

**A STUDY ON COIMBATORE RURAL ADOLESCENT CONSUMER BEHAVIOUR
TOWARDS COSMETIC PRODUCTS**

**Submitted in partial fulfillment of the requirement for the Degree of
Master of Commerce**

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MAY 2024

CERTIFICATE

CERTIFICATE

This is to certify that the thesis, entitled, “**A STUDY ON COIMBATORE RURAL ADOLESCENT CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS**”, submitted to the Avinashilingam University, in Partial fulfillment of the requirements for the award of the Degree of Master of Commerce is a record of original research work done by me during the period **December 2023 – May 2024** of her research in the Department of Commerce at Avinashilingam Institute for Home Science and Higher Education for Women, SF-Programs, Campus – II, Coimbatore – 641 108 under my supervision and guidance and the thesis has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title of any candidate of any University.

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DECLARATION

DECLARATION

I am R.KEERTHANA, hereby declare that the project entitled, “**A STUDY ON COIMBATORE RURAL ADOLESCENT CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS**”, submitted to the Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, SF-Programs, Campus – II, Coimbatore – 641 108 in partial fulfillment of the requirements for the award of the Degree of Master of Commerce is a record of original and independent research work done by me during December 2023 – May 2024 under the supervision and guidance of **Dr.R.ARUL JOTHI, M.Com., B.Ed.,M.Phil.,Ph.D.,(I/C) Head of the Department of commerce**, and it has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate in any University.

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Place: Coimbatore

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CHAPTER I

CHAPTER 1

INTRODUCTION

**Make -up is not a tool to make an ugly thing beautiful,
It is meant to magnify the beauty that already exists!
“I believe that all women are pretty without makeup,
But the right makeup can be pretty powerful”**

1.1 INTRODUCTION

The Indian cosmetic industry has increased the consciousness of Indian people about their appearance and has consequently contributed to an increase in the demand for cosmetic products. India is one of the world's fastest growing economies in the world. It is also one among the emerging consumer markets in the world. Emerging media and western culture has created beauty awareness in the minds of Indian consumers. Urban consumers prefer to buy products at medium price. Even rural consumers prefer to use cosmetics and this increase the frequency of the usage of the same.

As a result, one could see an increase in the acceptance and importance of the beauty products in every nook and corner of the world. Beauty products have moved from the luxuries category to necessities category. The cosmetic consumer's profile has moved from royalty and aristocracy to the masses and the working class, from the female category to all categories, and from the rich countries to all countries across the globe.

Certainly, the woman of today, believe that it is a matter of importance to look as charming as she can, to the end of her life. Man, too subtle and gradual has benefited from the development of the modern cosmetic industry; hair preparations, shaving soaps, creams and lotions that have all reached a degree of refinement and efficiency that makes them indispensable. Even so, research and manufacturing developments continue to produce new and often exciting forms of the various cosmetic preparations to keep pace with the demands of fashion and the gradual increase in standards of living, both here and in other countries.

As the standard of living goes up, the cosmetic industry starts flourishing. It suits manufacturers and marketers since it provides their rewards and, confronts them for their best in creativity, inspiration, innovation and interaction. It is a typical field suitable for observing and influencing consumer behavior.

India is one of the world's fastest growing economies in the world. It is also one among the emerging consumer markets in the world. The market has moved from being disordered and casual to a more organized retail, where all types of outlets from the small grocery stores to big shopping malls are there. India's urban elite is the main engine that fuels the demand for various cosmetic products. The Indian society is strongly attached to its values, ethics, traditions and culture. Though Indians are very strongly attached to their tradition and culture, the advent of satellite television and the awareness about the western world have changed the taste of preference in Indian cosmetic consumers and have created a desire in their mind to purchase cosmetics. Universal media and emerging western culture have aroused the Indian consumer to take the initiative to search for health and beauty offerings, so as to look pleasant and attractive.

International beauty pageants held in recent times have adjudged some Indian women as beauty queens and has conferred them with prestigious titles. The titles won by them have exerted a strong influence on Indian women. They have become highly beauty conscious and so the cosmetic usage patterns of Indian women has changed and this trend contribute largely to the growth of the cosmetic sector. In the beauty industry, the research and development department has started to blend the shades of cosmetics and offer a much larger shade collections than ever before which match consumers skin tone using technological breakthrough.

The consumer's preference for the product has been influenced by the product quality, price, brand image, brand choice, social factors and promotional factors. Cosmetic consumers choose their brands from the beauty regime according to their individual needs. In their daily make-up routine, consumers switch over to different brands of cosmetics. Generally consumers feel very comfortable in buying different cosmetic products to apply on their face every day. Cosmetic consumers have enormous choices like super markets, departmental stores and other retail outlets to meet their needs. Cosmetics are sold by direct selling agents too.

In the south east part of India, Coimbatore District in Tamil Nadu State is one of the most important places having a rapid growth in all sectors. This assorted area seems to be appropriate for the researcher to undertake a systematic study about the consumer behavior towards cosmetics.

1.1.1 MEANING

‘Cosmetic product’ means any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odors.

1.1.2 DEFINITION:

Cosmetics are defined as “items with mild action on the human body for the purpose of cleaning, beautifying, adding to the attractiveness, altering the appearance, or keeping or promoting the skin or hair in good condition” .While functional cosmetics, even if falling under the cosmetic definition, are designated “as items fulfilling specific actions like skin whitening, minimizing the appearance of lines in the face and body, protecting from the sun and sun tanning”. The main goal of such products is to maintain the body in a good condition. Understanding the preference of consumer is a key to the success of business organizations.

1.1.3 HISTORY:

The word "cosmetics" comes from the ancient Greek "kosmētikos". "Kosmos" essentially means "order", "ornament", "decorate". The current legal definition of a cosmetic is clearly defined in the EU Cosmetics Regulation ((EC) No. 1223/2009). Substances can only be designated as cosmetics when they are intended to come into external contact with the human body (skin, nails, and hair), teeth and oral mucosa.

The history of beauty culture and cosmetics really begun in the early years of the twentieth century, which saw the first application of scientific principles of the formulation, manufacture and application of cosmetic preparations. The result of such a trend is seen in the amazing growth of the cosmetic industry and the tremendous increase in the standard of personal hygiene that has, taken place over the past eighty or ninety years.

Cosmetics have been in use for thousands of years, with ancient Egyptians and Sumerians using them. In Europe, the use of cosmetics continued into the middle Ages—where the face was whitened and the cheeks rouged though attitudes towards cosmetics varied throughout time, with the use of cosmetics being openly frowned upon at many points in Western history. Regardless of the changes in social attitudes towards cosmetics, ideals of appearance were occasionally achieved through the use of cosmetics by many.

According to one source, early major developments in cosmetics include:

- Kohl used by ancient Egyptians
- Castor oil also used in ancient Egypt as a protective balm
- Skin creams made of beeswax, olive oil, and rose water, described by the Romans
- Vaseline and lanolin in the nineteenth century.

Historically, the absence of regulation of the manufacture and use of cosmetics, as well as the absence of scientific knowledge regarding the effects of various compounds on the human body for much of this time period, led to a number of negative adverse effects upon those who used cosmetics, including deformities, blindness, and, in some cases, death.

During the 14th century, the English dyed their hair red. Rich women wore egg whites over their faces to create a whiter countenance and used slices of raw beef on their faces to get rid of wrinkles. Italy and France were the important cosmetics manufacturing centers during the 15th and the 16th centuries. The French created new fragrances and cosmetics by blending several ingredients. This paved the way for modern cosmetics. In the 17th century red rouge and lipsticks were used by the elite to display their wellness and opulence. They used paints and powders.

Lead has been used as a makeup product since the 18th century. It is said to be lethal to women who apply it daily to achieve a pale complexion representing nobility, as tanner skin represents the working class. Lead can be detrimental to people's health and cause death if mixed with vinegar which it allows lead to be absorbed through the skin.

During the 19th century, France introduced chemicals in fragrances. Zinc oxide was used in facial powder and it replaced the deadly mixtures of lead and copper. In 1907 modern synthetic hair dye was invented by Eugene Schueller, founder of L'oreal. Lipstick was introduced in cylindrical metal tubes in 1915. In 1932 Charles and Joseph Revson and Charles Lackman founded Revlon which sells

nail polish in a wide range of colours. In 1935 pancake make-up was introduced for the adjustments required for photographing faces in film industry. He introduced sunscreen lotions in 1936.

In 1944, sunscreen lotion was developed. Mascara was introduced in 1958. Revlon offered the first powdered blush in 1963. In 1965 Aerosol deodorant was introduced. The United States of America started launching its cosmetic products in various parts of the world in 1970. "Natural" products based on botanical ingredients were used in cosmetics in the year 1980.

In 1882, English actress and socialite Lillie Langtry became the poster girl for Pears of London, making her the first celebrity to endorse a commercial product. She allowed her name to be used on face powders and skin products.

During the 1910s, the market in the US was developed by figures such as Elizabeth Arden, Helena Rubinstein, and Max Factor. These firms were joined by Revlon just before World War II and Estee Lauder just after. During 1993 the concept, of anti-ageing was slowly changed from medical field to body care.

As of 2016, the world's largest cosmetics company is L'Oreal, founded by Eugene Schuler as the French Harmless Hair Coloring Company (now owned by Lillian Bettencourt 26% and Nestle 28%; the remaining 46% is traded publicly).

By the middle of the 20th century, cosmetics were in widespread use by women in nearly all industrial societies around the world, with the cosmetics industry becoming a multibillion-dollar enterprise by the beginning of the 21st century. The wider acceptance of the use of cosmetics led some to see makeup as a tool used in the oppression and subjection of women to unfair societal standards.

At present, cosmetics are wide spread and used by women in all sectors throughout the world. The popularity of cosmetics usage increased rapidly. Cosmetics are used by girls abundantly at young age. Due to this fact, many cosmetic companies have started introducing more advanced and specialised cosmetic items, brand extensions, family packs, internationally proven scientific formulae, new product development with herbal ingredients and glittery package. Thus, at present cosmetics usage has been transformed from luxurious to indispensable items and has become a habitual routine for everyone all over the world.

The EU Cosmetics Regulation also specifies exactly which preservatives, sun filters and other ingredients may and may not be used as a cosmetic product. It's also the main regulatory framework for cosmetic products having laws regulating, for example, advertising claims, label requirements, safety evaluations, and product registrations.

1.1.4 CONSUMER BEHAVIOUR:

Consumer is the king in the present century. They enter the market with high hopes and great expectations by choosing products that almost perfectly match their requirements and expectations. Every individual consumer is unique and this uniqueness is reflected in the consumption pattern and purchase process of cosmetics. In the Indian context, there has always been a vast difference between urban and rural market for a long time. The life style of the urban and rural population varies on the basis of their attitude taste and preference. Cosmetic consumers in India are moving away from the mere operational products to innovative and specialized cosmetic items.

Consumer behaviour refers to the behavior that consumers display in searching for purchasing; using, evaluating and disposing of products and services that they expect to satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. It is the fundamental ingredient in the modern marketing methodology. The behavioural aspect of a human being is linked with many factors like personal thinking, social expectations, constraints, motivations and so on.

1.1.5 COSMETICS JOBS ARE:

- To clean
- To give fragrance
- To change looks
- To protect
- To maintain in good condition
- To influence body odor

1.1.6 CATEGORIES OF COSMETIC PRODUCTS

- Make up products
- Skin care products
- Hair care products
- Fragrance products
- Personal care products

1) MAKEUP PRODUCTS

Makeup products are used to enhance or change the appearance of the face or other parts of the body. They include products like foundation, concealer, lipstick, eye shadow, and blush.

IMPORTANCE OF MAKEUP PRODUCTS

Makeup products are used to enhance natural features or create a different look. They come in various formulations like powders, creams, and liquids. Makeup products are important in boosting confidence and enhancing natural beauty.

BENEFITS OF USING MAKEUP PRODUCTS

Makeup products can help enhance natural beauty, boost confidence, and improve mood. Using makeup can also be a form of self-expression and creativity.

SOME OF THE MAKEUP PRODUCTS ARE:

- ❖ **Primers** are used on the face before makeup is applied, creating a typically transparent, smooth layer over the top of the skin, allowing for makeup to be applied smoothly and evenly.
- ❖ **Concealer** is a cream or liquid product used to conceal marks or blemishes on the skin. Concealer is typically the colour of the user's skin tone and is generally applied after the face has been primed to even out the wearer's skin tone before foundation can be applied.
- ❖ **Foundation** is a cream, liquid, or powder product applied to the entirety of the face to create a smooth and even base for the user's skin tone. Foundation provides a generally lower amount of coverage than concealer and is sold in formulations that can provide sheer, matte, dewy or full coverage to the skin.
- ❖ **Rouge, blush, or blusher** is a liquid, cream, or powder product applied to the center of the cheeks with the intention of adding or enhancing their natural colour.
- ❖ **Bronzer** is a powder, cream, or liquid product that adds colour to the skin, typically in bronze or tan shades, intended to give the skin a tanned appearance and enhance the colour of the face.
- ❖ **Highlighter** is a liquid, cream, or powder product applied to the high points of the face, such as the eyebrows, nose, and cheekbones.

- ❖ **Eye eyebrow pencils, creams, waxes, gels, and powders** are used to color, fill in, and define the brows. Eyebrow tinting treatments are also used to dye the eyebrow hairs a darker colour, either temporarily or permanently, without staining and coloring the skin underneath the eyebrows.
- ❖ **Eye shadow** is a powder, cream, or liquid pigmented product used to draw attention to, accentuate, and change the shape of the area around the eyes, the eyelids, and the space below the eyebrows.
- ❖ **Eyeliner** is used to enhance and elongate the apparent size or depth of the eye. Though eyeliner is commonly black, it can come in many different colors'. Eyeliner can come in the form of a pencil, a gel or a liquid.
- ❖ **False eyelashes** are used to extend, exaggerate, and add volume to the eyelashes. False eyelashes are typically applied to the lash line using glue, which can come in latex and latex-free varieties; magnetic false eyelashes, which attach to the eyelid after magnetic eyeliner is applied, are also available.
- ❖ **Mascara** is used to darken, lengthen, thicken, or enhance the eyelashes through the use of a typically thick, cream-like product applied with a spiral bristle mascara brush.
- ❖ **Lip products**, including lipstick, lip gloss, lip liner and lip balms, commonly add color and texture to the lips, as well as serving to moisturize the lips and define their external edges.
- ❖ **Face powder, setting powder, or setting sprays** are used to 'set' foundation or concealer, giving it a matte or consistent finish while also concealing small flaws or blemishes.
- ❖ **Nail polish** is a liquid used to colour the **fingernails and toenails**. Transparent, colorless nail polishes may be used to strengthen nails or be used as a top or base coat to protect the nail or nail polish.

2) SKINCARE PRODUCTS

Skincare products are essential in maintaining healthy, glowing skin. They are used to protect the skin from environmental damage, combat signs of aging, and maintain skin hydration.

IMPORTANCE OF SKINCARE PRODUCTS

Skincare products include cleansers, toners, moisturizers, serums, and masks. Cleansers help remove dirt and impurities, toners balance skin pH, moisturizers hydrate the skin, serums target specific skin concerns like dark spots, and masks help improve skin texture. These products are important in maintaining healthy, glowing skin by nourishing and protecting the skin.

