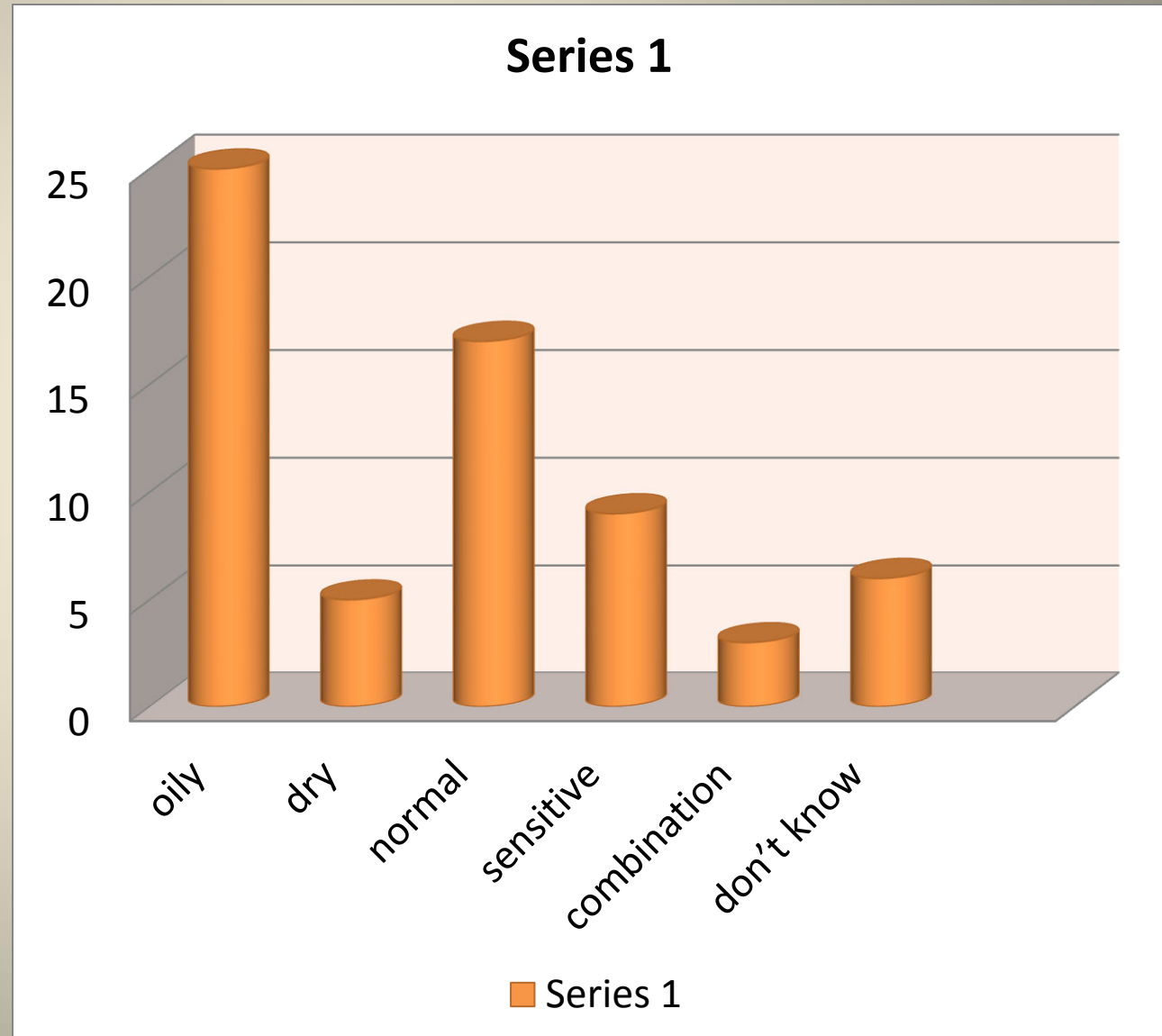
## 1. Most popular brand: Himalaya

BRAND	COUNT
OLAY	7
HIMALAYA	22
