CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY
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INTRODUCTION

India has seen a marvelous and sea change growth in the cosmetics industry in the recent years. The beauty business in India is growing phenomenally with the cosmetics market growing at 15 - 20 per cent annually, twice as fast as that of the United States and the European markets. Today, the cosmetic industry in India has over 1 billion people. The retail beauty and cosmetics market in India currently estimated at USD 950 million is pegged at USD 2.68 billion by the year 2020 (Nanda, et. al., 2005)\(^1\).

The demand for cosmetic products, particularly in urban population is steadily rising owing to various reasons, for example, mall culture, better purchasing power, concern for looking better, by both men and women, nature of the job, development in advertisement technology and in general, availability of a wide range of cosmetic products (tailor made for different skin types, hair types and the like).

According to one estimate published by the US Commercial Services, American Embassy, New Delhi the per capita expenditure on cosmetics in India is approximately Rupees Thirty (Rs.30/-) as compared to Rupees One Thousand Six Hundred and Fifty (Rs.1650/-) in some other Asian countries. This low penetration and consumption of cosmetics and personal care products in India can in fact become an opportunity for this industry in future. According to this estimate, the current size of cosmetic and toiletries market is about Rs.4300/- Cores, out of which the fastest growing market is of colour cosmetics accounting to Rupees Two Hundred and Seventy Five Cores. There has been an increasing trend for use of herbal cosmetics and personal care products especially in skin care segment and it accounts for Rupees Four Hundred and Fifty Cores (Manjushree Phookan, 2010)\(^2\).

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Cosmetics are substances which are defined under the Drugs and Cosmetics Act 1940 and Rules 1945 as “Articles which are meant to be rubbed, poured, sprinkled, or sprayed on or introduced into or otherwise applied to the human body for the purpose of cleansing, beautifying, promoting attractiveness or altering the appearance”.

Cosmetics are luxury articles and for the past few years, usage of cosmetics has increased multifold, resulting into an increased production, import, distribution and sale of cosmetics. These items may contain some ingredients, the constant use of which might prove to be harmful and hence needs control.

The safety of cosmetic products is of prime importance for the general consumers. The cosmetic products have to be formulated and manufactured in accordance with Schedule M - II of Drugs and Cosmetics Act 1940 and Rules 1945 and Indian Standards issued by Bureau of Indian Standards, New Delhi, CGMP guidelines of USFDA as well as guidelines of the CTFA (Cosmetic, Toiletries and Fragrance Association), the IFRA (International Fragrance Association) and similar bodies. On a global scale, countries are reaching a consensus on the standards of quality of cosmetics by coming under a common umbrella of the CHIC (Cosmetic Harmonization and International Cooperation) initiated in 1999 and revised from time to time.

Cosmetic products are now considered no less than pharmaceutical products (medicines) in terms of ingredient selection and its quality control. They are also required to follow good manufacturing practices. Validation of processes and equipments, labeling requirement, shelf-life testing, animal testing and the like are now an essential part of cosmetic manufacturing. Certification from standards regulating bodies like the BIS (Bureau of Indian Standards) and the ISO (International Organization of Standards) adds to the reputation of the cosmetic manufacturing company.

Great emphasis is now being laid on the quality, safety and efficacy of the products and hence the concept of Total Quality Management is widely accepted. Concern for environment and prevention of cruelty towards experimental animals has become a sensitive issue. Most of the countries have banned testing on animals. Countries in the European Union have decided to stop animal testing by 2013.

Consumers of cosmetic products have also become aware of respect towards animals. The concern in this area is not only the use of animals for laboratory testing but also with the use of materials and ingredients derived from animal sources. Due to the growing pressure
from vegetarians, religious groups and animal rights groups, there is a requirement of writing ‘non-animal tested’, ‘contains no animal ingredients’, and the like on the label of the product.

The awareness towards environmental issues together with a trend towards green politics and consumerism has developed public opinion to a degree where products may be accepted or rejected according to their environmental performance.

