

A CUSTOMER PERCEPTION **TOWARDS WHOLESALE &** **RETAIL SHOPS - BIOTIQUE**

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BIOTIQUE

Submitted in partial fulfilment of the requirements for the award of

Bachelor of commerce

By

S.J.PRASANTH

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of S.J.PRASANTH (39740173) who has done the Project work entitled **CUSTOMER PERCEPTION TOWARDS WHOLESALE & RETAIL SHOPS – BIOTIQUE** under my supervision from December to May 2022

Dr. MATHAN

Internal Guide

External Guide

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Dean, School of Business Administration

Submitted for Viva voice Examination held on _____

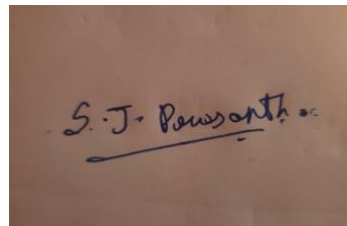
Internal Examiner

External Examiner

DECLARATION:

S.J.PRASANTH here by declare that the project report entitled BIOTIQUE done by me under the guidance of Dr. Ms. ANNAI AMALA VIDYA school of business Administration is submitted in partial fulfilment of the requirement for the reward of Bachelor of Commerce

SIGNATURE OF CANDIDATE

A photograph of a handwritten signature in blue ink on a light brown background. The signature reads "S.J. Prasanth" with a horizontal line underneath the name.

DATE : 18.04.2020

PLACE: CHENNAI

ACKNOWLEDGEMENT :

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of the project.

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ABSTRACT :

The purpose of this research is to find Study on customer perception towards wholesale & retail shops biotique .This study shows the satisfaction and dissatisfaction of the customer order through online shopping and cosmetic showroom . There are many factors related to customer's ordering, price, on time delivery, packaging, platform design etc.

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CHAPTER 1

• 1.1 INTRODUCTION :



BIOTIQUE is an India based Ayurvedic Products providing company. The biotique company was founded by Mrs. Vinita Jain in 1992, has main office as headquarter in Noida. BIOTIQUE Limited is one of the largest Ayurvedic companies in India. It is one of the famous names, providing Ayurvedic and Organic Products, services in India. BIOTIQUE Limited provides herbal cosmetics, herbal supplements and herbal beauty product.

Bio Veda Action Research Co. is one of India's leading manufacturers and marketers of prestige skin care, hair care, body care and makeup products.

Biotique is a blend of proven Ayurvedic therapies and 21st century bio-technology. Biotique products are based on botanical extracts of plants, herbs and trees and the protein content in their roots, leaves, flowers and fruits. They are 100 % vegetarian, environmentally friendly and biodegradable. All Biotique products are Dermatologist Tested, Organically Pure and Preservative Free.

• **1.2 INDUSTRY PROFILE:**



- Biotique is an Indian company of Health and Beauty. The company headquarter is in Uttar Pradesh, India. It is the Best Ayurvedic Products Online at Biotique. Biotique is the science of life; the Sanskrit words 'Ayur' means 'life' and 'veda' means science or knowledge. Ayurveda is the time-tested, natural medicinal system that treats the total individual, promoting prevention as well as cure, for a healthy mind, body, spirit and senses.

Products :

Skin: Biotique offers a wide range of skin products. It concerns Acne Treatment, Tan Removal, Dryness, Uneven Skin Tone, Dark Circles, Personal Hygiene, Sun Protection and many more.

- Face Wash
- Cleansers
- Scrubs & Packs
- Moisturisers
- Serums
- Creams
- Gels
- Eye Care
- Lip Care
- Facial Kits
- Kits
- Sun Care
- Hand Sanitizers
- Toners

Hair: Biotique deliver hair products and concerns about hairfall & thinning, color protection, oily scalp, dryness & damage and many more.

- Shampoos & Conditioners
- Hair Oil
- Hair Serum
- Hair Packs
- Hair Color

Body: Biotique offers a wide range of body products in all over the world. It concerns about Dryness, Body-De-Tox & De- Stress Refreshing, Uneven Skin Tone, Lightening and Brightening.

- Body Wash
- Soaps
- Lotions & Creams
- After Bath & Massage
- Tooth Paste

Baby & Kids: Biotique is a Ayurveda company and offers baby & kids products. It concerns about Sun protection, Soap-Free and Dryness.

- Bath
- Massage Oil
- After Bath
- Sun Care
- Lotions & Creams
- Hair Care
- .

Biotique Ingredients

Biotique products are made of 100% organically-pure, preservative-free ingredients and renewable resources – cultivated, gathered, blended and manufactured in the foothills of the Himalayas.

- Almonds
- Apricot
- Avocados
- Basil
- Berberry.

Mission

- Biotique mission is to satisfy the diverse beauty needs of customers and cultures who seek natural beauty products that are as effective as they are environmentally responsible

○ **1.3 OBJECTIVES OF THE STUDY:**

1. PRIMARY OBJECTIVES:

The Primary Objective of the study is to know about the satisfaction of the customers.

2. SECONDARY OBJECTIVES :

- TO OVERVIEW THE LATEST TRENDS OF SKINCARE PRODUCTS IN RETAIL SHOPS.
- TO COMPARE BRANDED RETAILING BIOTIQUE PRODUCTS ON THE BASICS OF CONSUMER PERCEPTION AND SATISFICATION FOR EX..REVLON,MAMA EARTH...
- THE WHOLESALER TO MAINTAIN A SALES FORCE,OFFER CREDIT,MAKE SURE SAFELY DELIVERING PRODUCTS ON THE TIME,PROVIDE MANAGEMENT ASSISTANCE.

1.4 SCOPE OF THE STUDY:

1. To know the customer satisfaction regarding biotique.
2. This study is useful to know the satisfaction level with different attributes of biotique.
3. .This study gives information about consumer awareness on biotique products
4. This study is useful to analyse the market performance of biotique Products.