NIVEA	4
LAKME	10
PONDS	9
DOVE	6
OTHERS	8



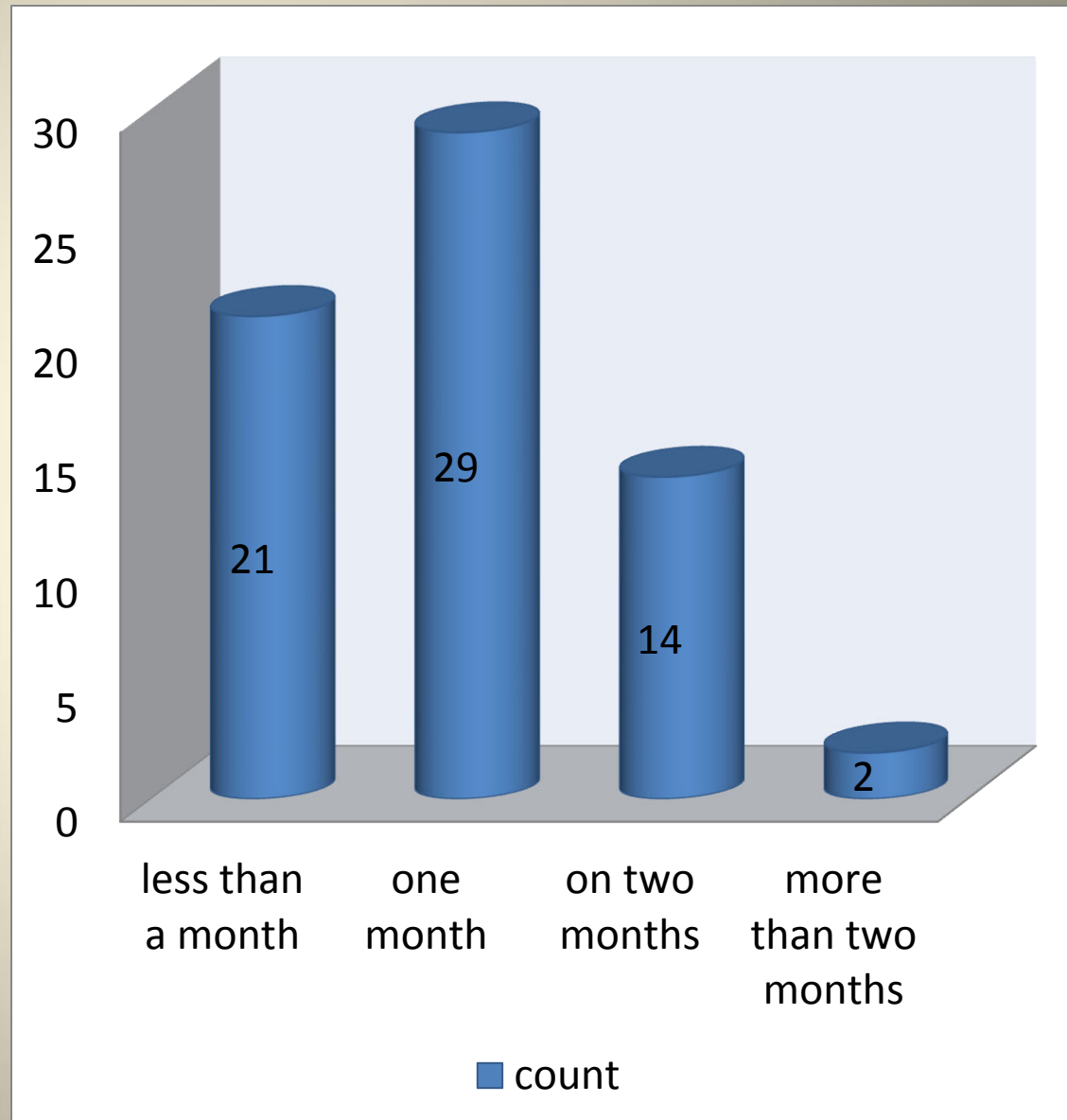
# What is your skin type?

