CHAPTER ONE

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The foremost innovative creation of God is the human being. The unfulfilled needs and wants of human beings continue to give birth to products or services. Cosmetic is one of the products used for beautifying the human being. All around the globe, people spend most of the time for doing makeup and attempting different types of cosmetic items, to look so charming, handsome and young. The concept of beauty and cosmetics is as ancient as mankind and civilization. Ancient makeup is the simplest things made from natural ingredients and cent per cent herbal. It is true that every human being is craving to look beautiful. They are highly cautious regarding their beauty. But in modern times people find it very difficult to prepare and use the herbal cosmetics, hence they go for cosmetics available in retail outlets. The marketers in India are penetrating rapidly to tap the vast untapped markets. Today, competitive conditions of business are virtually prevalent in every sector and brands and products crowd one another. The compulsions of the changing marketing environment are forcing the producers to keep customers’ interest and choices uppermost in their priority list.

The facelift by the use of cosmetics has been a practice for thousands of years. Oils and fragrances have been used for ceremonies and religious rites for just as long. In ancient Egypt, aristocrats applied minerals to their faces to provide colour. The Greeks were known to paint their faces and the Romans used oil, based perfumes in baths and fountains and even applied them to their

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weapons. The Roman Lucian is noted to have talked about women and cosmetics in his time referring to polish their teeth and eyebrows\(^2\).

Alcohol based perfumes were developed by Crusaders in the 13\(^{th}\) century. The art of creating new fragrances by natural products like flowers, roots, fruits, rinds or barks were developed in the 17\(^{th}\) century. It was an incredibly labour intensive process that requires enormous amounts of natural ingredients to produce small quantities of fragrance. In the 19\(^{th}\) century chemical processes were developed to replace the natural methods. Each person in the world spends most of his/her time in doing makeup and applying different types of cosmetics items. So they use various beauty products to look so charming and young.

1.1.1 Indian Herbal Cosmetics

The history of cosmetics is as old as human civilization. Nature offers innumerable products which can be wisely utilized in preparing different types of cosmetics. The cosmetics obtained either directly or derivatively from the natural plants are called natural cosmetics and India is renowned for its herbal cosmetics. The skin and hair of the people get damaged due to exposure to sun rays especially in summer. So it is very important to take extra care regarding the skin and hair. It influences the people to prefer and use herbal extractions regularly. Herbals cannot produce cosmetics effect only but also help cure skin ailments and hair problems. Normally modern cosmetics are prepared from natural plants or of synthetic origin. Most of the photochemical with insecticidal activities are biodegradable and less harmful to human beings than synthetic insecticides. There is a wide range of plant parts such as stem, seeds, roots, fruits, fruit rind, resin, bulbs, rhizomes of aloe vera, asvagandha, brahmin, periwinkle, turmeric, cucumber, peaches, apricots and so on. These are used for preparing herbal cosmetics. Oils obtained from almond and coconuts are very

good massage oils for skin and hair. Cosmetics essence are also derived from mud, minerals, honey, milk, milk cream, yoghurts, condiments, saffron, lemon and eggs. The main skin problems are wrinkles, sagging skin, brown spots, dark circles under the eyes and so on. Hence people prefer to use both the synthetic and herbal cosmetics to get out from the skin problems. Herbal cosmetics are opted for regular cleansing and moisturizing the skin. Herbal cosmetics are an invaluable gift of the nature and have growing demand in the world market. Indian herbals and their significance are popular worldwide because adding herbs in cosmetics give safety to the skin. There are a wide range of cosmetics products to satisfy the beauty regime.

1.1.2 World Market for Cosmetics

Global markets for the herbal and traditional medicinal plants have increased demand. The Indian cosmetics industry plays a vital role in ayurvedic and herbal cosmetics sector because India is traditionally strong in this field. The Indian cosmetics industry continues to be a beautiful blend of tradition and the modern. There are traditional and herbal toiletries, perfumes, hair oil, talcum powder, sindoor, kum-kum which were used by ancient Indians. The herbal cosmetics industry is a vast growing industry. Herbal products that claim to renew cells, minimize pores and restore hydration have created an $83 billion worldwide market. In India, 1500 medicinal plants are available. Most of them are available in Andhra Pradesh, (Srisailam, Bhadrachalam, Nagaram, Tirumala) Kerala and Paderu. Cultivation and marketing of herbal and cosmetics plants can be commercially viable for the farmers.

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5 Ibid pp. 24-25
The world herbal market yields ₹ 51210 crores revenue. In this China’s share is ₹18,000 crore, but India’s share is only ₹ 280 crore. To improve India’s share in the global market, quality of health care products should be tapped and increased. American market and European market are giving wide scope for Indian ayurvedic and herbal products because they are so passionate about product. The wealthy, educated and sophisticated people will use the costly and highly evolved, free-from side effects herbal products.

As per the publication of US Commercial Services American Embassy, New Delhi, the per capita expenditure on cosmetics in India is approximately rupees thirty (₹ 30/-) as compared to rupees one thousand six hundred and fifty (₹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.

1.1.3 Rural Market for Cosmetics

The rural market is different from urban market in terms of demographic features, socio-culture values, buying behavior, purchasing and the like. However the marketer needs different strategies and marketing mix to target rural customers. There is a huge potential in the rural markets because of increased Government support, stability of income, increased educational level and exposure to different kinds of media. From 2000 onwards private TV channels played a significant role in the advertising field. 15 per cent of the advertising expenditure is reserved for media. Advertising in India has grown to its maturity and has become very professional. It is yet to shed its exclusive urban image and open up the vast rural market, which in per capita terms, may be

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poor but which in the aggregate, is an important market segment to which advertising has not yet spread to the desired extent. The future of Indian advertising is bright, but the trouble with it is that it is not rooted in our ethos. One of the major challenges for the marketers irrespective of their size and area of operation is to create experiences to the customers differently to that of competitors. It is not sufficient to meet the expectations of the customers; one has to find out ways to delight customers with a proper mix of service performances.

1.1.4 Present Pattern of Advertisement for Cosmetics

The advertisements have entered in the consumers’ daily life in a big way. It has 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’s minds. Advertising message can be addressed to numerous persons at a time. It has the ability to expose large groups of prospects at a low cost per prospect. Advertisements play a vital role in introducing a new product and making better choice during shopping. The advertisements which are more humorous or unique will attract more viewers. Creation of good advertising campaigns and executing them successfully requires good planning and co-ordination. Implementing an advertising campaign successfully requires detailed schedules to ensure the various phases to be done on time.

In India, a large portion of population is passionate about films and sports. Among sports, cricket seems the only sports activity patronised by the people in the country. Obviously there are huge numbers of fans for both cricketers and film stars. TV advertisements help to make better choice during shopping\(^{13}\). 39 per cent of the advertisements in 2010 were for TV medium. Film actors dominate the brand endorsements in general, where in cosmetics product film actresses like Kareena Kapoor, Asin, Priyanka Chopra, Shilpa Shetty, Iswarya Rai Bachan dominate in particular.\(^{14}\) Popularity and performance in the field remain the key factors of success of celebrity endorsements. Field performance seems more critical for sports personalities and it is immediately reflected in their endorsement contracts\(^{15}\). Advertising is a highly competitive industry and advertising agencies act as intermediaries between the manufacturers and the customers to create effective advertisement campaign. To recognize the work done by various advertising agencies, advertising awards are given. These awards are indicators of the effectiveness of an advertisement campaign and serve as important acknowledgement of high creative standard and achievements in the advertisement industry\(^{16}\).

The Cosmetics industry is one of the rapidly growing fast moving consumer goods segment. The cosmetics market has been constantly changing colours, ingredients, size, packets and quantity to suit Indian tastes. Cosmetics marketers have to regularly work out new and innovative strategies to establish a niche market for their products and to retain their hold on the market. Of late both the domestic and multinational players came to grips with ground

reality of the typical Indian consumers’ mentality. The market was thoroughly analysed to gauge its potential\textsuperscript{17}.

To get a success in the cosmetics market a more detailed keen observation is required. Such observation and analysis facilitate the organisation to categories and identify their focal customers. As for cosmetics products, the probable customers are grouped as women, youngsters and middle-aged.

Different strategies are required to attract and turn different type of people to buy the cosmetics offered by the organisation. Women are having certain peculiar characteristics. They are generally interested in the latest fashion, design, style and colour. They take more time to select an article and do not believe anything easily. They tend to visit different shops putting vague and supplementary questions to bargain and make own judgment about the product. They are price and status consciousness. Simply they want to look superior, enjoy variety, good quality articles at cheap prices.