1.5 NEED FOR THE STUDY:

1. biotique gives the information of consumer awareness on their products.
2. To understand the expectations and requirement of all customer

CHAPTER 2

2.1 RESEARCH METHODOLOGY:

- Research papers, dissertations, thesis, academic journal articles, or any other piece of formal research will contain a section (or chapter) on research methodology. This section stipulates the methodological choices made and also substantiates why these choices were made. This section is therefore used by researchers to justify why the methods they employed are best suited to achieve the research objective and arrive at valid and reliable results. This section also allows readers to evaluate the reliability and validity of a study based on the relevance and effectiveness of the procedures employed.
- Research Methodology are tools using to gather all the useful and relevant information regarding to biotique Incorporation.
- The primary data are using surveys, questionnaires and interview are tools that always used by all researchers in knowing the behaviour of other object .
- Research Methodology is the specific procedure or technique used to identify ,select, process, and analyses information about a topic .In a research paper ,the methodology section allows the reader to critically evaluate a studys overall validity and reliability.
- Research design is the arrangement of condition for collection and analyse of data in a systematic manner that aims to combine relevance to research here is purely descriptive.

2.2 REVIEW OF LITERATURE:

- JP Nater, R Lender (1987) analysed the reasons for use of cosmetics. For the purpose of study the 1609 respondents were interviewed to know the adverse effects.
- Jane E Workman, Kim KP Johnson (1991) investigated the effect of cosmetics in the impression formulation.

In the study 85 under graduate females were viewed with heavy cosmetics, moderate cosmetics.

- They were looked into their attractiveness, personal temperament, personality and morality.
- The study revealed that there is no significant difference between use of cosmetics and personal temperament and personality traits, but there is significant difference between and morality and the use of cosmetics.
- International Marketing The Cosmetics Industry Estee Lauder vs. Shiseido Cosmetics E. Wang July 8, 2005 BSAD 491Introduction
- The cosmetics business is a billion dollar industry. Every year, women are responsible for consuming millions of cosmetic products
- The cosmetics industry is so large because of several factors. The media is a huge contributor to the intense pressure to look a certain way.

CHAPTER 3

3.1 SAMPLING DESIGN :

1. POPULATION DESIGN :

The population for the research includes customers and retailers of Chennai city.

3.2SAMPLE SIZE:

Keeping into consideration the limitation of time, the researcher has taken the sample of 100 customers.

3.3 SAMPLING TECHNIQUE:

By keeping in view, the limitations of time, resources, population, researcher has decided to apply convenience sampling technique for the purpose

of collecting experimental material.

3.4 SOURCES OF DATA :

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

- Primary data: The Primary data for this study was collected through questionnaire.
- Secondary data: Secondary data was collected from external sources like Websites, etc.

3.5 STRUCTURE OF QUESTIONNAIRE :

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

3.6 PERCEPTION :

Perception is the process by which people select, organize, and interpret sensations, i.e. the immediate response of sensory receptors (such as the eyes, ears, nose, mouth, and fingers) to such basic stimuli as light, color, odor, texture, and sound. Anything that activates a receptor is called a stimulus. The study of 17 perception focuses on what we add to raw sensations in order to give them meaning. Each individual interprets the meaning of a stimulus to be consistent with his or her own unique biases, needs, and experiences., The three stages of exposure, attention, and interpretation make up the process of perception. Overall, perception is simply the process of (i) selecting, (ii) organizing, and (iii) interpreting information inputs in order to produce meaning that would aid in consumption decision-making

3.7 HYPOTHESIS / ANALYSIS TOOL

TEST (CHI - SQUARE) :

A chi-square (χ^2) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. For example, the results of tossing a fair coin meet these criteria.

HYPOTHESIS 1

HO: There is a significant difference between age and frequency of buying of cosmetic.

