CHAPTER SEVEN

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

The seventh and final chapter summarises the findings and proposes certain valuable suggestions based on the findings. Advertising plays an important role in today’s competitive world by which organisations communicate with their customers both current and potential. Companies allocate a considerable part of their sources to advertising activities. All human beings have an urge to look beautiful. To add beauty, people use different types of materials called cosmetics. The cosmetics are the utility products used extensively throughout the world for maintaining and improving general appearance of face and other parts of body like mouth, hand, finger and hair. Smooth, shining, healthy skin and hair certainly count for a beautiful woman or handsome man. Cosmetics are those that clean and perfume the body, change appearance, correct body odor, protect skin and keep it in good condition. The per capita expenditure on cosmetics in India is very low, it is approximately rupees thirty. It offers a wide scope for future. Hence, the marketers in India are penetrating rapidly to tap the titanic untapped markets.

Cosmetics industry emerged in a spectrum manner in India in the current 21st century. Many cosmetic companies such as HUL, ITC, P & G and so on have devised innovative strategies to retain the existing and capture the new markets for their products. There is cut-throat competition among the cosmetics manufacturers. Every manufacturer adopts their own methods and techniques to capture the market. For this purpose advertisement is considered to be a persuasive social activity that goes considerably beyond the normal purview of business. The advertisements have entered into the consumer’s daily life in a big way. They have become a part and parcel of consumers’ life. Variety of products
like toothpaste, toilet soaps, shampoo, and beauty care products catch the consumers’ attention through the eye catchy advertisements made by the marketers. Even without conscious realisation these advertisements have captured people’s hearts and have started making inroads, so as to tune the people minds.

The rural market is different from urban market in terms of demographic features, socio-cultural values, buying behaviour, purchasing and the like. So the marketers need different strategies and marketing mix to target rural customers. The renowned district which contains more semi-urban and rural area in South Tamilnadu of India named Virudhunagar district is taken for the study. The study covers the period of three years from the February 2010 to January 2013. The present research is descriptive and empirical in nature. Both primary and secondary data have been used for the present study. A pre-tested interview survey was conducted by the researcher for collecting primary data from 540 informants. Convenience sampling method was adopted for the selection of 540 respondents in eight taluks of Virudhunagar district.

For analysing the primary data and the secondary data the statistical tools like mean, standard deviation, co-efficient of variance, multiple correlation, trend analysis, chi-square test, regression analysis, Garreettee ranking, factor analysis test and one way analysis of variance are used.

7.2 FINDINGS OF THE STUDY

The present study comprises three important key words in its title. It is consumer behaviour, cosmetics and the impact of cosmetics advertisements. The analysis made in each category in details and the key findings are summarised below.
7.2.1 Socio Economic Variables and Consumer Behaviour towards Cosmetics

- The first and foremost factor to influence the behaviour of a human being is gender. The Gender-wise classification shows that 73.15 per cent (395) of respondents are female and the remaining 26.85 per cent (145) respondents are male.

- Age is universally employed as a classification variable. The analysis about age discloses 47.59 per cent (257) of the respondents belong to the age group of 21 to 30. Respondents aged up to 20 constitute 36.85 per cent (199).

- Social and economic development of our country depend on education and the educational-wise classification of the respondents shows 43.89 per cent (237) of the respondents are graduates and 17.78 per cent (96) got education up to XII.

- The purchase behaviour of the consumer changes before and after marriage. 67.96 per cent (367) of the respondents are unmarried and the rest 32.04 per cent (173) are married.

- Consumer behaviour differs from person to person according to their occupation. The present enquiry on employment status of the respondents’ exhibit that 63.33 per cent (342) of the respondents are unemployed and the balance 36.67 per cent (198) of the respondents are employed. Among the employed nearly 74 per cent are male respondents.

- Among 198 respondents employed 59.09 per cent (117) of the respondents are private employees, 16.67 per cent (33) of the respondents are government employees. Among 342 unemployed respondents, 66.96 per cent (229) of the respondents are students.

- Many of the purchasing decisions made by the consumers are in the best interest of their families. The study about the type of family present 70 per cent (378) of the respondents’ family type is nuclear and the rest 30 per cent (162) of the respondents’ family type is joint family system. 53.15 per cent (287) of the respondents’ family consist of up to three family members.
whereas 14.07 per cent (76) of the respondents’ family member numbering above six.

- The brands of cosmetics are selected based on the price and the monthly income of the potential consumers. Hence income is a very important variable. 38.89% of the respondents earn monthly income of more than ₹ 5000 but upto ₹ 10001.

- Every person has a reason to buy and use the cosmetics. The reason is influenced by the buying behaviour. 67.03 per cent (362) of the respondents are using cosmetics to get freshness, 20.93 per cent (113) are buying cosmetics for beauty maintenance and beauty enhancement. The pertinent information from the analysis is that, cosmetics are purchased and used by the respondents for getting freshness and not to attract others.

- The result of the Chi-square test is that there is a significant association between the reasons for using cosmetics and socio economic factors such as gender, age, educational status, marital status, employment status, unemployment status, number of members in the family and the monthly income of the respondents where as there is no significant association between the reasons for using cosmetics and family type of the respondents.

- To take purchase decision, consumers give due weightage to a number of factors. 28.52 per cent (154) of the respondents are induced by their internal factors and the remaining 71.48 per cent (386) are influenced by external factors. Among internal factors, 50 per cent (77) of the respondents are stimulated by perception and among external factors, 44.04 per cent (170) of the respondents are stimulated by advertisements.