The cosmetics advertiser should be careful in offering cosmetics to the women. The advertisement should treat the women specially, respectfully, praised and flattered. Less attention can be provided for technical part. Certain mantras are used in the cosmetics advertisement to attract the women customers. Using certain phrases like, ‘You get more for your money’, ‘This article saves your money’, ‘This is more economical’, etc., the consumers’ attention is drawn to the discount, free gifts, prizes offered.

Youngsters are impatient as well as smart customers. They wish to enjoy life by purchasing the most updated and fashionable commodities. They take quick decisions in purchase. Moreover they lack experience in the same and they are not argumentative. To attract them they should be informed with the latest

designs and colours to make a choice. They should be approached in a friendly and humorous manner\textsuperscript{18}.

The middle-aged customers are responsible family members earning a considerable income and having a status in the society. They are proud of their achievements, possession and position. Owing to the age and experience, they are very much conscious about the quality and not about fashion. To make advertisements to this type of consumers, emphasis is to be given to motives like pride, possession and profit.

The main objective of advertising agencies is to build the brand image. Advertising has long back evolved from a tool of selling products to a powerful branding and corporate empowering tool. The enormous effect of advertising has placed it at the highest pedestal of any corporate palette of brand and its positioning. Today a world without wide range and colourful advertising cannot be imagined. The total media spent pie in 2004 was ₹ 11,800 crore of which 47 per cent was for newspapers and print media followed by TV at 41 per cent, outdoor seven per cent, cinema three per cent, radio one point five per cent and internet 0.5 per cent\textsuperscript{19}, whereas in 2010, it was reported that in India, nearly ₹ 20,000 crore were spent for media, of which 40 per cent was for newspapers 50 per cent for TV, 5 per cent outdoor, 2 per cent radio and 1 per cent internet. In simple, advertising has grown to a modern sky scraper, demanding and getting notice from everybody in the marketing lane\textsuperscript{20}.

1.2 STATEMENT OF THE PROBLEM

The consumer is the focal point of modern marketing. In modern times people are attentive about their personal care. In general the high income group people spend more on cosmetics items. Regardless of the income level, expenditure on cosmetics occupies prime share in the family’s budget. In olden days cosmetics were considered to be the luxuries of the upper class but now it is considered as necessities of middle and lower classes. Global market for cosmetics runs in millions of dollars. But in India the volume of cosmetics is quite small as compared to other developed and developing countries. However the sale of cosmetic products in India is increasing quite steadily because of the increasing member of middle class families.

The modern era is the age of competition. Competition in the market makes the manufacturers to think of new products and unfamiliar uses for their products or find out new consumers for their products. During the last decades, the cosmetics industry has seen a magical transformation. The cosmetics industry in India has been growing at a moderate rate of 15-20 per cent for the last few years. In the modern society anything needs advertising. Recently, beauty care is of prime consideration for the vast segment of the society. Beauty care advertisement covers a large number of products and services like skin maintenance, hair maintenance, referral labs, and body building tools, vitamin syrups, tooth care etc.

There are many brands available in cosmetics segment and hence there is inevitable intensive competition among various cosmetics products. In retail outlet, the number of brands of cosmetics is ranging from 25 to 35. Apart from Indian brands, many foreign cosmetics are available in the markets, even in a particular brand, there are slight variant varieties offered to satisfy all segments of the people. Even in the shelves of petty shops of remote villages, shampoo, talcum powder, tooth paste and so on are sold in the same manner as other consumer items. It is the natural tendency of every human being to use a
unique item in consumption. Manufacturers are striving very hard to popularize their cosmetics by the way of various advertisements in television, radios, newspapers, magazines and internet. Whether these advertisements have created necessary impact on consumers in choosing a particular cosmetics, is a matter of reasonable interest.

The pace of globalization and liberalisation has initiated considerable changes in the Indian rural scenario. The traditional approach in the rural market was restored by the contemporary marketing strategies formulated by the multinational corporations. The green revolution paved a way in the betterment of the socio-economic status of the people in the rural areas and increased the disposable income which prompted the marketers to cross the threshold in the rural Indian market. The rural marketing activity is changing in a rapid speed due to the modification in the policies formulated by the government, non-government organisations and private bodies. Around 68 per cent of the rural market for cosmetics still lies untapped. Cosmetics industry today is a multi-billion industry. The technology has improved and updated to the extent possible which poise towards the development of the rural people. With the population of more than one hundred and thirteen crore, nearly 50 per cent are women. There is a tremendous scope for generating demand for cosmetics which in turn increases the sales. The mantra to do the above is advertisement.

The study area, Virdhunagar district comprises 8 taluks 11 Blocks, 7 corporations and municipalities, 9 town panchayats, 600 revenue villages and 450 Panchayat villages. As per 2011 census, Virudhunagar had a population of 19,43,309 of which male and female are 9,67,437 and 9,75,872 respectively. Average literacy rate of Virudhunagar in 2011 was 80.75 of which male and female literacy is 88.46 and 73.14 respectively. Total literates in Virudhunagar District are 14,21,270. Sex Ratio in Virudhunagar District stood at 1009 per

1000 male. Virudhunagar District population constituted 2.69 percent of total Tamil Nadu population.

Consumer behaviour has always a scope for research studies. The attitude and perception of consumers have changed in the last decade. This change in attitude of consumers has enabled the manufacturers, distributors and dealers to formulate effective sales and advertisement strategies. Hence in Virudhunagar district, the study of consumer behaviour and the impact of advertisement on cosmetics has a scope for research studies.

The effectiveness of cosmetics advertisement and its impact on customer decision making in Virudhunagar district is the crux of the problem. The present research attempts to analyze the impact of advertisement on consumer behaviour towards cosmetics in Virudhunagar district.

**1.3 SCOPE OF THE STUDY**

The present study mainly covers the nine cosmetics items such as toilet soap, shampoo, hair oil, tooth paste, fairness cream, face powder, hair dye, perfume and shaving cream. It contains the inclusion of behaviour of all segments of consumers such as students, housewives, employees in private and public sectors regarding cosmetics brand preferences and advertisement impacts on the behaviour of consumers. The scope of present study is confined to impact of advertisement on cosmetics users in Virudhunagar district.

**1.4 REVIEW OF LITERATURE**

A literature review is a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis. It gives a new interpretation to the old material and combines any new with old interpretations. The literature review may evaluate the sources and advise the reader on the most pertinent or relevant ones. Review of literature is a stepping
stone which ensures the credibility of the writer in his or her field. Literature review of the present research also provides a solid background for cosmetic advertisements and intellectual progression in branding, consumer behaviour and retailing.

Gullen Phil J. (1987) has analyzed the effect of television advertising on purchases of fifteen household packaged products. He has found that the TV advertisements attract new buyers in the short-term and TV advertisements are more effective for new products/brands\textsuperscript{23}.

Arunagiri (1990) has revealed that advertisement undoubtedly influenced the consumer behaviour and created a preference for the advertised brand. Besides advertisements, consumer awareness is dependent on price, brand, quality and durability. So the producers should bear all these points in mind while producing and marketing various cosmetic goods\textsuperscript{24}.

Sunitha (1994) has concluded in her thesis entitled “Economics of cosmetic industry in India” that consumers should be aware of the harmful effects of cosmetics on the skin, health and society, the degree to which, in the production of these commodities, living organisms are being subjected to brutal violence and far ecological balance of the producing areas and countries has been upset. The lipsticks contain the torturing of thousands of guinea pigs, mices and monkeys. For research and development, they are tested in laboratories of multinational corporations. These revelations could make one think as to the number of animals which are suffering to powder the face of a few elites in the society\textsuperscript{25}.


Maura and Clancy (1994) have conveyed that the various components of a television advertisement play an important role in bringing responses in the mind of the viewer such as “visuals”, “music” models etc. They are called cues. The music content in a commercial covers the music score, jingle and other traces of music present. There have been many studies looking at the various aspects of music in an advertisement. The television advertisements in India are very much high in music.

Zollo and Peter (1995) have conveyed that market place knowledge is positively related to teen skepticism toward advertising. Brand loyalty also influences teens consumption and teenagers have been shown to be more brand loyal than adults. Some researchers believe these findings stem from an unfavorable attitude towards taking risks, especially in terms of their appearance.

Schiffman and Kanuk (1995) have provided a good selection criterion for segmentation of media planning. The main criteria are geographic, demographic, behavioural benefit and usage bases.

