

Fairever, Fairglow



Brand: Mehta Solutions
Product Code: case152
Weight: 0.00kg

Price: Rs500

Short Description
Fairever, Fairglow

Description

Fairever, Fairglow CAST STUDY solution

Scientists say that skin colour is determined by the amount and type of melanin (pigment) in the skin. They also say that whether we are fair or dark is dependent more on genetic rather than environmental causes.

Yet people all over the world are preoccupied with the colour of their skins. Fair skinned people in subtropical regions spend a lot of time and energy getting tanned ; while darker

skinned people in the tropics covet fair skin. Fair and Lovely, Fairever, Fairglow...., fairness creams have become a vital part of the Indian women's beauty regime. Indian men are not unaffected by this fairness phenomenon, with a number of fairness creams specially for men having been introduced in the Indian market.

QUESTIONS :

(a) What are the needs and values involved in the purchase and use of "fairness cream for men" ?

(b) What consumer behaviour variables would support the success of "fairness cream for men" in India ? What might hamper, if any, the chances of success of the product ?

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers