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Marketing Research

410-DB4-AS

PART 1

TEAM PROJECT

Presented to Ms. Raffaela Cambria

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**1. Introduction**

1.1 Type of commerce and market:

Aequalis is a unisex natural hair care line offering high quality products such as shampoos, conditioners and styling products that are cruelty-free, locally made and give back to charity.

1.2 The 5 Ps:

**1.2.1 People**: Our products can appeal to a wide range of people. Men are taking more care of their appearance and are looking for products promoting specific end results[[1]](#footnote-1). Women want protection, durability and a promoted hair growth. Both men and women are seeking to prevent white hair. We want people to encourage good causes while taking care of themselves.

**1.2.2 Price**: To be able to differentiate ourselves from our competitors whose prices are often high, we want to be lower than them, though not as cheap as conventional drugstore products.

**1.2.3 Promotion**: Our presence will mostly be in social medias since millennials always compare and research products on the web before shopping. To increase brand loyalty, we will give a 5$ off the first purchase and establish a reward program, like getting a free product after having spent a certain amount. Newspapers are also popular to younger crowds in the metro and everyone notice the metro ads. ‘’How-to’’ events will be organized in public areas like shopping malls since people like to test products and being showed how to achieve the looks they want.[[2]](#footnote-2)

**1.2.4 Place**: Our products will be produced in Quebec. We will have kiosks in popular shopping areas like the Eaton Center (Ste-Catherine Street) and also sell through our website worldwide[[3]](#endnote-1). Eventually, we could also be present in Carrefour Laval, Fairview etc.

**1.2.5 Packaging**: Our products are unisex. Bottles will be of neutrals colors and silver hues will indicate white hair prevention. Ingredients and instructions on the back of our tubes will be short and their properties will be clearly identified on the front. The finish will be matte.

1.3 Major trends in market:

There is now a high awareness of toxic and harsh chemicals we can find in hygiene and beauty products and their dangerous effects, so people are seeking for herbal, natural products as alternatives[[4]](#footnote-3). The men market is booming as they are taking care of themselves more than before[[5]](#footnote-4). Anti-aging products are also on the rise.

1.4 Mission and Image:

We want to be seen as a brand of quality and justice. Our mission is to create ethical, cruelty-free, all natural products of good quality and bring people together to help good causes.

**2. Situation Analysis**

2.1 Market Analysis:

In Canada, the hair care market value will rise up to $1.38 billion in 2018[[6]](#footnote-5). Globally, the market value in 2016 is worth USD 83.1 billion and in 2021, $94.5 billion[[7]](#footnote-6). In 2016 in the U.S, 548 million of units in the shampoo segment were sold[[8]](#footnote-7). The men grooming market is set to bring around $21 billion in 2016[[9]](#footnote-8). Households spend between $50 and $100 on hair products every 3 months[[10]](#footnote-9). At the hair salon, people will spend $100 on hair products in addition to, men like women.[[11]](#footnote-10)

2.2 Demographic Analysis:

Young men are taking more care of them and are obsessed with their hair. They like having an easy routine and products simply described with specific end-results. You probably will not see them spending much time in aisles. Also, they are more fashion-daring than any previous generations and like buying their own products. Even though men salons exist, they rely in female-focused places[[12]](#footnote-11). Women want hair that grows faster and stronger, prevent white hair and like skipping a couple of days between washes, so they use dry shampoo more than before[[13]](#footnote-12). Men and women will both be influenced by price, but mostly by recommendation either from professionals or friends. Both surf the internet to find out about products before shopping[[14]](#footnote-13). Our specific market is a unisex market, products that both women and men can use for their hairstyles and needs.

2.3 Competitive Analysis:

We consider Lush, Aveda, Body Shop and Khiel’s as are major competitors.

**2.3.1 Lush**: Has a strong ethical stance. Lush does not test on animals and their products are practically 100% vegan and organic. Customers enjoy their shopping experience as they can serve themselves. Lush packagings are very minimal to save costs. With some of their products, they give back to society and their main target market is women with a vegan lifestyle. However, Lush’s fresh products can be hard to preserve. Their marketing strategy is not that strong and can be easily outplayed and people often find their prices too high[[15]](#footnote-14).

**2.3.2 Aveda**: Claims to be pure, natural, eco-friendly. Aveda says their products are of high performance, but a lot of unsafe ingredients have been found in their products such as parabens, sodium laureth sulfate, artificial fragrances and petrochemicals. However, Aveda is a leader for raising awareness about

recycling, pollution and responsible sourcing of raw materials. They give back to communities where they buy resources. Their prices are high[[16]](#footnote-15).