SALE OF COSMETICS IN INDIA

Cosmetics are exempted from any sales licence, provided that the cosmetics, if of Indian origin, are manufactured by the licensed manufacturers. But there is a prohibition on the manufacture and sale of certain cosmetics, viz.

i) Any cosmetic, which is not of a standard quality or is misbranded or spurious, or

ii) Any cosmetic containing any ingredient which may render it unsafe or harmful for use, viz. containing hexachlorophene, mercury, lead or arsenic compounds as colourants or those containing colours other than prescribed.

iii) Manufacture and sale of cosmetics are also prohibited unless those have been manufactured in accordance with the condition of a licence issued for the purpose or have been imported in contravention of any legal provision.

MANUFACTURE OF COSMETICS

A person licensed to manufacture cosmetics should comply with the following conditions, as specified in schedule M - II of the Drugs and Cosmetics Act 1940 and Rules 1945. The factory premises should be situated in hygienic surroundings and kept clean and should be distinct and separate from premises used for residential purposes. The licence should possess adequate space, building and equipment for the manufacturing process.

The production of cosmetics should be conducted under the direction and personal supervision of competent technical staff who should be a whole time employee and should either hold Diploma in Pharmacy, approved by the Pharmacy Council of India or be a registered Pharmacist under the Pharmacy Act or should have passed intermediate examination with Chemistry. As per the conditions of the licence, any change in the technical staff should be reported to the licensing authority.
The Drugs and Cosmetics Act 1940 is a punitive Act. Anybody manufacturing cosmetics in contravention of the Act and the Rules is punishable with imprisonment upto one year or fine upto Rs.1000/- or with both on first conviction and for the manufacture of spurious cosmetics, imprisonment upto three years and with fine. The penalty for subsequent offences in both the case is imprisonment upto two years or fine upto Rs.2000/- or with both (subject to revisions or amendments).

**IMPORT OF COSMETICS**

Despite the fact that a rule exists for the import of cosmetics, one can see the market flooded with the so called imported cosmetics, especially coloured cosmetics like lipsticks, nail lacquers, for example from China, Hong Kong, Singapore, the USA and the like. The Rule clearly states that all consignments of cosmetics sought to be imported shall be accompanied by an invoice or statement showing the name and quantities of each article of cosmetic included in the consignment and the name and address of the manufacturer. However, the import of the following class of cosmetics is prohibited.

- Cosmetics that are not of standard quality.
- Cosmetics containing any harmful or unsafe ingredients.
- Misbranded cosmetics, meaning cosmetics which contain colours other than those prescribed or are not labeled in the prescribed manner or make any false or misleading claims.
- Spurious cosmetics meaning cosmetics which are substitutes for other cosmetics or resemble other cosmetics in a manner likely to cause deception or are imported under the names of other cosmetics or bear names of manufacturers which are fictitious or who are truly not manufacturers.
- Cosmetics intended for use on the eyebrows or eyelashes or around the eyes containing coal tar dyes or intermediate dyes.
- Cosmetics coloured with arsenic or lead compounds.
- Cosmetics containing hexachlorophene or mercury compounds.
- Cosmetics whose use is likely to involve any risk to users.

Any product is identified by the contents and information declared on the label of the container. Same holds true for cosmetic products also. Label of a cosmetic product should be
prepared in accordance with the provisions of the Drugs and Cosmetic Act 1940 and Rules 1945 (Schedule ‘S’). Subject to the provisions of the Act, no person shall sell or distribute any cosmetic unless the cosmetic, if of Indian origin, is manufactured by a licensed manufacturer and labeled and packed in accordance with these rules.

MANNER OF LABELLING

Subject to other provisions of the Rules, a cosmetic shall carry

1. ON BOTH THE INNER AND OUTER LABELS

a) The name of the cosmetic

b) The name of the manufacturer and the complete address of the premises where the cosmetic has been manufactured. If the size of the container is very small, where the address of the manufacturer can not be given, the name of the manufacturer and his principal place of manufacture shall be given along with the pin code.