Skin Type	COUNT
Oily	25
Dry	5
Normal	17
Sensitive	9
Combination	3
Don't know	6



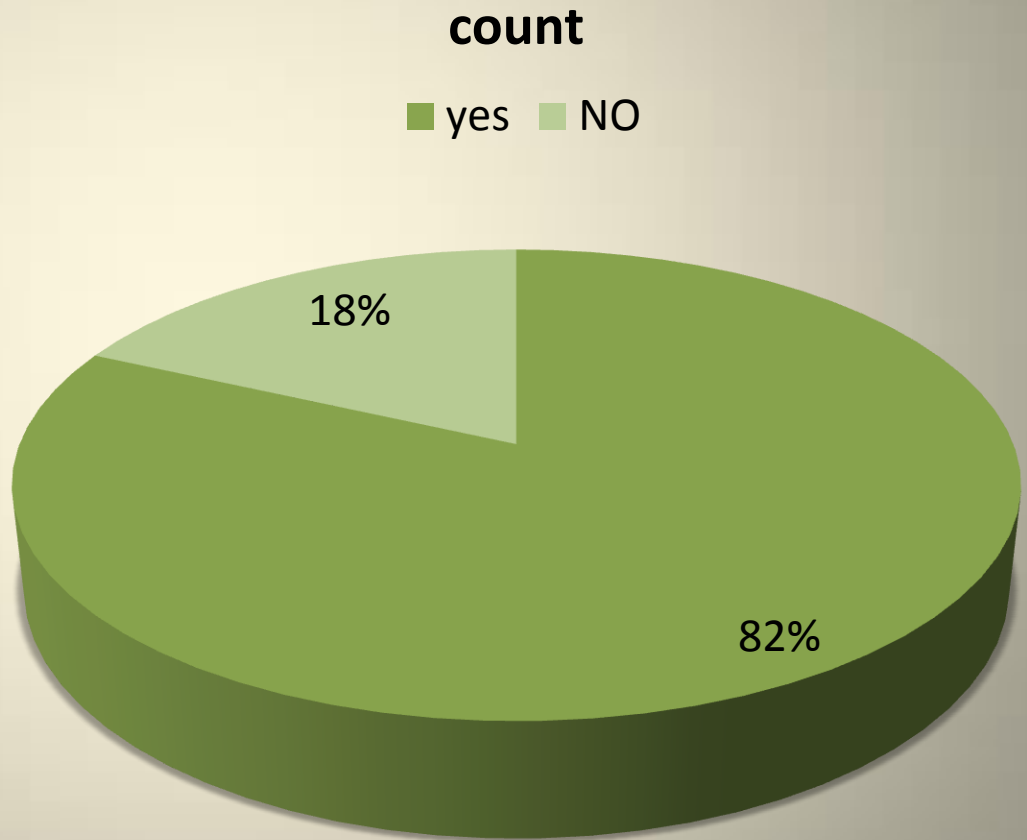
# How often do you buy face wash?

Frequency	count
Less than a month	21
One month	29
On two months	14
More than two months	2



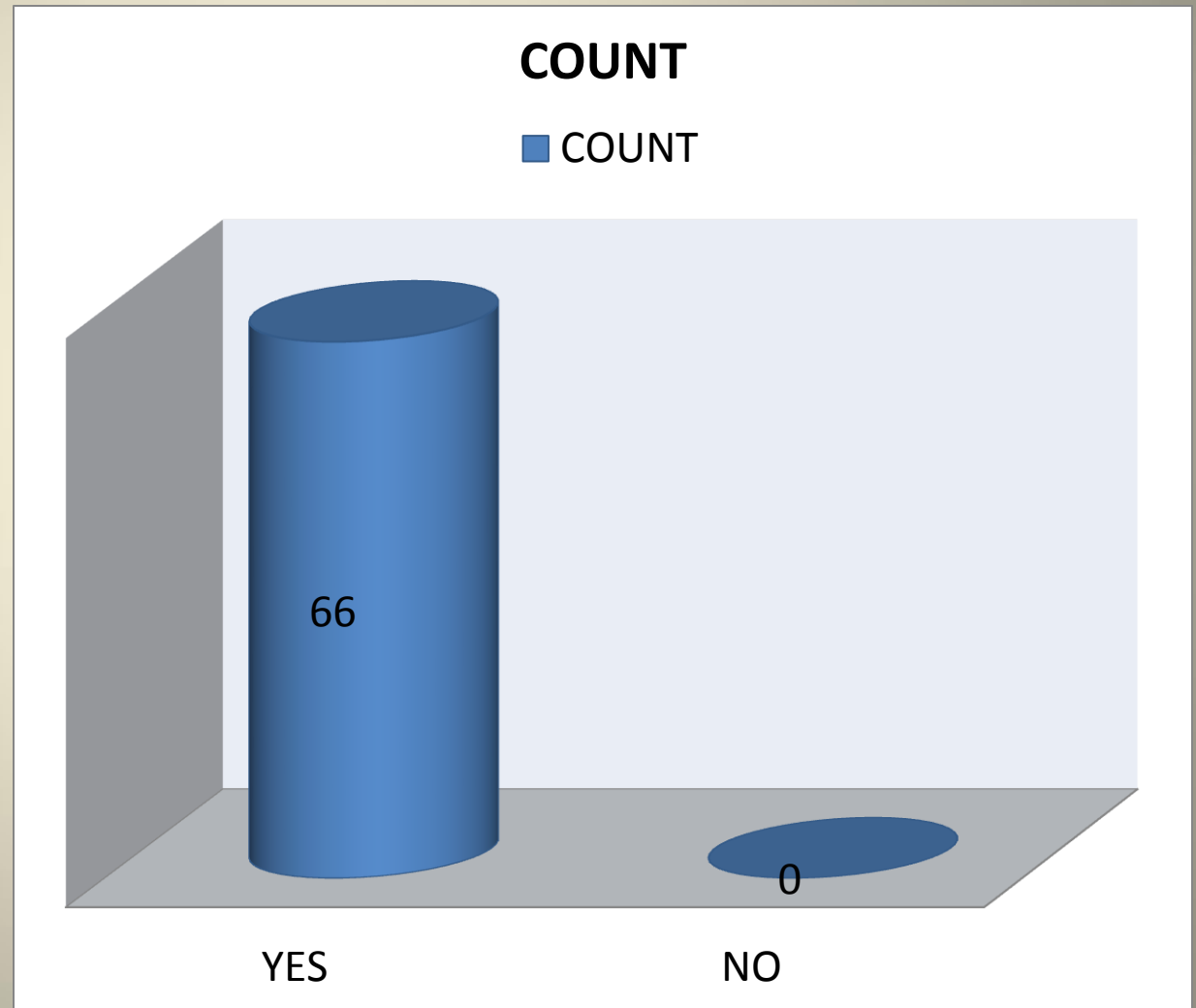
# Do you feel that face wash protect your skin from sunray?

Response	Count
Yes	54
No	12



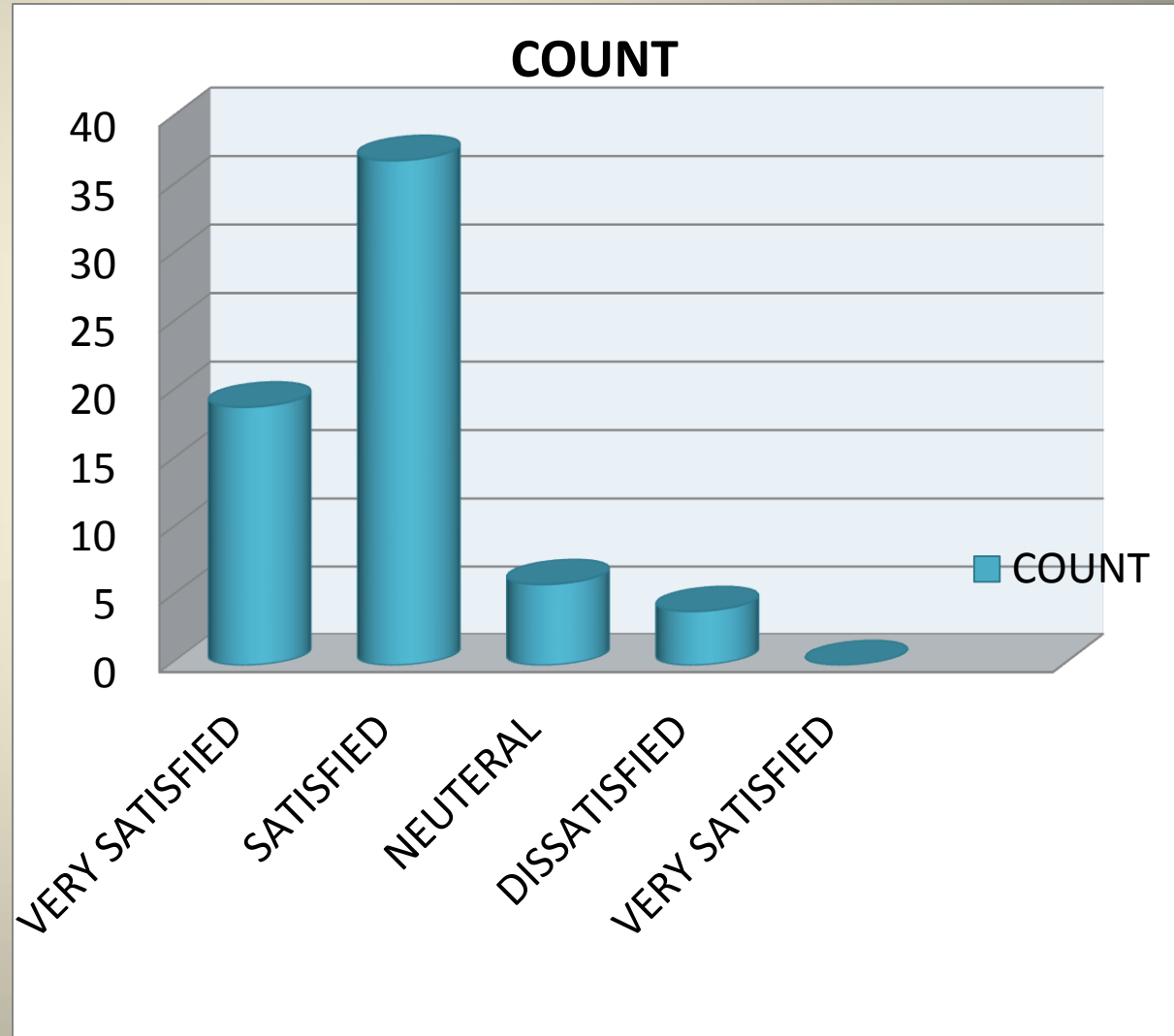
# Do you feel that face wash is much better than soap?