BENEFITS OF USING SKINCARE PRODUCTS

Skincare products help maintain the skin's natural barrier, prevent premature aging, and improve overall skin health. Using the right skincare products can help reduce the appearance of fine lines, dark spots, and wrinkles, and provide a radiant, healthy glow. Cleansing is a standard step in skin care routines.

SOME OF THE SKIN CARE PRODUCTS ARE:

- ❖ **Cleansers or foaming washes** are used to remove excess dirt, oil, and makeup left on the skin. Different cleansing products are aimed at various types of skin, such as sulfate-free cleansers and spin brushes.
- ❖ **Toners** are used after cleansing to remove any remaining traces of cleanser and restore the pH of the skin. They may also add some hydration. They are usually applied to a cotton pad and wiped over the skin, but they can be sprayed onto the skin from a spray bottle or poured onto the hand and patted directly onto the skin.
- ❖ **Facial masks** are treatments applied to the skin and then removed. Typically, they are applied to a dry, cleansed face, avoiding the eyes and lips.
- ❖ **Moisturizers** are creams or lotions that hydrate the skin and help it to retain moisture. Tinted moisturizers contain a small amount of foundation, which can provide light coverage for minor blemishes or to even out skin tones. They are usually applied with the fingertips or a cotton pad.
- ❖ **Sunscreens** are creams, lotions, sprays, gels, sticks, or other topical products that protect the skin from the sun. They contain organic or inorganic filters that act to absorb or reflect harmful UV radiation.
- ❖ **Serums** are light, easily absorbed liquids that one spreads on their skin. The main purpose of the product is to be applied before moisturizer, and the serum provides a high concentration of any specific ingredient on the face. The benefits of serum are skin firmness, smoothness of the face, and reducing the fine lines and wrinkles on one's face.

3) HAIR CARE PRODUCTS

Hair care products are essential in maintaining healthy hair. They are used to clean, nourish, and style hair. Hair care is a category of cosmetics devoted to products which are used to improve the appearance of hair.

IMPORTANCE OF HAIRCARE PRODUCTS

Hair care products include shampoos, conditioners, hair masks, hair oils, and styling products like gels, mousses, and hairsprays. Shampoos and conditioners help cleanse and condition hair, hair masks and oils nourish and hydrate hair, and styling products help create different hairstyles. Haircare products are important in maintaining healthy, shiny hair by providing the necessary nutrients and moisture.

BENEFITS OF USING HAIR CARE PRODUCTS

Hair Care products help to maintain hair health, prevents hair damage, and improves overall hair texture and appearance. Using the right hair care products can help reduce breakage, prevent split ends, and provide shiny, healthy-looking hair.

SOME OF THE HAIR CARE PRODUCTS ARE:

- ❖ **Shampoos** are used to clean the hair and scalp by massaging into wet hair and then rinsing.
- ❖ **Hair conditioners** are used following shampoo to improve the appearance of hair by making it smoother and shinier.
- ❖ **Styling products** include gels, waxes, foams, creams, mousse, serum; they are used to create and maintain hairstyles.

4) FRAGRANCE PRODUCTS

Fragrance products are used to add a pleasant scent to the body. They include products like perfumes, colognes, and body sprays.

IMPORTANCE OF FRAGRANCE PRODUCTS

Fragrance products are used to add a pleasant scent to the body and can be used to express one's personality and style. They come in various scents and formulations like perfumes, colognes, and body sprays.

BENEFITS OF USING FRAGRANCE PRODUCTS

Fragrance products can help boost confidence, improve mood, and express one's personality and style. Perfumes or fragrances are liquids that can be sprayed or applied to produce a long-lasting smell. They are created by mixing different compounds together. There are different groups of perfumes which are categorized according to their concentration.

5) PERSONAL CARE PRODUCTS

Personal care products are used to maintain personal hygiene and freshness. They include products like deodorant, antiperspirant, body wash, soap, and toothpaste.

IMPORTANCE OF PERSONAL CARE PRODUCTS

Personal care products are essential in maintaining personal hygiene and freshness. They help control body odour, cleanse the body, and maintain oral health.

BENEFITS OF USING PERSONAL CARE PRODUCTS

Personal care products help maintain personal hygiene, prevent body odour, and promote good oral health.

EXAMPLES OF PERSONAL CARE PRODUCTS

Personal care products include deodorant, antiperspirant, body wash, soap, and toothpaste. Deodorant and antiperspirant help control sweat and body odour, body wash and soap help cleanse the skin, and toothpaste helps maintain oral hygiene.

1.1.7 ADVANTAGES OF COSMETIC PRODUCTS

- **Feel Confident:** Every woman who wears makeup feels confident when they step out the door. It gives positive attitude of being ready to rock the day.
- **Skin Protection:** Wearing makeup when a person steps out can protect the skin from pollutants. They generally act as a barrier to avoid direct exposure to dust. Although makeup does not provide complete protection, it can reduce the risk of skin changes.
- **Enhances the Appearance:** All humans are beautiful naturally. However, makeup products act as added filters to enhance the individual appearance. For example, a good blush can enhance the cheeks and make them more dynamic and noticeable.
- **More Fun:** Wearing makeup daily adds fun to your life. Instead of being insane with all the work, wearing makeup can make us look better and feel more confident.
- **Look Perfect in Photos:** At times, the natural features of your face may not be noticeable. Wearing makeup would further enhance and highlight those features. This can project you perfectly in photos.

1.1.8 DISADVANTAGES OF COSMETIC PRODUCTS

- **Costly:** Although wearing makeup can be beneficial in various aspects, it is so expensive. Some products may best suit your skin, but they can be costly, and not everyone can afford them. However, using it for a month might be possible, but once the product gets over, the individual might be hesitant to purchase it due to its cost.
- **Smells Bad:** Most makeup products have fragrances as one of the ingredients to add a pleasant smell to the product. However, people have different senses of smell; some may like it, and others may not.
- **Learning How to Wear Makeup Takes Time:** For people new to makeup, it might take a lot of work to figure out a perfect makeup trick. And if they need to wear makeup, it takes time to learn how to look perfect with makeup.
- **Aging Skin:** Skin health can worsen if it is exposed to the sun often. Therefore, it has to be protected using sunscreen. If makeup products are applied to the skin without sunscreen, it can cause skin aging, causing fine lines, age spots, and wrinkles. The practice of not removing makeup before sleep can lead to the breakdown of elastin in the skin, causing wrinkle.

- **Allergies:** The allergic reactions noticed in individuals who wear makeup are due to the ingredients infused in them. Products with mild ingredients are of no harm, but products with fragrances and preservatives tend to cause severe allergic reactions, especially in individuals with sensitive skin.
- **Eye Infections:** The makeup products such as foundation, concealer, mascara, eyeliner, and eye shadow that are used around the eyes can cause eye infections if they contain heavy irritant ingredients.
- **Cancer:** Although there are no clear pieces of evidence of cosmetic products causing skin cancer, some ingredients such as formaldehyde, coal tar, silica, and arsenic are found to cause harm to the skin when applied.

1.2 STATEMENT OF THE PROBLEM

Consumer behaviour refers to the behaviour that consumers display in searching for purchasing; using, evaluating and disposing of products and services that they expect to satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. It is the fundamental ingredient in the modern marketing methodology. The behavioural aspect of a human being is linked with many factors like personal thinking, social expectations, constraints, motivations and so on. Since the parameters are very wide, the buying behavior keeps on changing.

Several studies at the international level have been made on consumer behaviour towards many products. Since India has people following different religions, speaking different languages and pursuing different life styles, it has no unique feature to represent as a whole, regarding consumer behaviour. Some studies have been made in India on consumer behaviour on cosmetics categorizing all the cosmetic products under one roof. But very little work has been done on make-up products, which is a fast growing sector in the Indian market.

Women all over the world like to look more beautiful than they really are and Indian women are no exception. The goal of being beautiful can be achieved mainly with the help of cosmetic products. Majority of Indian women have started to consider cosmetic products as inevitable in their daily make-up routine because it takes care of the facial flaws, conceals skin blemishes, improves skin color, minimizes wrinkles, covers under eye dark circles, defines the shape of the eye and adds sparkle to the eyes and wearing off the stress in the face. Make-Up is a blend of art and science; it requires a spirit of

adventure and courage to experiment, an interest for color harmony, a little perseverance and finally the desire to look good.

Coimbatore District which is situated in the extreme South Eastern corner of Tamil Nadu is a fast developing industrialized area. It has several private industries, public industries, and small scale industries. The district has colleges for education including medical, engineering and arts and science and schools for primary education and higher secondary education. A remarkable number of its population is educated and many educated women are working as teachers, professors, doctors and officials in private and public limited companies. These diverse industries offer wide employment opportunities to women folk.

Women in various careers having different dress codes and so are conscious about picking the right kind of make-up products for their work places, home and for special occasions. The increase in the purchasing power of the urban population in major cities is also the main driving force that enhances the demand for various cosmetic products in India. Higher education, prestigious jobs and increasing disposable income give independence to women to purchase cosmetics without any constraint.

The favorable environment provides a atmosphere to improve the socio economic conditions of the people in Coimbatore District. The improved economic condition motivates the consumers to spend more money in purchasing cosmetic products, as these products are able to deliver them a good appearance. This is the main reason for selecting Coimbatore District as the research area for conducting this research.

In this scenario, the cosmetic industry has witnessed a magnificent growth. Therefore, every marketer should be aware of the changing consumer behavior of cosmetic consumers. Hence the researcher has selected the topic “A Study on Coimbatore Rural Adolescent Consumer Behaviour towards Cosmetic products”

1.3 OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To study the demographic profile of the Women Consumers and their behaviour towards cosmetic products.
2. To study the attitudes towards the usage of cosmetic products.
3. To study the Rural Adolescent consumer behaviour towards cosmetic products.
4. To study purchase pattern of consumer for cosmetic products.
5. To study the socio economic condition of the consumers and their preference for cosmetic products.

1.4 SCOPE OF THE STUDY

The present study focuses on the behaviour of cosmetic consumers, which includes the factors influencing the cosmetic buyers, the attitude of the users of cosmetic products and pre and post purchase behavior of the cosmetic consumers.

The study also focuses on the behaviour of women who purchase cosmetic products and use them in the geographical area of Coimbatore District, without discrimination of age, income, education, occupation and place of residence.

1.5 LIMITATIONS OF THE STUDY

- The term “cosmetics” covers five broad areas - skin care, hair care, make-up products, fragrances and personal care products. An array of cosmetic products that flood the market comes under these five categories. These cosmetic products were exclusively used by the women population only, so men were not included in this study.
- The sample size is limited to 156 respondents.

1.6 CHAPTER SCHEME

Chapter 1

The first chapter covers introduction, statement of the problem, scope of the study, objectives of the study, limitations of the study and the chapter scheme.

Chapter 2

The second chapter summarizes the Review of Literature.

Chapter 3

The third chapter traces the Research Methodology.

Chapter 4

The fourth chapter provides the results and discussion through analysis and interpretation of collected data.

Chapter 5

The fifth chapter concludes with the summation of Findings, Suggestions and Conclusions.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

As a natural human tendency when consumers want to purchase a product, they consult the existing users first and obtain a preliminary opinion. They also gather information about special features in it, make a decision to purchase, buy and use the product, then evaluate the quality of the product. Many women prefer cosmetics because it makes them feel confident and pretty. Women's choice of cosmetics has changed from luxury category to an essential category. Due to the advent of satellite television the awareness level of women towards cosmetics has increased a lot. They feel that cosmetics highlight their attractive features and conceal their facial flaws. The increasing fashion trends, beauty consciousness, high disposable income diversity, consumer demands insist found that the study of consumer behaviour towards cosmetics had been undertaken by many researchers.

2.2 REVIEWS REGARDING CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS:

Rodge T.R. (2000) in his study, "Influence of advertisement on consumers of different age groups and areas" found that rural consumers attached more importance to the advertisement and its impact, as compared to urban consumers. He also point out that rural consumers are more influenced by electronic media than print media.

M. Banu Rekha and K. Gokila (2001), the research aimed at studying the awareness of consumers towards cosmetic products and find out the factors influencing their purchase of cosmetic products. The results showed that there is a positive correlation between the factors i.e., family income (per annum) and spending cosmetics per month. Also, majority of the consumers were found to be brand loyal and quality specific.

Gaur, S.S and Vaheed, K.A. (2002) observed that consumers behaviour normally included the less observable decision process that accompany consumption including where, how often and under what conditions consumers made their purchase of desired goods and services.

Kumar, S. (2003) revealed that the majority of the consumers were highly enlightened and were concerned about the quality of the products. He also revealed that the consumers, uniformly in urban and rural areas, desired to have quality products at reasonable prices and trusted more on the advice of the retailers.

P. Rameshwari, R. Mathivanan and M. Jeganathan (2004), the study aimed at investigating the various factors that have impact on buying decisions of consumers. The results showed that marketers were required to look for buying habits, preferences, tastes, likes and dislikes of consumers and then the policies should be made. Lastly, the consumers were found to be more quality conscious and brand loyal.

Vikas Saraf (2005), in this study has found that brands are successful because the people prefer branded products to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgments. Consumers can then rely on chosen brands to guarantee standard quality and services. People believe that the brand itself is something that changes consumer behaviour.

Dr. T Nagananthi and M. Mahalakshmi (2006), the study aimed at building a relationship between the demographic factors with the brand preference of respondents towards branded cosmetic products. And the study concluded that there is no relationship between income and spending on cosmetic per month by consumers.

Bhawna Garg (2007) in this article “Rural Marketing Study of Consumer Behaviour with reference to cosmetic products” focused on the influencing factor of the rural consumers. The researcher mentioned that the factors were television advertisements, attractive packaging, small packs and low price while purchasing cosmetic products.

Dr. S Anandrajan and T. Sivagami (2008), the study was done to find out the influence of various media in motivating the consumer’s particular brand of cosmetics and to know how the marketing strategy influences the buying behaviour of the consumers. The results showed that consumers are aware about the cosmetic products and are slowly shifting towards organic/ Ayurveda based cosmetics.

Caroline Suelin (2009) in this study, “Understanding Consumer Behaviour highlighted the different factors which drive the consumers towards cosmetics. They initially preferred lipstick but slowly their preference had changed to mascara, lip-gloss and compact powder. Application of cosmetics was viewed as a way to achieve social status, acceptance in the society, to express identity and finally to build self-confidence.

Kruti Bhatt and Pinal Sankhla (2010), the study aimed at identifying the major factors motivating consumer buying decision toward cosmetic products and to study the attitude, preference and intentions of consumers while deciding for their purchase. Lastly, the researcher aimed to identify the most preferred cosmetic brand by respondents. The results showed that people consider quality as the most important factor to purchase cosmetics and majority of people do not prefer paying high amount to buy such products.

Nidhi Kotwal (2011), found in this study, “Impact of Television Advertisements on Buying Pattern of Adolescent Girls” that the consumers preferred to buy branded and standardized cosmetic products which were frequently advertised on television. The main reason for preferring advertisement was the information provided regarding discount, special gifts, brands and quality of the product. Brand ambassadors, catchy slogans and the music in the advertisement also play an important role.

Stephen Laison Sondoh (2011) in this study, “Brand Image Satisfaction and Loyalty among Female Consumers” indicated that the loyalty of the consumers has been influenced by brand image, brand reputation, after sales services and sales personnel. The study found that the perceived level of brand reputation, advertising, credibility and brand origin provide higher level of satisfaction effects for urban women consumers than for rural women consumers.