Dubow Joe (1995) has concluded that likeability and recallibility are two key features determining the impact on the consumer on account of television advertisements. Liking remembering and recalling advertisements are generally understood to be a prelude to purchase behaviour. Age is viewed as another variable, which is bound to have an impact on television advertisements. It is generally observed that advertisement preferences vary greatly for different age groups.

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Martin and Gentry (1997) have studied one of the advertisement’s unintended effects. The impact of highly attractive models on pre-adolescent and adolescent females was that the young girls compared their physical attractiveness with that of the model. This could result in their self perception and self esteem getting affected\textsuperscript{30}.

Sitakumari (1999) has studied the “Impact of advertising on consumer durable with special reference to refrigerators”. She highlighted the extent of awareness of different advertising media among consumers in her study\textsuperscript{31}.

Gokularamanan (1999) has reported that the advertisement leads to brand shifting. The consumer may change the brand frequently based on the recommendation offered in advertisement\textsuperscript{32}.

N.V.Sriranga Prasad (2003) has stated that advertisement is the engine of modern economics and is one of the crucial factors influencing the behaviour and life style of modern society. Advertisements portray men, women and children irrespective of the product advertised. Since the Indian women play a dominant role in the purchase of products, many marketers are targeting women and are increasingly portraying them in advertisements\textsuperscript{33}.

Sindhu Narmadha (2005) has studied the effectiveness of advertisements and she has found that 75 percent of the respondents feel that some advertisements mislead people, 50 percent felt boring due to repetition of advertisements and 63 percent felt that advertising in television is a waste and 33

percent of the respondents viewed advertisements as updating the trends and fashions prevailing\textsuperscript{34}.

Sudershan Banerjee (2007) has divided the Indian consumers into two parts one Indians who lived in urban areas and another is Indians who lived in rural areas in his study. He has believed that urban consumers comprised the elite, more educated and more aware, with greater purchasing power. They are easier to reach. But there is huge potential in rural area. This segment has some purchasing power. Here is the consumer hungry to learn. Local cinema halls, street plays, audio visual presentations, video clipp.ings etc are the new tools of an integrated selling plan. He has labeled the consumer segment much close to home as ‘Rurban’. It means the Indian consumers with rural mindset, but living in urban conglomerates\textsuperscript{35}.

Susanne Gannon (2007) has critically analyzed the advertising and its implications in terms of women’s desires and investments in technology. He has used two advertisements for laptop computers that appeared in the same weekend news magazine as an analytical opportunity to examine collisions and collusion between discourses of femininity and discourses of technology. Each advertisement depicts women as users of computer technology yet rather than aiming for a gender-neutral image, they enact hyper feminists in their representation of women and in their appeals to consumers. In these advertisements language, images, ideas and desires associated with cosmetics, designer fashion and maternity are mobilized by advertisers to sell computers to women\textsuperscript{36}.

Makkar (2007) has studied the factors that affect change in consumer attitude and perception from chemical cosmetics towards herbal cosmetics. The

\textsuperscript{34} Sindhu Narmadha, ‘A Study on The Effectiveness of Advertisements Between Programmes’, M.Com. Project, Madurai Kamaraj University, Madurai, June 2005.
study has tried to probe the important factors, which contribute in creating a positive attitude towards herbal cosmetics. He has found that Indians are strongly attached and committed to their traditions and culture, consumption pattern of cosmetics are directly related to age and disposable income of the consumers. The increasing size of the middle-class population in India, representing a growth in disposable incomes, has led to more consumers for the cosmetic market.¹³⁷

Brent Hodgkinson and Rhonda Nay (2005) have opined that skin care management protocols should be available to reduce the likelihood of skin irritation. Information on the safety of topical skin care interventions is lacking.²³⁸

Manimala (2006) has concluded in her study that skin creams have got good image among the public. Now-a-days it can be used by majority of women. Gents and children have started using the skin cream. Hence there is a good market for skin creams in future.²³⁹

Parmar and Gupta (2007) have studied the impact of demographic variables on consumer preference for the cosmetics and find that age, occupation and family income have significant influence on the selection of cosmetics. Further, it was found that brand loyalty does not have a significant influence on the selection of cosmetics.²⁴⁰

Akbar (2007) has found that the present era is the era of mass production and mass distribution. For doing these mass production and distribution, advertisement is taken as a persuasive communication tool. He has concluded

that the main reason for advertisement failure is the one side communication from advertiser to the prospective consumer\textsuperscript{41}.

Manolatha (2007) has concluded that advertisement is intended to persuade buyers to buy products. Advertisement is made through many media like print, radio, television and internet. Among the media, television advertisement is more appealing even if it is costlier\textsuperscript{42}.

Kishore (2007) has reported that changing demographic profiles, increasing income levels, urbanisation, technology and globalisation are bringing about a dramatic shift in consumer tastes and preferences. A young nation like India is willing to work harder to earn higher and spend more on buying goods and services especially fashion oriented goods. The diversity and heterogeneity of the nation does not allow the luxury of developing a standardised solution. At the same time, Indian retailers are in uniquely advantageous position to understand and react proactively to the needs and aspirations of the consumers. He has suggested that a sharper understanding of the different needs of the consumer can give domestic retailers an edge in making a superior emotional connection with every section of the consumer base\textsuperscript{43}.

Ravi Vikram (2007) has observed in his thesis that majority of the respondents like to watch television advertisement irrespective of age, income, employment status and so on. Compared to males, females wish to view TV advertisements. He has suggested that the television advertisement should come out with excellent English\textsuperscript{44}.

Sandip Anand (2008) has analysed advertisement avoidance in hair care market. He states that there is a relationship between brand usage and

advertisement recall. He has found that poor quality of advertisement is the main cause for advertisement avoidance. The advertisement viewers do not prefer the longer duration of advertisement because the required information may get distorted or diluted

Nidhi Kotwal et.al (2008) have studied that television and its advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the adolescents. Adolescents are manipulated by advertisement promise. Their results revealed that advertisements played a vital role in introducing a new product in the family list and making better choice during shopping. They were disappointed when they were not allowed to buy products of their choice and were of the opinion that television advertisements helped them to make better choice during shopping. The girls utilized their pocket money for shopping by purchase of food, cosmetics, gifts and cards. They mostly went to shopping with parents. The girls planned their shopping after discussion with family members. In purchase of cosmetics and toiletries, food items, stationary etc., the girls were influenced by television advertisements. The respondents preferred to buy branded and standardized products which are more advertised on television

Kim-Shyan Fam and David S.Waller (2008) have studied about the desired and undesired television commercials in India. They have concluded in their study that the liking and disliking television commercials are attributed to general Indian values, family values and religious adherence. Culture plays an important role in monitoring consumer perspectives and attributes. So the marketers must consider the local sensitivities while preparing their advertisement campaign

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Rashmi Prakash (2008) has reported that the media plays a significant role in shaping social attitudes. It is the responsibility of a media to develop and reinforce the opinion and lead the society to be better and more equitable. Many women professionally engaged in advertising are used to create powerful inducements to unethical behaviour.48

Alyssa Dana Adomaitis and Kim Johnson (2008) have concluded in their study entitled ‘advertisements: interpreting images used to sell to young adults’ that young adults make comparisons between themselves and models used in fashion advertising. They recommended that the use of average weight models may be a solution to advertising’s impact on developing negative body images in young adults.49

Manish Mitlal (2008) has analysed the television viewing behaviour among Indian kids. He states that children like to watch television, but do not like to watch television advertisement. They just swap the channel at the time of commercial break. It indicates that entire advertisement expenses go waste. To avoid this advertisers have to chalk out a strategy to attract children to watch their advertisements on television. Moreover, the marketers should know the popular television channel among their target customers.50

Murugaiah and Radhika Vishvas (2008) have concluded that the change in retail scenario and changing role of women from house-wife to home maker, shopping is a compulsory responsibility of women. She is a business executive of a home. Women shoppers are more emotional, but the modern trends in retailing

sharpen them by providing rational and thus enhancing their buying skills and making them as a good decision makers at the household level\textsuperscript{51}.

Sachin S.Vernekar and Preety Wodhwa (2008) have studied “Kids means business marketers beware! A market survey on the impact of advertising on kids”. They have found that there is a strong relationship between advertising liked and brand purchased. Children like the advertisement and they are looking at advertisements as entertainers not as ones providing them as selling information. They have concluded that children want advertisements should make them laugh, excite and make them to think differently. In modern era, the children’s world is becoming less accessible to parents; hence the marketer should increase the effect of advertising on children\textsuperscript{52}.