RESPONSE	COUNT
YES	66
NO	0



# Are you satisfied with the current face wash brand which you are using?

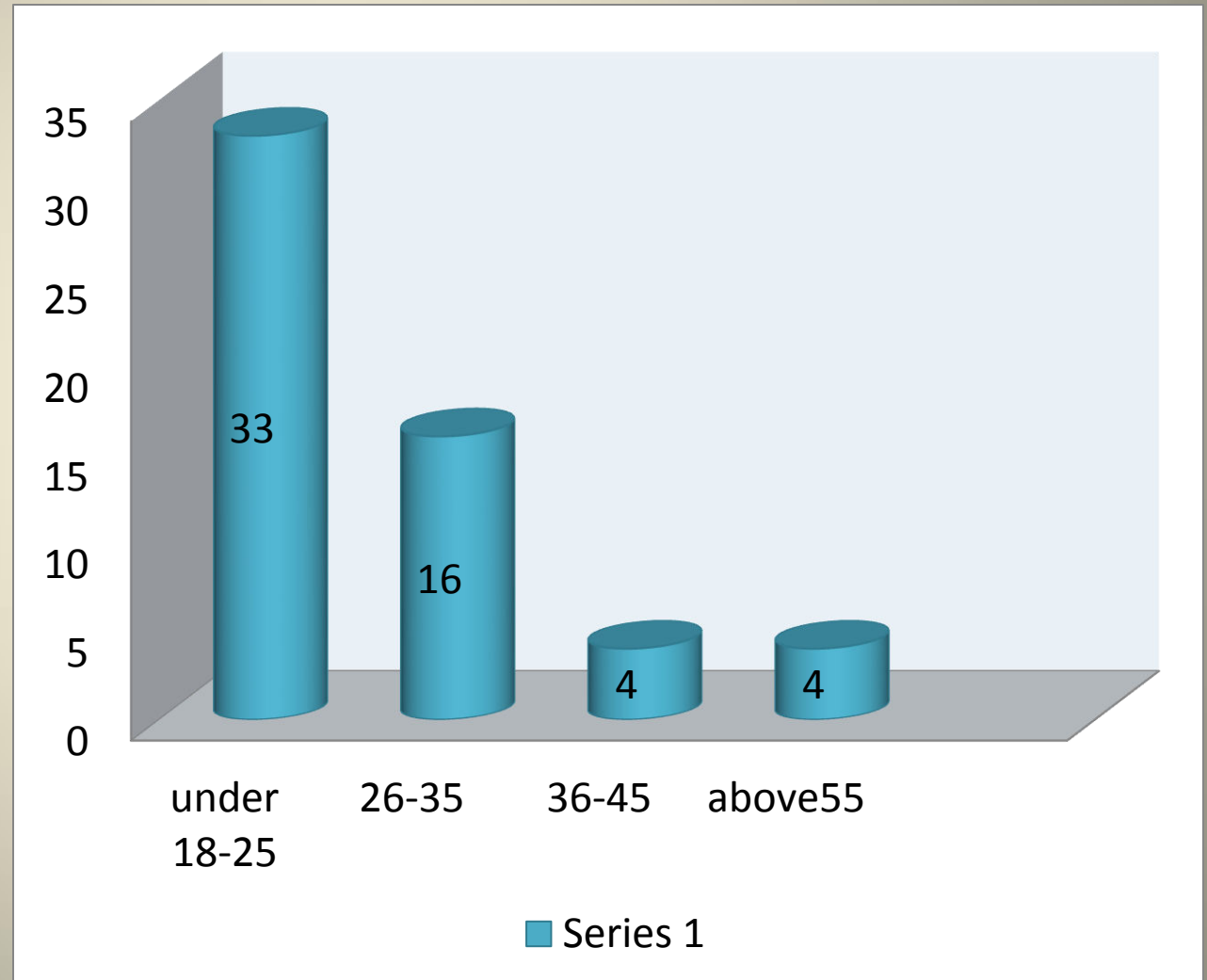
LEVEL OF SATISFACTION	COUNT
VERY SATISFIED	19
SATISFIED	37
NEUTRAL	6
DISSATISFIED	4
VERY SATISFIED	0