2. ON THE OUTER LABEL

A declaration of the net contents expressed in terms of weight for solids, fluid measure for liquids, weight for semisolids, combined with numerical count, if the content is subdivided. Provided that this statement need not appear in case of a package of perfume, toilet water or the like, the net content of which does not exceed 60 ml or any package of solid or semisolid cosmetics, the net content of which does not exceed 30 gms.

3. ON THE INNER LABEL, WHERE A HAZARD EXISTS

a) Adequate direction for safe use

b) Any warning, caution or special direction required to be observed by the consumer.

c) A statement of the names and quantities of the ingredients are hazardous or poisonous.

4. A DISTINCTIVE BATCH NUMBER

It is that number by reference to which details of manufacture of the particular batch from which the substance in the container is taken, are recorded and are available for inspection, the figures representing the batch number being preceded by the letter “B”.

5. MANUFACTURING LICENCE NUMBER
a) The number being preceded by the letter ‘M’.

6. Where a package of a cosmetic has only one label, such label shall contain all the information required to be shown on both the inner and outer labels, under these rules.

**COSMECEUTICALS – COSMETICS OR DRUGS**

Cosmeceuticals are topical cosmetic-pharmaceutical hybrids, intended to enhance the beauty through ingredients that provide additional health-related function or benefit. They are applied topically as cosmetics, but contain ingredients that influence the biological function of skin.

Though the claims made about drugs are subject to high scrutiny by the Food and Drug Administration (FDA) review and approval process, cosmetics are however not subject to mandatory FDA review. Much confusion exists regarding the status of ‘cosmeceuticals’. Although, there is no legal class called cosmeceuticals, this term has found application and recognition to designate the products at the border line between cosmetics and drugs (Dureja, et. al., 2004).³

Cosmetics that make therapeutic claims are regulated as drugs and cosmetics and must meet the labeling requirements for both. For such product, the regulations require that active ingredients be listed first on these products, followed by the list of cosmetic ingredients in order of decreasing predominance. Active ingredient is the chemical that makes the product effective and the manufacturer must have proof that it is safe for its intended use. Before products with both a cosmetic and drug classification can be marketed, they must be scientifically proven safe and effective for their therapeutic claims. If they are not, the FDA may consider them to be misbranded and take regulatory action.

Some countries have the classes of products that fall between the two categories of cosmetics and drugs, for example, Japan has ‘Quasi drugs’, Thailand has ‘Cosmetic type drugs’. The USA has listed some specialized topical preparations as over-the-counter (OTC) drugs on the basis of review of the safety and efficacy of the drug constituents, for example, anti-acne products, antidandruff shampoos, antiperspirants, oral care products, sunscreen products, anti-wrinkle creams, fluoridated toothpastes and the like. In India, clearer guidelines are required.

COSMETICS AND CONSUMERS

A common myth exists about the use of cosmetics that it is predominantly used by the fair gender, that is, by the women. But the truth is that cosmetics are used by the men, women as well as children. Out of the 28 cosmetics that are listed in the Schedule ‘S’ of the Drugs and Cosmetic Rules 1945, they can be categorized widely as

- **Commonly used cosmetics**: Toothpowders, Toothpastes, Hair Oils, Cold creams, Henna, Depilatories, Shampoo and Hair Dyes.

**Cosmetics used by men**: Shaving creams, after shave lotions, Colognes, Hair creams, Brilliantine’s.

**Cosmetics used by women**: Lipsticks, Face powder, Nail lacquer, Bindi

Cosmetic industry economics is dependent on the type of advertisement, and nature of image they sell. As a matter of fact, more amount is spent on the advertisement as compared to its quality control. To sell an image, public appeal of famous sportspersons, film stars and models is capitalized, for example, Shah Rukh Khan for Lux, Virendra Sehwag and his wife for Dabur Toothpaste, to name a few. Kids and senior citizens are also appropriately involved considering their requirement in the selling of their product.