Chautan.S et.al (2008) have asserted that advertising is an expensive investment of marketers and it should get its dividends but at the same time it should refrain from extreme consumerism and negative business communication. He has suggested that children are like wet cement. They are the upcoming leaders. They need to be concreted with care and right direction. It is very important that market should build better environment for children through advertisement and other marketing strategies\textsuperscript{53}.

Kunal Gaurav (2008) has reported from his study that contingency approach of international advertising is more acceptable. He concludes his study that the marketer should have a clear understanding about nature of product or

services, local market situations, budget constraint and communication objective before selecting a particular advertising strategy for international consumers.\(^{54}\)

Karthikeyan (2008) has studied on advertising impact on appetite pleasure states in his study. He has analysed whether marketing strategies using media like cinema, television, magazines and print media advertisements play an influencing role or not. He has suggested that the marketing strategy play a significant role by influencing the adult and youth towards the cigarettes and drugs.\(^{55}\)

Kamalaveni et.al (2008) have studied the brand loyalty of women consumers with respect to fast moving consumer goods. They found that brand loyalty scores of Mysore sandal, All clear, Cuticura, Close up, Vicco, Arasan, Power and Aswini are the highest in rural respondents whereas Lux, Chik, Spinz, Close up, Ponds, Rin and Aswini brand have secured top loyalty score in urban consumers. Moreover there exists a positive and significant relationship between attributes perceived by the consumers about a product and their brand loyalty, both for rural and urban consumers. Brand loyalty is significantly associated with the age of the respondents rather than with their income. To make consumers highly loyal, the market players should make their products which possess the high attributes.\(^{56}\)

Anisha Datta (2008) has concluded in her study that the advertisement appeals to a set of prevalent gender and aesthetic prejudices by ‘seducing’ the careerist and consumerist desires of educated young Indian women. The commercial is a pastiche of ‘seductive simulacra’ concerning the aesthetic desire for ‘fairness’ in the midst of ‘unfair’ cultural prejudices, social contradictions and apolitical commercial ideologies. She further states that in this network of the

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hyper real, the deep ideological resonances are reduced to mere spectacles. The absorptive capacities of consumer capitalism once again emerge as the winner.

Chandran Chavodi and Shilpa Kokatnul (2009) have analysed the impact of short term sales promotion and strategies of food retailers on consumer buying behaviour along with its impact in terms of footfalls, quantity consumption before and after the release of the advertisement in the market. They have analyzed the impact of advertisement on demographic variables. Moreover they found that the consumers are sensitive to the price changes.

Pratik C Patel (2009) has concluded that film stars and cricketers have a very large impact on the citizens of India, Hence advertisers pump crores of rupees every year into celebrity advertising. But marketers need to come out of the misapprehension that they can control everything by using celebrities as an endorser of their brand. While selecting a celebrity, marketers must be careful and determine whether the celebrity associates well with the brand or not, whether his/her image helps product acceptance or not, at the same time failure of a celebrity in his/her field would not affect the brand performance/preference.

Bhavani and Prakash (2009) have held that teenage girls are more influenced by advertising than boys particularly in the context of beauty care products. Teenage girls spend more money than their male counterparts on skin and makeup items. They have concluded that teenage girls become an easy

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target for more than real life images portrayed by advertisements, because of their strong concern regarding their looks and body weight\textsuperscript{60}.

Subhash (2009) has reported that the younger generation in rural area is now spending more on personal care and grooming products during 2007-08. The sale of fast moving consumer goods in rural areas is reported to have increased substantially due to heavy advertisement. The electronic media, in particular television, has been playing a crucial role in creating awareness and strengthening fast moving consumer goods in rural markets\textsuperscript{61}.

Jyothsna Priyadharsini (2009) has concluded in her study that the cosmetics are meant mainly for females. The social stigmas against male grooming products persist a lot. These male respondents consider that the use of cosmetics by male will affect the masculine. Now it is the job of marketers to create a cosmetic sense among the masculine breed. Majority of the customers are unaware of the importance of male grooming and exclusive male grooming brands. Henceforth, marketers should attempt to create product awareness and drive the consumers through brand awareness. The marketers of the cosmetic should make the male members feel the cosmetics as a necessity and ultimately the ‘luxurious product’ has to be projected as a ‘need’\textsuperscript{62}.

Neeraj Kauslik and Deepak Gupta (2009) have studied the consumers’ buying pattern of cosmetic products in South Haryana and they find that the age group of 15-20 years is beauty conscious. Persons in this category are the more


frequent users of cosmetics. In particular, the high income group is found to be using cosmetics daily to look appealing\textsuperscript{63}.

Sathyanarayanan (2010) has reported that the viewers typically display two types of ad avoidance behaviour on television. They are skipping the channel or do not pay any attention to advertisement. He has suggested that the advertisement agencies should prepare enjoyable, creative and emotional advertisement. It will reduce the advertisement avoidance\textsuperscript{64}.

Varsha Jain, et.al (2009) have found that customers prefer female celebrities over male celebrities. Customers want celebrities to entertain them as well as give information pertaining to the products in the advertisements\textsuperscript{65}.

Pawan Gargo et.al (2009) have studied rural marketing of select fast moving consumer goods in Punjab. They statistically identified that there exists significant difference in the rural consumer’s trust on the matter of the advertisements. They have concluded in their study that the organisation should learn and relearn the marketing strategies and tactics that will enable harnessing the immense rural potential. The strategies and marketing mix needs to be modified and examined from rural consumer’s perspective to be successful in the rural market\textsuperscript{66}.

Bhavin Pandya (2009) has suggested various architectures in branding strategy after making analysis about the existing brand architecture of the leading companies in fast moving consumer goods. He has found that in fairness cream

the HUL is a leader in a market whereas in shampoo P & G gives it a tough fight. While in toothpaste Colgate rules with the strong brand image and preference\textsuperscript{67}.

Brajesh kumar (2010) has highlighted the various knowledge and the process of modern advertising in a competitive era in his study titled classical wisdom and the in-roots of modern advertising\textsuperscript{68}.

Bapan Dan (2010) has reported that a reasonable portion of the monthly budget of each household is reserved for fast moving consumer goods and he has found that the age factor has made the group moderate in terms of effectiveness of emotional appeal. To enhance the overall effectiveness of an advertising campaign the advertisers should give due weightage to age factor\textsuperscript{69}.

Voss and Parasuraman (2009) have opined that the purchase preference of cosmetics is primarily determined by the price of the product during the pre-purchase evaluation. If quality information is available, price has no effect on pre-purchase or post-consumption. However, post consumption quality evaluations have a favourable impact on price evaluations\textsuperscript{70}.

Rajesh Faldu (2009) has studied the measuring brand recall in print media advertising. He recommended that age, sex, occupation and education variable of the consumer should be kept in mind at the time of designing the advertisement for personal care products\textsuperscript{71}.

\textsuperscript{68} Brajesh Kumar and Guranga Patra, “Classical Wisdom and The In-Roots of Modern Advertising”, \textit{The Journal of Business Perspective}, Vol. XXXX, No.6, June, 2010, pp. 58-64.
\textsuperscript{69} Bapan Dan, “Effectiveness of FMCG Advertisements on Women”, \textit{PR Communication Age}, Volume XIII, No.4, July, 2010, pp. 6-8.
Srivastava (2009) has reported that higher education can lead to better acceptance of domestic products. Education makes people more rational buyers. The important influencing factors of perception of the product are education, religion and age. Balancing standardisation and cultural adaptation will make the global advertising very successful. He has concluded that the success of the global advertisement slander on understanding of culture, education, age and religion.

Gayathri Balakrishnan (2009) has given few suggestions, to have a good advertisement in newspapers. She suggests that the advertisement in newspapers should be given in different colours in front page or a separate page. It should contain the price of the product. It should not mislead or exaggerate the product features. She has concluded that newspapers provide an opportunity to reach those market segments, which has low television viewers or radio listeners.

Mohideen (2009) has studied the ethical values of advertising in print and electronic media. He has observed that the consumers are influenced by the advertisements of fairness product and at the same time the advertisements are exaggeration. Moreover advertisements suggest racial and sexual disclaimer and the advertisements create a fear among the respondents that they will be rejected unless the recommendations offered by the advertisements are followed. He concluded in his study that the advertisements of fairness products are unethical.

Gyanendra Kumar Kashyap and Jayant Mundhra, (2010) have stated that celebrity endorsements of late have become a must for fast moving consumer

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goods. Personal care / skin care and hair care heavy weights have contributed to 15 per cent of the total advertising on television during the first half of 2010\textsuperscript{75}.