- Behind every purchase, there is a buying motive. 68.33 per cent (369) respondents are rational in making their buying decision whereas 31.67 per cent (171) are emotional. Among the rational buyers, 66.13 per cent (244) are conscious about quality and among emotional 41.52 per cent (71) of the respondents buy the cosmetics as they are attracted towards the products.
The present survey enquires the attitude of the respondents regarding the opinion on cosmetic usage and the results are 66.48 per cent (359) of the respondents opined that cosmetics are necessary for modern life and the remaining 33.52 per cent (181) viewed that cosmetics are still the product of luxury.

Though there are many advertised cosmetic products in the market, people belonging to the study area use only the limited cosmetic items in their day-to-day life. 62.04 per cent (335) of the sample force uses four to six items of cosmetics and 62.04 per cent (335) of the informants’ expenditure on cosmetics is upto ₹250 per month.

Customers today want the very best products for the very least amount of money and on the best terms. 48.70 per cent (263) prefer to use advertised brands of cosmetics and 42.04 per cent (227) prefer ayurvedic brand.

The attitudes of the consumer are ever changing. The new brands because of their advertisement in many leading media using celebrities or attractive slogans may tempt the users to change their brand. An enquiry on opinion towards brand switching shows 61.30 per cent change their cosmetics brand. The main reason behind the brand switching is dissatisfaction (52.87%).

There may be certain occasions when the customer does not find their favorite cosmetics in the market. The respondent’s reactions at the time of non-availability of their favorite cosmetics brand in the market is studied and it revealed that 50.56 per cent (273) of the sample forces wait and purchase their favorite brand and the rest 49.44 per cent (267) have the tendency to go for alternative brands.

It is a great importance to explore the reasons to buy a particular brand by the consumers. 33.89 per cent (183) of the respondents prefer a particular brand of cosmetics for its quality.

Ten variables have been used to analyse the problems faced by the cosmetics user. Based on the mean value, the constraints are ranked. The
constraint’, ‘Asking for compensation for loss of injury or decrease in skin quality’ is ranked in the first place, where as the second rank goes to the constraint ‘Taking efforts to correct the misleading advertisement’. The last three ranks go to ‘Taking efforts to gather required information before purchase’, ‘Verifying the expiry date’ and ‘Verifying and compare the price in package and actual price paid’.

- Retailing includes a small size of petty shop to large scale of hyper market. In the present era, cosmetics are offered in all the retail outlets. 47.22 per cent (255) of the respondents purchase cosmetics from super market and 46.11 per cent (249) from particular retail shop.

- All consumers are not alike. Some are price conscious. 50.93 per cent (275) of the respondents would purchase the cosmetics even if the price is not stated in packages and in advertisements due to quality (175) and 49.07 per cent (265) conveyed that they would not purchase cosmetics if the price is not mentioned in the advertisement because of the chances for getting cheated (167).

- Cosmetics are offered in both sachet and family pack to satisfy different kinds of purchase requirement of the consumers. 57.41 per cent (310) of the respondents are contended with the sachet package and 42.59 per cent (230) go for family pack of cosmetics.

- Chi-square test is used to test the hypothesis that there is no significant association between the family type of the respondents and the package preference of cosmetics. The hypothesis is accepted and it is concluded that there is no association between the family type of the respondents and the package preference of cosmetics.

- Everyone is using cosmetics because of the availability of sachet packet. Sachet revolution enabled the retailers to reach the customers even at the bottom of the pyramid. 38.39 per cent (119) use sachet as it satisfies their
individual taste. 32.17 per cent (74) buy family package of cosmetics for convenience

- Complaints help to improve customer service and make a company as more customer oriented company. An enquiry is made to bring out the inclination of the respondents about the attitude to lodge the complaints and the results 50 per cent (270) are interested to make complaints, but the remaining 50 per cent (270) have no idea and interest to lodge the complaints. Out of 270 respondents who are willing to lodge complaint, 45.19 per cent (122) give their complaints to retailers.

### 7.2.2 Consumer Behaviour towards Skin Care Cosmetics

- Usage of cosmetics has increased multifold and become a necessity. All the respondents are regular users of cosmetics at least for one or some of the select items in the study. The choice of consumers regarding the type of cosmetics is 42.04 per cent (227) prefer 100 per cent herbal cosmetics and 54.26 per cent (293) opt for herbal based cosmetics.

- The safety of cosmetics products is of prime importance for the general consumers. There has been an increasing trend for the use of herbal cosmetics but 75.97 per cent (98) of the male respondents and 74.94 per cent (293) of the female respondents conveyed that herbal cosmetics are not available in the market.

- Consumers wish to use a particular fragrance of cosmetics. From the investigation, 33.79 per cent (49) of the male respondents, 42.03 per cent (166) of the female respondents prefer rose smell in cosmetics.

- Out of the 28 cosmetics that are listed in Schedule of the Drugs and Cosmetic Act 1962, the researcher has selected only nine items which are mostly used by the consumers in the study area. The respondents are asked to rank the selected cosmetic items according to their order of preference. As per Garrette Ranking Method, tooth paste got the highest weighted
arithmetic mean score value of 85.60. Hence it is positioned first. Toilet soap secured the second rank with the score value of 78.19, hair oil obtained the third rank (67.41), face powder picked the fourth rank (66.86), shaving cream is placed in the fifth rank (54.99), fairness cream positioned at sixth rank, hair cleansers opt to the seventh rank (52.13), perfume got the eighth rank (43.63) and hair coloring bagged the ninth rank with an average score of 40.72.

- The selected nine cosmetics are grouped as cosmetics for skin, cosmetics for hair and for tooth. Cosmetics for skin comprise toilet soap, face powder, fairness cream and perfume. Cosmetics for hair comprise hair oil, hair cleansers, hair colorant and shaving cream. Tooth paste is the main cosmetics item which named as cosmetics for tooth.