Apart from using expensive and decorative containers and attractive labels, colour gimmick is resorted to in order to strike a psychological cord of the consumer with the product which he intends to buy. For instance, Black coloured shampoos with an Amla figure on the label or yellow coloured shampoo, as an egg shampoo. Black hairs are an index of beautiful hair in the Indian context. By colouring the shampoo black and putting an image of Amla on the label, the consumer is made to believe that by using that particular shampoo, the hairs will receive the goodness of Amla.

Similarly, incorporation of yellow colour to an egg shampoo is basically to capitalize on the fact that the shampoo contains egg which is considered nutritive for the hairs. As a matter of fact, these claims are misleading because even if an Amla extract is added in a shampoo, it won’t get enough time to exhibit its effect. Similarly, in an egg shampoo, the

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nutritive value may be expected from the white part of the egg, which is made up of a protein called albumin.

On the contrary, the yellow colour is imparted by egg yolk which is not made up of protein but rather phospholipids and cholesterol. Otherwise also the egg protein will not be effective and nutritive in a shampoo, because shampoos are used and rinsed off within 2-3 minutes from the hairs. This is also not possible because the hairs are not very absorptive in nature as they are made of dead keratinized cells and will not be able to absorb big molecules like egg protein from their surface.

Such exaggerations, which are permitted in advertising is generally referred to as puffery. But these claims sometimes exceed to such an extent that the consumer is left cheated. For example, incorporation of almond oil in cosmetic products, creams, lotions, shampoos and the like. Most of the times it is added as an ‘emotional ingredient’ meaning an ingredient whose mention on the label will tempt the customer to buy it. The product may or may not contain almond oil.

Cosmetics are expensive products and the major reason behind the exorbitant cost is the heavy amounts paid to the models, who endorse these products or advertising agencies that produce such advertisements and create a market for the product. Ultimately the person who really pays for all this is the end-user that is the consumer, as all these costs are added to the cost of the product.

The consumer also suffers due to wastage of the cosmetic product. Most of the cosmetic products, for instance, toothpastes, foundation creams, moisturizing creams, hair creams and gels and the like are packed in plastic tubes. These tubes have a basic fault that is they have an inherent ‘suck back’ tendency, which holds a lot of product inside the tube. This goes waste as the product does not extrude out easily and the user is forced to throw the container and buy a new one.

The main reasons for this growth are increased purchasing power and rising fashion awareness due to media and other exposures amongst the people. Grooming is also becoming an increasingly important part of people's mindset because they are now stepping out to work as retails sector employees, airlines workers, or other such jobs in the organized sector or at malls or wherever call centers exist. Increased advertising creates and captured the imagination and awareness of the people. The Bollywood factor or the Indian movie industry and its changing fashion also create an impression and cause purchases to be
expedited to match the images people hold close to their ideals, youth and people of all ages today use deodorants and think over the importance of grooming and being fashionable.

**NATURALS IN COSMETICS**

During the past decades, there has been a dramatic increase in the use of natural products in cosmetics. A wide range of active principle of various plants and animals including vitamins, hormones, phytohormones, bio-flavonoids, enzymes, tannic acid, fruit acids, amino acids, sugars, glycosides, essential oils and dye stuffs are being considered useful in cosmetic formulations. However when purchasing drugs, dietary supplements or cosmetics and personal care products, consumers must always be cautious of their effects and possible side effects, even if the product is labeled “natural”.

The commonly held belief that “natural” products come from nature, may be giving consumers a false sense of security about their safety. Just because the products are labeled, or advertised as “natural” does not guarantee that the product is safe or harmless for consumer or safer than similar products not bearing the “natural” label. The California Department of Human Services found in a random sample of herbal stores that nearly one third of these “natural” remedies contained either heavy metals (such as lead, arsenic and mercury) or undeclared pharmaceuticals (Ko, 1998).