Romanian et.al (2010) have concluded that the rural consumer is influenced by various factors like cultural, social, personal and psychological factors. There is increased awareness of brand on account of wide publicity accompanied by wider media reach, advertising and discretionary income levels. The status of rural marketing needs to be understood in view of social dynamics and various economic and operations gap factors\textsuperscript{76}.

Farahnaz Oghabian and Nagendra Babu (2010) have stated that the blame game between parents and government will continue for perpetuity. But both the parents and the government understood that bringing up of children is not a blame game. The government has to wake up to the fact that only 2 per cent of the amount goes into research and development of the product but almost 50 per cent goes into advertising in India. Parents should encourage scientific temper and influence their child to take logical decisions. Government should regulate unhealthy advertising which is influencing the nation’s future citizens\textsuperscript{77}.

Vekat Mallik (2010) has concluded that online advertising will become number two globally after television, discarding printout from that position. The global online advertising industry will grow to an estimated $163 billion\textsuperscript{78}.

Minakshi (2010) has analysed the Navarasas in Indian Advertising, their impact on consumers. She found that the consumers are greatly moved, fascinated and influenced by the emotional app.eals contained in advertisements. The younger generation is attracted by Veera, Shringara and Hasya rasas. The

\textsuperscript{75} Gyanendra Kumar Kashyap and Jayant Mundhra, “Indian AD Trend in HI’ 2010”, 4Ps Business Marketing, P.12, Volume V, Issue 9, September 2010, pp.27-29.
use of these emotions, particularly coupled with unusual execution styles, makes advertisements far more eye-catching and memorable\textsuperscript{79}.

Meenal Dhotre and Saranga Bhola (2010) have concluded in their study that brands endorsed by film stars like Amithab Bachchan, Shahrukh Khan have better recall than that of cricket players like Sachin and Dhoni. It is also observed that when the same brand is endorsed by both film star and cricketer, more viewers recall brands endorsed by the film stars\textsuperscript{80}.

Kochar Bani and Srivastava Manish Kumar (2010) have concluded in their study that the emotional preferences form a critical part of our lifestyle and related decisions. An emotionally intelligent advertiser will be able to justify that the first impression formed about the product and subsequent buying behaviour is driven by emotions\textsuperscript{81}.

Jaldar Piali (2010) has concluded in his study that the rural market is estimated to grow rapidly compared to the urban ones in the coming few years. Being comparatively a virgin territory, the rural market provided huge opportunities for the corporate. The challenge is to understand the needs and wants of the potential rural consumers. For this the marketers should create a right communication mix to create awareness and finally to generate demand. Rural India is indeed a sleeping giant waiting to be woken up\textsuperscript{82}.

Louise Kelly et.al (2010) have examined the background of advertising avoidance on online social networking sites, leading to development of a model. They have found that increasing clutter and media fragmentation consumer experienced thousands of commercial messages, hence they become editors of

information empowered by technology to avoid both content and advertising messages. If the advertising is not relevant to the user, they are skeptical towards advertising message\textsuperscript{83}.

Harish Gautam and Gurmeet Singh (2010) have communicated that web advertising is in its infant stage in India and with the improvements in the infrastructure and the usage of the internet it will be expanded. Web is an advertising media for future which is going to ensure the lack of wastage by hitching the target consumer. The advertisers must follow web as a medium in their advertising media mix strategy\textsuperscript{84}.

Vijetha Shetty (2010) has studied the existence of brand loyalty – A myth or a reality? He has found that the entire business system involved in building up loyalty. To build up loyalty, the companies should note down the word of mouth communication, brand differentiation and the consumers emotional attachment. The companies should draw the strategy by keeping the point that the consumer is always right\textsuperscript{85}.

Jayant Mundhra (2010) has studied advertising spend trend in Q1 ‘10” and he has found that 12 Asia-Pacific consumer market India has witnessed a higher growth rate (18%). Media industry has emerged as the single largest beneficiary with a 25 per cent increase in overall revenue. Among television advertisements personal care products secures 53 per cent\textsuperscript{86}.

Sohail Kamran (2010) has studied the potential issues of fairness creams television advertisements in Pakistan. He has concluded that the television advertisements of fairness creams exaggerate the product features. Women roles

in the commercials are potentially reinforcing and raising negative values in the society. These television advertisements need to be regulated and the policy implications include restriction on the distribution of fairness creams through medical stores only.\(^{87}\)

Rajat Gera (2010) has stated in his study that Lux has been consistently positioned on the beauty platform through celebrity endorsements. However, the brand has been facing stagnant sales, reduced market share and increased competition in the past few years. The brand has tried to evolve its positioning and communication strategy to match evolving consumer needs, increasing competition and high penetration but without much success.\(^{88}\)

Lucky Jameson (2010) has stated that creativity is the most powerful force in business and advertising. In modern era, the medium, the technology and the consumer are changing faster than ever. Marketers need to shift from classic advertising and account planning to behavioural targeting. He has concluded that the behavioural targeting will come up in a big way. So having access to the data, and targeting people very specifically through the digital medium, serving them with relevant content, will be crucial.\(^{89}\)

Priyant Azad (2010) has analysed the marketing mantra for the competitive era in rural area. She has reported that the purchasing power of rural consumer has increased significantly over the past decade. The consumption pattern in rural India and the demand for new products have shown an encouraging trend. The huge population in rural provides a massive opportunity for fast moving consumer goods, healthcare, telecommunication, insurance, etc. She has concluded in her study that all efforts taken by the companies should be

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directed towards the correct formulation and implementation of marketing strategies to provide maximum value to the rural consumers.\(^90\)

Pooja Pathak (2010) has concluded in her study that celebrity endorsements have a huge impact on consumer’s minds and can persuade customers to buy a product. An endorser’s brand value may soar or decline according to the celebrity current demand in the market and also on the basis of certain other factors.\(^91\)

Hiral Sheth (2010) has analysed the regional channels that spur growth for television networks in his article catching eyeballs. He has highlighted that the television market in urban area is quite saturated. It results in high growth rate in television household market in rural area. It results that regional channels are growing much faster than national channel. The growth of regional channels has also opened up the market for regional advertising. He has concluded in his study that Star television has huge advertising potential in Tamil and Malayalam. In Tamilnadu, the leading regional channels are Sun and Star Vijay. The key point of his study is that there is potential for a lot more advertisement revenue to flow from South.\(^92\)

Taehyun Kim and Hoon-Young Lee (2011) have made a study on buyers of prestige cosmetic brands and insisted that segmentation by traditional K-means clustering was not judged useful, whereas segments generated by the innovative alternative of mixture regression modeling has clear marketing strategy potential.\(^93\)

Shwu-Ing Wu and Hsiu-Ju Chan (2011) have found that the influence of perceived service quality and self-concept on consumer attitude, purchase

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intention and behaviour, satisfaction, and loyalty varied with channel type and physical stores presented higher levels of agreement with all research perspectives than Internet stores. However, only two relational paths have a higher influencing effect in physical stores, and the correlations among almost all of the perspectives are stronger in internet stores. They have concluded that internet stores enhance their service quality and understanding of a consumer's self-concept, they can enjoy the effect of such an enhancement through a boost in consumer attitude, purchase intention, behaviour, satisfaction and loyalty\textsuperscript{94}.

Farahnaz Aghabian and Nagendra Babu (2011) have concluded in their study that India is a tough market. Spending habits have changed over the past ten years. South has emerged as the clear leader in any kind of spending showing that the markets in South are far more matured and stable than the markets in the North\textsuperscript{95}.

Mrudhula (2011) has expressed that advertisements bridge the gap between the companies’ products and consumer’s thinking. Creative and persuasive advertisements fill the minds of customers with latent information, vis-a-vis the advertisements that create a negative impact. Creating advertisements is a herculean task and the process involves great efforts\textsuperscript{96}.

Photê Tripti (2011) has suggested that roadblock advertising initiative seems to be more of 9 tactical approaches parallel to fast foods that can ensure an instant output. It certainly has the power to draw viewers’ attention and can be interest arousing\textsuperscript{97}.