Priyanka Bhattacharya (2012) stated in this article Indian cosmetic products are that, India is one among the fastest growing beauty markets in the world and that the colour cosmetics market segment is growing faster as more and more women become aware of beauty products and tend to use cosmetic products.

Gilaninia et al. (2013), According to him, “Consumer behaviour is driven to achieve a specific purpose to Satisfying needs is the goal. Consumer behaviour comprises of many activities activities such as searching for, purchasing, using, evaluating, and disposing of products and services. Consumer behavior is a process of selection, acquisition, utilization, and withdrawal of goods or services indicates the procedures of consumer behaviour. Consuming process entails three steps: pre-purchase activities, purchasing activities and the post-purchase activities.

Tamizhjyothi .K (2014) studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behaviour and to identify the important factors that determine the buying behaviour.

Khandagale. A (2015) studied consumer behaviour towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision.

Sivagami T. (2016) studied consumer behaviour towards cosmetic marketing. The aim of the study was to study consumer behaviour marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufactures need to identify the need before marketing.

Dr. Vibhuti, Dr. Ajay Kumar Tyagi and Vivek Pandey (2017), the research was carried out to understand the concept and scope of products for better marketing and identifying the factors influencing consumer behaviour. The results showed that consumer is largely influenced by place, product, price, promotion and physiological factors but the effect varies from product to product.

Carrie Lennard (2018) revealed in this article, “A Shift in Focus” that the facial make-up market in Europe was growing rapidly. The foundation product offers sun protection benefit and anti-ageing benefit; consumers buy only expensive products and continue to opt for premium priced products which automatically match their skin tone.

Prialatha et al., (2018) pointed out in this study, ‘A Study on Rural Consumer Behaviour towards cosmetic Products in Coimbatore District’, that quality of personal care products and nearness to selling points was the most important facts for purchasing personal care products. The study points out that the consumers take rational decisions while purchasing personal care products.

Michelle Guthrie et al., (2019) in this study entitled, “The Effects of Facial Image and Cosmetic Usage on Perceptions of Brand Personality” stated that in the total quantity of cosmetic consumption, the consumer’s facial image may have an influence. Women tend to use more cosmetics when they have self-satisfaction of their facial image. The investigators said that the consumers who were with

a positive facial image had more confidence in using cosmetics to enhance their beauty. They creatively manipulated their facial features which resulted in higher level of cosmetic use.

Thomas F. Cash *et al.*, (2020) conducted a controlled experiment and published the article, “Effect of Cosmetics Use on the Physical Attractiveness and Body Image of College Women”. The result of the study revealed the following facts: male consumers felt that women who were physically attractive were wearing cosmetics; women without cosmetics were not beautiful to the eyes of others.

2.3 CONCLUSION

While going through the literature referred to above, and the researcher throughout the world and in India. A close perusal of the review of the literature revealed that the study on consumer behaviour of cosmetic products has not been conducted in Coimbatore District so far. So, considering the massive importance of cosmetic industry and to fill up the gap the present study was conducted to analyse the behaviour of cosmetic consumers in Coimbatore District.

CHAPTER III

CHAPTER III

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research is an original contribution to the existing stock of knowledge. It suit with the help of study, observation etc., and the search for knowledge through systematic method of finding solution to a problem. It is the science of studying how the research is done. Research can also define as a scientific and systematic for valid information on a specific topic. The purpose of research is to discover answers to questions through the application of scientific procedures.

Research methodology is a way of systemically solve the problems. A system of model, procedures and techniques used to find the results of a research problem is called as Research Methodology. The research methodology in the present study involves the “Rural Adolescent Consumer Behaviour towards Cosmetic products”. This study is based on the secondary data. The required information was collected through the questionnaire by interviewing the samples directly. In this study convenient sampling method is used and data were collected from samples, and according to the fulfillment of the questionnaire samples were finalized and taken for analysis.

3.2 AREA OF THE STUDY

The study has been made in Coimbatore District. Coimbatore is one of the top 10 fastest growing cities of India. It is the second largest city in the Indian state of Tamil Nadu and the 15th largest urban agglomeration in India with a metropolitan population of over 2 million. Within the Coimbatore city, are collecting the secondary data for this present study.

3.3 PERIOD OF THE STUDY

Field work for this study was carried out by the researcher during the period from December 2023 to May 2024.

3.4 POPULATION

Coimbatore District which has a total population of 3,084,000. Among them women are 1,308,675 and men are 1,310,265 in number.

3.5 METHODS OF DATA COLLECTION

3.5.1 PRIMARY DATA

Primary data was collected for the first time. The research mainly depends on the primary sources of the data. It is original and collected for a specific purpose are to solve a specific. Primary data was collected from the respondents by using the questionnaire method and also an interview method.

3.5.2 SECONDARY DATA

Secondary data already exists in one form or another. The secondary data are collected from magazines, journals, newspapers, catalogues and internets, etc..,

Interview schedule was designed to collect the data with the objectives of the research. The draft interview schedule was checked for its reliability and validity. A study was conducted among 156 consumers in the study area. The interview schedule was redesigned based on the information and feedback gained from the study.

3.6 SAMPLING SIZE

Sample size refers to the number of items to be selected from the population constitute a sample. The sample size for this study is 156. From the study it was observed that consumers using cosmetic products were limited in number. The study also revealed that knowledge concerning cosmetic products was inadequate to few consumers. These factors forced the researcher to confine the sample size to 156. The researcher selected the respondents from Coimbatore District.

3.7 SAMPLING UNIT

The area of study comprises of consumer behaviour towards cosmetic products in Coimbatore District.

3.8 SAMPLING DESIGN

Sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items or a sample. Sample design may as well lay down the number of items to be included in the sample i.e., the size of the sample.

3.9 SAMPLING TECHNIQUE

For the purpose of selection of respondents sampling technique was used. Initially, the researcher had confirmed whether the women were accustomed to the use of cosmetic products. Since the cosmetic products tend to be incarnate, the researcher has got the willingness of the respondents to obtain their views about cosmetic products. Hence the researcher has used purposive sampling technique for this study.

3.10 TOOLS AND TECHNIQUES FOR DATA ANALYSIS

Data analysis is the process of systemically applying statistical and logical techniques to describe, illustrate and evaluate data. In this study the following statistical tools has been used.

- Simple percentage method
- Chi – square analysis

3.10.1 SIMPLE PERCENTAGE METHOD

Percentage is used to describe relations. Percentage refers to making comparison between two or more series of data. Simple percentage analysis refers to a special kind of ratio.

$$\text{Simple percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

3.10.2 CHI-SQUARE ANALYSIS

An effort is made to find out as to what extent age, educational qualification, occupation, salaried group, non-salaried group, marital status, family monthly income and residence influences the level of satisfaction towards life frequency of using cosmetic products and the amount spent on cosmetic products by using the chi-square test. The formula used for chi-square test is

$$X^2 = \frac{(O-E)^2}{E}$$

Where, O= Observed frequency

E= Expected frequency, computed by

$$E = \frac{\text{Row Total X Column Total}}{\text{Grant Total (N)}}$$

Grant total (N)

Where,

R=number of rows

C=number of columns

When the calculated value is less than the chi-square table value at a particular confidence level say 0.05, level of significance, the null hypothesis is accepted and if the calculated value is greater than chi-square table value the null hypothesis is rejected.

CHAPTER IV

CHAPTER IV
DATA ANALYSIS AND INTERPRETATION

TABLE NO: 4.1
TABLE SHOWING AGE GROUP OF THE RESPONDENTS

Age	No. of. Respondents	Percentage
Below 20 years	60	38
21-30 years	90	58
31-40 years	3	2
Above 40	3	2
Total	156	100

Primary data

INTERPRETATION

From the above table 38% of respondents belongs to the age group of below 20 years .58% of respondents belongs to the age group of 21-30 years.2% of respondents belongs to the age group of 31-40 years.2% of respondents belongs to the age group of above 40 years.

Majority 58% of respondents are between the age group of 21-30 years.

CHART NO: 4.1

CHART SHOWING AGE GROUP OF THE RESPONDENTS

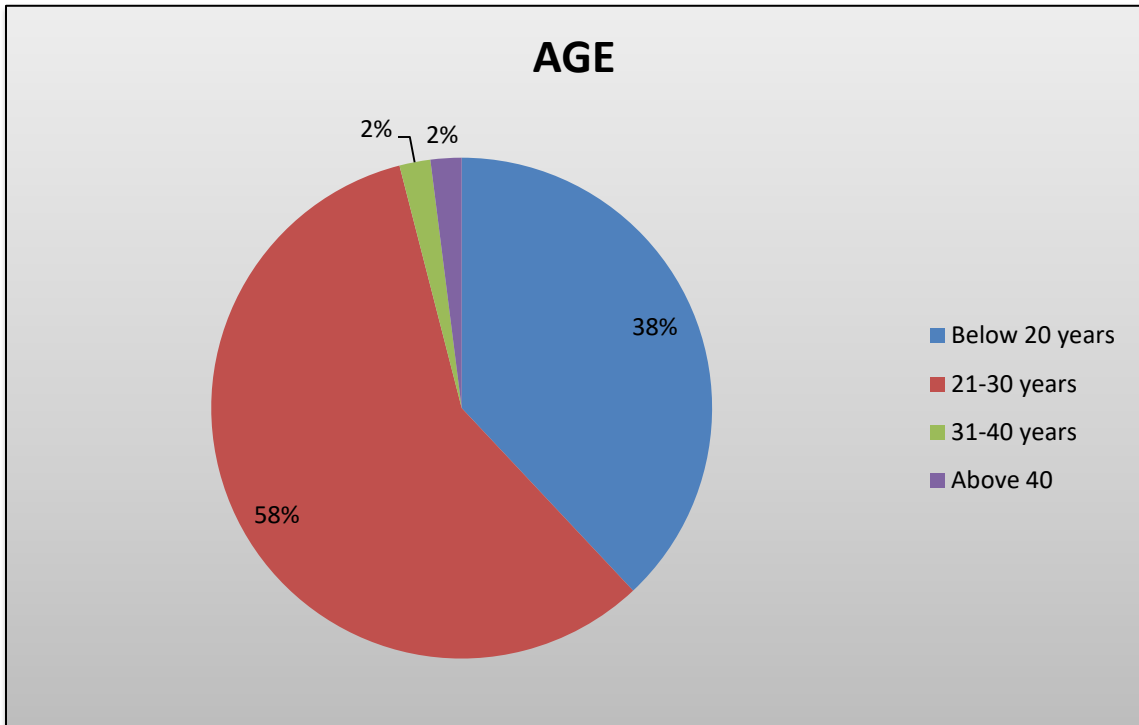


TABLE NO: 4.2

TABLE SHOWING LITERACY LEVEL OF THE RESPONDENTS

Literacy level	No. of .Respondents	Percentage
School level	9	6
Under graduation level	91	58
Post-graduation level	45	29
Professional degree level	6	4
Others	5	3
Total	156	100

Primary data

INTERPRETATION

From the above table 6% of respondents belongs to school level of literacy. 58% of respondents belongs to under graduation level.29% of respondents belongs to post graduation level.4% of respondents belongs to professional degree level.3% of respondents belongs to others level of literacy.

Majority 58% of respondents belongs to under graduation level of literacy.

CHART NO: 4.2

CHART SHOWING THE LITERACY LEVEL OF THE RESPONDENTS

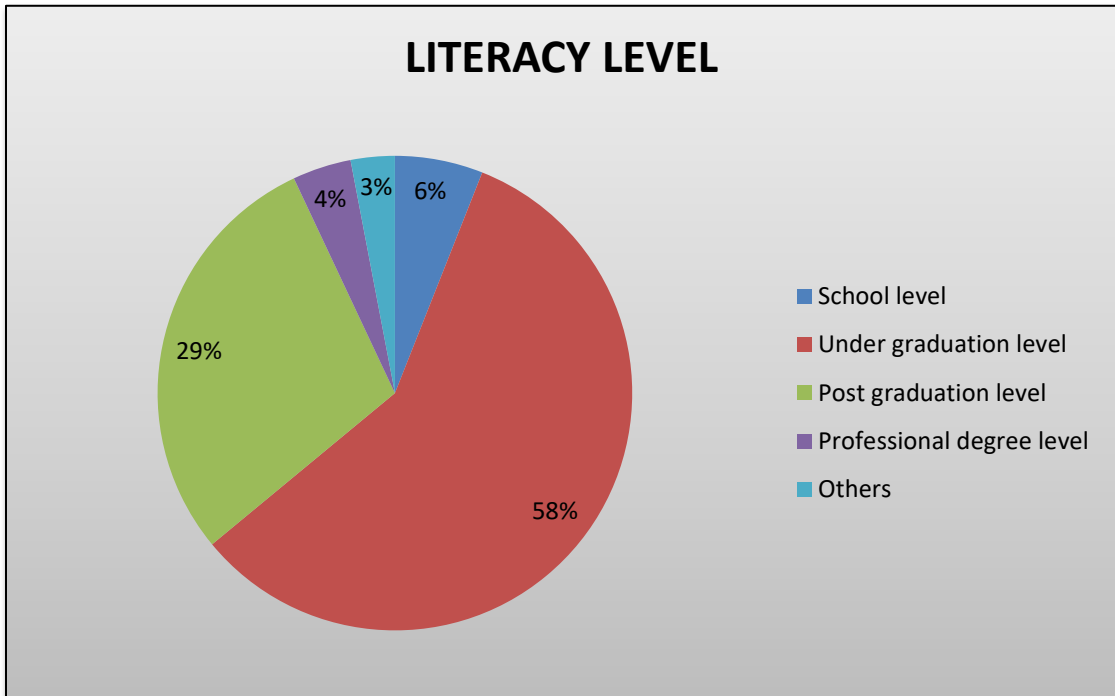


TABLE NO: 4.3

TABLE SHOWING SALARIED LEVEL OF THE RESPONDENTS

Salaried level	No.of.Respondents	Percentage
Yes	35	22
No	121	78
Total	156	100

Primary data

INTERPRETATION

From the above table 22% of respondents belong to yes category level of salary.78% of respondents belongs to no category level of salary.

Majority 78% of respondents belongs to no category level of salary.