In order to understand what the “natural’ label says about a drug or cosmetic product, consumers need to understand how the government regulates the claim of natural. The Government agencies are still working in this direction and hence there are no regulations or guidelines, regarding the use of ‘plant derived’ claims on these products. The poor regulations on cosmetic products as well as their enforcement, not only in India but even in highly developed and aware countries like the USA, leaves the customers to be cheated.

There is a need for greater regulation of the “natural” products regarding labeling, advertising and industry standards. These regulations should make it mandatory for the manufacturer to declare on the label, the percent of natural ingredients, the presence of preservatives, antibiotics, chemicals and other additives and the degree of processing. Many manufacturers of cosmetic products containing herbal ingredients try to bypass the

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specifications and evaluation Standards laid down by various regulatory agencies like the Bureau of Indian Standards by writing on their label “Ayurvedic medicine”.

**STATEMENT OF THE PROBLEM**

As the science of cosmetology has advanced, the product performance is expected to improve and the mode of action of products will come under increasing scrutiny. Hence, the products as cosmetic or drug assumes much greater importance. Consequently, the performance and mode of action of the cosmetic product must be carefully considered.

Cosmetic industry economics is dependent on the type of advertisement, and nature of image they sell. As a matter of fact, more amount is spent on the advertisement as compared to its quality control. To sell an image, public appeal of famous sportspersons, film stars and models is capitalized. Apart from using expensive and decorative containers and attractive labels, colour gimmicking is resorted to in order to strike a psychological cord of the consumer with the product which he intends to buy.

The desire to improve one’s physical attractiveness seems to be an inherent characteristic of most individuals. Cosmetics have been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness. From a self-presentational perspective, argued that cosmetics are used specifically for grooming behaviors and in general function to manage and control not only social impressions but also self-image (for example, body image, self-perceptions, and mood states).

Since grooming products are considered as a pervasive element of women’s culture. As a general result, the exposure to pictures of good-looking and even slightly above-average-looking females lowered the self-image of exposed women and increased dissatisfaction with their own appearance. The body image is an important component of the self-concept and has stimulated the demand of certain products and services, such as dietary, slimming, exercise and cosmetic items. In western cultures, one of the commonly recognized reasons women use cosmetics is to improve their physical attractiveness.

Customers have a variety of enduring images of themselves. These self-images, or perceptions of self, are very closely associated with personality in that individuals tend to do buy products and services and patronize retailers whose images or personalities relate in some meaningful way to their own self-images. In essence, customers seek to depict themselves their brand choices—they tend to approach products with images that could
enhance their self-concept and avoid those products that do not. Sometimes customers wish
to change themselves to become a different or improved. Cosmetics offer customers the
opportunity to modify their appearance and thereby to alter their selves.

**SCOPE OF THE STUDY**

The purpose of this study is to understand brand preference and loyalty of women customers towards cosmetic products. The women customers prefer various brands of cosmetic products based on their awareness of products and beauty conscious. The frequency of purchase, usage and amount spent for purchasing of different cosmetic products are highly depending upon the socio-economic profile of women customers.

The purchasing pattern of cosmetic products is highly influenced by cultural, social, economical and political factor prevailing in the marketing environment. Women customers are exposed to the various beauty products and their brands due to intensive advertisements and sales promotional measures. The brand preference of cosmetic products by women customers would be helpful to understand the pattern of brand preference of women customers about various cosmetic products and the association between socio-economic features of women customers and their brand preference of cosmetic products would be useful to understand the brand preference across the socio-economic profile of women customers.

The factors affecting the purchasing of cosmetic products by women customer would be useful to identify the key factors for formulating product and marketing strategies in future in order to tap the huge potential for cosmetic products among the women customers. The level of satisfaction and loyalty of women customers towards cosmetic products would be useful to understand the level of satisfaction and degree of loyalty for different brands of cosmetic products among the women customers.