Vishnu Kumar Balouva and Kavitha Loya (2011) have conveyed that there will be demand for many new and sophisticated products due to higher disposable income in the hands of the young Indian consumers by 2020. Companies which can address the changing needs of the young consumers will emerge as winners in the years to come. One of the most significant features coupled with this growth is that the substantial population of India will be young when compared to other economies of the world.\(^{98}\)

Urvashi Makkar and Vijendra Dhyani (2010) have reported that e-media is a key buying guide for urban customer. Moreover the role of other media option is not less in comparison to the world of electronic communication.\(^{99}\)

Puneet Arora (2011) has conveyed in his article stated that due to technology accessibility and increased advertising clutter commercial avoidance has more in the last decade and has become one of the main worries of advertisers and media firms. He has suggested that the message should be conveyed to the target group by means “right message, right group, right medium and right time will reduce the zapping of advertisement.\(^{100}\)

Venkatramaraju (2011) has stated that creation and application of new technology faster than that of competitors will pave the way for the success in this global market place. Many players are unaware of the plus points of mobile advertising. He has concluded that with the technological advantages and modernization, it is very likely that mobile advertising will have a greater role to play in the present times and in the time to come.\(^{101}\)

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Pongianna (2011) has concluded in his article that the new millennium emerged with revolutionary advances in technology has led to the dynamic growth in the use of television media for entertainment. The growth of these forms of mass communication by satellite television and the integration of telecommunication will increase the potential of advertisements.\textsuperscript{102}

Kavitha Gowda (2011) has highlighted that in the present scenario the concern for environment is growing tremendously and it forces the companies to go green for survival and growth. In order to go green, the supply chain also needs to be green. Green here refers to anything which reduces bad effects, increases longevity of products besides being recyclable, reusable etc., for the consumers who opt for eco-friendly products. Advertisements can be the most profitable tool to convey about a firm’s green offering and induce more sales.\textsuperscript{103}

Ganapathy (2011) has expressed that today with an increase in the number of channels and audience fragmentation; marketers are not able to catch their audience easily. They need to increase their promotional budgets to reach a larger audience but the results are not satisfactory. More and more brands are placing their faith in public relation to build credibility which is difficult to achieve through conventional advertising and publicity.\textsuperscript{104}

Maria Emma Parente et.al (2011) have communicated from their study entitled ‘Application of two consumer profiling techniques to cosmetic emulsions’ that the sensory characteristics of cosmetic products are commonly used for attracting consumers' attention in advertising campaigns and packaging. Intensity scale was used to detect differences in consumers' perception of the sensory characteristics of the evaluated emulsions. The study indicates the


\textsuperscript{103} Kavitha Gowda “Relationship Between Green Value Chain, Green Products and Green Advertising for Brand Building” \textit{Advertising Express}, Vol.XI issue 4 April 2012. pp.30-31.

interesting alternatives to traditional sensory profiles obtained with trained assessors' panels\textsuperscript{105}.

Rajeev Dubey (2011) has conveyed that there is better material being used for consumer goods. He has concluded his research that the innovation hubs seem busy to give an analogy developing new kinds of shampoos and soaps rather than researching new ways of cleaning hair the industry is still to touch at least half of human beings on the globe, giving up on innovation\textsuperscript{106}.

Azad Priyant (2011) has concluded his study stating that the good brand should create a distinctive image in the hearts of the customers. It can be created by frequent interaction with customers through promotional media and superior quality products delivering on their promises\textsuperscript{107}.

Savreen Gadhoke and Gyanendra Kumar Kashyap (2011) have concluded that celebrity endorsements have become a must for the fast moving consumer goods especially shampoo and conditioners because 51 per cent of the hair care advertising is dominated by shampoos and conditioners\textsuperscript{108}.

Venkatesh Raman and Mohan Kumar (2011) have opined that modern era compels the companies by exploring new avenues and revamping the existing strategies. There is much more creativity to advertising than simply taking out an advertisement and getting it printed or aired. Competitive business environment demands innovative management methodologies to solve different bottlenecks in an organisation which in turn, will improve the organisation’s productivity, efficiency and overall profitability\textsuperscript{109}.


Even though various studies are made on the impact of advertisements its influence on consumer behaviour regarding the purchase of different kinds of product, brand preference of various cosmetics, it is done in a separate manner, there is no exclusive study on the topic impact of advertisements on consumer behaviour with special reference to cosmetics. Hence the present study has made an attempt to fill up the research gap and the research work was carried out in Virudhunager District, a renowned district in Tamil Nadu, India.

1.5 OBJECTIVES OF THE STUDY

The researcher has set forth the following objectives for the present research:

1. To study the cosmetics and the cosmetics industry in the globalised scenario.
2. To examine the consumer behaviour towards cosmetics in Virudhunagar district.
3. To analyse the usage of cosmetics on different dimensions of select cosmetics items.
4. To evaluate the effectiveness of cosmetics advertisements among consumers in Virudhunagar district,
5. To offer fruitful suggestions based on the findings of the study.

1.6 HYPOTHESES

The main hypotheses for the study are

1. There is no significant relationship between the reasons for using cosmetics and socio-economic factors of the respondents.
2. There is no significant difference between the mean value of buying behaviour and the purchase constraints faced by the respondents at the time of purchase of cosmetics.
3. There is no significant relationship between the family type of the respondents and the package preference of cosmetics.
4. There is no association among the brand usage, attracted advertisement and recommended brand of cosmetics items.

5. There is no significant relationship between the influencing factor in the selection of cosmetics and the brand usage of cosmetics.

6. There is no significant relationship between the monthly family income and monthly average spending for cosmetics for skin.

7. There is no significant relationship between the inducement of cosmetics advertisement and the opinion about cosmetics’ brand shifting.

8. There is no significant relationship between the age of the respondents and the reaction of the respondents about advertised quality and

9. There is no significant relationship between the socio-economic profile of the respondents and the level of impact of cosmetics advertisement on their behaviour.

1.7 OPERATIONAL DEFINITIONS

1.7.1 Consumers

All the human beings who purchase and use the cosmetic products for their personal consumption are called as consumers.

1.7.2 Consumer Behaviour

Consumer behaviour is all psychological, social and physical behaviour of potential customers as they become aware of evaluate, purchase, consume and tell other people about products and services.

1.7.3 Marketing Communication

Marketing communication is the phenomenon of presenting a set of messages to a target market through various media, with the intention of creating a favourable response from market towards the company’s total product offering, simultaneously providing for market feedback improving and modifying the company’s total product offering.
1.7.4 Advertising

Advertising is the preparation of visual or oral messages and their dissemination through paid media for the purpose of making people aware of and favourably inclined towards a product, brand, service, institution, idea, or point of view.

1.7.5 Advertising Media

Advertising media is the vehicle used to carry the advertising message from the sender to the intended receiver. The sender may be a manufacturer or producer or a wholesaler whereas the receivers are the consumers.

1.7.6 Advertising Agency

An advertising agency is an independent company rendering specialised services in advertising in particular and marketing in general. The role of an advertising agency is to plan, create, produce and place advertising for its clients. Clients usually are profit making business enterprises.

1.7.7 Cosmetics

According to Drugs and Cosmetics Act 1962, Cosmetics has been defined as “any articles intended to be rubbed, poured, sprinkled or sprayed on or introduce into, or otherwise applied to, the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance and includes any articles intended for use as a component of cosmetics”.

1.7.8 Cosmetics Advertisement

Cosmetics advertising is the promotional tool used by cosmetics industry to promote the sales of cosmetics through a variety of media. The advertising campaigns are usually aimed at women and youngsters wishing to improve their appearance, commonly to increase physical attractiveness and reduce the signs of ageing.
1.7.9 Toilet Soap

Toilet soap is used for washing the hands, face and cleans the body of dirt and odour and impart pleasing effect to the bath by addition of colour and perfume.

1.7.10 Hair Oil

Hair oil is a material widely used by the people for nourishment and care of hair. This provides a smooth concave meniscus. Hair oil is the alternative non-spray gloss enhancers consisting principally of mineral oil or petroleum jelly depending on the physical form of the product.

1.7.11 Shampoo

Shampoo is a hair care product used for the removal of oils, dirt, skin particles, dandruff, environmental pollutants and other contaminant particles that gradually build up in hair. Shampoo is generally made by combining a surfactant, most often sodium lauryl sulfate and/or sodium laureate sulfate with a co-surfactant, most often cocamidopropyl beanie in water to form a thick, viscous liquid.

1.7.12 Tooth Cleaner

Tooth cleaners are the preparations used for cleansing the surfaces of teeth and keep them shiny and to preserve the health of teeth and gums. These preparations also expected to help slow up the formation of unpleasant odours and freshen the breath. Regular use of dentifrices helps to prevent occurrence of tooth decay.