H1: There is no significant between age and frequency of buying of cosmetic

VAR00001 * VAR00003 Crosstabulation

		VAR00003				Total
			ONCE A MONTH	ONCE IN SIX MONTH	TWICE A MONTH	
VAR00001	15.00	Count	1	0	0	1
		% within VAR00001	100.0%	0.0%	0.0%	100.0%
		% within VAR00003	1.3%	0.0%	0.0%	1.0%
		% of Total	1.0%	0.0%	0.0%	1.0%
	17.00	Count	3	0	0	3
		% within VAR00001	100.0%	0.0%	0.0%	100.0%
		% within VAR00003	3.8%	0.0%	0.0%	3.0%
		% of Total	3.0%	0.0%	0.0%	3.0%
	18.00	Count	8	3	0	11
		% within VAR00001	72.7%	27.3%	0.0%	100.0%
		% within VAR00003	10.3%	20.0%	0.0%	11.1%
		% of Total	8.1%	3.0%	0.0%	11.1%
	19.00	Count	12	1	2	16
		% within VAR00001	75.0%	6.3%	12.5%	100.0%
		% within VAR00003	15.4%	6.7%	50.0%	16.2%
		% of Total	12.1%	1.0%	2.0%	16.2%
	20.00	Count	19	4	1	24
		% within VAR00001	79.2%	16.7%	4.2%	100.0%
		% within VAR00003	24.4%	26.7%	25.0%	24.2%
		% of Total	19.2%	4.0%	1.0%	24.2%
	21.00	Count	3	3	0	7
		% within VAR00001	42.9%	42.9%	0.0%	100.0%
		% within VAR00003	3.8%	20.0%	0.0%	7.1%
		% of Total	3.0%	3.0%	0.0%	7.1%
	22.00	Count	5	0	0	5
		% within VAR00001	100.0%	0.0%	0.0%	100.0%
		% within VAR00003	6.4%	0.0%	0.0%	5.1%
		% of Total	5.1%	0.0%	0.0%	5.1%
	23.00	Count	9	0	1	10
		% within VAR00001	90.0%	0.0%	10.0%	100.0%
		% within VAR00003	11.5%	0.0%	25.0%	10.1%
		% of Total	9.1%	0.0%	1.0%	10.1%
	24.00	Count	5	1	0	6
		% within VAR00001	83.3%	16.7%	0.0%	100.0%
		% within VAR00003	6.4%	6.7%	0.0%	6.1%
		% of Total	5.1%	1.0%	0.0%	6.1%
	25.00	Count	4	0	0	4
		% within VAR00001	100.0%	0.0%	0.0%	100.0%
		% within VAR00003	5.1%	0.0%	0.0%	4.0%
		% of Total	4.0%	0.0%	0.0%	4.0%
	26.00	Count	4	0	0	4
		% within VAR00001	100.0%	0.0%	0.0%	100.0%
		% within VAR00003	5.1%	0.0%	0.0%	4.0%
		% of Total	4.0%	0.0%	0.0%	4.0%
	27.00	Count	1	0	0	1
		% within VAR00001	100.0%	0.0%	0.0%	100.0%
		% within VAR00003	1.3%	0.0%	0.0%	1.0%
		% of Total	1.0%	0.0%	0.0%	1.0%
	28.00	Count	1	0	0	1
		% within VAR00001	100.0%	0.0%	0.0%	100.0%
		% within VAR00003	1.3%	0.0%	0.0%	1.0%
		% of Total	1.0%	0.0%	0.0%	1.0%
	30.00	Count	0	1	0	1
		% within VAR00001	0.0%	100.0%	0.0%	100.0%
		% within VAR00003	0.0%	6.7%	0.0%	1.0%
		% of Total	0.0%	1.0%	0.0%	1.0%
	34.00	Count	0	1	0	1
		% within VAR00001	0.0%	100.0%	0.0%	100.0%
		% within VAR00003	0.0%	6.7%	0.0%	1.0%
		% of Total	0.0%	1.0%	0.0%	1.0%
	35.00	Count	2	0	0	2
		% within VAR00001	100.0%	0.0%	0.0%	100.0%
		% within VAR00003	2.6%	0.0%	0.0%	2.0%
		% of Total	2.0%	0.0%	0.0%	2.0%
	38.00	Count	1	0	0	1
		% within VAR00001	100.0%	0.0%	0.0%	100.0%
		% within VAR00003	1.3%	0.0%	0.0%	1.0%
		% of Total	1.0%	0.0%	0.0%	1.0%
	40.00	Count	0	1	0	1
		% within VAR00001	0.0%	100.0%	0.0%	100.0%
		% within VAR00003	0.0%	6.7%	0.0%	1.0%
		% of Total	0.0%	1.0%	0.0%	1.0%
Total		Count	78	15	4	99
		% within VAR00001	78.8%	15.2%	4.0%	100.0%
		% within VAR00003	100.0%	100.0%	100.0%	100.0%
		% of Total	78.8%	15.2%	4.0%	100.0%

3.8 CHI SQUARE TEST

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	43.480 ^a	51	.764	. ^b
Likelihood Ratio	40.344	51	.858	.238
Fisher-Freeman- Halton Exact Test	67.466			.354
N of Valid Cases	99			

a. 67 cells (93.1%) have expected count less than 5. The minimum expected count is .02.

b. Cannot be computed because there is insufficient memory.

The alpha value is 0.05 and then the p value is .238. Hence the p value is greater than the alpha value .Therefore null hypothesis cannot be rejected , therefore the significant difference between age and frequency of buying of cosmetic .

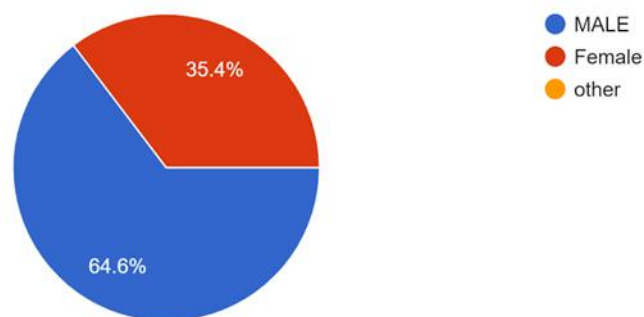
CHAPTER 4 : **DATA ANALYSIS AND INTERPRETATION :**

TABLE 4.1
GENDER

GENDER	NO .OF.RESPONDENT	PERCENTAGE
MALE	65	64.6
FEMALE	35	35.4
OTHER	0	0

CHART 4.1

GENDER:
99 responses



INTERPRETATION:

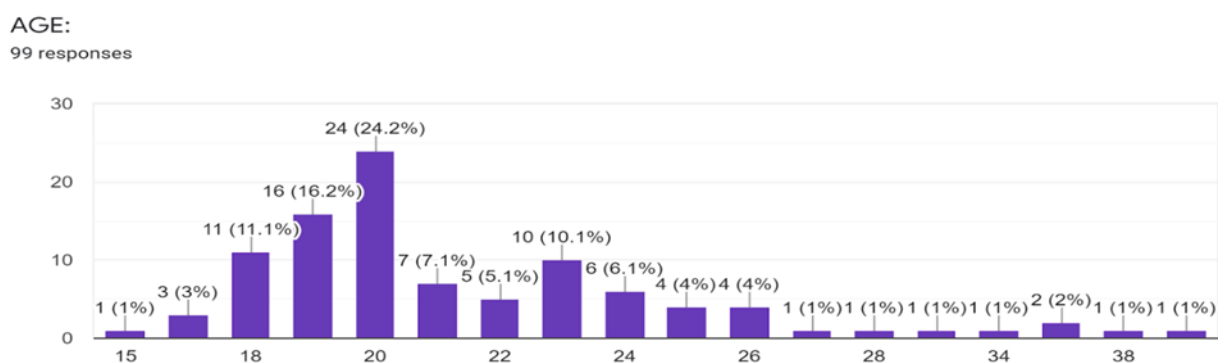
From the above table interpreted that 65%respondents are Male and 35% respondents are Female. Majority of 65% respondents are Male.

TABLE 4.2

AGE

AGE	NO OF RESPONDENT	PERCENTAGE
15-20	55	55%
20-25	32	32%
25-30	7	7%
30 & ABOVE	5	5%

CHART 4.2



Interpretation:

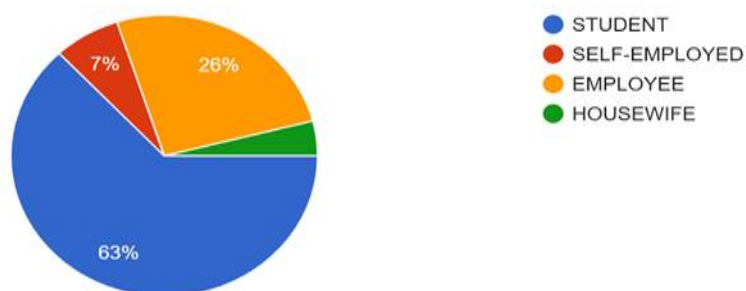
From the above table interpreted that 55% respondents are 15 – 20 age and 32% respondents are 20 -25 age and 7% respondents are 25-30 age and 5% respondents are 30 & above age . Majority of 55% respondents are between 15 – 20 age groups

TABLE 4.3**OCCUPATION**

OCCUPATION	NO. OF. RESPONDENT	PERCENTAGE
STUDENT	63	63%
SELF EMPLOYED	7	7%
EMPLOYED	26	26%
HOUSEWIFE	4	4%

CHART 4.3

OCCUPATION
100 responses

**Interpretation:**

From the above table interpreted that 63% respondents are students, 7% respondents are self Employed, 26% respondents are employed, 4% respondents are housewife. Majority of 63% respondents are student

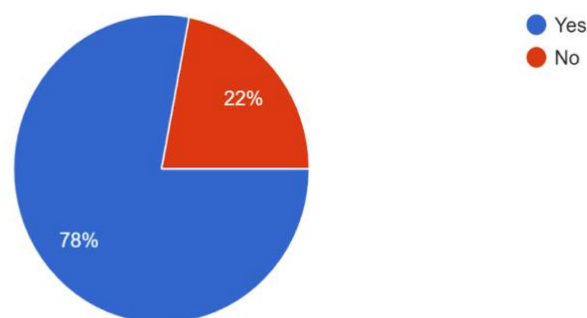
TABLE 4.4

ARE YOU A BIOTIQUE PRODUCT USER?

ARE YOU A BIOTIQUE PRODUCT USER	NO OF REPENDENT	PERCENTAGE
YES	78	78%
NO	22	22%

CHART 4.4

1.ARE YOU A BIOTIQUE PRODUCT USER:
100 responses



Interpretation:

From the above table interpreted that 78% respondents are biotique product user , 22% respondents are not biotique product user. Majority of 78% respondents are Biotique product user.

TABLE 4.5

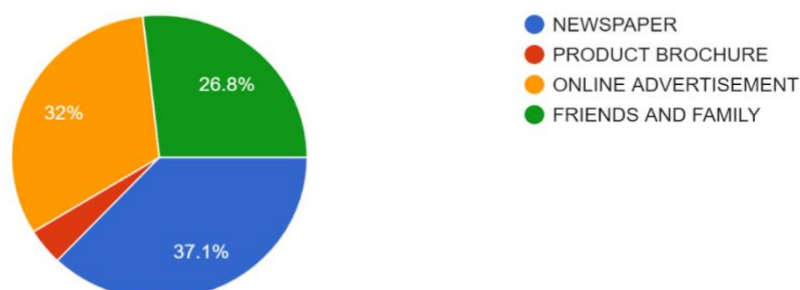
WHERE DO YOU USUALLY GET INFORMATION ABOUT BIOTIQUE PRODUCT?

WHERE DO YOU USUALLY GET INFORMATION ABOUT BIOTIQUE PRODUCT?	NO.OF.RESPONDENT	PERCENTAGE
NEWSPAPER	37	37%
PRODUCT BROCHURE	4	4%
ONLINE ADVERTISEMENT	32	32%
FRIENDS AND FAMILY	26	26%

CHART 4.5

3.WHERE DO YOU USUALLY GET INFORMATION ABOUT BIOTIQUE PRODUCT?

97 responses



Interpretation:

From the above table interpreted that 37% respondents are get information from newspaper , 4% respondents are get information from product brochure , 32% respondents are get information from online advertisement, 26% respondent are get information from friends and family. Majority of 37% respondents are get information from newspaper.

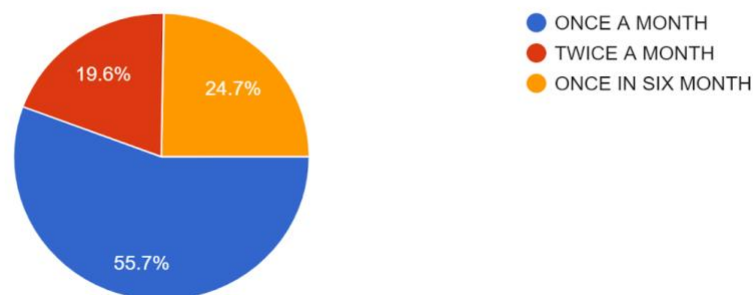
TABLE 4.6

WHAT IS YOUR FREQUENCY OF SHOPPING?

WHAT IS YOUR FREQUENCY OF SHOPPING	NO.OF .RESPONENT	PERCENTAGE
ONCE A MONTH	55	55 ⁰ %
TWICE A MONTH	19	19%
ONCE IN SIX MONTH	24	24 ⁰ %

CHART 4.6

4.WHAT IS YOUR FREQUENCY OF SHOPPING
97 responses



Interpretation:

From the above table interpreted that 55% respondents are purchased in once a month , 19% respondents are purchased in twice a month , 24% respondents are purchased in once in six month. Majority of 55% respondents are purchased in once a once a month.

TABLE 4.7

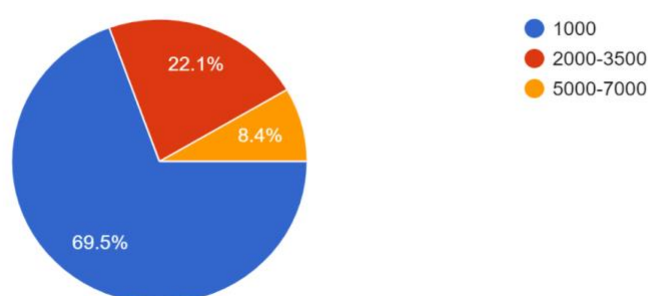
HOW MUCH DO YOU SPEND ON BIOTIQUE PRODUCT?