- Toilet soap is the most frequently used cosmetic for skin. A large number of brands are available in the current toilet soap market. 59.31 per cent (86) of the male respondents use Lifebuoy whereas majority of female 27.59 per cent (109) apply Hamam soap. The first three leading toilet soap brands are Hamam, Lifebuoy and Dove in Virudhunagar district, whereas 18.33 per cent (99) of the respondents are attracted by Lux soap advertisement, 16.67 per cent (90) by Hamam. Lux, Hamam and Vivel are the first three most attracted toilet soap advertisements in the study area. In total, 17.59 per cent (95) recommend Hamam soap 16.11 per cent (87) prefer Lifebuoy, 15.74 per cent (85) vote for Dove. Hamam, Lifebuoy and Dove are the first three leading recommended brands by satisfied consumers in toilet soap segment.

- Association is common between the toilet soap brand usage, the attracted brand of toilet soap and the toilet soap brand recommended by the respondents. Multiple correlations technique was used to bring the relationship among these three variables. As per the result, the degree of association among the variables is 51%.
Consumer’s preference on cosmetic is based on stimulating factors. Majority 50.55 per cent (273) are influenced by their family members in the selection of toilet soap brand. Only 28.52 per cent (154) of the toilet soap users select their brand based on the information provided in advertisement. 32.22 per cent (174) of the respondents use the toilet soap twice a day whereas 67.78 per cent of the respondents are using the toilet soap only once, preferably in the morning.

66.20 per cent (96) of the male respondents, 73.92 per cent (292) of the female respondents and 71.85 per cent (388) have spent more than ₹ 100 but up to ₹ 150 for toilet soap per month. 38.63 per cent (56) are loyal to their toilet soap brand, because they use the same brand for more than nine years.

The brand preference of fairness cream in Virudhunagar district is studied and the results are, 25.74 per cent (139) of the respondents use Fair & Lovely fairness cream, 9.82 per cent (53) patronise Fairever, 9.44 per cent prefer (51) Ponds. 30 per cent (162) of the respondents are attracted by Fair & Lovely advertisement, 19.44 per cent (105) by Ponds and 12.04 per cent (65) by Vicco and Fairever each. 27.96 per cent (151) recommend Fair & Lovely fairness cream to others, 23.52 per cent (127) advocate Ponds, 10.55 per cent (57) endorse Vicco.

As per multiple correlations results the association among the variables is 49%. Hence it is inferred that there is a close association among the brand usage of fairness cream, attracted fairness cream advertisement and recommended fairness cream.

A headline in advertisement will get an emotional response. 37.50 per cent are stimulated by fairness cream advertisement, 34.5 per cent (127) are activated by the family members, 81.25 per cent (299) use the fairness cream one time in a day, 9.51 per cent (35) use twice a day. 54.63 per cent (201) have spent up to ₹ 50 per month for fairness cream and 38.32 per cent (141) use the same brand of fairness cream for less than one year.
Face powder gives a smooth finish to the skin with pleasant fragrances. 44.26 per cent (239) of the respondents use Ponds face powder, 22.78 per cent (123) utilise Gokul Sandal, 10 per cent (54) make use of Spinz. 34.26 per cent (185) is attracted by Ponds face powder advertisement, 25.00 per cent (135) by Gokul Santal, 17.96 per cent (97) by Spinz and 32.40 per cent (175) of the respondents recommend Ponds face powder to others, 20.93 per cent (113) advocate Gokul Sandal, 12.22 per cent (66) suggest Spinz.

As per the result of multiple correlations (0.32) there is an association among brand usage of face powder, attracted face powder advertisement and recommended face powder. Out of 508 face powder users, 54.72 per cent (278) are influenced by their family members. 79.33 per cent (403) use face powder once in a day, 18.70 per cent (95) apply twice in a day. 56.30 per cent (286) of the respondents have spent less than ₹ 50. 35.04 per cent (178) use for more than one year but less than three years.

Perfumes are used to give artificial fragrance to the body and to ward off the sweat glands smell. 22.78 per cent (123) of the respondents use Axe perfume, 18.70 per cent (101) follow Fa, 9.07 per cent (49) mesmerised by Magnet. 26.67 per cent (144) is attracted by Axe advertisement, 19.81 per cent (107) by Rexona and Fa, 7.59 per cent (41) by Ponds and 24.00 per cent (135) of the respondents recommend Axe perfume to others, 18.89 per cent (102) advocate Fa, 14.93 per cent (86) endorse Rexona.

The association among brand usage of perfume, attracted perfume advertisement and recommended perfume is at low degree (0.21) as per multiple correlations. 43.62 per cent (171) select the perfume brand with the aid of advertisement, 38.27 per cent (150) are influenced by friends. 77.81 per cent (305) use perfume once a day, 6.89 per cent (27) applies perfume twice a day. 52.29 per cent (205) have spent on the range between ₹ 101 and ₹ 150 and 44.90 per cent (176) use the same brand of perfume for less than one year.
Regression analysis technique is adopted to test the hypothesis that there is no significant relationship between the monthly family income and monthly average spending for cosmetics for skin. As per the result it is confirmed that there is a close association between the monthly income of the respondents and their average monthly spending for toilet soap and face powder and there is no close association between monthly income of the respondents and the average monthly spending for fairness cream and perfume.

7.2.3 Consumer Behaviour towards Hair Care And Tooth Care Cosmetics

Hair care has become one of the fastest developing markets in the cosmetics industry. The hair cleansing cosmetic available in the market are shampoo and shikkakai. 95.44 per cent (377) of the female respondents and 92.41 per cent (134) of the male respondents are using shampoo for cleansing their hair.