CHART NO: 4.3

CHART SHOWING SALARIED LEVEL OF THE RESPONDENTS

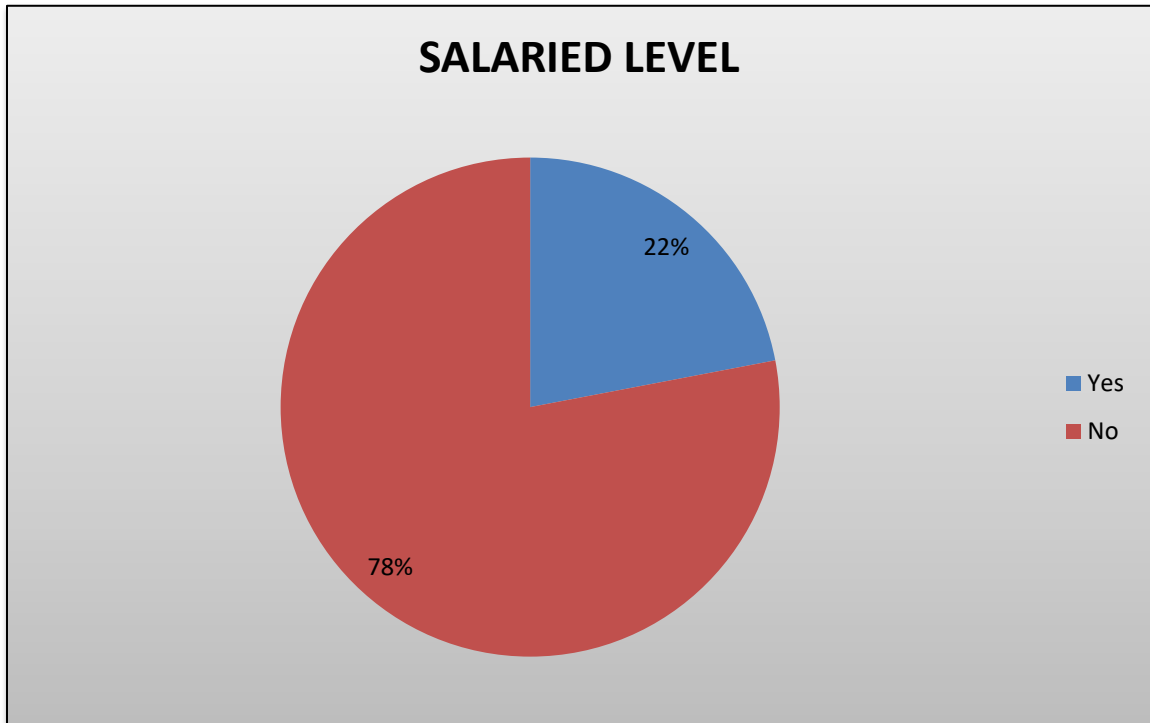


TABLE NO: 4.4

TABLE SHOWING SALARIED CATEGORY OF THE RESPONDENTS

Salaried Category	No. of. Respondents	Percentage
Private sector	56	36
Government sector	25	16
Total	81	52
Missing system	75	48
Total	156	100

Primary data

INTERPRETATION

From the above table 36% of respondents belongs to private sector.16% of respondents belongs to government sector. 48% of respondents are missing system.

Majority 36% of respondents belongs to private sector.

CHART NO: 4.4

CHART SHOWING SALARIED CATEGORY OF THE RESPONDENTS

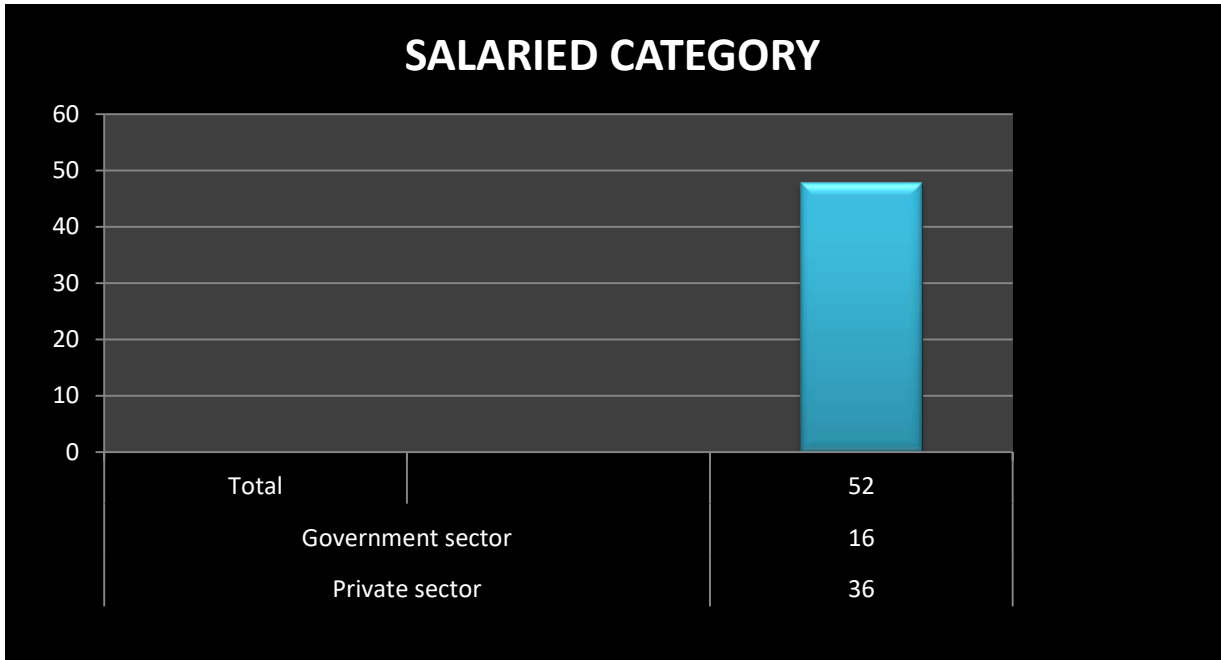


TABLE NO: 4.5

TABLE SHOWING NON SALARIED LEVEL OF THE RESPONDENTS

Non-salaried Level	No.of.Respondents	Percentage
Yes	115	74
No	41	26
Total	156	100

Primary data

INTERPRETATION

From the above table 74% of respondents belongs to yes category of non-salaried level.26 % of respondents belongs to no category of non-salaried level.

Majority 74% of respondents belongs to yes category of non-salaried level.

CHART NO: 4.5

CHART SHOWING NON SALARIED LEVEL OF THE RESPONDENTS

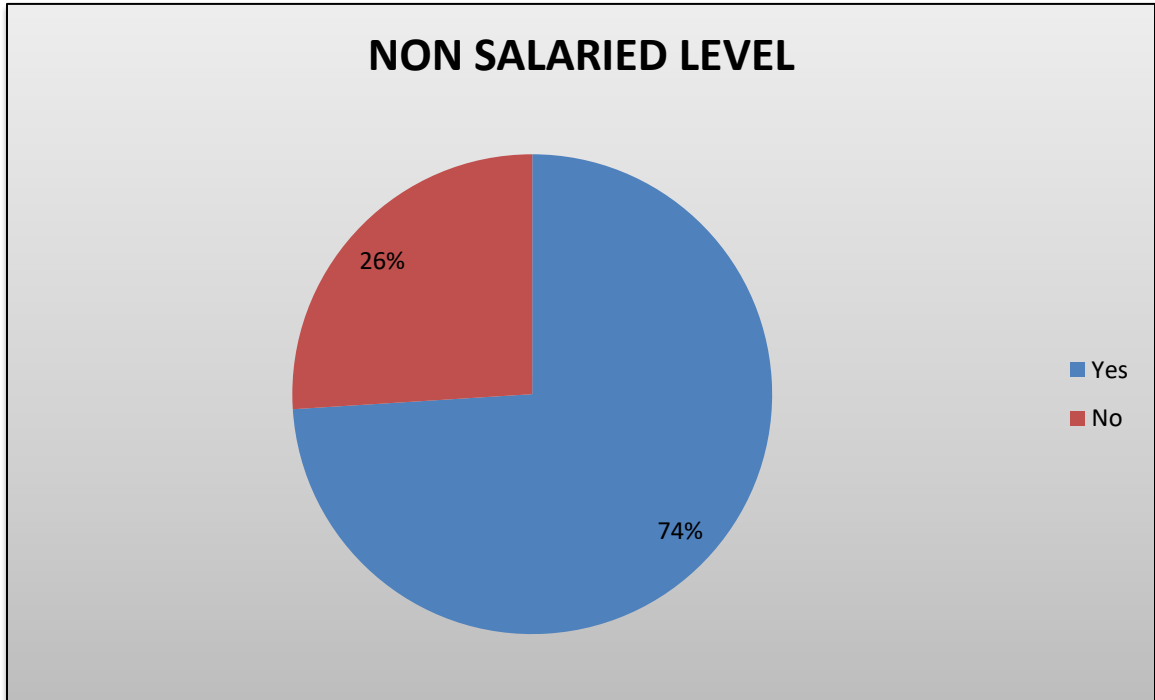


TABLE NO: 4.6

TABLE SHOWING NON SALARIED CATEGORY OF THE RESPONDENTS

Non-salaried category	No.of.Respondents	Percentage
Business people	3	2
Home maker	17	11
Students	107	69
Others if any	8	5
Total	135	87
Missing System	21	13
Total	156	100

Primary data

INTERPRETATION

From the above table 2% of respondents belongs to business people.11% of respondents belongs to home maker. 69% belongs to students.5% belongs to others if any.13% belongs to missing system.

Majority 69% of respondents belongs to students.

CHART NO: 4.6

CHART SHOWING NON SALARIED CATEGORY OF THE RESPONDENTS

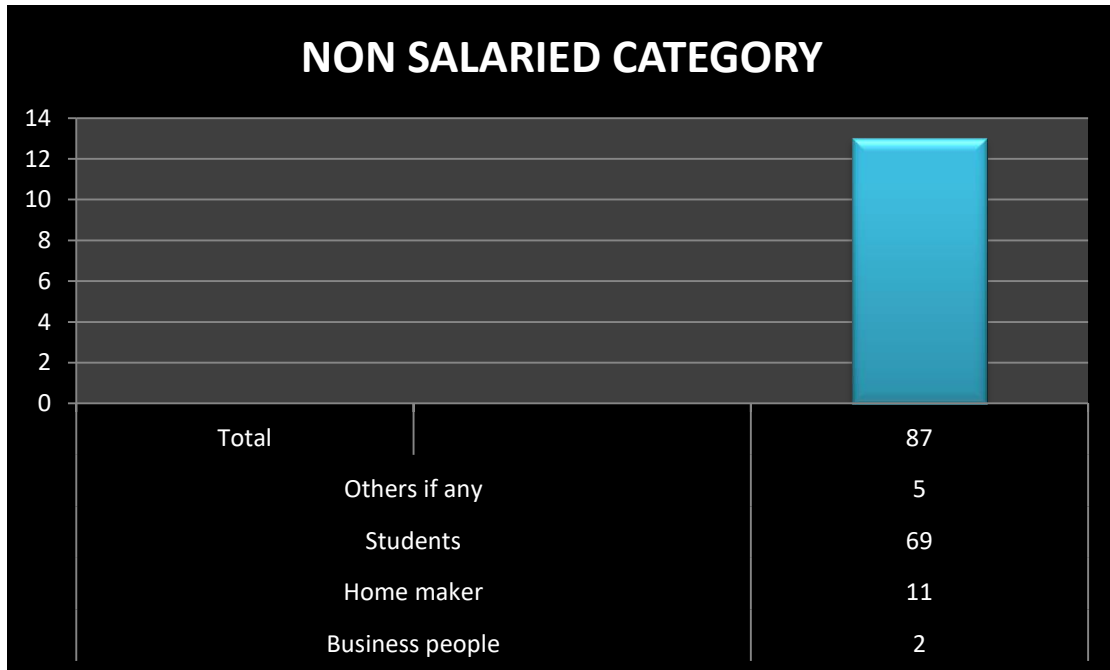


TABLE NO: 4.7

TABLE SHOWING MARITAL STATUS OF THE RESPONDENTS

Marital status	No.of.Respondents	Percentage
Married	24	15
Unmarried	132	85
Total	156	100

Primary data

INTERPRETATION

From the above table 15% of respondents belongs to married.85% of respondents belongs to unmarried.

Majority 85% of respondents belongs to unmarried.

CHART NO: 4.7

CHART SHOWING MARITAL STATUS OF THE RESPONDENTS

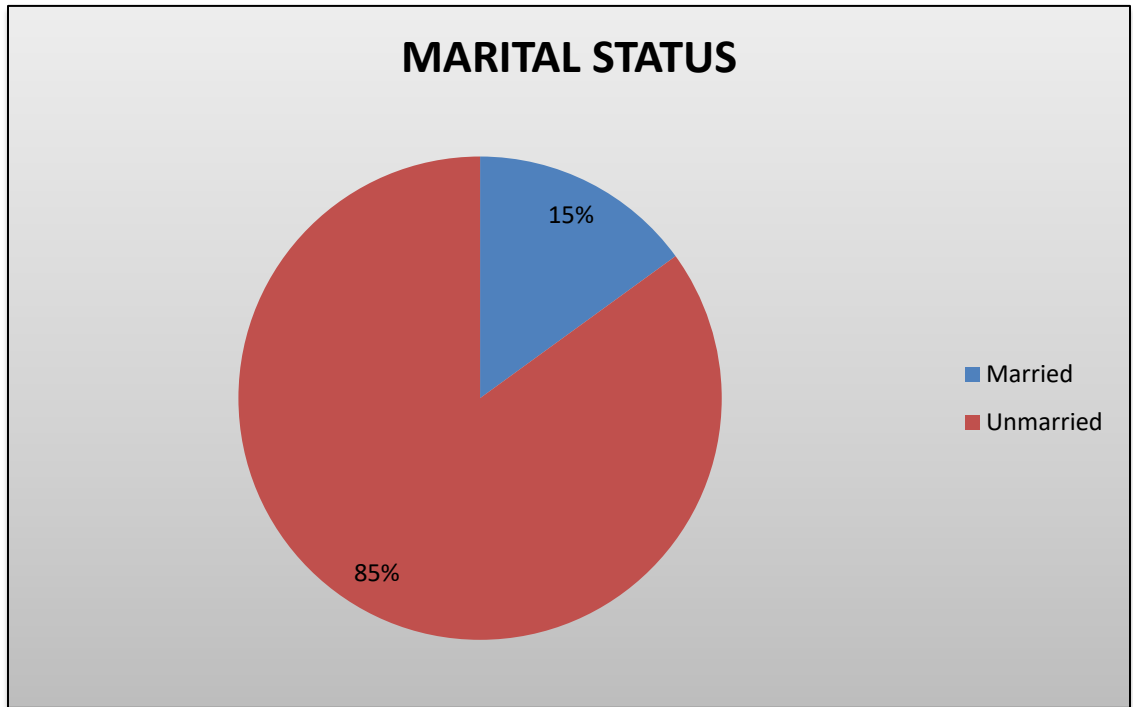


TABLE NO: 4.8

TABLE SHOWING FAMILY INCOME OF THE RESPONDENTS

Family Income	No.of.Respondents	Percentage
Below Rs.20000	78	50
Rs.20000-30000	41	26
Rs.30000-40000	20	13
Above Rs.40000	17	11
Total	156	100

Primary data

INTERPRETATION

From the above table 50% of respondents belongs to family income level of below Rs.20000.26% of respondents belongs to income level of Rs.20000-30000.13% of respondents belongs to income level of Rs.30000-40000.11% of respondents belongs to income level of above Rs.40000.

Majority 50% of respondents belongs to income level of below Rs.20000.