**2.3.3 Body Shop**: They are very widespread with 2,600 franchises in 60 countries. Body Shop is part of the L’Oréal Group, so they have much capital power. Body Shop has a very wide range of products and design their stores to create good ambiance to enhance emotional connection with customers. Body Shop is seen as socially responsible because of their engagement in charities and philanthropic activities. 64% of Body Shop shoppers are ready to spend more for a more ethical product. Body Shop does not do a lot of advertising and due to the franchisee system, proprietors do not have much controls. Also, their stores are often crowded and clients find the personnel inadequate[[17]](#footnote-16).

**2.3.4 Kiehl’s**: Also part of the L’Oréal group, Khiel’s is known for their medical knowledge and people tend to trust that brand. Khiel’s claims to use only natural ingredients but harsh chemicals have been found. Their products are considered effective. Khiel’s is reluctant to advertising and so focus on social medias and word-of-mouth. Their target market is often men aged between 30 to 45 years old that take care of themselves. These men are hipster, metrosexual and open-minded. Khiel’s has very basic bottles with a lot of information on it. Their products are appreciated for their effectiveness, although their prices are a bit high[[18]](#footnote-17). They test on animals.

2.4 Location:

Ste Catherine Street is one of the most popular places where to shop in Montreal. It attracts mostly millenials and younger crowds that enjoy fashion and beauty. Also, it attracts professionals and tourists, which is always an advantage. By being present there, they will come across our products and hopefully try them. [[19]](#footnote-18)

2.5 Trends and Consumer Interests:

What is cool today is vegan, organic and natural products. Men are more into fashion and want to look good. People want to preserve their strands without it being too complicated and like to encourage local-made products. People enjoy new experiences while shopping.

**3. Marketing Objectives Research**

We believe our business is viable and should be launched.

**Market trends**: Do you like giving support to charities? Do you like encouraging local companies? Where do you stand on unisex products?

**Level of Competition**: What natural hair product brand already existing is the most popular? What hair product could you not live without?

**Location**: Where do you shop most often for hair products? Would you like to receive a demonstration on how to use a certain product?

**Behavior of customers**: How much did you spend the last time buying hair products? How much time do you spend styling your hair?

**4. Methodology Chart**

|  |  |
| --- | --- |
| Population  | People 16 of age and above |
| Marketing research method | Descriptive |
| Field methodology | Interviewer-administered sample survey |
| Sampling method | Non-probability |
| Sample  | 59 people |
| Sample frame | None |
| Response rate | 67.80% |
| Questionnaire | English, time for administered: 10 minutes |
| Pre-tests done | 4, 2 per interviewer |
| Location of administration | LaSalle College, The Source, home. |
| Date of interviews | October 28th to November 3rd 2016 |

**5. Data Analysis**

Q1.

Here, 68% out of the 59 people interviewed have ever purchased natural hair products while 32% never did in the past month.

Q2.

Here, 17 people out of 40 buy shampoo at least once a month or once every two months.

Q3.

Here, the graph shows that hygiene and treatments are the two most important factors when people select their natural hair products.

Q4.

Body Shop is the most known natural hair product brand among the people interviewed.

Q5.

People interviewed mostly have an oily or normal scalp.

Q6.

69% of the people interviewed either did not make use of chemical hair treatments or did up to twice during the past 2 months.

Q7.

In the past year, 17 out of 40 people supported a charity and 23 out of 40 bought from local companies.

Q8.

Here, the two most popular destinations to shop for natural hair products are pharmacies and supermarkets.

Q9.

28% of the people interviewed spend $20 to $30 on natural hair products while 15% spend between 0 to $10.

Q10.

62% of the people interviewed said that they would be interested in buying natural hair products that promotes a good hair growth.

Q11.

64% of the people interviewed said that they would be interested in buying natural hair products that forestall the graying/whitening of hair.

Q12.

Shampoo and dry-shampoo, conditioner and leave-in conditioner, oil and styling products are the products people use the most.

Q13.

Surprisingly, either people like the idea of receiving a demonstration a lot or not all as 1 and 10 are equal.

Q14.

64% out of the people interviewed said the last natural hair product they purchased was of a feminine appearance.

Q15.

20 people out of 40 claimed that the scent of a natural hair product is very important to them.

Q16.

Most people spend less than 15 minutes when styling their hair.

Q17.

More than the half of the people likes to recommend products in general.

Q18.

64% of the people interviewed that responded positively to our questionnaire are women.

Q19.

Here, the graph demonstrates that 14 people out of 40 have straight hair.

Q20.