**OBJECTIVES OF THE STUDY**

The present study mainly aims to study brand loyalty of women customers towards cosmetic products. With this end in view, the following objectives are formulated.

1. To study brand preference of cosmetic products by women customers.

2. To examine the relationship between socio-economic features of women customers and their brand preference of cosmetic products.
3. To identify the factors affecting the purchasing of cosmetic products by women customers.

4. To study the purchasing pattern of cosmetic products of women customers.

5. To examine the level of satisfaction of women customers towards cosmetic products.

6. To analyze the factors affecting the purchasing of cosmetic products on the level of satisfaction of women customers.

7. To study the brand loyalty of women customers towards cosmetic products.

**HYPOTHESES**

Keeping in view the wider theoretical framework and the objectives of the study, the researcher has formulated the following hypotheses.

1. There is no significant relationship between socio-economic features of women customers and their brand preference of cosmetic products.

2. There is no significant relationship between brands of cosmetic products and frequency of purchase by women customers.

3. There is no significant relationship between brands of cosmetic products and period of using by women customers.

4. There is no significant relationship between brands of cosmetic products and level of satisfaction women customers.

5. There is no significant influence of factors affecting the purchase of cosmetic brands on satisfaction level of women customers.

6. There is no significant relationship between brands of cosmetic products and brand loyalty women customers.

**RESEARCH DESIGN**
Research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine the relevance to the research purpose with economy in procedure. Descriptive research design has been employed for the present study.

**SAMPLING PROCEDURE**

The Chennai city has been purposively selected for the present study. The women customers of cosmetic products have been selected by adopting random sampling technique through pre-tested and structured questionnaire.

Tamil Nadu constitutes the south-eastern extremity of the Indian peninsula. Chennai is the capital city of the State, besides being an important district. The city is one of the metropolises of India and serves as the gateway to the culture of South India. Chennai is situated on the north-east end of Tamil Nadu on the coast of the Bay of Bengal. It lies between 12° 9' and 13° 9' of the northern latitude and 80° 12' and 80° 19' of the southern longitude on a `sandy shelving breaker swept beach'. It stretches nearly 25.60 kilometers along the Bay coast from Thiruvanmiyur in the south to Thiruvottiyur in the north and runs inland in a rugged semi-circular fashion. It is bounded on the east by the Bay of Bengal and on the remaining three sides by Chengalpattu and Thiruvallur Districts. The area of coverage of the study is Chennai City. The following figure 1.1 is an exhibit India map, figure 1.2 exhibits Tamil Nadu State map and figure 1.3 exhibit Chennai District map.
FIGURE 1.3

CHENNAI DISTRICT MAP
SAMPLE SIZE DETERMINATION

The sample size for the present study is determined by using the following formula:

\[ N = \frac{t^2 \times p \times (1 - p)}{m^2} \]

\( n \) = required sample size

\( t \) = confidence level at 95% (standard value of 1.96)

\( p \) = response from the respondents

\( m \) = margin of error at 5% (standard value of 0.05)

**Step - 1:**

\[ N = 1.96^2 \times 0.3 \times (1 - 0.3) / 0.05^2 = 323 \]

**Step - 2:**

To correct for the difference in field survey, the sample size is multiplied by the design effect (D).

The design effect is generally assumed to be 1.75 for field surveys using cluster-sampling methodology.

\[ n \times D = 323 \times 1.75 = 565 \]

**Step - 3: Contingency**

The sample is further increased by 10% to account for contingencies such as non-response or recording error.
\[ n + 5\% = 565 \times 0.05 = 622. \text{ Hence, it is round to 600.} \]

Hence, the sample size for the present study is 600 women customers of cosmetic products in Chennai.

**PERIOD OF STUDY**

The study pertains to the period from December 2011 to February 2013, in which the sample survey (including the pilot survey) is conducted in the selected area of study.