1.7.13 Fairness Cream

Fairness cream means a semi-solid emulsion extensively used for face colouring and beautification. It is used to hide small blemishes or symptoms of aging and to create well-groomed appearance.
1.7.14 Face Powder

A face powder is basically a cosmetic product which has as its prime function the ability to complement skin colour by imparting a velvet finish to it. Face powders are the largest selling single item among cosmetics. Since their application either directly to the body or even as a powder based provides a finishing touch to any make-up process.

1.7.15 Perfumes

A perfume is a cosmetic substance that masks or reduces axillary odour though the fragrance. The actual odour of the human being is the sum of the natural and acquired odour. The intensity of the body odour differs from person to person, depending upon personal circumstances, eating habits, social environment and psychological conditions. Perfumes are used to enhance the smell or fragrance.

1.7.16 Hair Coloring

Hair colorants or hair dyes are used either to hide grey hair or to change the colour of the hair by individuals, either at home or at hairdressing saloon.

1.7.17 Shaving Cream

Shaving creams are widely used by men as a cosmetic for softening the beard for wet shaving and to overcome the irritation, minor damage to skin or cuts.

1.8 RESEARCH METHODOLOGY

The present research is descriptive and empirical in nature. In descriptive part, the description about the cosmetics and cosmetics industry is presented. In addition to that an association between the cosmetics advertisement and cosmetics consumers’ behaviour is emphasized. Relevant hypotheses are formulated and tested. First hand data were collected from the field directly from
the respondents by using interview schedule. It is done on the survey method. Hence it is also called as empirical research. Both primary and secondary data have been used for the present study.

1.8.1 Primary Data

A survey was made to get the impact of advertisements on consumer behaviour towards cosmetics. A pre-tested interview schedule was drafted to collect data from 540 respondents. The respondents were contacted in person and the objectives of the study were clearly explained to them and their response was ensured.

1.8.1.1 Pre-Test

Pre-testing of an interview schedule is very important to measure its effectiveness. It is made to spot the error to make the order of questions more effective, to reduce the wastage and for the addition of cross check-up of questions. In the present study, before drafting the main interview schedule, a tentative interview schedule was constructed and the same was used to collect the data from 50 cosmetics consumers to test its validity. Their ideas, opinion and comments are incorporated which facilitated the researcher to redesign the interview schedule in a more appropriate and most effective manner.

1.8.2 Secondary Data

Required secondary data for making trend of shampoo and shaving cream, to list out the market share of Hindustan Unilever Ltd.,(HUL) soap, and to draft out the expenditure pattern of HUL the data are collected.

The tertiary data were also taped from refered journals, magazines, dailies including electronic mode to assess the scenario of retailing, branding, cosmetics advertisements, consumer behaviour and the like.
1.8.3 Sampling Design

A pre-tested interview schedule is used by the researcher for collecting primary data from 540 informants. A sample survey of 540 cosmetics users was conducted to analyse the attitudes of the consumers towards the cosmetics and the impact of cosmetics advertisements. Convenience sampling method was adopted for the selection of 540 respondents in the eight taluks of Virudhunagar district.

1.9 DISTRICT PROFILE

The renowned district in South Tamilnadu of India is Virudhunagar district. It is taken for the study. Virudhunagar district is very famous for business. Virudhunagar assembly constituency is part of Virudhunagar (Lok Sabha constituency). Virudhunagar District was formed on March 15th, 1985 by trifurcating the composite Ramanathapuram District. Former chief minister of Madras Province and president of the Indian National Congress K. Kamarajar was born in Virudhunagar, the head quarter of Virudhunagar District. Total area under Virudhunagar district is of about 4,283 sq.km. It is bounded on the West by Kerala State, on the north by Madurai and Sivagangai districts, on the east by the new Ramanathapuram District and on the south by Tirunelveli and Thuthukudi Districts. For Revenue administration, it is divided into 2 Revenue Divisions, one is Sivakasi comprising of Srivilliputhur, Rajapalayam, Sattur and Sivakasi Taluks and the another is Aruppukottai comprising of Aruppukottai, Kariapatti, Virudhunagar and Thiruchuli taluks.

1.10 PERIOD OF THE STUDY

The study covers the period of three years from the February 2010 to January 2013. The data collected for the analysis by using interview schedule was carried out from the respondents in all the eight taluks namely Arupukottai, Virudhunagar, Kariapatti, Thiruchuli, Narikudi, Rajapalayam, Srivilliputtur and Watrap in the Virudhunagar district.
1.11 STATISTICAL TOOLS FOR ANALYSIS

The following tools and techniques are used to test the hypotheses in the current project work.

1.11.1 Mean

For arrangement of purchase constraints mean is used. One of the most important objectives of statistical analysis is to get one single value that describes the characteristics of the entire mass of unwieldy data. Such a value is called the central value or an average or the expected value of the variable.

According to Croxton and Cowden, ‘An average value is a single value within the range of the data that is used to represent all the values in the services. Since an average is somewhere within the range of the data, it is also called a measure of central value’.

\[
\bar{X} = \frac{\Sigma x}{N} \quad \text{or} \quad \frac{\Sigma fx}{N} \quad \text{or} \quad \frac{\Sigma fm}{N}
\]

Where, \( \bar{X} \) = Arithmetic mean, \( \Sigma x \) = Sum of all values of the variables
\( N \) = Number of observation, \( A \) = Assumed mean
\( \Sigma fx \) = Sum of multiplication of the frequencies of each row with the variable
\( \Sigma fm \) = Multiplication of mid-points with the frequency

1.11.2 Standard Deviation

The standard deviation concept was introduced by Karl Pearson in 1823. Standard deviation is widely used to measure of studying dispersion. It is also known as root mean square deviation. It is the square root of the mean of the squared deviation from arithmetic mean. Standard deviation is denoted by small Greek letters \( \sigma \) (read as sigma).
\[ \sigma = \sqrt{\frac{\sum fd^2 - (\sum fd)^2}{N}} \times i \]

Where

\[ \sigma = \text{Standard deviation} \quad d = \frac{m-A}{i} \quad i = \text{class interval} \]

\[ m = \text{Middle value} \quad A = \text{Assumed mean} \]

\[ N = \text{Number of frequency} \quad \sigma = \frac{\Sigma x^2}{N} \quad X = \bar{X} - \overline{X} \]

\[ \overline{X} = \text{mean}; \quad N = \text{Number of observation.} \]

### 1.11.3 Co-efficient of Variance

The corresponding relative measure of standard deviation is known as the co-efficient of variance. It is used to compare the variability of two or more than two series. That series (or group) for which the co-efficient of variable is greater is said to be more variable or conversely less consistent, less uniform, less stable or less homogenous. Co-efficient of variance is denoted by \( C.V^{110} \).

\[ C.V = \frac{\sigma}{\overline{X}} \times 100 \]

Where, \( \sigma = \text{Standard deviation} \quad \overline{X} = \text{Mean} \)

The statistical tools mean, standard deviation and co-efficient of variance are used to arrange the ten purchase constraints faced by the cosmetics users in the study area according to the descending order of the mean scores to variables.

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1.11.4 Correlation Analysis

Correlation analysis helps in determining the degree of relationship between two or more variables under consideration. The measure of correlation is called correlation co-efficient or correlation index. Karl Pearson’s co-efficient of correlation is denoted by \( r \). The formula for obtaining the co-efficient of correlation is

\[
r = \frac{\sum xy}{N \sigma_x \sigma_y} \quad \text{or} \quad r = \frac{\sum xy}{\sqrt{\sum x^2 \cdot \sum y^2}}
\]

Where

\( x = (X - \bar{X}) \); \( y = (Y - \bar{Y}) \)

\( \sigma_x = \) Standard deviation of series \( X \)

\( \sigma_y = \) Standard deviation of series \( Y \)

\( N = \) Number of pairs of observation

\( r = \) Correlation co-efficient

1.11.4.1 Multiple Correlations

It is one of the main types of correlation. In multiple correlations three or more variables are studied simultaneously. In this research, the researcher studied the relationship between brand usage of cosmetics, attractive cosmetics advertisement and recommended cosmetics brand to others\[111\]. The formula for multiple correlations is

\[
r_{123} = \sqrt{\frac{r_{12}^2 + r_{13}^2 - 2r_{12} \cdot r_{13} \cdot r_{23}}{1 - r_{23}^2}}
\]

\[111\] Ibid.
1.11.5 Trend Analysis

The set of observation of numerical data at different point of time is known as time series. In the analysis of time series, time is the most important factor because the variable is related to time which may be either year, month, week, day, hour or even minutes or seconds.