Half of the group were aged between 16 to 25 years old.

**6. Limits**

One of our limitations for our marketing research was to only have 40 questionnaires to represent the whole population. Also, we would have liked to have an equal number of men and women.

**7. Conclusions and Recommendation**

7.1 Conclusions

For the market trends, data shows that 42.5% of the people are actually supporting a charity or donated recently. We may conclude that they might prefer supporting a cause by purchasing a product instead of doing monthly donations or because supporting a charity can be time consuming. Also, results show that 25% of the people purchased hair products of a unisex appearance. We can conclude that even though people are still more attracted to buy products reflecting their genders, they are still be open-minded to purchase products of a unisex appearance. We believe that with a very nice design, we can differentiate our products from the competition and attract a good part of the market which can expend.

For opportunities, 62% of the people are interested in purchasing hair products promoting hair growth and 64% are interested in purchasing hair products that forestall the graying and whitening of hair. Launching products with those proprieties could be a great market entrance. Also, 55% of the people were favorable about receiving a demonstration, considering that they had to answer on a scale from 1 to 10 and 5 is neutral. This could be an interesting sale strategy to develop.

For threats and weaknesses, Body Shop is our greatest competitor as 80% of the people know the brand. Their prices for a single hair product vary from $9,99 to $15,99. Moreover, results demonstrate that 28% of the people spend $20 to $30 when purchasing hair products and, as the data proves it, shampoo, conditioner and styling products are the products people make sure to always have. In order to be competitive, ours prices will vary from $7,99 to $15,99. Since 57.5% of the people shop from local companies, we expect that because our products are locally produced and support charities here, we will get support from the population and so prevail on our competitors.

7.2 Recommendation

It’s a ‘’GO’’. Our location attracts our diversified target market. Also, we have a great part of the market concerning unisex products, people like to shop local and will be willing to support charities. Just like Body Shop, our kiosks arrangement will enhance a good shopping atmosphere and offer a personalized experience.

**8. Appendix**

**Questionnaire**

Hi, thank you for taking time answering our questionnaire for our marketing group project. Please, answer questions below.

1. In the past month, have you purchased natural hair products?
* Yes
* No
1. In the past 3 months, how often did buy shampoo?
* Weekly
* Bi-weekly
* Once a month
* Once every two months
1. Among the following, hygiene, treatments, style, what is the most important factor in your selection of hair products?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which is next?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Among the following, which natural hair product brands do you know?

|  |  |  |
| --- | --- | --- |
| **Brands** | **Yes** | **No** |
| Lush |  |  |
| Aveda |  |  |
| Body Shop |  |  |
| Khiel’s |  |  |

1. Among the following choices, what type of scalp do you have?
* -Oily
* -Dry
* -Itchy
* -Sensitive
* -Normal
* -Mixed
1. In the past 2 months, how many times did you use hair treatments such as dye, relaxer, perm or any other type of chemical treatment?
* None to twice
* Twice to fourth
* More than fourth
1. Which of the following have you done in the past year?

|  |  |  |
| --- | --- | --- |
| **Activities** | **Yes** | **No** |
| Get informed on new trends |  |  |
| Bought from local companies |  |  |
| Support a charity |  |  |
| Spend time with friends and family |  |  |

1. Among the following choices, pharmacy, supermarket, hair salon and hair retailers, online, where do you shop most often for your hair products?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Which is next?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. The last time you bought hair products, how much did you spend?
* $0 to $10
* $10 to $20
* $20 to $30
* $30 to $40
* $40 and above
1. Would you be interested in buying hair products that promotes a good hair growth?
* -Yes
* -No
1. Would you be interested in buying hair products that forestall the graying/whitening of hair?
* -Yes
* -No
1. Among the following, which products do you make sure to always have on hand? Please answer yes or no.

|  |  |  |
| --- | --- | --- |
| **Products** | **Yes** | **No** |
| Shampoo/Dry shampoo |  |  |
| Conditioner/leave-in conditioner |  |  |
| Deep mask |  |  |
| Oil |  |  |
| Serum |  |  |
| Heath protector |  |  |
| Styling products (wax, gel, cream, spray) |  |  |

1. One a scale of 1 to 10 where 1 is not at all and 10 is very much, how would like to receive a 15 minutes demonstration on yourself on how to achieve a certain look?

Not at all 1 2 3 4 5 6 7 8 9 10 Very Much

1. Among the following choices, feminine, masculine and unisex, how was the appearance of the last hair product bottle you bought?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. On a scale of 1 to 5 where 1 is not important and 5 very important, how important is the scent of hair product to you?