The brand is a weapon to succeed and stay ahead of competition in the long run. 28.70 per cent (155) of the respondents use Clinic Plus hair cleansers, 21.85 per cent (118) apply Head & Shoulders, 15.37 per cent (83) proceed on with Pantene. 22.03 per cent (119) are attracted by Head & Shoulder advertisement. 21.11 per cent (114) by Pantene, 17.59 per cent (95) by Dove. 27.77 per cent (150) advocate Pantene hair cleansers to others, 20 per cent (108) endorse Dove, 19.26 per cent (104) suggest Clinic Plus. As per the result of multiple correlations (0.36), it is inferred that there is a close association among the brand usage of hair cleanser, the recommended hair cleansers brand and attracted hair cleansers advertisement in the study area.

40.93 per cent (221) of the respondents select the hair cleansers brand on the advice of family members and 29.44 per cent (159) are influenced by advertisements. 47.22 per cent (255) use the hair cleansers twice a week. 75.93 per cent (410) have spent more than ₹ 50 upto ₹ 100 as average monthly family expenditure for hair cleanser. 39.44 per cent (213) use the
same brand of hair cleansers for more than one year but less than three years.

- In olden days, people used castor oil, animal fat, coconut oil and so on to their hair to get lustrous whereas now they like to use hair oil available in open market in various brands. 34.26 per cent (185) use Parachute hair oil, 15.85 per cent (91) go in for VVD, 10.74 per cent (58) apply Aswini.

- 20.56 per cent (111) are attracted by Parachute advertisement, 18.89 per cent (102) by Vatika and 17.40 per cent (94) by VVD. 24.63 per cent (133) of the respondents recommend Vatika Hair Oil to others, 22.59 per cent (122) refer Parachute and 20.55 per cent (111) suggest Aswini. Multiple correlations technique is used and the result is that there is a close association among the attracted hair oil advertisement, recommended hair oil brand and brand usage of hair oil. (0.43)

- 53.14 per cent (287) of the respondents are stimulated by the family members and 23.52 per cent (127) are influenced by advertisements. 82.03 per cent (443) of the respondents use the hair oil daily and only 5.37 per cent (29) use hair oil twice a day. 65 per cent (351) of the respondents have spent an amount ranging between ₹ 51 to ₹ 10. 31.85 per cent use the same brand of hair oil for more than nine years and 33.52 per cent (181) apply for more than one year but less than three years.

- Hair colorant is used by the people either to hide grey hair or to change the colour of the hair either at home or at hairdressing saloon. Out of 540 informants, 456 (84.44) are non users of hair colorant and from the rest, 8.15 per cent (44) use Godrej, 3.89 per cent (21) use Garnier and 3.52 per cent (19) use Black Rose. 39.82 per cent (215) of the total respondents are attracted by Garnier advertisement, 27.22 per cent (147) are lured by Godrej. 47.22 per cent (255) of the respondents recommend Garnier hair dyes, 22.78 per cent (123) advocate Godrej and 12.40 per cent (67) endorse Black Rose.
The relationship among three selected factors such as brand usage of hair dye, recommended brand for hair dye and attracted hair dye advertisement are analysed with the help of multiple correlations and it shows low degree (0.24) of relationship among three variables.

Out of 84 respondents who are the users of hair dye, 53.57 per cent (45) select the brand of hair dye based on advertisement and 58.33 per cent (49) of the total respondents use the hair dye once in fifteen days whereas the remaining 41.67 per cent (35) use it occasionally.

79.76 per cent (67) of the hair dye users allocate monthly expenses up to ₹ 50. 35.90 per cent (31) of the total respondents use the same brand for more than one year but less than three years.

One of the men’s widely used cosmetic is shaving cream. It is applied to soften the beard for wet shaving and produces rich foam to facilitate shaving by razor. Out of 540, 428 (79.26 per cent) are the non-users of shaving cream. It includes 395 female respondents. Among the users of shaving cream, 9.45 per cent (51) use Palmolive shaving cream. Out of 540, only 17.96 per cent (97) are attracted by Palmolive and only 11.67 per cent (63) are endorsing Palmolive to others. As per the result of multiple correlations, the association between the brand usage of shaving cream, brand recommendation of shaving cream and attracted brand advertisement of shaving cream is high (0.66).

48.22 per cent (54) shaving cream users are stimulated by advertisement. 75.89 per cent (85) shave their moustache by using shaving cream once in two days, 62.50 per cent (70) of the respondents have spent up to ₹ 50 for shaving cream per month and 58.04 per cent (65) use the same brand less than one year.

Smile increases the face value. To have a captivating smile people are conscious about good teeth. The tooth cleanser materials available in the markets are tooth powder, tooth paste and mouth washers. 97.59 per cent
(527) of the respondents use tooth paste and the remaining 2.41 per cent (13) of the respondents prefer tooth powder as a tooth cleanser. In the study area no one respondent use mouth washer.

- Tooth Cleanser has the largest share of dental cleansing item. Out of 540 respondents, 43.33 per cent (234) use Colgate paste, 22.03 per cent (119) choose Close-up, 13.15 per cent (71) prefer Pepsodent. 39.82 per cent (215) of the respondents are attracted by Colgate advertisement, 27.59 per cent (149) by Close-up, 13.89 per cent (75) by Pepsodent. 35.00 per cent (189) of the respondents recommend Colgate paste to others, 25.85 per cent (145) advocate Close-up, 11.30 per cent (61) endorse Pepsodent. There is a significant relationship (0.486) among preferred brand of tooth cleanser, attracted paste advertisement and recommended brand of tooth cleanser.

- 65.00 per cent (351) of the respondents are stimulated by the family members in purchasing tooth cleanser brand and 25 per cent (135) by the tooth cleanser advertisement. 79.81 per cent (431) of the respondents clean their tooth only one time that is morning only. 61.67 per cent (333) of the respondents spend more than ₹50 but less than ₹101 as monthly average family expenditure for tooth cleanser. 29.45 per cent (159) of the respondents are loyal to the brand by way of using the same brand of tooth cleanser for more than nine years.

- From the consolidated chi-square result, it is clear that the null hypothesis and it is concluded that there is a significant relationship between the influencing factors in selection and the brand usage hair cleanser, hair oil, tooth cleanser, hair colorant and shaving cream.

- To test the null hypothesis “there is no significant association between the monthly family income and monthly average spending for cosmetics”, multiple regression technique is adopted and it is found that the null hypothesis in case of hair cleansers, hair oil and tooth cleanser is rejected. But in case of hair colorant and shaving cream, the null hypothesis is accepted. Hence it is concluded that there is a close association between the
monthly income of the respondents and their average monthly spending for hair cleansers, hair oil and tooth cleanser and there is no association between monthly income of the respondents and the average monthly spending for shaving cream and hair colorant.

7.2.4 Impact of Advertisement on Consumer Behaviour towards Cosmetics

- Ranking of the prospects associated with cosmetics advertisements associated with pre, at and post purchases of cosmetics are studied and the results reveal that ‘Give fresh look and an attitude to face the life in a positive way (21.77%) has secured the first rank, followed by cosmetics increase the personality (19.05%) positioned the second rank, delivery of believable facts (16.26%) has occupied the third rank, educate and inculcate healthy habits is in the fourth rank, feel more confident, make differentiate from others and bring status has secured the fifth rank and the sixth rank which is reserved for facilitate to verify the product information.

- In spite of their likings, respondents look at all kinds of advertisement. Ranking of the problems faced by the respondents associated with cosmetics advertisements and consequent purchase of cosmetics reveals that increase the spending by over consumption of the cosmetics (20.89%) is the main problem and it occupies the first rank, burning sensation/ itching of skin (20.10), erosion of moral and social values (17.56%) secures the second and the third ranks respectively. Other problems ranked in the order of the respondents severity are decolouration of skin (15%), appearance of pimples (13.90%) and premature aging / falling of hair (12.55%). These problems are positioned the fourth, the fifth and the sixth rank respectively.

- Out of 540 respondents, 454 are attracted by cosmetics advertisements. Of which 427 are interested and 393 are create desire to use the cosmetics items which is advertised. Out of 393, 374 of the respondents got a positive attitude towards the purchase of cosmetics items. Out of 374 who coined a thought to purchase cosmetics, 328 are purchased cosmetics after the
attraction, interest and desire created by cosmetics advertisements are satisfied. It is high (87.70%) when it is compared with the respondents who purchased the cosmetics and where the same is moderate (60.74%) when it is compared with the total respondents.

- Pearson correlation is used to identify the association among five variables and their significance as per AIDAS. The correlation of all variables are significant at 95% confidence level (Sig<0.05). The correlation coefficient of action of purchasing and customer’s satisfaction have high amount of coefficient (.696) among all variables and on the other hand, customers' satisfaction and customers' attention to advertisement have the lowest amount of coefficient (.418) among all variables.

- Indian media market is one of the biggest markets in the world by virtue of its reach, access and business potential. The results of the favorite media of the sample force are 79.26 per cent (428) of the respondents’ favorite media is television, 7.96 per cent (43) devote for newspapers and magazines each and a minimum of the respondents’ favorite media is radio. 189 of the respondents are attracted by babies in the advertisements. Sports stars attract 159 respondents.

- Huge amount of money is spent on advertising in India because it has become imperative to test the effectiveness of advertising in all organisations. The sales of cosmetics are influenced by advertising due to a lot of reasons. 150 of the respondents are influenced by brand value and 19.07 per cent (103) of the respondents are fascinated by models including celebrity value. Slogans in the advertisement galvanise 74 of the total respondents.

- Of all marketing weapons, advertising has leading impact on viewers mind. 41.48 per cent (224) of the respondents have opined that they are attracted very much by the attention value of the advertisements in case of cosmetics. 19.07 per cent (103) by educative value, 13.15 per cent (71) by suggestive value, 9.08 per cent (49) by memorizing value, 7.96 per cent (43) by
conviction values of advertisements. Respondents who are impressed by the instinctive and sentimental value constitute 6.30 per cent and 2.96 per cent respectively.

- In certain cases the qualities advertised is not actually found in the original product and there is variation of the same. 47.22 per cent (255) of the respondents feel cheated and discontinue the repeated purchase of the products when the advertised quality is not in product, 33.52 per cent (181) discourage others to buy the cosmetics, 12.41 per cent (67) of the male respondents prefer to make complaints to the manufacturers and the balance 6.85 per cent (37) prefer to lodge complaints to consumer forum.

- Chi-square test is used to test the null hypothesis that ‘there is no significant relationship between the age of the respondents and the reaction of the respondents when the advertised quality is not found the cosmetics’. The calculated value 82.95 is greater than the table value 25.00, the null hypothesis is rejected. Hence there is a significant relationship between the age of the respondents and the reaction of the respondents when the advertised quality is not found cosmetics.

- The researcher has developed 25 variables relating to the cosmetics, its advertisement and consumer buying behaviour towards cosmetics. All the 25 variables are concerned with the constraints of cosmetics buying pattern and its advertisement. Every statement carries the opinion of strongly agree, agree, neutral, disagree and strongly disagree with 5, 4, 3, 2 and 1 points respectively. Factor analysis is used to reduce 25 variables into eight broad factors. All of the eight communalities satisfy the minimum requirement of being larger than 0.60.

- Factor analysis procedure initially computes the correlations between the variables, which is used as an input for subsequent analysis. At this stage it is important to test the appropriateness of factor analysis model with the given data or whether the data is suitable for conducting factor analysis. The commonly used measures in this regard are Kaiser-Meyer- Olkin
(KMO) measure of sampling adequacy. The KMO value is 72.90 which are sufficiently high leading to the conclusion that it is appropriate to use a factor analysis with the data to reach meaningful conclusions as 72.90 per cent is common variance explained by the underlying factors.