A time series is a set of observations taken as specified times, usually at ‘equal intervals’. Mathematically, a time series is defined by the values \( Y_1, Y_2, \ldots \) of a variable \( Y \) (temperature, closing price of a share, and so on) at times \( t_1, t_2 \) \ldots \ldots \ldots This \( Y \) is a function of \( t_i \) symbolized by \( Y = F(t) \). The Analysis of time series is of great significance because it helps in understanding past behaviour by evaluating current accomplishments to plan future operations and facilitating comparison.

Four methods such as free hand or graphic method, semi-average method, moving average method and least squares method can be used for determining trend. In the current research, two methods i.e., graphic and least square methods are used to analyse the secondary data obtained towards the sales of shampoo, hair oil and the shaving cream over eleven years.

1.11.5.1 Least Square Method

The straight line trend is represented by the equation in Least Square method

\[ Y_c = a + bx \]

To determine the value of constant \( a \) and \( b \) the following equations are to be solved:

\[ \Sigma Y = Na + b \Sigma x \]

\[ \Sigma XY = a \Sigma Y + b \Sigma x^2 \]

In the time series \( x \) represent time

\( Y \) represents the trend figure
1.11.6 Chi-Square Test

Chi-Square Test of independence and goodness of fit is a prominent example of the use of non-parametric tests. It is denoted by $\chi^2$. Chi-Square test is one of the simplest and most widely used non-parametric tests in statistical work. It was used by Karl Pearson $\chi^2$ is pronounced by chi-square test and $\chi$ is pronounced by ‘$K_i$’ as in kite. The quantity $\chi^2$ describes the magnitude of the discrepancy between theory and observation. It is calculated as

$$\chi^2 = \sum \left( \frac{(O-E)^2}{E} \right)$$

Where,

- $O$ refers observed frequency, $E$ refers expected frequency

$E$ should be calculated as $E = \frac{RT \times CT}{N}$

$RT$ refers the row total for the row containing the cell

$CT$ refers the column total for the column containing cell

$N$ means total number of observation

While comparing the calculated value of $\chi^2$ with the table value, the degree of freedom should be determined.

Degree of freedom = (c-1) (r-1)

The normal level of significance is at 5 per cent.

Chi-square test is used to study the relationship between the following paired variables.

1. The reason for using cosmetics and socio- economic factor of the respondents,
2. The family type of the respondents and the package preference of cosmetics,
3. The age of the respondents and the reaction of the respondents when the advertised quality is not found in cosmetics and
4. Inducement of cosmetics advertisement and the opinion about the cosmetics brand shifting\textsuperscript{112}.

1.11.7 Regression Analysis

Regression analysis reveals average relationship between two variables and this makes possible estimation or prediction.

Regression analysis attempts to establish the ‘nature of the relationship between variables – that is, to study the functional relationship between the variables and thereby provide a mechanism for prediction or forecasting. In simple regression analysis is a statistical device with the help of which the researcher estimate the unknown values of one variable from known values of another variable.

The regression equation of $X$ on $Y$ is expressed as follow:

Where,

$\bar{X}$ is the mean of $X$ series

$\bar{Y}$ is the mean of $Y$ series

$r \frac{\sigma_x}{\sigma_y}$ is known as regression co-efficient of $x$ and $y$.

The regression equation $y$ on $x$ is

$$Y - \bar{Y} = r \frac{\sigma_y}{\sigma_x} (X - \bar{X})$$

Where,

$r \frac{\sigma_y}{\sigma_x}$ is known as regression co-efficient of $Y$ on $X$.

\textsuperscript{112} Ibid.
In the present research, regression analysis is used to study the association between the monthly income and the monthly average spending for cosmetics. Here monthly family income is the independent variable and the monthly average spending for cosmetics is the dependent variable\textsuperscript{113}.

### 1.11.8 Factor Analysis

The researcher has developed 25 variables relating to the cosmetics, cosmetics advertisement and consumer buying behaviour towards cosmetics. 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 capable of providing an estimate of minimum number of independent linear composites which can account for the significant portion of the ‘total’ variation. In Mathematical language, this ‘minimum’ number of factor is called an estimate of the rank of correlation matrix. A factor is an underlying dimension that account for several observed variables. Factor-loading are those value which explain how closely the variables are related to each one of the factors discovered. They are also known as factor variable correlations. Communalities indicate the amount of variance in each variable that is accounted for initial and extraction values in the information about questions for impact of advertisement on consumer behaviour with reference to cosmetics. communalities are calculated as

\[
h^2 \text{ of the } i^{th} \text{ variable} = (i^{th} \text{ factor loading factor } A)^2 + (i^{th} \text{ factor loading } B)^2 + \ldots
\]

It explains the intensity of the variable on all factors altogether.

\textsuperscript{113} Ibid.
1.11.9 ANOVA

The analysis of variance known as ANOVA, is used to test to relationship between the socio-economic profile of the respondents and the degree of impact of cosmetics advertisements. The specimen of ANOVA table is given below:

**Table- 1.1**

**Analysis of Variance-One Way classification Model**

<table>
<thead>
<tr>
<th>Source of variation</th>
<th>Sum of Squares</th>
<th>Degrees of Freedom</th>
<th>Mean Squares</th>
<th>Variable ratio to F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Samples</td>
<td>......</td>
<td>( V_1 = c-1 )</td>
<td>Sum of Squares ( c-1 )</td>
<td>Mean Squares between column</td>
</tr>
<tr>
<td>Within Samples</td>
<td>......</td>
<td>( V_2 = n-c )</td>
<td>Sum of Squares ( n-c )</td>
<td>Mean Squares within samples</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>( n-1 )</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.12 LIMITATIONS OF THE STUDY

1. The main limitation of the study is the selection of limited number of cosmetics items for the study. The researcher has selected only the cosmetics which are regularly used which includes toilet soap, shampoo, hair oil, tooth paste, fairness cream, face powder, hair dye, perfumes, and shaving cream. These items were selected based on the result of pilot study.

2. The second important limitation is that for each cosmetics item only the leading cosmetics brand advertisements in various media are focused.

3. The next foremost limitation is that only those cosmetics advertisement in various media coverage during the research period is focused. Hence the cosmetics advertisement on later and former period is not considered for the present study.

4. The present study is limited to the consumer behaviour on cosmetics advertisement in Virudhunagar district only. Hence the findings of the study cannot be generalized to other districts.
1.13 SCHEME OF RESEARCH REPORT

The present research thesis is presented in seven chapters.

Chapter I: Introduction and Design of the Study

This chapter deals with the introduction, statement of the problem, scope of the study, review of literature, objectives of the study, hypotheses, operational definitions, research methodology, district profile, period of the study, statistical tools for analysis, limitations of the study and scheme of research report.

Chapter II: Profile of the Cosmetics and Cosmetics Industry

The second chapter is designed to bring the BIS Standards on Cosmetics, history and development of cosmetics, regulation of cosmetics, cosmetics for skin, hair and tooth and the leading cosmetics industries.

Chapter III: Socio-Economic Variables and Consumer Behaviour towards Cosmetics

The third chapter brings out the information relating to consumer, consumer behaviour, socio-economic profile of the respondents, reasons for cosmetics usage, consumer behaviour on cosmetics purchase, place of purchase, price and package of cosmetics and lodging complaints regarding cosmetics.

Chapter IV: Consumer Behaviour towards Skin Care Cosmetics

The fourth chapter investigates the brand preference, attracted advertisement and recommended brands of cosmetics for skin care segments. In addition to that influencing factor in selection, frequency of using different cosmetics average family expenditure for individual cosmetics and brand loyalty for skin care cosmetics is also studied.
Chapter V: Consumer Behaviour towards Hair Care and Tooth Care Cosmetics

The fifth chapter brings out the brand preference, attracted advertisement and recommended brands of cosmetics for hair and tooth care segments. In addition to that influencing factor in selection, frequency of using different cosmetics average family expenditure for individual cosmetics and brand loyalty for hair and tooth care cosmetics is also studied.

Chapter VI: Impact of Advertisement on Consumer Behaviour towards Cosmetics

The sixth chapter analyses the theoretical part regarding the history and development of advertising, advertising media, its type and the analytical part covers the favourite advertisements media, favourite models in advertisements, stimulating factor in advertisements and factor analysis. In addition, the impact of cosmetics advertisements by using AIDAS model and the level of degree of impact by one way ANOVA is also studied.

Chapter VII: Summary of Findings, Suggestions and Conclusion

The last and final chapter highlights the findings of the research. The researcher also has given certain suggestions based on the findings of the study.