# Consumer Profiles

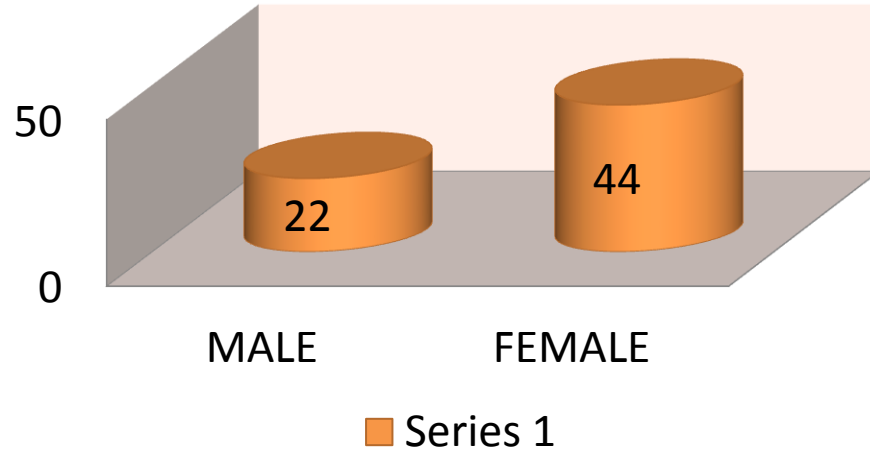
## 1. Age Profile:

Under 18-25	33
26-35	16
36-45	9
46-55	4
Above55	4



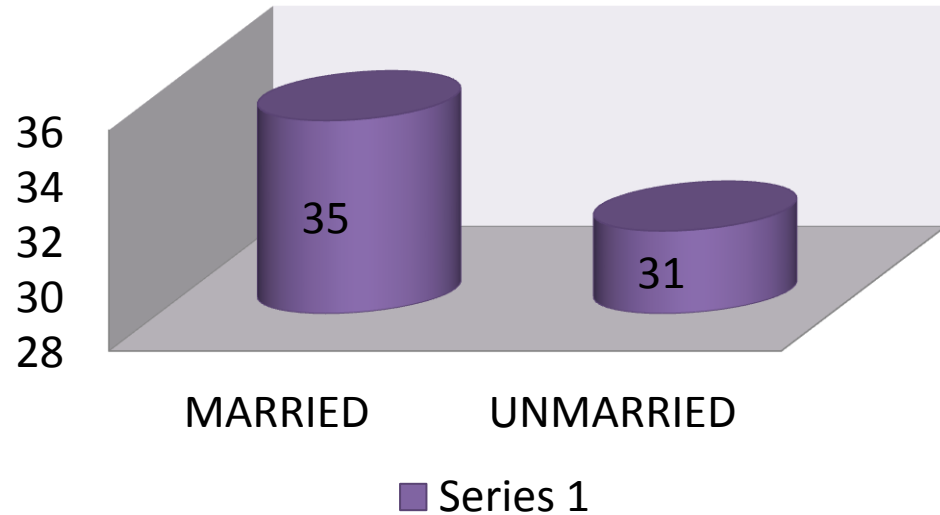
## 2. Gender

MALE	22
FEMALE	44



## 3. Marital Status

MARRIED	35
UNMARRIED	31



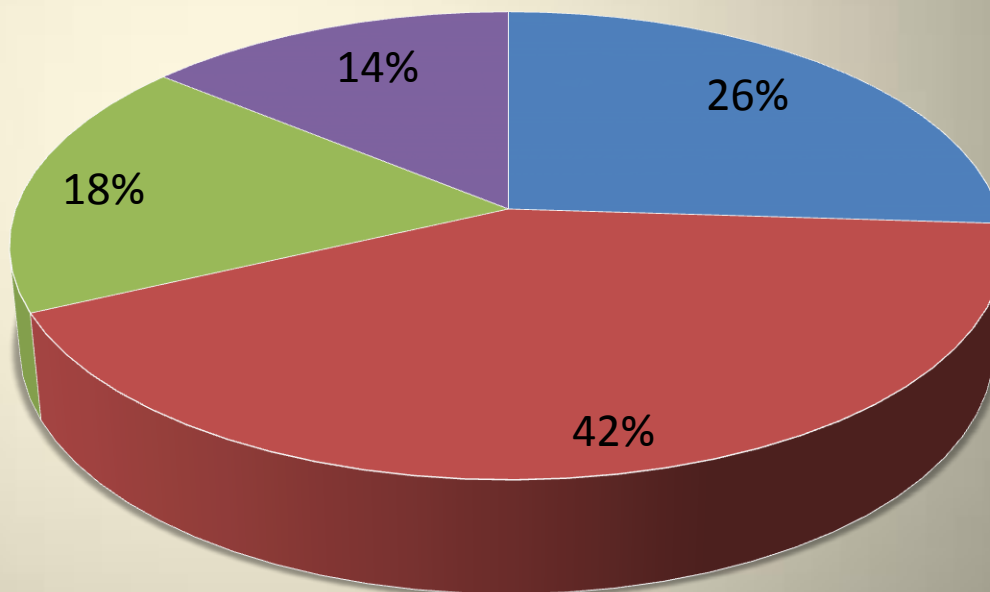


### 3. Monthly Family income (Rs.):

Below 20,000	26
20,000-40,000	42
40,000-60,000	18
Above 60,000	14

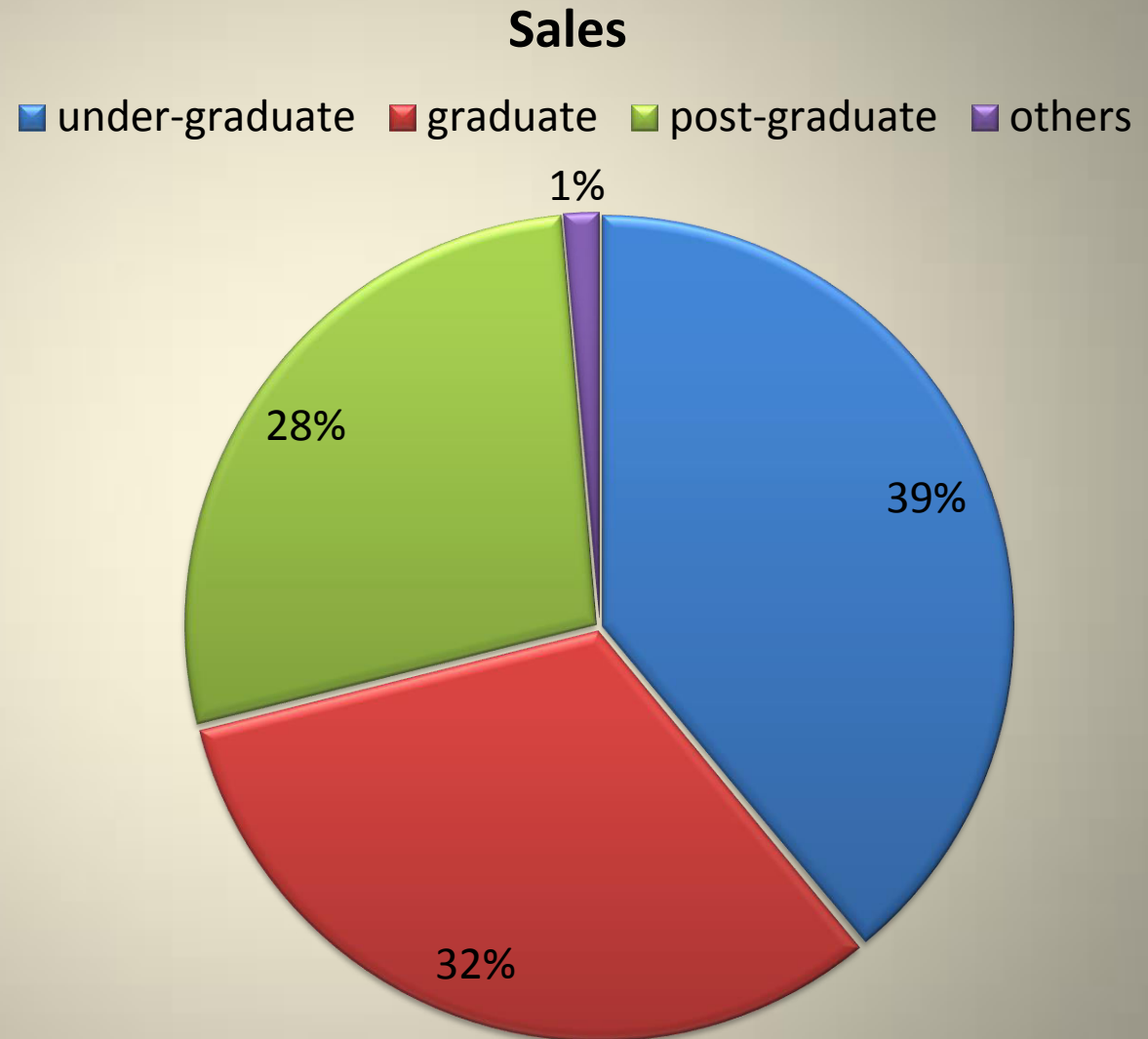
Column1

■ below 20,000 ■ 20,000-40,000  
■ 40,000-60,000 ■ above 60,000



## 4. Educational qualification:

Under-graduate	34
Graduate	28
Post-graduate	24
Others	18

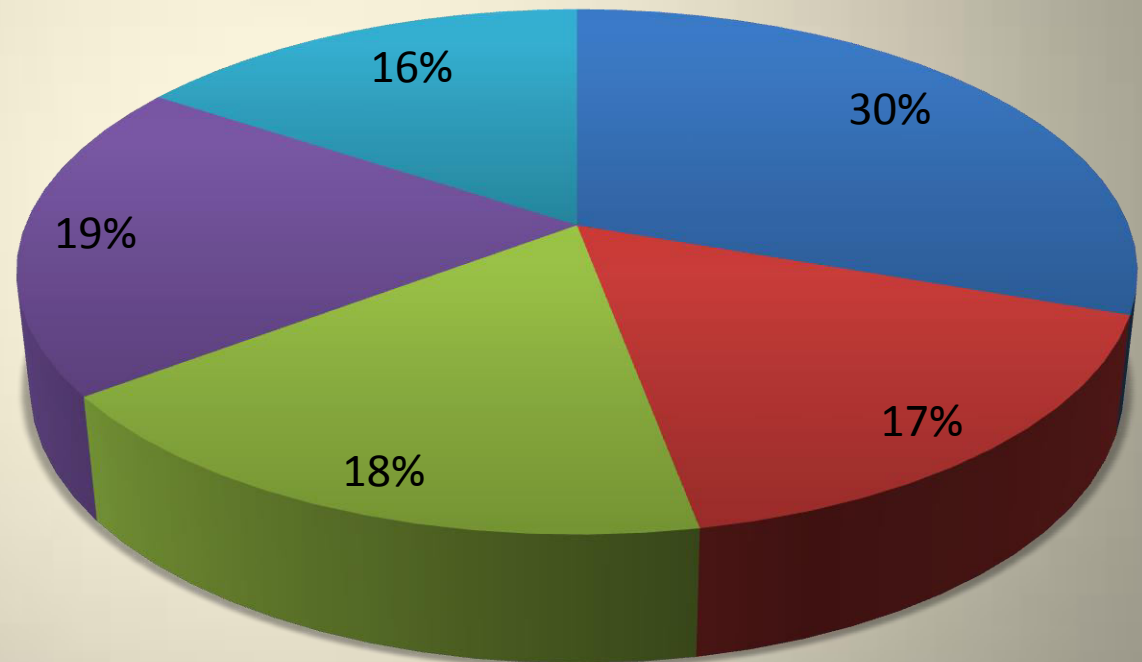


# 5. Occupation:

Student	31
Service	17
Business	18
Professionals	20
Others	16

**Sales**

■ student ■ service ■ business ■ professionala ■ others



A white, rectangular card is positioned diagonally across the frame, resting on a dense layer of autumn leaves. The leaves are in various shades of red, orange, and yellow, with some showing detailed vein patterns. The card is folded at the bottom right corner, creating a triangular flap. In the center of the card, the words "Thank You" are written in a large, elegant, black cursive script. The "T" is particularly large and decorative, with a long horizontal stroke that loops back. The "Y" also has a large, decorative loop. The overall composition is warm and seasonal.

Thank You