- The vari-max factor shows that the 25 variables taken for the factor analysis is clustered into eight factors. The variables associated with the factors are Factor I - Outcomes of advertisement (Eigen Value = 6.336), Factor II - Cosmetics domino effect (Eigen Value = 2.229 ), Factor III - Cosmetics brand icon (Eigen Value = 2.026), Factor IV - Consumers behaviour in cosmetics purchase decision (Eigen Value = 1.797), Factor V - Advertisement fallouts (Eigen Value = 1.607), Factor VI - Reliability of advertisement (Eigen Value = 1.607), Factor VII - Evil of cosmetics (Eigen Value = 1.259) and Factor VIII - Price constraints in cosmetics purchase (Eigen Value = 1.086)

- The Eigen value of Factor I is 6.336. Factor I has very high significant loading of the variable advertisement results in brand shifting (0.797), women are abused in advertisement (0.741) and advertised cosmetics product earns more profit than non advertised cosmetics (0.713). The above variables are related to outcomes of advertisement constraints hence it can be named as ‘Advertisement outcomes’.

- The Eigen value of Factor II is 2.229. Factor II has very high significant loading on the variables cosmetics usage is a must in modern era (0.789) and cosmetics increases the personality of the person (0.776). The above variables are related to cosmetics usage effect. Hence it is named as ‘Cosmetics impact’.

- The Eigen value of Factor III is 2.026. Factor III has highest loading on Consumers freely approach the consumer forum (0.659) and moderate loading on complaints by cosmetic consumer is unheard by agent and manufacturers (0.607). Factor III is related to the behaviour of the
respondents about the complaints. Hence it is named as ‘Consumer’s Complaint Behaviour’.

- The Eigen value of Factor IV is 1.797. Factor IV has three variables. The factor has the high loading on customers are satisfied with the current brand of cosmetics (0.777), moderate loading on cosmetics label contains all necessary details (0.670) and the lowest loading on advertisement acting as a buying guide (0.393). Hence it is opted to assign a title as ‘Pre and post purchase of cosmetics consumers’.

- The Eigen value of Factor V is 1.607. Factor V has high loading on cosmetics increases the spending habit (0.819), moderate loading on carelessness and ignorance of consumer results in many mistakes (0.464) and the lowest loading on consumers are too lazy to avail legal protection (0.389). Factor V table includes the information of the ignorance, carelessness and laziness of consumers. For this reason factor V can be named as ‘Negative Attitude on Cosmetics Purchase’.

- The Eigen value of Factor VI is 1.3954. Factor VI has highest loading on advertisements are economical and believable (0.7240) and moderate loading on advertisement presents true picture of the product (0.6552). It highlights the positive side of the advertisements, so the title ‘Reliability of Advertisements’ is opted for it.

- The Eigen value of Factor VII is 1.259 and it has highest loading on most of the cosmetics are not safe and does not promote beauty (0.729) and moderate loading on advertisement exaggerates the facts (0.571). Hence Factor VII dissatisfaction on Cosmetics.

- The Eigen value of Factor VIII is 1.086 and it has highest loading on spending on cosmetics advertisements are waste (0.768), Cosmetics advertisement states the price of the product (0.641) and moderate loading on advertisement raises the cost of the product (0.563). It all relates to the cosmetics advertisements. Hence it is named as ‘Negative Impact of Cosmetics Advertisements’.
The community value shows the degree of influence of the variable on the factor altogether. The h2 shows the higher influence of the variable on the factor in the factor analysis. The top ten leading factors influencing cosmetics, cosmetics advertisement and consumer behaviour are Cosmetics increases the spending habit (h2=0.819), Advertisement results in Brand shifting (h2=0.797), Cosmetics are must in modern era (h2=0.789), Consumers are satisfied with the current brand of cosmetics (h2=0.777), Cosmetics increases the personality of the person (h2=0.776), Spending on Cosmetics advertisement are waste (h2=0.768), Women are abused in advertisement (h2=0.741), Most cosmetics are not safe (h2=0.729), Advertisements are economical and believable (h2=0.724) and Advertised cosmetics earn more profit than non advertised cosmetics (h2=0.713).

In the present study, the researcher has selected eight Eigen values. Eigen values of Factor I were calculated through sum of square loading of statement I to 25 were 6.3357. Similarly, Eigen value for Factor II was 2.3390, Factor III 2.0263, Factor IV 1.7965, Factor V 1.6074, Factor VI 1.3854, Factor VII 1.2592 and Factor VIII is 1.0863.

After this the cumulative variance for Factor I to VIII are calculated. The cumulative variances for Factor I to Factor VIII are 17.342, 26.2591, 34.3645, 41.5507, 27.9804, 53.5223, 58.5592 and 62.9048 respectively. The percentage of total variance is used as an index to determine total factors solution for cosmetics advertisement and cosmetics buying behaviour. The percentage of total variance is 62.90s per cent. It was a good bargain, because the researcher summerises the 25 variables into eight factor by losing only 37.10 per cent. Eight extracted factors are retained.

An attempt has been made by the researcher to understand the degree of impact of cosmetics advertisements on the consumer behaviour of the respondents. For identifying the degree of impact of cosmetics advertisements, twenty statements at five point scale towards the cosmetics advertisements were framed and the respondents were asked to fill up the same according to their opinion. The impacts are grouped as high degree of
impact, moderate degree of impact and low degree of impact based on the mean and standard deviation of the variables.