CHART NO: 4.8

CHART SHOWING FAMILY INCOME OF THE RESPONDENTS

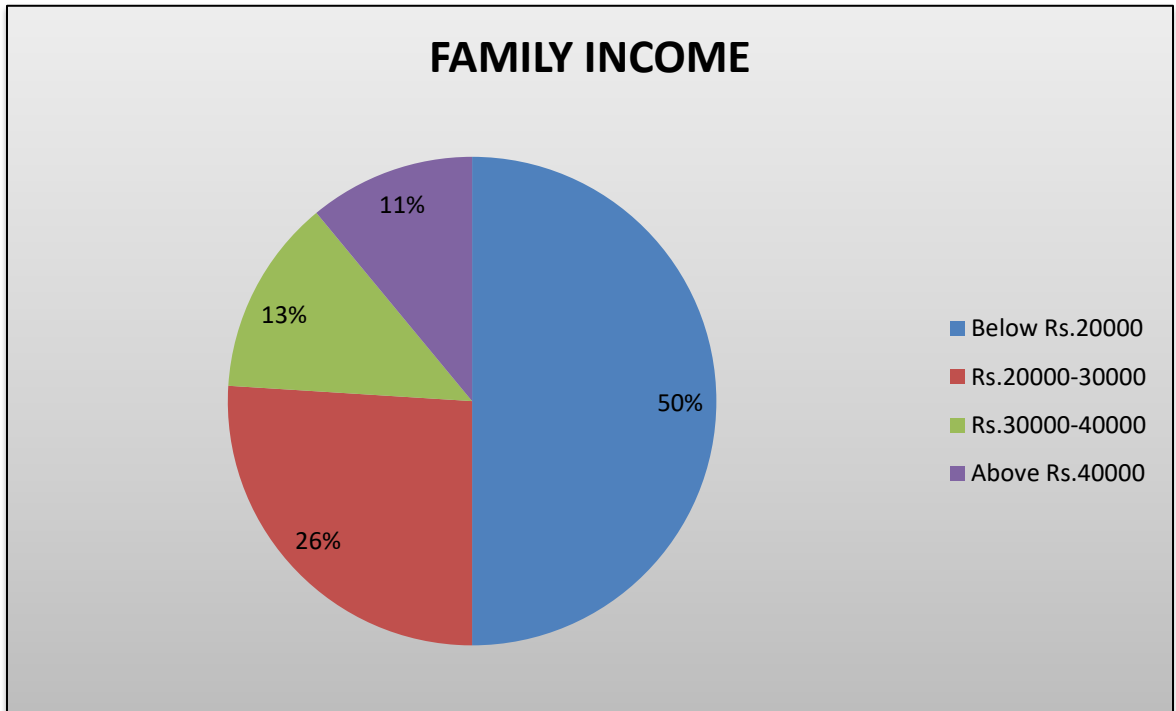


TABLE NO: 4.9
TABLE SHOWING PLACE OF RESIDENCE OF THE RESPONDENTS

Place of residence	No.of.Respondents	Percentage
Rural	95	61
Urban	40	26
Semi-urban	21	13
Total	156	100

Primary data

INTERPRETATION

From the above table 61% of respondents belongs to rural area.26% of respondents belongs to urban area.13% of respondents belongs to semi-urban area.

Majority 61% of respondents belongs to rural area.

CHART NO: 4.9

CHART SHOWING PLACE OF RESIDENCE OF THE RESPONDENTS

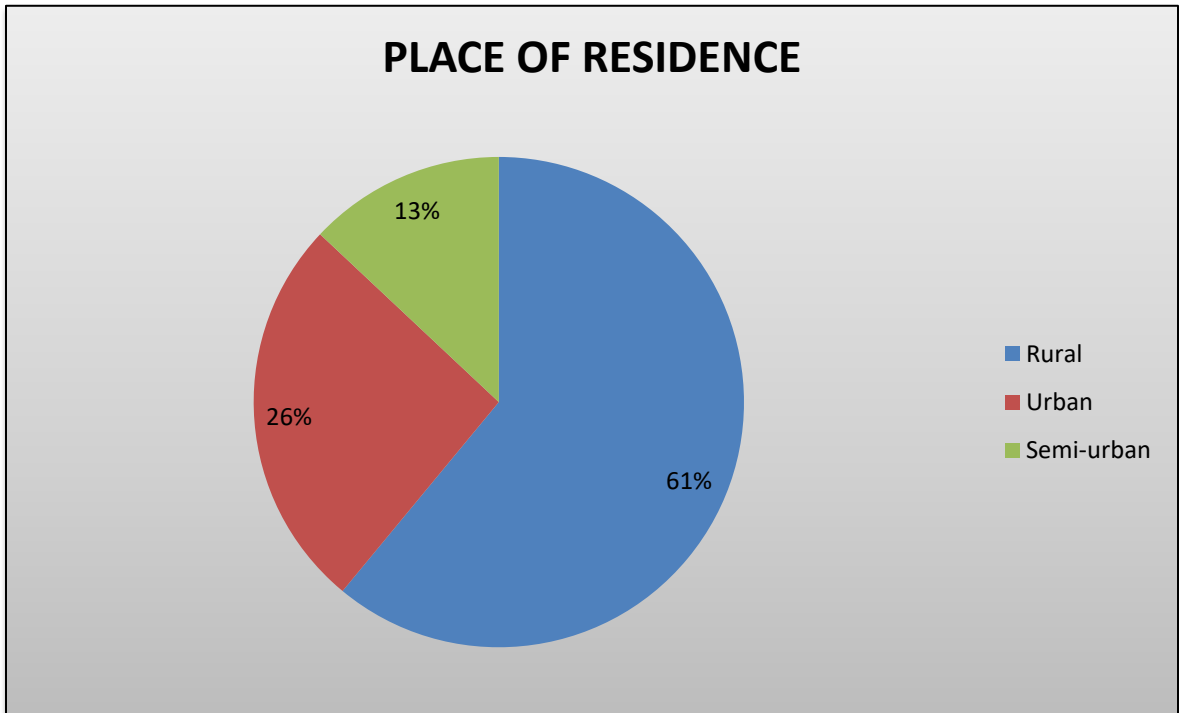


TABLE NO: 4.10

TABLE SHOWING INTERESTED LEVEL IN USING COSMETIC PRODUCTS

Interested level in using cosmetic products	No.of.Respondents	Percentage
Yes	128	82
No	28	18
Total	156	100

Primary data

INTERPRETATION

From the above table 82% of respondents belongs to interested level of using cosmetic products. 18% of respondents belongs to non interested level of using cosmetic products.

Majority 82% of respondents belongs to interested level of using cosmetic products.

CHART NO: 4.10

CHART SHOWING INTERESTED LEVEL IN USING COSMETIC PRODUCTS

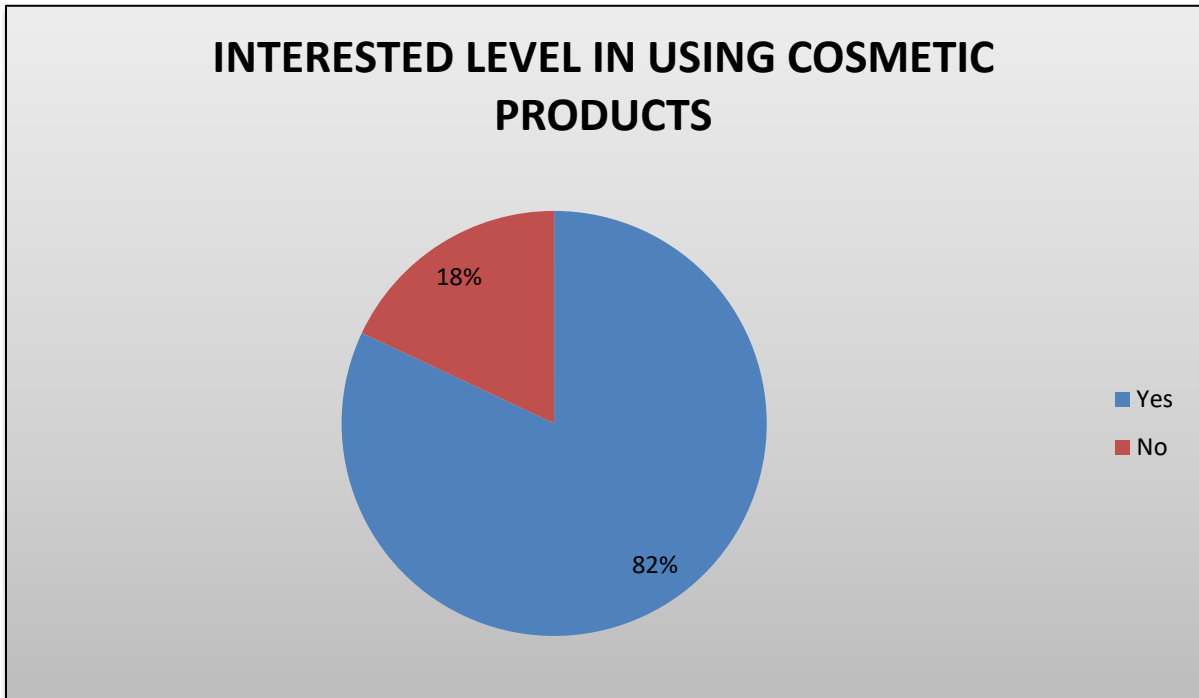


TABLE NO: 4.11

TABLE SHOWING USAGE OF COSMETIC PRODUCTS

Usage of cosmetic products	No.of.Respondents	Percentage
Less than one year	87	56
One year to Five years	36	23
More than five years	33	21
Total	156	100

Primary data

INTERPRETATION

From the above table 56% of respondents belongs to usage of cosmetic products less than one year. 23% of respondents belongs to one year to five years.21% of respondents belongs to more than five years.

Majority 56% of respondents belongs to usage of cosmetic products less than one year.

CHART NO: 4.11

CHART SHOWING USAGE OF COSMETIC PRODUCTS

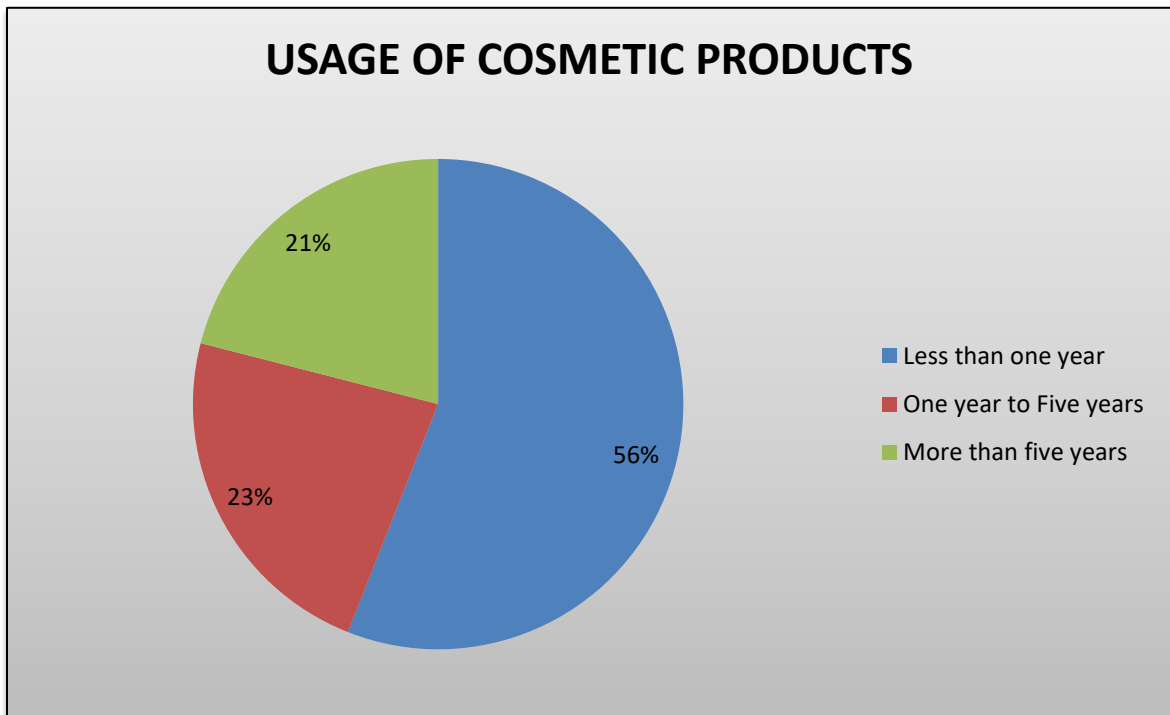


TABLE NO: 4.12

TABLE SHOWING AGE OF STARTED USING COSMETIC PRODUCTS

Age of using cosmetic products	No.of.Respondents	Percentage
Below 10 years	42	27
10-20 years	87	56
20-30 years	27	17
Total	156	100

Primary data

INTERPRETATION

From the above table 27% of respondents belongs to using of cosmetic products below 10 years. 56% of respondents belongs to 10-20 years.17% of respondents belongs to 20-30 years.

Majority 56% of respondents belongs to 10-20 years of using cosmetic products.

CHART NO: 4.12

CHART SHOWING AGE OF STARTED USING COSMETIC PRODUCTS

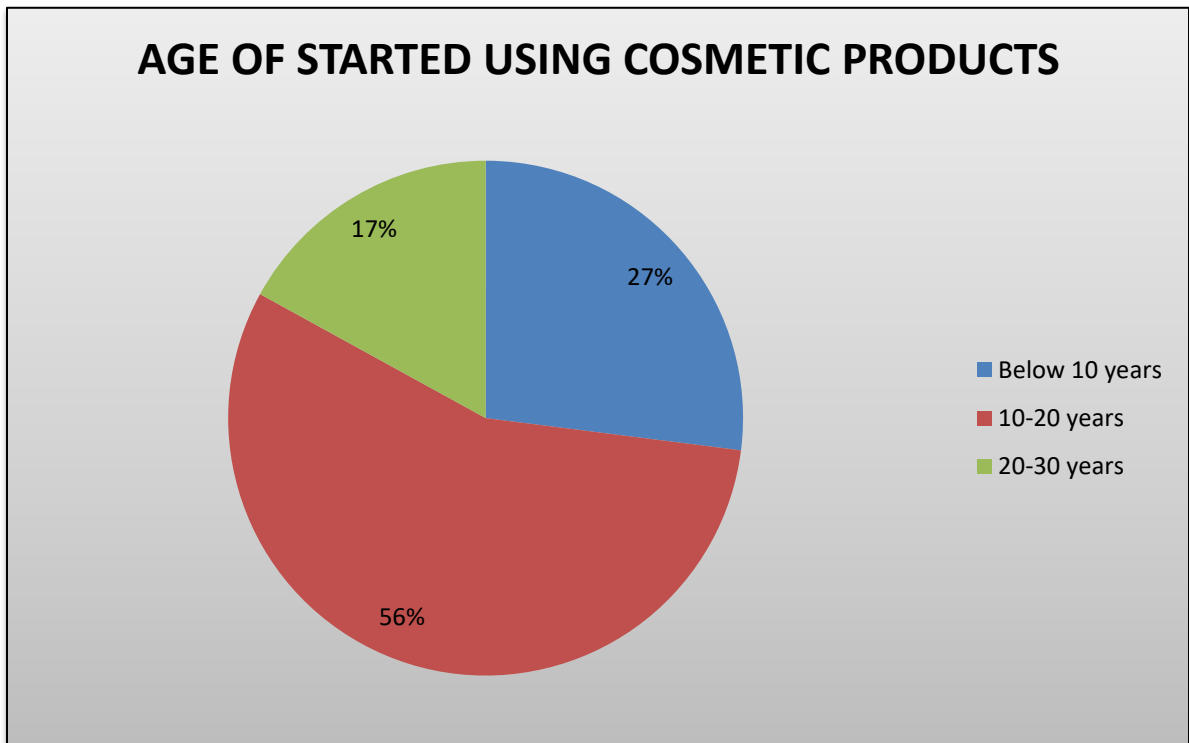


TABLE NO: 4.13

TABLE SHOWING WHO SUGGEST TO BUY COSMETIC PRODUCTS

Who suggest to buy cosmetic products	No.of.Respondents	Percentage
Friends	83	53
Colleagues	7	4
Salesmen	4	2
Myself	54	35
Others	8	6
Total	156	100

Primary data

INTERPRETATION

From the above table 53% of respondents belongs to friends who suggest buying cosmetic products .4% of respondents belongs to colleagues. 2% of respondents belongs to salesmen. 35% of respondents belongs to myself 6% of respondents belongs to others.

Majority 53% of respondents belongs to friends who suggest to buy cosmetic products.

CHART NO: 4.13

CHART SHOWING WHO SUGGEST TO BUY COSMETIC PRODUCTS

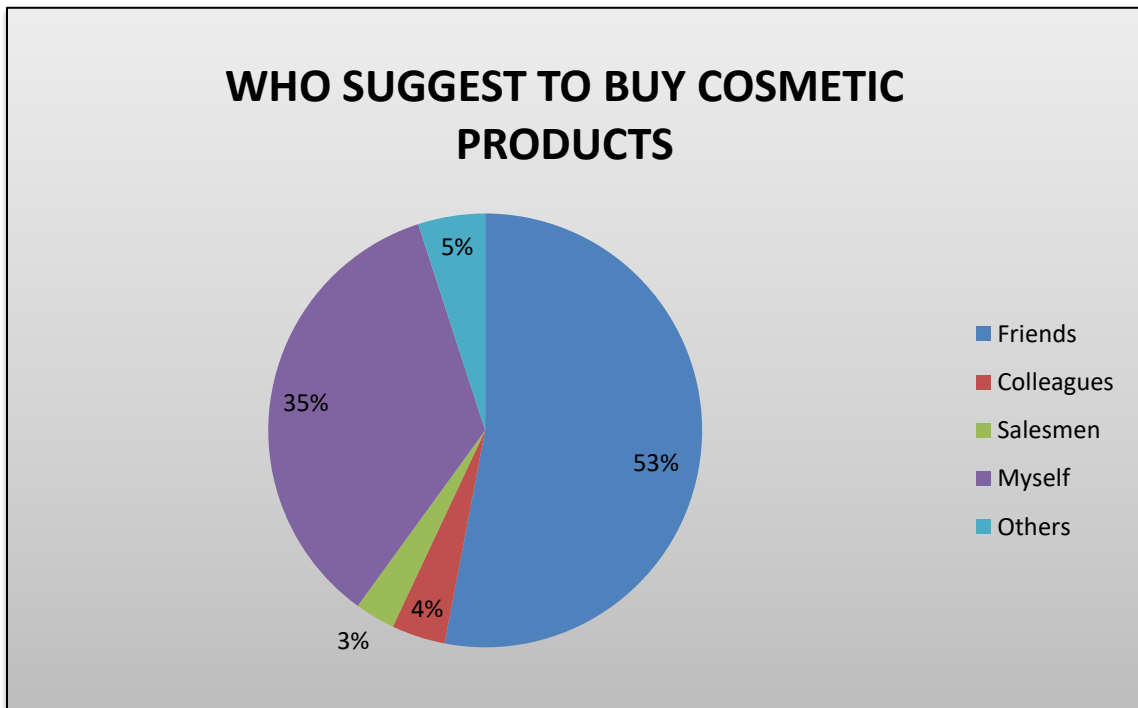


TABLE NO: 4.14

TABLE SHOWING THE BRANDS YOU PREFER IN COSMETIC PRODUCTS

Brands preferred	No. of. Respondents	Percentage
Lakme	25	16
Himalaya	83	53
Patanjali	1	1
Mama earth	20	13
Maybelline	2	1
MAC	7	4
Others	18	12
Total	156	100

Primary data

INTERPRETATION

From the above table 16% of respondents prefer lakme brand of cosmetic products. 53% of respondents prefers Himalaya brand of cosmetic products.1 % of respondents prefer patanjali brand of cosmetic products.13 % of respondents prefer mama earth brand of cosmetic products. 1% of respondents prefer Maybelline brand of cosmetic products.4 % of respondents prefer MAC brand of cosmetic products. 12% of respondents prefer other brands of cosmetic products.

Majority 53% of respondents prefer Himalaya brand of cosmetic products.

CHART NO: 4.14

CHART SHOWING THE BRANDS YOU PREFER IN COSMETIC PRODUCTS

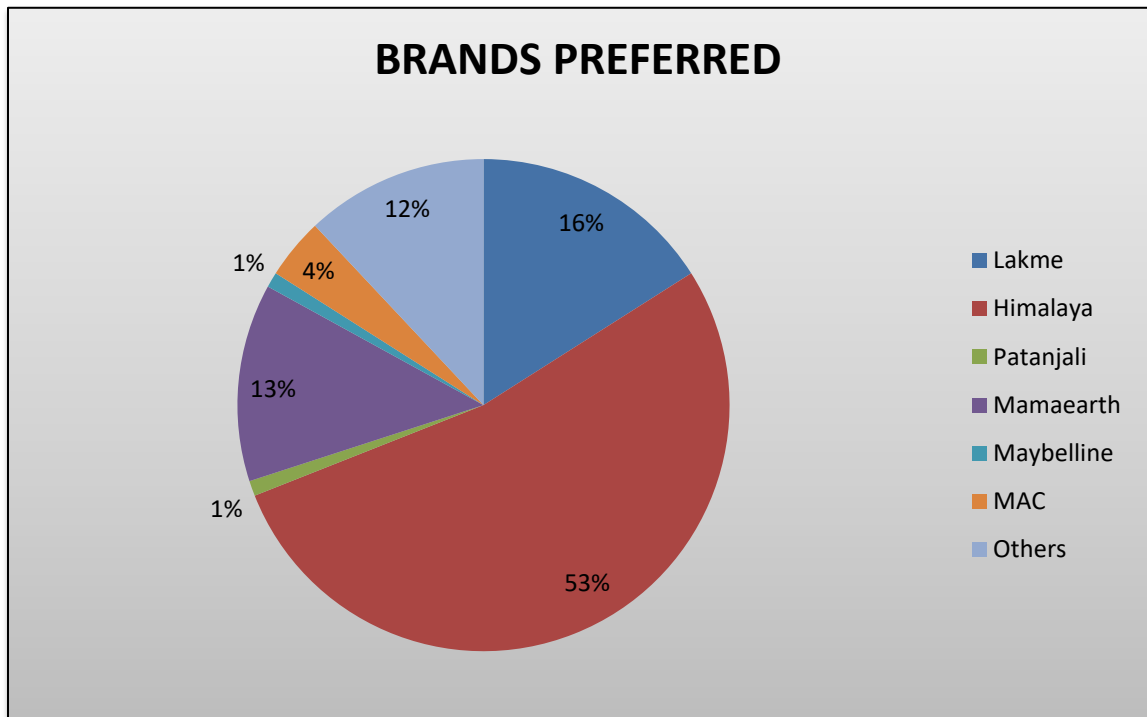


TABLE NO: 4.15

TABLE SHOWING PLACE WHERE DO YOU BUY COSMETIC PRODUCTS

Where do you buy cosmetic products	No.of.Respondents	Percentage
Cosmetic specialty stores	16	10
Super market	28	18
Departmental stores	50	32
Fancy stores	20	13
Shopping malls	10	6
Online popups	23	15
Others	9	6
Total	156	100

Primary data

INTERPRETATION

From the above table 10% of respondents buy cosmetic products from cosmetic specialty stores.18% of respondents buy cosmetic products from super market.32% of respondents buy cosmetic products from departmental stores.13% of respondents buy cosmetic products from cosmetic fancy stores.6% of respondents buy cosmetic products from shopping malls. 15% of respondents buy cosmetic products from online popups.6% of respondents buy cosmetic products from others.

Majority 32% of respondents buy cosmetic products from departmental stores.

CHART NO: 4.15

CHART SHOWING PLACE WHERE DO YOU BUY COSMETIC PRODUCTS

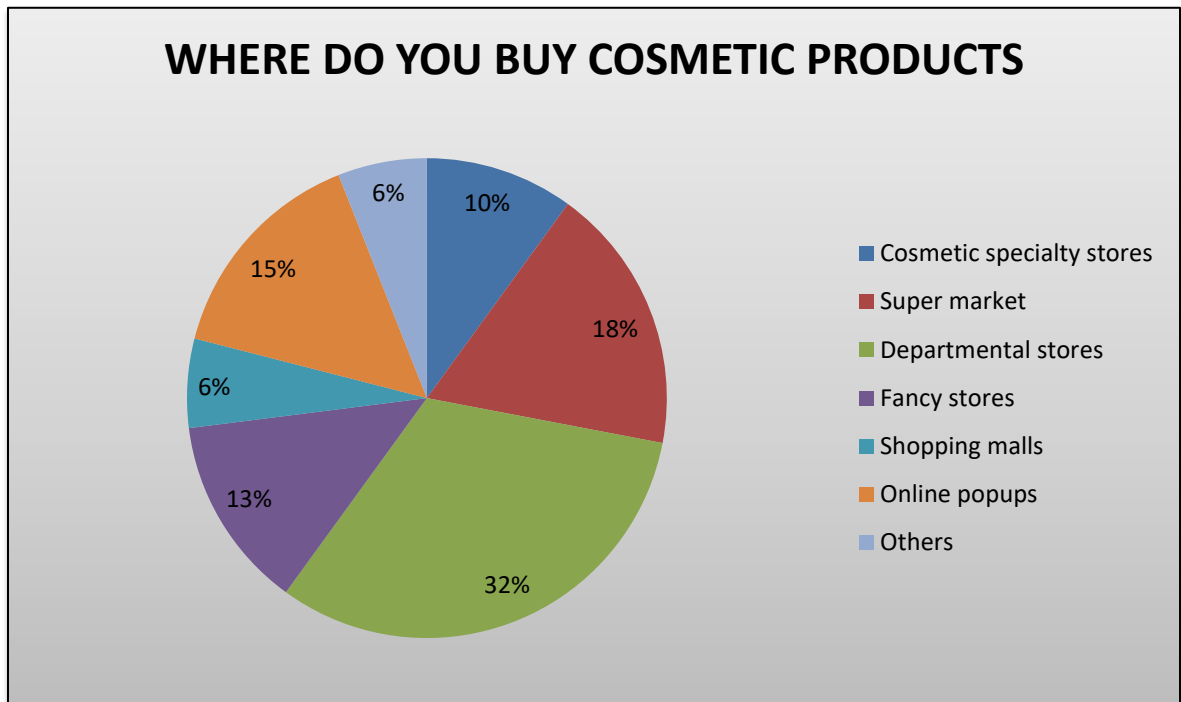


TABLE NO: 4.16

TABLE SHOWING CHOOSING OF PARTICULAR SHOP TO BUY COSMETIC PRODUCTS

Choosing of particular shop to buy cosmetic products	No.of.Respondents	Percentage
Advice from Beauty experts	19	12
Easy to access	39	25
Store Reputation	5	3
Attractive and good service	8	5
Low price	15	10
Discount	12	8
Product Reliability	6	4
Good guidance	16	10
Good display and variety	3	2
Brand availability	21	13
Friendly approach	12	8
Total	156	100

Primary data

INTERPRETATION

From the above table 12% of respondents choose particular shop for advice from beauty experts. 25% of respondents choose particular shop for easy to access.3% of respondents choose particular shop for a store reputation.5% of respondents choose particular shop for attractive and good service. 10% of respondents choose particular shop for low price of cosmetics.8% of respondents choose particular shop for discount. 8% of respondents choose particular shop for discount.4% of respondents chooses particular shop for product reliability.10% of respondents choose particular shop for good guidance.2% of respondents choose particular shop for good display and variety.13% of respondents choose particular shop for brand availability.8% of respondents choose particular shop for friendly approach. Majority 25% of respondents choose particular shop for easy to access.

CHART NO: 4.16

CHART SHOWING CHOOSING OF PARTICULAR SHOP TO BUY COSMETIC PRODUCTS



TABLE NO: 4.17

TABLE SHOWING FREQUENCY TO BUY COSMETIC PRODUCTS

Frequency to buy cosmetic products	No.of.Respondents	Percentage
Once in a month	34	22
Three month once	40	26
Whenever required	63	40
Occasionally	7	4
Others	12	8
Total	156	100

Primary data

INTERPRETATION

From the above table 22% of respondents buy cosmetic products once in a month. 26% of respondents buy cosmetic products three month once.40% of respondents buy cosmetic products whenever required.4% of respondents buy cosmetic products occasionally. 8% of respondents buy cosmetic products during other.

Majority 40% of respondents buy cosmetic products whenever required.

CHART NO: 4.17

CHART SHOWING FREQUENCY TO BUY COSMETIC PRODUCTS

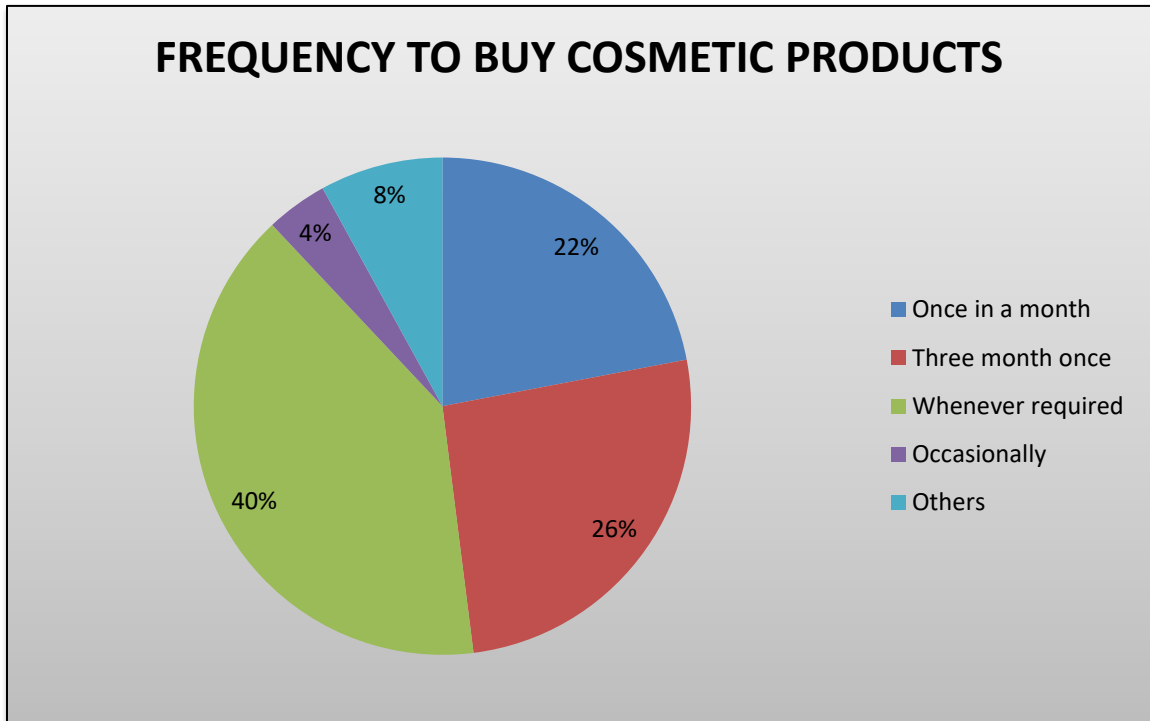


TABLE NO: 4.18

TABLE SHOWING AMOUNT SPENT FOR PURCHASING COSMETIC PRODUCTS

Amount spent to buy cosmetic products	No.of.Respondents	Percentage
Below Rs.500	90	58
Rs.500-1000	52	33
Rs.1000-1500	10	6
Above Rs.1500	4	3
Total	156	100

Primary data

INTERPRETATION

From the above table 58% of respondents spent below Rs.500 to buy cosmetic products. 33% of respondents spent Rs.500-1000 to buy cosmetic products.6 % of respondents spent Rs.1000-1500 to buy cosmetic products.3 % of respondents spent above Rs.1500 to buy cosmetic products.

Majority 58% of respondents spent below Rs.500 to buy cosmetic products.

CHART NO: 4.18

CHART SHOWING AMOUNT SPENT FOR PURCHASING COSMETIC PRODUCTS

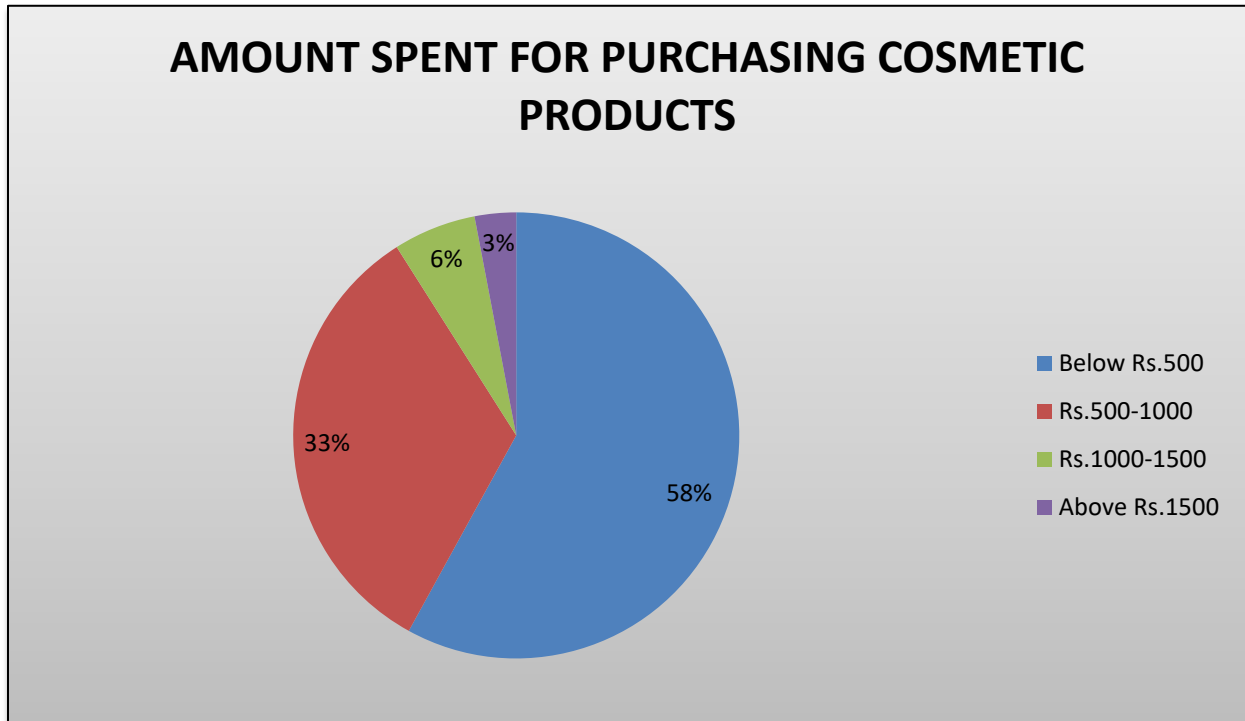


TABLE NO: 4.19

TABLE SHOWING MEDIA PROVIDED INFORMATION TO PURCHASE COSMETIC PRODUCTS

Media	Total	Mean	Rank
Pamphlets	397	2.54	1
Newspaper /Magazine	390	2.5	2
Window display	367	2.35	3
Online popups	346	2.21	4
TV advertisement	323	2.08	5

INTERPRETATION

The table provides mean score on showing media provided information to purchase cosmetic products. The mean score on choosing this media ranges from 2.54 to 2.08. The respondents have assigned the highest mean score for “pamphlets” followed by ‘ newspaper’, ‘window display’, ‘online popups’, ‘TV advertisement’. It can conclude that majority of the respondents choose pamphlets by providing information to purchase cosmetic products.

TABLE NO: 4.20

TABLE SHOWING PREFERENCE LEVEL FOR COSMETIC ITEMS

Cosmetic items	Total	Mean	Rank
Nail polish coat	462	2.58	1
Concealer	461	2.95	2
Compact powder	458	2.93	3
Powder	453	2.9	4
Blusher	443	2.83	5
Foundation	427	2.73	6
Eye brow pencil	426	2.73	7
Mascara	405	2.6	8
Nail polish	402	2.58	9
Lip gloss	392	2.51	10
Lip stick	377	2.41	11
Body lotion	364	2.33	12
Eye liner	346	2.21	13

INTERPRETATION

The table provides mean score on showing preference level for cosmetic items. The mean score on choosing this cosmetic items ranges from 2.58 to 2.21. The respondents have assigned the highest mean score for “ nail polish coat” followed by ‘concealer’, ‘compact powder’, ‘powder’, ‘blusher’, ‘foundation’, ‘eye brow pencil’, ‘mascara’, ‘nail polish’, ‘lip gloss’, ‘lip stick’, body lotion’, ‘eye liner’. It can conclude that majority of the respondents choose nail polish coat for preference level for cosmetic items.

TABLE NO: 4.21

TABLE SHOWING ATTITUDE TOWARDS COSMETIC PRODUCTS

Attitude towards cosmetic products	Total	Mean	Rank
To win the admiration of others	391	2.5	1
Using make-up products is like giving myself a gift	385	2.47	2
To conceal the process of ageing	378	2.42	3
To use cosmetic product is interesting	375	2.4	4
To use cosmetics product is enjoyable	374	2.4	5
To boost up my image	358	2.29	6
To increase self-confidence	355	2.27	7
To cover up the pimples	349	2.23	8
To maintain the skin color	343	2.2	9
To cover imperfections on the face	338	2.17	10
To protect the skin from pollution	334	2.14	11
To look elegant	333	2.13	12
For my personal satisfaction	329	2.1	13
To look fashionable and young	319	2.04	14
To enhance the physical beauty	317	2.03	15

INTERPRETATION

The table provides mean score on showing attitude towards cosmetic products. The mean score on choosing this cosmetic products ranges from 2.5 to 2.03. The respondents have assigned the highest mean score for “To win the admiration of others” followed by ‘To buying and using make-up products is like giving myself a gift’, ‘To conceal the process of ageing’, ‘To use cosmetic product is interesting’, ‘To use cosmetics product is enjoyable’, ‘To boost up my image’, ‘To increase self-confidence’, ‘To cover up the pimples’, It can conclude that majority of the respondent choose to win the admiration of others on showing attitude towards cosmetic products.

TABLE NO: 4.22

TABLE SHOWING FACTORS WHILE PURCHASING OF COSMETIC PRODUCTS

Factors while purchasing cosmetic products	Total	Mean	Rank
Influenced by posters and pamphlets	382	2.44	1
Mingling with the elite society	375	2.4	2
Influenced by advertisement	372	2.39	3
Psychological price	371	2.38	4
Grab the attention	370	2.38	5
Easy to store	363	2.32	6
Reliable brand	359	2.3	7
Smudge free application	350	2.23	8
Attractive package	349	2.33	9
Easily applicable and removable	344	2.2	10
Easy to carry pack	337	2.17	11
Suggestions by beauty consultants	334	2.14	12
Price reduction and discount	328	2.1	13
Long lasting stay	322	2.06	14
Brand preference	320	2.05	15

INTERPRETATION

The table provides mean score on showing factors while purchasing of cosmetic products. The mean score on choosing this cosmetic products ranges from 2.44 to 2.05. The respondents have assigned the highest mean score for 'Influenced by posters and pamphlets', followed by 'Mingling with the elite society', 'Influenced by advertisement', 'Psychological price', 'Grab the attention', 'Easy to store', 'Reliable brand', 'Smudge free application', 'Attractive package'. It can conclude that majority of the respondents are influenced by posters and pamphlets while purchasing of cosmetic products.

TABLE NO: 4.23

TABLE SHOWING SATISFACTION LEVEL OF COSMETIC PRODUCTS

Satisfaction level	No.of.Respondents	Percentage
Yes	130	83
No	26	17
Total	156	100

Primary data

INTERPRETATION

From the above table 83% of respondents said yes for the satisfaction level of cosmetics. 17% of respondents said no for the satisfaction level of cosmetics

Majority 83% of respondents are satisfied with cosmetic products.

CHART NO: 4.23

CHART SHOWING SATISFACTION LEVEL WITH COSMETIC PRODUCTS

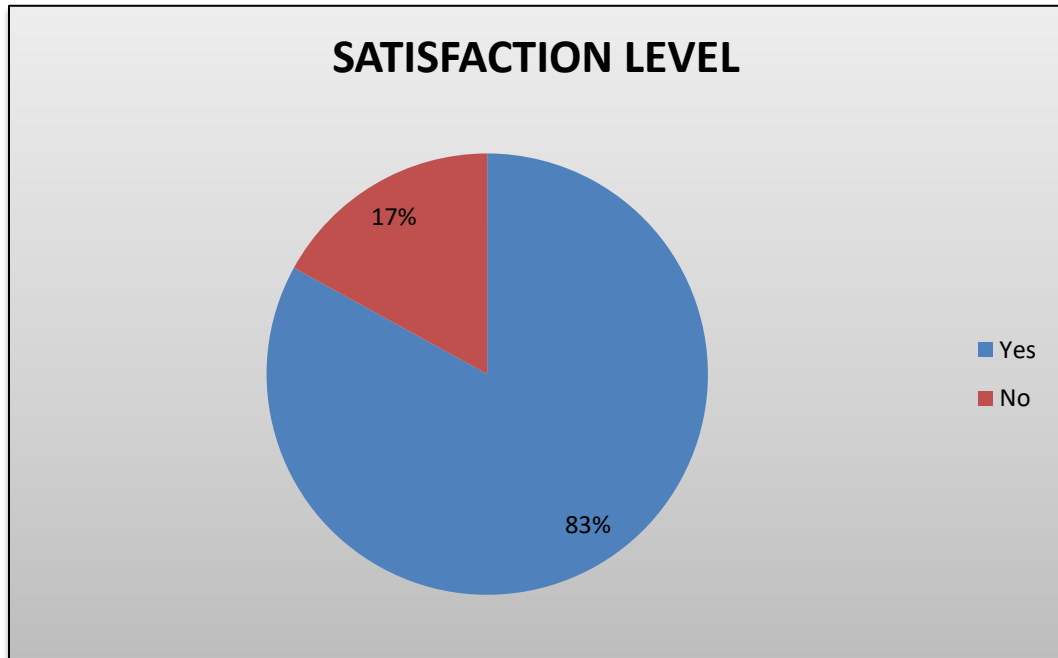


TABLE NO: 4.24

TABLE SHOWING SATISFACTION LEVEL OF COSMETIC PRODUCTS

Satisfaction level	Total	Mean	Rank
I will recommend the brand to others	293	1.88	1
I will speak positively about the products in future	289	1.85	2
I will definitely buy cosmetic products in future	269	1.72	3

INTERPRETATION

The table provides mean score on showing satisfaction level of cosmetic products. The mean score on choosing this satisfaction level ranges from 1.88 to 1.72. The respondents have assigned the highest mean score for ‘I will recommend the brand to others’, followed by ‘I will speak positively about the products in future’, ‘I will definitely buy cosmetic products in future’. It can conclude that majority of the respondents choose I will recommend the brand to others with satisfaction level of cosmetic products.

TABLE NO: 4.25

TABLE SHOWING DISSATISFACTION LEVEL OF COSMETIC PRODUCTS

Dissatisfaction level	Total	Mean	Rank
I will just throw the product away	323	2.08	1
I will speak negatively about the products	313	2	2
I will discontinue the purchase of cosmetic products	306	1.97	3
I will purchase new brand of cosmetic products	302	1.93	4
I will lodge a complaint directly to the seller and get the claim settled	301	1.92	5
I will shift to natural way of Ayurveda products	292	1.88	6
I will go for multiple choices	287	1.83	7

INTERPRETATION

The table provides mean score on showing dissatisfaction level of cosmetic products. The mean score on choosing this dissatisfaction level ranges from 2.08 to 1.83. The respondents have assigned the highest mean score for 'I will just throw the product away', followed by 'I will speak negatively about the products', 'I will discontinue the purchase of cosmetic products', 'I will purchase new brand of cosmetic products', 'I will lodge a complaint directly to the seller and get the claim settled', 'I will shift to natural way of Ayurveda products', 'I will go for multiple choices'. It can conclude that majority of the respondents choose I will just throw the products away during dissatisfaction level of cosmetic products.

TABLE NO: 4.26

TABLE SHOWING THE REACTION OF THE CONSUMERS WHEN NON AVAILABILITY OF THE PRODUCT

Reaction of the consumers when non availability of the products	Frequency	Percentage
I will choose another brand	37	24
I will go to next shop to buy the same brand	50	32
I will wait and buy only my favorite brand	24	15
I will buy from online popups	24	15
I will find out nearby availability	21	14
Total	156	100

Primary data

INTERPRETATION

From the above table 24% of respondents will choose another brand when there is non availability of cosmetic products. 32% of respondents will go to next shop to buy same brand when there is non availability of cosmetic products. 15% of respondents will wait and buy only favorite brand when there is non availability of cosmetic products. 15% of respondents will buy from online popups when there is non availability of cosmetic products. 14% of respondents will find out nearby availability when there is non availability of cosmetic products.

Majority 32% of respondents will go to next shop to buy same brand when there is non availability of cosmetic products.