HOW MUCH DO YOU SPEND ON BIOTIQUE PRODUCT	NO.OF .RESPONENT	PERCENTAGE
1000	69	69%
2000-3500	22	22%
5000-7000	8	8%

CHART 4.7

5.HOW MUCH DO YOU SPEND ON BIOTIQUE PRODUCT

95 responses



Interpretation:

From the above table interpreted that 69% respondents are spend 1000 for purchased biotique product , 22% respondents are spend 2000-3500 for purchased biotique product, 8% respondents are spend 5000-7000 for purchased biotique product. Majority of 69% respondents are spend 1000 for purchased biotique product

TABLE 4.8

BRAND PREFERENCE FOR A BIOTIQUE PRODUCT?

BRAND PREFERENCE FOR A BIOTIQUE PRODUCTS?	NO.OF .RESPONENT	PERCENTAGE
DOMESTIC PRODUCT	54.2	54.2%
FOREIGN PRODUCT	12.5	12.5%
BOTH	33.3	33.3%

CHART 4.8

6.BRAND PREFERENCE FOR A BIOTIQUE PRODUCTS?
96 responses



Interpretation:

From the above table interpreted that 54.2% respondents are preference for a domestic biotique product, 12.5% respondents are preference for a foreign biotique product, 33.3% respondents are preference for a both domestic and foreign biotique product. Majority of 54.2% respondents are preference for a domestic biotique product.

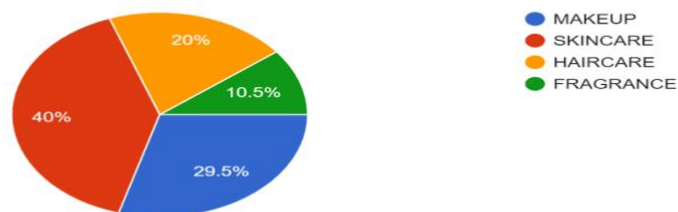
TABLE 4.9

WHAT TYPE OF BIOTIQUE PRODUCT DO YOU MOST OFTEN BUY?

WHAT TYPE OF BIOTIQUE PRODUCTS DO YOU MOST OFTEN BUY?	NO OF RESPONDENT	PERCENTAGE
MAKEUP	29	29.5%
SKINCARE	40	40%
HAIRCARE	20	20%
FRAGRANCE	10	10.5%

CHART 4.9

7.WHAT TYPE OF BIOTIQUE PRODUCTS DO YOU MOST OFTEN BUY?
95 responses



Interpretation:

From the above table interpreted that 29% respondents are purchased in makeup biotique product, 40% respondents are purchased in skincare biotique product, 20% respondents are purchased in haircare biotique product, 10% respondents are purchased in fragrance biotique product. Majority of 40% respondents are purchased in skincare biotique product.

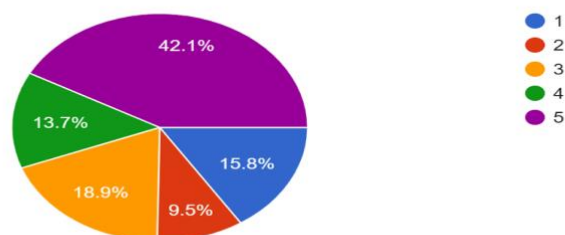
TABLE 4.10

I THINK BUYING BRAND BIOTIQUE PRODUCT HAS BEEN A GOOD DECISION ?

I THINK BUYING BRAND BIOTIQUE PRODUCT HAS BEEN A GOOD DECISION ?	NO OF RESPONDENT	PERCENTAGE
1	16	15.8%
2	10	9.5%
3	19	18.9%
4	14	13.7%
5	42	42.1%

CHART 4.10

8. I THINK BUYING BRAND BIOTIQUE PRODUCT HAS BEEN A GOOD DECISION ?
95 responses



Interpretation:

From the above table interpreted that 16% respondents are given 1 points for buyinG biotique product for good decision,10% respondents are given 2 points for buying biotique product for good decision,19% respondents are given 3 points for buying biotique product for good decision,14% respondents are given 4 points for buying biotique product for good decision , and that 42% respondents are given 5 points for buying biotique product for good decision. Majority of 42% respondents are given 5 points for buying biotique product for good decision

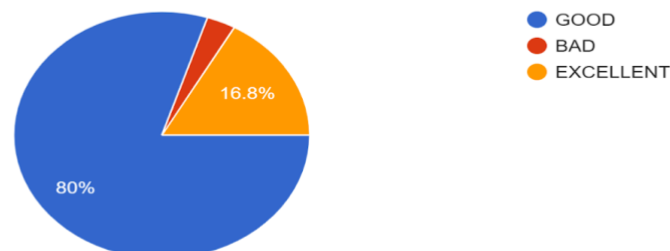
TABLE 4.11

HOW WAS THE PRODUCT DESIGN INCLUDES SHAPES, COLOURS, PACKING, ETC

HOW WAS THE PRODUCT DESIGN INCLUDES SHAPES, COLOUR, PACKING, AND ETC	NO OF RESPONDENT	PERCENTAGE
GOOD	80	80%
BAD	3	3.2%
EXCELLENT	17	16.8%

CHART 4.11

9. HOW WAS THE PRODUCT DESIGN INCLUDES SHAPES, COLOUR, PACKING, AND ETC
95 responses



Interpretation:

From the above table interpreted that 80% respondents are choosed good product design etc., 3% respondents are choosed bad product design etc.,, 17% respondents are choosed excellent product design etc. Majority of 80% respondents are choosed good product design etc.,

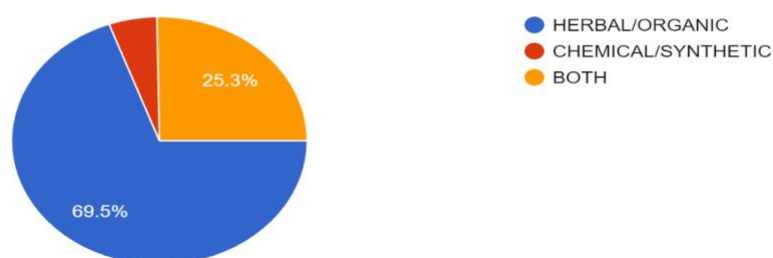
TABLE 4.12

CATEGORY OF BIOTIQUE BRAND PRODUCT ?

CATEGORY OF BIOTIQUE BRAND PRODUCTS	NO OF RESPONDENT	PERCENTAGE
HERBAL\ORGANIC	70	69.5%
CHEMICAL\SYNTHETIC	5	5%
BOTH	25	25.3%

CHART 4.12

10.CATEGORY OF BIOTIQUE BRAND PRODUCTS
95 responses



Interpretation:

From the above table interpreted that 70% respondents are choosed herbal\organic product ,5% respondents are choosed chemical \synthetic product , 20% respondents are choosed both product . Majority of 70% respondents are choosed herbal\organic product .

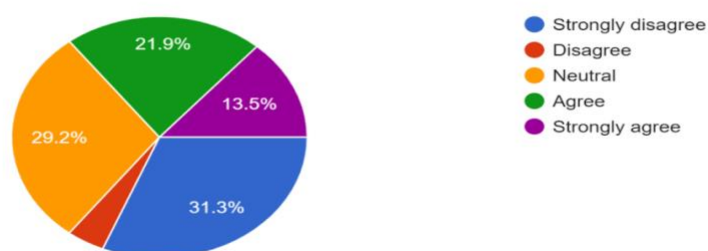
TABLE 4.13

**BIOTIQUE PRODUCT STIMULATES MY CURIOSITY
AND PROBLEM SOLVING?**

BIOTIQUE PRODUCT IS STIMULATES MY CURIOSITY AND PROBLEM SOLVING?	NO OF RESPONDENT	PERCENTAGE
STRONGLY DISAGREE	31.3	31.3%
DISAGREE	3	3%
NEUTRAL	30	29.2%
AGREE	22	21.9%
STRONGLY AGREE	14	13.5%

CHART 4.13

11.BIOTIQUE PRODUCT IS STIMULATES MY CURIOSITY AND PROBLEM SOLVING?
96 responses



Interpretation:

From the above table interpreted that 31.3% respondents are strongly disagree for stimulates my curiosity are not problem solving , 3% respondents are disagree for stimulates my curiosity are not problem solving , 30% respondents are neutral for stimulates my curiosity are problem solving, 22% respondents are agree for stimulates my curiosity are problem solving, 14% respondents are strongly agree for stimulates my curiosity are problem solving. Majority of 31.3% respondents are strongly disagree for stimulates my curiosity are not problem solving .

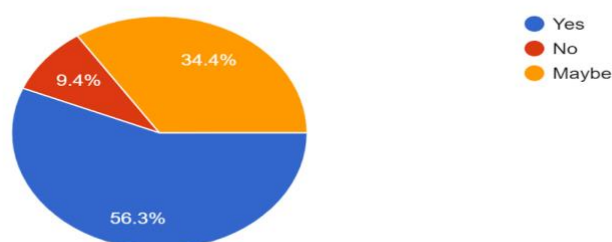
TABLE 4.14

IS BIOTIQUE PRODUCT IS INTERESTING IN A SENSORY WAY

IS BIOTIQUE PRODUCT IS INTERESTING IN A SENSORY WAY (EG.SMELL)	NO OF RESPONDENT	PERCENTAGE
YES	56.3	56.3%
NO	9.4	9.4%
MAY BE	34.4	34.4%

CHART 4.14

12. IS BIOTIQUE PRODUCT IS INTERESTING IN A SENSORY WAY (EG.SMELL)
96 responses



Interpretation:

From the above table interpreted that 56.3% respondents are choosed yes for product is interesting in a sensory way ,9.4% respondents are choosed no for product is interesting in a sensory way , 34.4% respondents are choosed may be for product is interesting in a sensory way. Majority of 56.3% respondents are choosed yes for product is interesting in a sensory way .

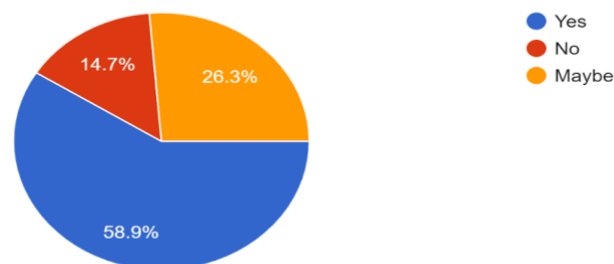
TABLE 4.15

WILL YOU BUY ANOTHER BRAND IF NOT AVAILABLE BIOTIQUE PRODUCT IN STORE ?

WILL YOU BUY ANOTHER BRAND IF BIOTIQUE PRODUCT IS NOT AVAILABLE TO THE STORE?	NO OF RESPONDENT	PERCENTAGE
YES	58.9	58.9%
NO	14.7	14.7%
MAY BE	26.3	26.3%

CHART 4.15

13.WILL YOU BUY ANOTHER BRAND IF BIOTIQUE PRODUCT IS NOT AVAILABLE TO THE STORE?
95 responses



Interpretation:

From the above table interpreted that 58.9% respondents are choosed yes for buy another brand if biotique product is not available to the store ,14.7% respondents are choosed no for buy another brand if biotique product is not available to the store , 26.3% respondents are choosed may be for buy another brand if biotique product is not available to the store . Majority of 58.9% respondents are choosed yes for buy another brand if biotique product is not available to the store .

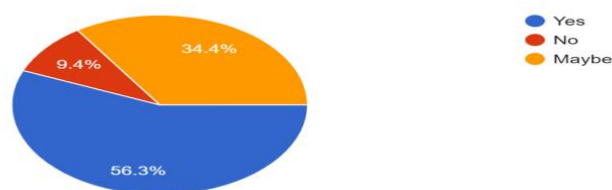
TABLE 4.16

WOULD YOU BUY RECOMMEND THIS BRAND TO OTHERS?

WOULD YOU RECOMMEND THIS BRAND TO OTHERS?	NO OF RESPONDENT	PERCENTAGE
YES	56.3	56.3%
NO	9.4	9.4%
MAY BE	34.4	34.4%

CHART 4.16

14.WOULD YOU RECOMMEND THIS BRAND TO OTHERS?
96 responses



Interpretation:

From the above table interpreted that 56.3% respondents are choosed yes for recommend this product to others,9.4% respondents are choosed for not recommend this product to others , 34.4% respondents are choosed may be for recommend this product to others . Majority of 56.3% respondents are choosed yes for recommend this product to others.

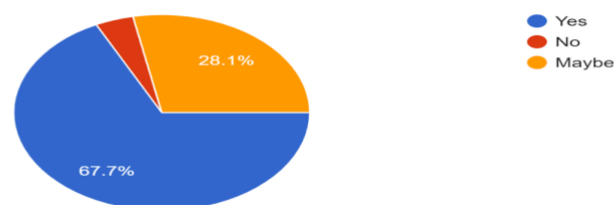
TABLE 4.17

WOULD YOU INTEND TO CONTINUE TO USE THIS BRAND IN FUTURE ?

WOULD YOU INTEND TO CONTINUE TO USE THIS BRAND IN FUTURE?	NO OF RESPONDENT	PERCENTAGE
YES	67.7	67.7%
NO	4.2	4.2%
MAY BE	28.1	28.1%

CHART 4.17

15.WOULD YOU INTEND TO CONTINUE TO USE THIS BRAND IN FUTURE?
96 responses



Interpretation:

From the above table interpreted that 67.7% respondents are choosed yes to continue to use this brand in future, 4.2% respondents are not intend to continue to use this brand in future, 28.1% respondents are choosed may be to continue to use this brand in future. Majority of 67.7% respondents are choosed yes to continue to use this brand in future.

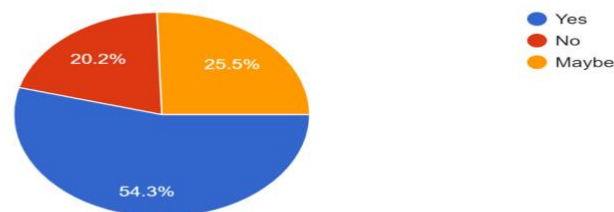
TABLE 4.18

IS THIS REPLACE FOR THIS DAMAGED PRODUCT ?

IS THIS REPLACE FOR THIS DAMAGED PRODUCT	NO OF RESPONDENT	PERCENTAGE
YES	54	54.3%
NO	20	20.3%
MAY BE	25	25.5%

CHART 4.18

16. IS THIS REPLACE FOR THIS DAMAGED PRODUCT
94 responses



Interpretation:

From the above table interpreted that 54% respondents are choosed yes for this replaced for this damaged products,20% respondents are choosed no for this replaced for this damaged products, 25% respondents are choosed may be for this replaced for this damaged product . Majority of 54% respondents are choosed yes for this replaced for this damaged product.

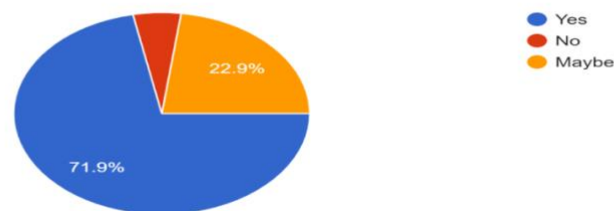
TABLE 4.19

IS THIS BIOTIQUE PRODUCT VALUE FOR YOUR MONEY ?

IS THIS BIOTIQUE PRODUCT VALUE FOR YOUR MONEY?	NO.OF.RESPONDENT	PERCENTAGE
YES	72	72 ⁰ %
NO	5	5 ⁰ %
MAY	23	23 ⁰ %

CHART 4.19

17. IS THIS BIOTIQUE PRODUCT VALUE FOR YOUR MONEY?
96 responses



Interpretation:

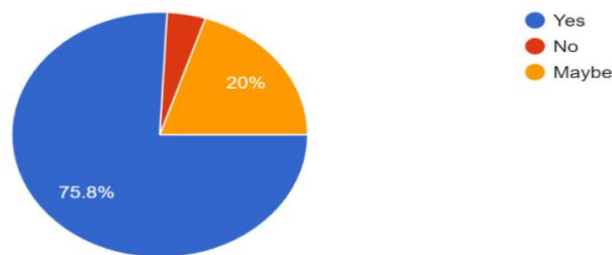
From the above table interpreted that 72% respondents are choosed yes for the biotique product value for your money, 5% respondents are choosed no for the biotique product is not value for your money, 23% respondents are choosed may be for biotique product value for your money. Majority of 72% respondents are choosed yes for biotique product value for your money.

TABLE 4.20

IS THIS ONLINE SHOPPING CORRECTLY DELIVERED ON THE TIME?	NO.OF.RESPONDENT	PERCENTAGE
YES	75	75 ⁰ %
NO	2	2 ⁰ %
MAY BE	20	20 ⁰ %

CHART 4.20

18. IS THIS ONLINE SHOPPING CORRECTLY DELIVERED ON THE TIME?
95 responses



Interpretation:

From the above table interpreted that 75% respondents are choosed yes for the online shopping correctly delivered on the time , 2% respondents are choosed no for the online shopping correctly not delivered on the time, 23% respondents are choosed may be online shopping correctly delivered on the time. Majority of 75% respondents are choosed yes for online shopping correctly delivered on the time.