Not important 1 2 3 4 5 Very important

1. The last time you styled your hair, how much time did you spend?
* 0 to 15 minutes
* 15 to 30 minutes
* 30 to 45 minutes
* An hour and plus
1. Do you often recommend products?
* Yes
* No
1. What is your gender?
* Female
* Male
* Other
1. Among the following choices, straight, wavy, curly, kinky, which do you think best describes your hair?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. To what age group do you belong?
* 16 to 25 years old
* 25 to 30 years old
* 30 to 35 years old
* 35 to 40 years old
* 40 years old and above

**Coding Dictionary**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Question | Information | Code | No of columns | Column |
| Q1 | Natural hair products | Yes=1No=2No response=99 | 1 | 1 |
| Q2 | How often buy shampoo | Weekly=1Bi-weekly=2Once a month=3Twice a month=4No response=99 | 1 | 2 |
| Q3 | Main factor of selection | Hygiene=1Treatments=2Style=3No response=99 | 1 | 3 |
|  | Second factor of selection | Hygiene=1Treatments=2Style=3No response=99 | 1 | 4 |
|  | Last factor of selection | Hygiene=1Treatments=2Style=3No response=99 | 1 | 5 |
| Q4 | Lush | Yes=1No=2No response=99 | 1 | 6 |
|  | Aveda | Yes=1No=2No response=99 | 1 | 7 |
|  | Body Shop | Yes=1No=2No response=99 | 1 | 8 |
|  | Khiel’s | Yes=1No=2No response=99 | 1 | 9 |
| Q5 \*\* | Type of scalp | Oily=1Dry=2Itchy=3Sensitive=4Normal=5Mixed=6No response=99 | 1 | 10 |
| Q6 | Treatments | None to twice=1Twice to fourth=2More than fourth=3No response=99 | 1 | 11 |
| Q7 |  Trends | Yes=1No=2No response=99 | 1 | 12 |
|  | Local | Yes=1No=2No response=99 | 1 | 13 |
|  | Charity | Yes=1No=2No response=99 | 1 | 14 |
|  | Friends and family | Yes=1No=2No response=99 | 1 | 15 |
| Q8 | First location | Pharmacy=1Supermarket=2Salon and retailers=3Online=4No response=99 | 1 | 16 |
|  | Second location | Pharmacy=1Supermarket=2Salon and retailers=3Online=4No response=99 | 1 | 17 |
| Q9 | Amount spent | $0 to $10=1$10 to $20=2$20 to $40=3$40 to $50=4$50 and above=5No response=99 | 1 | 18 |
| Q10 | Hair growth | Yes=1No=2No response=99 | 1 | 19 |
| Q11 | Graying/Whitening | Yes=1No=2No response=99 | 1 | 20 |
| Q12 | Shampoo/Dry-shampoo | Yes=1No=2No response=99 | 1 | 21 |
|  | Conditioner/Leave-in conditioner | Yes=1No=2No response=99 | 1 | 22 |
|  | Deep mask | Yes=1No=2No response=99 | 1 | 23 |
|  | Oil | Yes=1No=2No response=99 | 1 | 24 |
|  | Serum | Yes=1No=2No response=99 | 1 | 25 |
|  | Heath protector | Yes=1No=2No response=99 | 1 | 26 |
|  | Styling products | Yes=1No=2No response=99 | 1 | 27 |
| Q13 | Demonstration | No response=99 | 1 | 28 |
| Q14 | Appearance | Feminine=1Masculine=2Unisex=3No response=99 | 1 | 29 |
| Q15 | Scent | No response=99 | 1 | 30 |
| Q16 | Time | 5 to 15 minutes=115 to 30 minutes=230 to 45 minutes=3An hour and plus=4No response=99 | 1 | 31 |
| Q17 | Recommend products | Yes=1No=2No response=99 | 1 | 32 |
| Q18 | Gender | Female=1Male=2Other=3No response=99 | 1 | 33 |
| Q19 | Hair type | Straight=1Wavy=2Curly=3Kinky=4No response=99 | 1 | 34 |
| Q20 | Age | Below 16=125 to 35=235 to 45=345 to 50=450 and above=5No response=99 | 1 | 35 |