CHART NO: 4.26

CHART SHOWING THE REACTION OF THE CONSUMER WHEN NON AVAILABILITY OF THE PRODUCTS

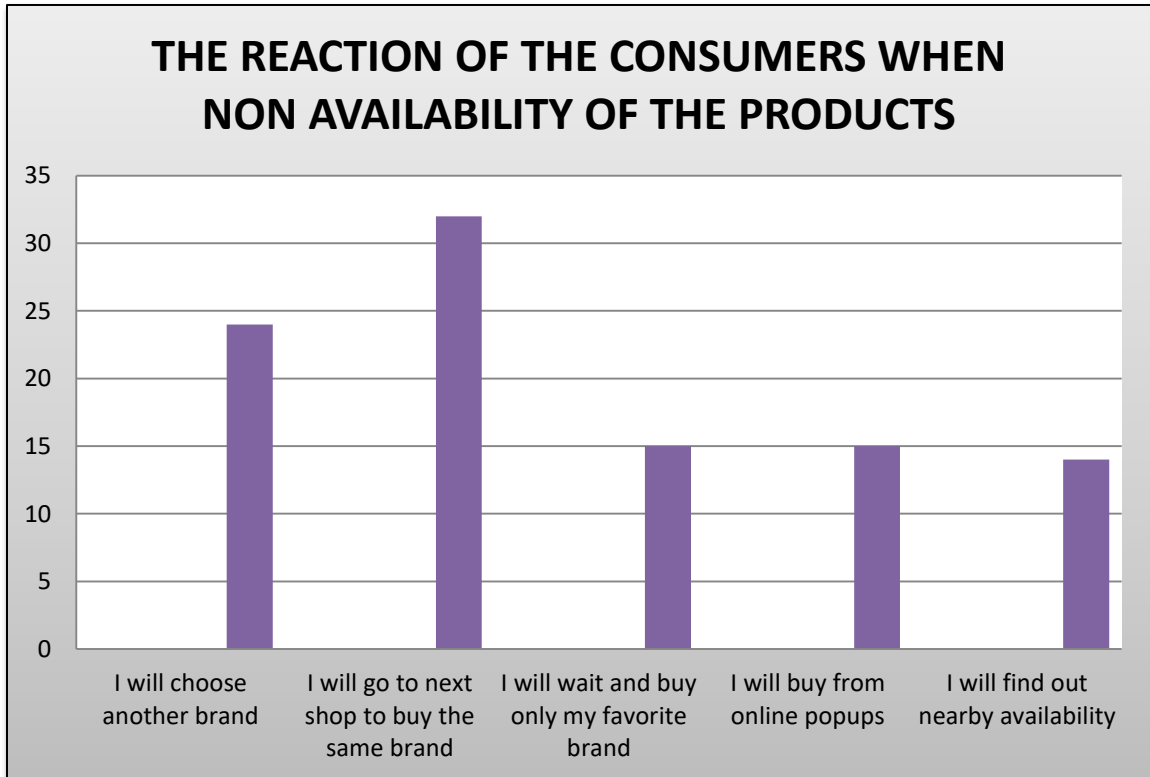


TABLE NO: 4.27

TABLE SHOWING OPINION ABOUT THE COSMETIC PRODUCTS

Opinion about the cosmetic products	Total	Mean	Rank
While applying cosmetic products it causes burning sensation	409	2.62	1
They cause skin allergy	405	2.6	2
Cosmetic products labels and advertisement mislead us	404	2.59	3
They cause white patches in the skin	402	2.58	4
They cause rashes in the skin	388	2.49	5
Cosmetic products are irritant while applying to skin	370	2.38	6
Heavy competition	368	2.35	7
Non-availability of the products	367	2.35	8
Confusion in brand selection	364	2.33	9
Price of cosmetics is expensive	356	2.28	10
Multi choice products	349	2.23	11

INTERPRETATION

The table provides mean score on showing opinion about the cosmetic product. The mean score on choosing this cosmetic products ranges from 2.62 to 2.23. The respondents have assigned the highest mean score for 'While applying cosmetic products it causes burning sensation', followed by 'They cause skin allergy', 'Cosmetic products labels and advertisement mislead us', 'They cause white patches in the skin', 'They cause rashes in the skin', 'Cosmetic products are irritant while applying to skin', 'Heavy competition', 'Non-availability of the products', 'Confusion in brand selection', 'Price of cosmetics is expensive', 'Multi choice products'. It can conclude that majority of the respondents convey their opinion as while applying cosmetic products it causes burning sensation.

CHI –SQUARE TEST

Family income (per month) * Literacy level Cross tabulation

Count		Literacy level					Total
		School level	Under graduation level	Post-graduation level	Professional degree level	Others	
Family income (per month)	Below Rs.20000	4	41	26	4	3	78
	Rs.20000-30000	2	24	11	2	2	41
	Rs.30000-40000	3	13	4	0	0	20
	Above Rs.40000	0	13	4	0	0	17
Total		9	91	45	6	5	156

From the above table out of 156 respondents,78 respondents family income (per month) is below Rs.20000 in which 4 respondents literacy level is school level,41 respondents literacy level is under graduation level,26 respondents literacy level is post-graduation level,4 respondents literacy level is professional degree level,3 respondents literacy level is others. 41 respondents family income (per month) is Rs.20000 -30000 in which 2 respondents literacy level is school level,24 respondents literacy level is under graduation level,11 respondents literacy level is post-graduation level,2 respondents literacy level is professional degree level,2 respondents literacy level is others. 20 respondents family income (per month) is Rs.30000 -40000 in which 3 respondents literacy level is school level,13 respondents literacy level is under graduation level,4 respondents literacy level is post-graduation level.17 respondents family income (per month) is above Rs. 40000 in which 13 respondents literacy level is under graduation level,4 respondents literacy level is post-graduation level.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.428 ^a	12	.578
Likelihood Ratio	12.990	12	.370
Linear-by-Linear Association	4.037	1	.045
N of Valid Cases	156		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .54.

Since the p value is greater than 0.05 ($p > 0.05$), there is no significant between literacy level of the respondents and monthly income of family.

The above table depicts the table value 0.57 is lesser than the calculated value 10.428a, there is no significant relationship between literacy level of the respondents and monthly income of family.

Hence, The null hypothesis is accepted at 5% of significant level.

CHAPTER V

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

5.1.1 PERCENTAGE ANALYSIS

- Majority 58% of respondents are between the age group of 21-30 years.
- Majority 58% of respondents belongs to under graduation level of literacy.
- Majority 78% of respondents belongs to no category level of salary.
- Majority 36% of respondents are private sector.
- Majority 74% of respondents belongs to yes category of non-salaried level.
- Majority 69% of respondents are students.
- Majority 85% marital status of respondents is unmarried.
- Majority 50% monthly income of respondents is below Rs.20000.
- Majority 61% of respondents belongs to rural area.
- Majority 82% of respondents belongs to interested level of using cosmetic products.
- Majority 56% of respondents belongs to usage of cosmetic products less than one year.
- Majority 56% of respondents belongs to 10-20 years of using cosmetic products..
- Majority 53% of respondents belongs to friends who suggest buying cosmetic products.
- Majority 53% of respondents prefer Himalaya brand of cosmetic products.
- Majority 32% of respondents buy cosmetic products from departmental stores.
- Majority 25% of respondents choose particular shop for easy to access.
- Majority 40% of respondents buy cosmetic products whenever required.
- Majority 58% of respondents spent below Rs.500 to buy cosmetic products.
- Respondents choose pamphlets as rank 1 by providing information to purchase cosmetic products.
- Respondents choose nail polish coat as rank 1 for preference level for cosmetic items.
- Respondents choose to win the admiration of others at first on showing attitude towards cosmetic products.

- Respondents rank influenced by posters and pamphlets at first while purchasing of cosmetic products.
- Majority 83% of respondents are satisfied with cosmetic products.
- Respondents choose I will recommend the brand to others as rank 1 for satisfaction level of cosmetic products.
- Respondents choose I will just throw the products away as rank 1 during dissatisfaction level of cosmetic products.
- Majority 32% of respondents will go to next shop to buy same brand when there is non availability of cosmetic products.
- Respondents convey their opinion as while applying cosmetic products it causes burning sensation as rank 1.

5.2 SUGGESTIONS

- A marketer should build up a prompt distribution channel to avoid the problem of non – availability of products.
- Marketers of cosmetic products should try to promote the cosmetic products under the essential category and be used in their daily makeover.
- Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.
- The beauty consultants and the sales personnel should have complete knowledge about the available cosmetic products; in addition they should be aware of new arrivals of beauty products offered by various manufacturers.
- A proper communication should be created with doctors and beauticians and should involve in advertisement to make them more attractive, affective and reliable.
- Marketers can arrange for advertisement campaign and various demonstrations to carryout promotion activities of their products.
- Marketers can directly target the potential users for cosmetic products in different women colleges spreading their messages to them through campaigns or events management.
- Among the different factors which influence the respondents to purchase cosmetic products, the respondents ranked “Quality” as the first factor. Thus it becomes the responsibility of the producers of cosmetic products to provide high quality products which live up to the expectations and standards of the consumers.
- Some of the respondents face problems while using cosmetic products. They experiences rashes, irritation, skin allergy and burning sensation in the skin. To reduce skin problems, the producers can introduce non -toxic chemicals in cosmetic products.
- A company should market exclusive cosmetic products for male consumers.
- Steps should be taken by the marketer to replace the negative attitude of respondents, by creating a favorable image on usage of cosmetics.

5.3 CONCLUSION

In conclusion, cosmetic products play an important role in our daily routines. From skincare to personal care, hair care to fragrance, and makeup, each category of cosmetic products serves a unique purpose in enhancing our natural beauty and maintaining our hygiene. By prioritizing self-care and finding the right cosmetic products for our needs, we can look and feel our best every day.

Many new companies are building their new role and finding a new place in this industry and the old ones are trying to increase their respective shares in the market.

The predictable desire of every woman to stay young and beautiful is everlasting. Cosmetic products are a powerful weapon in the hands of women which transform normal looking women to beautiful and attractive women. This study attempts to analyze the behaviour and attitude of the respondents towards Cosmetic products. Cosmetic consumers believe that Cosmetic products will enhance their natural beauty, feel presentable and increase their confidence level. The primary attributes which influences them to purchase cosmetic product is quality.

The other important factor which the marketers should throw attention is to retain the brand switchers. Due to the awareness of natural cosmetics, the cosmetic respondents are slowly switching over to them. Then the marketers have to tap the rural segment by creating awareness to them. Various medias can be used to access the rural consumers among which, the television advertising is the powerful source and can be intensively used. If the marketers concentrate on these factors they can easily capture the rural market.

Marketers of Cosmetic products need to understand this and try to cope with the situation. They should create awareness in the minds of women that Cosmetic products are not luxury items but are essential items in their daily life routine.

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ANNEXURE

QUESTIONNAIRE

“A Study on Coimbatore Rural Adolescent Consumer Behaviour towards Cosmetic products”

1. Name _____

2. Age

- a. Below 20 years
- b. 21-30 years
- c. 31-40 years
- d. Above 40 years

3. Literacy Level

- a. School Level
- b. Under Graduation Level
- c. Post-Graduation Level
- d. Professional degree level
- e. others

4. Occupation of respondents

Salaried

- a. Yes
- b. No

If salaried, which category does you belong?

- a. Private Sector
- b. Government Sector

Non –salaried

- a. Yes
- b. No

If non-salaried, which category does you belong?

- a. Business People
- b. Home Maker
- c. Students
- d. Others if any _____

5. Marital Status

- a. Married
- b. Unmarried

6. Family Income (Per month)

- a. Below Rs.20000
- b. Rs.20000 - 30000
- c. Rs.30000 – 40000
- d. Above Rs. 40000

7. Place of Residence

- a. Rural
- b. Urban
- c. Sub-urban

8. Are you interested in using cosmetic products?

(If yes, please answer the following questions .., Thank you)

- a. Yes
- b. No

9. How long have you been using cosmetic products?

- a. Less than one year
- b. One year to Five years
- c. More than five years

10. From which age you have been started using cosmetic products?

- a. Below 20 years
- b. 10-20 years
- c. 20-30 years
- d. 30-40 years
- e. Above 40 years

11. Who will suggest the cosmetic products?

- a. Friends
- b. Colleagues
- c. Salesmen
- d. Myself
- e. Others

12. List out the brands which you prefer in cosmetic products?

- a. Lakme
- b. Himalaya
- c. Pat Anjali
- d. Mama earth
- e. Revlon
- f. MAC
- g. Clinique
- h. L'Oreal
- i. Others

13. Where do you tend to buy cosmetic products?

- a. Cosmetics specialty stores
- b. Super Market
- c. Departmental stores
- d. Fancy Stores
- e. Shopping malls
- f. Online popups
- g. Others

14. Why do you choose the particular shop for purchase of cosmetics products?

- a. Advice from Beauty experts
- b. Easy to access
- c. Store Reputation
- d. Attractive and good service
- e. Low price
- f. Discount
- g. Product Reliability
- h. Good guidance
- i. Good display and variety
- j. Brand availability
- k. Friendly approach
- l. Free consultation

15. Frequency to buy cosmetic products?

- a. Once in a month
- b. Three month Once
- c. Whenever required
- d. Occasionally
- e. Others

16. Amount spent for purchasing cosmetic products per month?

- a. Below Rs.500
- b. Rs.500 – 1000
- c. Rs.1000-1500
- d. Above Rs. 1500

17. Tick the appropriate box which provided enough information so as to influence you to purchase the cosmetic products.

Type of Media	Most informative	More informative	Informative	Not so informative	Not at all informative
Newspaper / Magazine					
TV Advertisement					
Pamphlets					
Window display					
Online popups					

18. Your preference level for the following cosmetics items

Cosmetic items	More preferred	Most preferred	Preferred	Less preferred	Least preferred
1. Foundation					
2. Concealer					
3. Blusher					
4. Powder					
5. Compact Powder					
6. Eye brow pencil					
7. Eye liner					
8. Mascara					
9. Lip gloss					
10. Lip gloss					
11. Nail polish					

12. Nail polish top coat					
13. Body lotion					

19. Give your attitude towards cosmetics products.

Reasons	Strongly agree	Agree	Neither/nor	Disagree	Strongly disagree
1. To enhance the physical beauty					
2. To maintain the skin colour.					
3. To use cosmetic product is enjoyable.					
4. To look elegant					
5. To conceal the process of ageing.					
6. To use cosmetic products is interesting					
7. To look fashionable and young					
8. To cover up the pimples.					
9. To win the admiration of others. 10. To cover the imperfections on the face.					
11. To me buying and using make-up products is like giving myself a gift.					
12. For my personal satisfaction.					
13. To boost up my image.					
14. To increase self confidence					
15. To protect the skin from pollution.					

20. Identify the following factors while purchasing of cosmetic products?

Factors	Strongly agree	Agree	Neither/nor	Disagree	Strongly disagree
1. Long lasting stay.					
2. Suggestions by beauty consultants.					
3. Attractive package.					
4. Mingling with the elite society					
5. Easy to store.					
6. Brand preference.					
7. Smudge free application.					
8. Influenced by posters and pamphlets.					
9. Easy to carry pack.					
10. Grab the attention.					
11. Price reduction and discount.					
12. Influenced by advertisements.					
13. Reliable brand.					
14. Psychological price.					
15. Easily applicable and easily removable.					

21. Are you satisfied with your cosmetic products?

- a. Yes
- b. No

If you are satisfied then kindly rank the following statements.

Satisfaction level	1	2	3
1. I will definitely buy cosmetic products in future			
2. I will speak positively about the products in future			
3. I will recommend the brand to others.			

If you are dissatisfied with the cosmetic products please rank the following statements.

Dissatisfaction level	1	2	3
1. I will discontinue the purchase of cosmetic products			
2. I will purchase new brand of cosmetic products			
3. I will speak negatively about the products			
4. I will just throw the product away			
5. I will lodge a complaint directly to the seller and get the claim settled			
6. I will go for multiple choice			

22. Your preferred brand of cosmetic product is not available in the shop what will be your reaction?

- a. I will choose another brand
- b. I will go to next shop to buy the same brand
- c. I will wait and buy only my favorite brand
- d. I will buy from online popups
- e. I will find out nearby availability

23. Give your opinion about the problems.

Opinion	Strongly agree	Agree	Neither/nor	Disagree	Strongly disagree
1. Cosmetic products are irritant while applying to skin.					
2. They cause rashes in the skin.					
3. They cause skin allergy.					
4. They cause white patches in the skin.					
5. While applying cosmetic products it causes burning sensation.					
6. Cosmetic product labels and advertisement mislead us.					
7. Price of cosmetics is expensive					
8. Non –availability of the products					
9. Heavy competition					
10. Multi choice products					
11. Confusion in brand selection					

24. Suggestions' regarding cosmetics: -