- The calculated mean values and standard deviation values are 74.5 and 12 respectively. For those who are with the mean score values between 80-69 are grouped under high degree of impact of cosmetics advertisements on their behaviour and those who are with the mean score values between 68-52 are grouped moderate degree of impact of cosmetics advertisements on their behaviour and those who are with the mean score values between 51 and 40 have low degree of impact of advertisement on their behaviour.

- The cosmetics advertisements have high degree of impact with 53.70 per cent on the consumer behaviour of the respondents. It provides a scope to study the relationship between the socio-economic profile of the respondents and the degree of impact of cosmetics advertisements.

- Out of 290 respondents, who are highly influenced by the cosmetic advertisements, 73.45 per cent (213) are female and the rest 26.55 per cent (77) are male. 65 per cent of the respondents who have low degree of cosmetics advertisement impact are belonged to the age group of less than 20 where in case of the remaining, high and moderate degree of impact belonged to the age group of more than 20 but less than 30.

- Out of 290 respondents who are influenced by cosmetics advertisements at a high degree, 43.79 per cent (127) are graduate, 66.90 per cent (194) of the respondents are unmarried, 63.45 per cent (184) are unemployed. 53.10 per cent (154), 95.26 per cent (181) and 71.67 per cent (43) of the respondents who are influenced by the cosmetics advertisements at high, moderate and low degrees of impact are nuclear family respondents.

- The family which possessed upto three family members are having greater influence in all the three degree of impact of cosmetics advertisements by scoring 53.10 per cent (154) in high, 51.05 per cent (97) in moderate and 60 per cent (36) in low impact of cosmetics impact.
One way analysis of variance is used to test the null hypothesis that there is no significant relationship between the socio-economic profile of the respondents and the level of impact of cosmetics advertisements on their behaviour. From the results of one way ANOVA, it is concluded that there is a significant relationship between the age, gender, educational status, marital status and the number of family members and the degree of impact of cosmetics advertisements where there is no significant relationship between the employment status and type of family and the degree of impact of cosmetics advertisements.

Cosmetics advertisements through television media create a powerful brand image for the cosmetics. The cosmetics advertisements deliver believable facts which facilitate to verify the product information at the time of purchase of cosmetics. In addition it educates and inculcates the habits. The level of impact of cosmetics advertisements differ according to the socio-economic characteristics of the consumer. In short, it is confirmed that the cosmetics advertisements create positive effect on the behaviour of the respondents in the study area.

7.3 SUGGESTIONS

The suggestions of the researcher are trifurcated into three important parts and each contains a set of suggestions to a separate group in an unique way. They are

a) Suggestions to the Consumers
b) Suggestions to the Cosmetics Companies
c) Suggestions to the Government
7.3.1 Suggestions to the Consumers

- Many of the cosmetics advertisements contain the message that a person who uses cosmetics will attract the opposite gender. But according to the study cosmetics are used by the consumers for freshness, neatness and perfect look in the presence of others and not to attract the opposite gender. Hence the consumers can gather information from reliable source in addition with cosmetics advertisement, because some of the cosmetics advertisements are not reliable.

- Fair complexion of a human being is the result of huge melanin under the skin. But some of the fairness cosmetics especially cream cannot increase the melanin count under the skin. Hence consumer should be aware of the melanin count at the time of purchasing the fairness cosmetics items.

- Face is considered as the most precious and valuable organ. More number of consumers wishes to enhance their facial appearance. For that they use a number of cosmetics. But some cosmetics spoil the skin. If it is once spoiled it is very difficult to set it right. Hence the consumers should be more cautious in selecting the items, brands of cosmetics and should not misunderstand that all the advertised cosmetics are quality cosmetics.

- As per the study the steps to get legal protection against the cheating of cosmetics purchase and cosmetics advertisement are very low because the people in rural and semi urban areas like Virdhunagar district are unaware of the consumer law especially Consumer Forum. Hence it is suggested that consumers can be aware of legal provisions and if the consumers feel that they are cheated they need not hesitate to make a complaint to the cosmetics manufacturer through toll free numbers or go to Consumer Forum and get legal protection and compensation.

- Most of the consumers use tooth cleansers and toilet soap only one time. But it is hygienic when they use it in more than one time not only in the morning but also in the evening in case of toilet soap and at night in case of tooth paste.
7.3.2 Suggestions to the Cosmetics Companies

- Even though there are 28 cosmetics items in the Schedule of Drugs and Cosmetics Act, many people prefer to use the selective cosmetic items only three to six on an average. It opens a wide business opportunity to cosmetics manufacturer. Hence, cosmetics advertisement can be taken by way of creating awareness for new cosmetic items.

- People prefer both advertised and ayurvedic brand of cosmetics. Hence the cosmetics marketers are suggested to point out the ayurvedic ingredients in their cosmetics at the time advertising their brands.

- Most of the people prefer branded cosmetics because they trust that branded cosmetics have high quality. Hence companies can invest huge amount in research and development for the betterment and increase the quality of the cosmetics.

- India is rich in social values. Cosmetics advertisement especially perfume and shaving cream degrade the value of Indian women and their relationship. Hence cosmetics advertisers can keep in mind the social values at the time of preparing advertisement copy.

- Most of the people use most of the cosmetics items only one time (morning). Hence it is suggested that the cosmetics commercials can be taken by contain a message recommending to use the same (Tooth paste, toilet soap, fairness cream, face powder and perfume) twice a day both morning as well as evening.

- Cosmetics are the products not only for the teenagers but also for people of all ages. Hence the cosmetic manufacturing companies except fairness cream (anti-aging fairness cream) can extend their product items and increase their segmented consumer groups.

- Sachet sales of cosmetics are in peak. It is in plastic use and throws containers. It is creating pollution and environmental problems. Research can be taken for finding alternative cheaper and eco-friendly package materials.
Most of the cosmetic advertisements target their segmentation in urban areas. It is essential to bring the rural people in the chain of cosmetic usage. For that advertisements for cosmetics have to cover rural folk also.