**Grid sheet summary**

**All interviewers**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | **INTERVIEWER 1** | **INTERVIEWER 2** | **TOTAL** |  |
| **Q1** | YESNONO RESPONSETOTAL | 205025 | 2014034 | 4019059 | 67.8%32.2%0% |
| **Q2** | WEEKLYBI-WEEKLYONCE A MONTHONCE 2 MONTHNO RESPONSETOTAL | 00713020 | 3264520 | 321317540 | 7.5%5%32.5%42.5%12.5% |
| **Q3** | A)HYGIENETREATMENTSTYLENO RESPONSETOTALB)HYGIENETREATMENTSTYLENO RESPONSETOTAL | 8102020766120 | 1262020875020 | 20164040151311140 | 50%40%10%037.5%32.5%27.5%2.5% |
| **Q4** | LUSHYESNONO RESPONSETOTALAVEDAYESNONO RESPONSETOTALBODY SHOPYESNONO RESPONSETOTALKHIEL’SYESNONO RESPONSETOTAL | 126220144220172120109120 | 614020614020155020317020 | 182024020182403271401326140 | 45%50%5%50%45%5%80%17.5%2.5%32.5%65%2.5% |
| **Q5** | OILYDRYITCHYSENSITIVENORMALMIXEDTOTAL | 53116420 | 93035020 | 1461411440 | 35%15%2.5%10%27.5%10% |
| **Q6** | NONE OR TWICETWICE TO FOURTHMORE THAN 4THNO RESPONSETOTAL | 1640020 | 1234120 | 2874140 | 70%17.5%10%2.5% |
| **Q7** | INFORMEDYESNONO RESPONSETOTALLOCAL COMPANIEYESNONO RESPONSETOTALCHARITYYESNONO RESPONSETOTALFAMILYYESNONO RESPONSETOTAL | 117220109120117220180220 | 812020137020614020155020 | 191924023161401721240335240 | 47.5%47.5%5%57.5%40%2.5%42.5%52.5%5%82.5%12.5%5% |
| **Q8** | FACT 1PHARMACYSUPERMARKETHAIR SALONHAIR RETAILERSONLINENO RESPONSETOTALFACT 2PHARMACYSUPERMARKETHAIR SALONHAIR RETAILERSONLINENO RESPONSETOTAL | 11152012076420120 | 14310112065411320 | 2546212401311831440 | 62.5%10%15%5%2.5%5%32.5%27.5%20%7.5%2.5%10% |
| **Q9** | $0 TO $10$10 TO $20$20 TO $30$30 TO $40$40 AND OVERNO REPONSETOTAL | 38512120 | 32626120 | 6101138240 | 15%25%27.5%7.5%20%5% |
| **Q10** | YESNONO RESPONSETOTAL | 154120 | 1010020 | 2514140 | 62.5%35%2.5% |
| **Q11** | YESNONO RESPONSETOTAL | 127120 | 1010020 | 2217140 | 55%42.5%2.5% |
| **Q12** | SHAMPOINGYESNONO RESPONSETOTALCONDITIONNAIREYESNONO RESPONSETOTALDEEP MASKYESNONO RESPONSETOTALOILYESNONO RESPONSETOTALSERUMYESNONO RESPONSETOTALHEALTH PROTECTORYESNONO RESPONSETOTALSTYLINGYESNONO RESPONSETOTAL | 180220135220513220810220711220315220136120 | 1640201280205150201010020218020118120911020 | 3442402513240102824018202409292404333402217140 | 85%10%5%62.5%32.5%5%25%70%5%45%50%5%22.5%72.5%5%10%82.5%7.5%55%42.5%2.5% |
| **Q13** | 12345678910NO RESPONSETOTAL | 2000523322120 | 6030013106020 | 8030536428140 | 0.2%0%7.5%0%12.5%7.5%15%10%5%20%2.5% |
| **Q14** | FEMININEMASCULINEUNISEXTOTAL | 102820 | 108220 | 20101040 | 50%25%25% |
| **Q15** | 12345TOTAL | 0058720 | 21111520 | 21692240 | 5%2.5%15%22.5%55% |
| **Q16** | 0 TO 15 MIN15 TO 30 MIN30 TO 45 MINAN HOUR AND +NO RESPONSETOTAL | 11432020 | 7615120 | 181047140 | 45%25%10%17.5%2.5% |
| **Q17** | YESNOTOTAL | 11920 | 11920 | 221840 | 55%45% |
| **Q18** | FEMALEMALEOTHERTOTAL | 128020 | 128020 | 2416040 | 60%40%0% |
| **Q19** | STRAIGHTWAVYCURLYKINKYTOTAL | 765220 | 754420 | 14119640 | 35%27.5%22.5%15% |
| **Q20** | 16 TO 25 YEARS25 TO 30 YEARS30 TO 35 YEARS35 TO 40 YEARS40 AND ABOVETOTAL | 8722120 | 12512020 | 201234140 | 50%30%7.5%10%2.5% |

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