**SOURCES OF DATA**

The data and information are collected from the primary source i.e. women customers of cosmetic products through pre-tested structured questionnaire which was developed after an extensive review of literature. Initially a pre-test among 60 women customers of cosmetic products (10\% of the total sample size) through the questionnaire method as well as personal discussion method was conducted for two purposes. The first one was to limelit the weaknesses of the questionnaire with respect to the understandability of the statements and the second one was to check on the time taken by the respondents to fill up the questionnaire. The loopholes in the questionnaire were mitigated to some extent and a modified questionnaire was then administered for field study. The data and information are collected from the secondary sources of journals, research papers, research reports, conference proceedings, magazines, newspapers and websites.

**DESIGN OF QUESTIONNAIRE**

**PART - I:** It consists of socio economic features such as age, educational qualification, occupation, marital status, type of family, family size, total experience in employment, monthly income, monthly income of family and residential area. Besides, it also includes buying influence, nature of products and reasons for purchasing cosmetic products.

**PART - II:** It includes brand preference, factors affecting the brand preference, frequency of purchase, period of using, amount spent, satisfaction and loyalty towards shampoo brands.

**PART – III:** It consists of brand preference, factors affecting the brand preference, frequency of purchase, period of using, amount spent, satisfaction and loyalty towards hair oil brands.
PART - IV: It deals with brand preference, factors affecting the brand preference, frequency of purchase, period of using, amount spent, satisfaction and loyalty towards face powder brands.

PART – V: It includes brand preference, factors affecting the brand preference, frequency of purchase, period of using, amount spent, satisfaction and loyalty towards body soap brands.

The Cronbach’s Alpha of the scale for the various components of questionnaire is varying from 0.92 to 0.80 indicating acceptable level of internal consistency.

FRAMEWORK OF ANALYSIS

In order to examine the socio-economic profile of women customers of cosmetic products, the frequency and percentage analysis have been applied. The Chi-square test has been employed in order to examine the relationship between relationship between socio-economic features of women customers and their brand preference of cosmetic products, the relationship between brands of cosmetic products and frequency of purchase by women customers, the relationship between brands of cosmetic products and period of using by women customers and significant relationship between brands of cosmetic products and level of satisfaction women customers.

In order to identify the factors affecting the purchasing of cosmetic products by women customers, the explanatory factor analysis has been applied. In order to analyze the factors affecting the purchasing of cosmetic products on the level of satisfaction of women customers, the multiple regression has been employed. In order to the relationship between brands of cosmetic products and brand loyalty women customers, the Analysis of Variance (ANOVA) has been employed.

LIMITATIONS OF THE STUDY

The present study is with the following limitations.

1. The present study is carried out only in Chennai.

2. The present study is based on the primary data collected from the women customers of cosmetic products.
3. The women customers of cosmetic products of shampoo, hair oil, face powder and body soaps are only considered for the data collection.

4. The drawbacks and limitations of the field level survey are very much applicable to the present research.

5. The data and information collected from the women customers are subjected to recall bias.

CHAPTER SCHEME

The present study entitled, “A STUDY ON BRAND LOYALTY OF WOMEN CUSTOMERS TOWARDS COSMETIC PRODUCTS IN CHENNAI” is organized into seven chapters.

The first chapter deals with the introduction and design of the study. It covers detailed introduction about cosmetic industry, statement of the problem, objectives of the study, hypotheses, methodology, sampling design, design of questionnaire, collection of data, framework of analysis and chapter scheme.

The second chapter deals with review of literature that is related to the present studies.

The third chapter deals with concept of brand loyalty. The various aspects brand loyalty is described.

The fourth chapter deals with socio-economic features of the women customers.

The fifth chapter examines the brand preference of cosmetic products.

The sixth chapter attempts to examine brand loyalty of cosmetic products.

The last and seventh chapter deals with summary of findings, suggestions and conclusion.