CHAPTER 5

5.1 FINDINGS

- ☐ Majority of 65% respondents are Male.
- ☐ Majority of 55% respondents are between 15 – 20 age groups.
- ☐ Majority of 63% respondents are students.
- ☐ Majority of 78% respondents are biotique product user.
- ☐ Majority of 67% respondents are purchased in online shopping.
- ☐ Majority of 37% respondents are get information from newspaper.
- ☐ Majority of 55% respondents are purchased in once a once a month.
- ☐ Majority of 69% respondents are spend 1000 for purchased biotique product.
- ☐ Majority of 54.2% respondents are preference for a domestic biotique product.
- ☐ Majority of 40% respondents are purchased in skincare biotique product.
- ☐ Majority of 42% respondents are given 5 points for buying biotique product for good decision.
- ☐ Majority of 80% respondents are choose good product design etc.,
- ☐ Majority of 70% respondents are choose herbal\organic product .
- ☐ Majority of 31.3% respondents are strongly disagree for stimulates my curiosity are not problem solving .
- ☐ Majority of 56.3% respondents are choose yes for product is interesting in a sensory way .
- ☐ Majority of 58.9% respondents are choose yes for buy another brand if biotique product is not available to the store
- ☐ Majority of

56.3% respondents are choose yes for recommend this product to others.

☐ Majority of 67.7% respondents are choose yes to continue to use this brand in future.

☐ Majority of 54% respondents are choose yes for this replaced for this damaged product.

☐ Majority of 72% respondents are choose yes for biotique product value for your money.

☐ Majority of 75% respondents are choose yes for online shopping correctly delivered on the time.

☐ Majority of 70% respondents are choose yes for satisfied with this biotique product.

5.2 SUGGESTION

☐ ATTRACTING NEW SHOPPER WAS JUST THE FIRST STEP!SHARE EXCLUSIVE REWARDS, AND TREATS FOR REPEAT CUSTOMERS.

☐ RUN GIVEAWAY AND PROMOTIONS TO SHOW OFF YOUR BEST BRANDS AND NEW PRODUCT RELEASES.

☐ EVEN IF YOU OFFER A DISCOUNT PRODUCT, YOU WILL SEE A GREAT RETURN ON YOUR INVESTMENT FROM INCREASING SALES.

☐ INTERACTIVE ADVERTISEMENT SHOULD MAKE TO KNOW MORE ON NEWLY UPDATE BIOTIQUE PRODUCT .

☐ NEED AN IMPROVEMENT TO DELIVERY ON THE TIME.

5.3 CONCLUSION

□ After studying the study on consumer perception of retail business – biotique product is not stimulates my curiosity and not problem solving. It has to increase some vitamins and quantity level.

□ ➤ And the same time the advertisement of the biotique products should be done in larger level in order to attain the achievement of the company .

CHAPTER 6

6.1 REFERENCE

WWW.BIOTIQUE.COM

[HTTP://AYURWIKI.ORG](http://AYURWIKI.ORG)

6.2 APPENNDIX:

QUESTIONNAIRES :

1. Email

2. NAME:

3. AGE:

4. GENDER:

A.MALE

B. Female

C. other

5. E-MAIL:

6. CONTACT:

7.OCCUPATION :

A.STUDENT

B.SELF-EMPLOYED

C. EMPLOYEE

8. 1.ARE YOU A BIOTIQUE PRODUCT USER:

A. Yes

B. No

9. 2.WHERE DO YOU PURCHASE BIOTIQUE AYURVEDA PRODUCT:

A.ONLINE SHOPPING

B.SHOPPING MALL

C.SUPER MARKET STORE

10. 3.WHERE DO YOU USUALLY GET INFORMATION ABOUT BIOTIQUE PRODUCT?

- A.NEWSPAPER PRODUCT
- B.BROCHURE
- C.ONLINE ADVERTISEMENT FRIENDS AND
- D.FAMILY

11. 4.WHAT IS YOUR FREQUENCY OF SHOPPING

- A.ONCE A MONTH
- B.TWICE A MONTH
- C.ONCE IN SIX MONTH

12. 5.HOW MUCH DO YOU SPEND ON BIOTIQUE PRODUCT

- A.1000
- B.2000-3500
- C.5000-7000

13. 6.BRAND PRFERENCE FOR A BIOTIQUE PRODUCTS?

- A.DOMESTIC PRODUCT
- B. FOREIGN PRODUCT
- C.BOTH

14. 7.WHAT TYPE OF BIOTIQUE PRODUCTS DO YOU MOST OFTEN BUY?

- A.MAKEUP
- B.SKINCARE
- C.HAIRCARE
- D.FRAGRANCE

15. 8. ITHINK BRAND BIOTIQUE PRODUCT IS A GOOD DECISION

- A.1
- B.2
- C.3
- D.4

16. 9. HOW WAS THE PRODUCT DESIGN INCLUDES SHAPES,COLOUR,PACKING,AND ETC.

- A.GOOD
- B.BAD
- C.EXCELLENT

17. 10.CATEGORY OF BIOTIQUE BRAND PRODUCTS

- A,HERBAL/ORGANIC B.CHEMICAL/SYNTHETIC
- C.BOTH

18. 11.IS THIS BIOTIQUE PRODUCT IS STIMULATES MY CURIOSITY AND PROBLEM SOLVING?

- A. Strongly Disagree
- B. Disagree
- C. Neutral
- D. Strongly Agree

19. 12. IS BIOTIQUE PRODUCT IS INTERESTING IN A SENSORY WAY (EG.SMELL)

- A. Yes
- B .No
- C. Maybe

20. 13.WILL YOU BUY ANOTHER BRAND IF BIOTIQUE PRODUCT IS NOT AVAILABLE TO THE STORE?

- A. Yes
- B. No
- C. Maybe

21. 14.WOULD YOU RECOMMEND THIS BRAND TO OTHERS?

- A. YES
- B. No
- C. Maybe

22. 15. WOULD YOU INTEND TO CONTINUE THIS PRODUCT IN FUTURE ?

- A. Yes
- B. No
- C. Maybe

23. 16. IS THIS REPLACE FOR THIS DAMAGED PRODUCT

- A. Yes
- B .No
- C. Maybe

24. 17. IS THIS BIOTIQUE PRODUCT VALUE FOR YOUR MONEY?

- A. Yes
- B. No
- C. Maybe

25. 18. IS THIS ONLINE SHOPPING CORRECTLY DELIVERED ON THE TIME?

- A. Yes
- B. No
- C. Maybe