Based on the finding of the current study, the family type of majority of the people is nuclear family. So the marketing endeavour must be undertaken to bring all the nuclear families into the marketing net.

In the segment of important influencing factor in the selection of cosmetics, advertisement occupies the second position where the first place occupied by the family. Hence to get a desired result, the cosmetics advertisement should influence and target all the members in a family in addition to the teenagers.

Cosmetics companies’ strive very hard to retain the audience of electronic media during advertisement break. Unique concept, excellent picturisation, variety advertisement for the same brand can facilitate to retain the audience. It may create both emotional and rational impact to make a favourable purchase decision.

The relationship between expectations and satisfaction is a central topic in marketing. Consumer expectations and satisfaction affect purchase decision. If the cosmetics fail to satisfy the expectation consumers move to another brand. Hence the marketer should spend more time to identify the consumers’ expectation and supply the cosmetics accordingly.

Consumers believe that the advertisement claim should be more truthful. But most of the cosmetics advertisements are mere exaggeration. Hence it should be avoided. Otherwise the cosmetic advertisement will merely attract the people but not the product will withstand a long marketing process.

Cosmetics manufacturers should have a separate data base for retailers and dealers for their products. They should get the feedback of the consumers. Through them, the manufacture can obtain the data about the
movement of their products, their competitor’s cosmetics or the competitive brands of the same manufacturer. A separate toll free number should be offered to the retailers and dealers for receiving immediate communication in the form of suggestion and suggestion for future improvement of the cosmetic products.

- Leading cosmetics advertisements especially fairness cream, face powder, toilet soap etc. create inferiority complex among the girls and boys who have a dark complexion. Moreover they reduce their self-confidence. So these advertisements should be taken on the theme of increasing self-confidence not in a way of attracting the other gender.

### 7.3.3 Suggestions to the Government

- Government can start and operate a separate research and development centre particularly herbal cosmetic preparation. Entrepreneurship Development Programme about the manufacturing of cosmetics should be conducted frequently. It helps to establish domestic based cosmetic companies. Because the cosmetics market in India is still untapped and it has a vast market potential.

- India being well known for herbal products, Government can encourage MSMEs by giving subsidies to produce and market herbal cosmetics. The huge entry of synthetic cosmetics in Indian market by MNCs can be restricted by imposing heavy duty by the Government.

- Advertising Standard Council of India (ASCI) can vigilantly in monitor particular perfume and shaving cream advertisements, because most of the advertisements are obscene leading to the erosion of moral values.

- On the basis of the findings of the study the person approaching consumer forum to get remedy is very meagre because most of the people are unaware of it. Hence social advertisement should be prepared and sponsored by the Central Government for creating awareness about the
Consumer Forum and other consumer redressal forum. The key factor is that it should be telecast in leading media especially television and in leading channels at prime time slots.

- A Unique Board can be recognised to certify and approve all cosmetics items used by the consumers in India under one roof.
- Government can frame rules and regulations regarding the cosmetics advertisements through fixing a limit on the expenditure incurred on cosmetics advertisements on the basis of percentage of sales. For instance 5 per cent on sales.

### 7.4 CONCLUSION

Indian market is highly potential, especially in cosmetics sector. India being rich in herbal plant production, domestic companies may resort to the utilisation of natural herbal inputs to capture the market presently dominated by MNCs, who mostly produce chemical based cosmetics. Due to change in lifestyle along with the increased standard of living, people nowadays are going for the usage of cosmetics, irrespective of gender, age, income, region and so on. The success of the company also depends on the attitude of customers. Apart from company, the dealers are also taking various efforts to improve the sales. It is essential for all the companies to satisfy the requirements of dealers as well as customers to increase the sales. Whatever be the quality, features and prices of goods and services with manufacturers and traders, they all must be communicated to present and potential buyers. The ever-changing consumer behaviour determines the quantum and quality of goods and services. The marketers should develop the art of navigation to go along with the desire liking attitude and perception of the consumers. In case of failure the marketers will be thrown out from the respective field of production. Every person, be it a male or female have their own personal taste and esthetic values and self esteem. Therefore they prefer to use cosmetics. This could be better exploited by the cosmetic market which is yet to be tapped.
Advertising is an indispensible part of any business more particularly to the cosmetics. The manufacturers of cosmetics materials have to shell out a huge amount on advertising preferably through the electronic media engaging the services of celebrities. Hefty amounts have to be paid as remuneration to the models, though it brings more demand, ultimately it pitches the pocket of the ultimate consumers. However the manufacturer has to weigh the pros and cons of hiring a celebrity, be it a cine star or a sports person. Moreover the producers of cosmetics have to justify the advertisement cost and ensure whether it brings the desired increase in demand. Due care and diligence has to be paid in selecting the appropriate media, advertisement agency, brand ambassador, catchy slogans and the designing of the advertisement copy. Cosmetics industry is prone to develop by leaps and bounds in the years to come.

Cosmetics advertisements are helpful to make initial purchase decision where the repeated purchase is determined by the quality of the cosmetics. Hence the cosmetics manufacturers can produce quality cosmetics and the same is highlighted in their commercials for bringing more consumers in their marketing net.

SCOPE FOR FURTHER RESEARCH

1. The present study has focused only on nine cosmetics items. Similar studies could be encouraged for the remaining cosmetics items.
2. There is also scope for a study on the impact of cosmetics advertisements on other districts in Tamilnadu.
3. There is also scope to study the impact of advertisement media and celebrity models impact on cosmetics purchase.
4. A study on cosmetics offered by a leading single cosmetics company like HUL can also be made.
5. A study on brand preference and impact of advertisements of cosmetics exclusive for women can also be made.

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