CHAPTER – 1
INTRODUCTION

1.1 INTRODUCTION

All through history, men and ladies have utilized beautifiers to improve their
magnificence, diminish skin, expel body smell and ensure their well-being. The word
cleanliness originates from the Greek goddess of well-being, Hygiene. The primitive
branch of cosmetology is accepted to have begun in Egypt and India, however the
most appropriate records of corrective substances and their application goes back to
the Indus valley civilization. There are proofs of advance thoughts of self-
beautification and an expansive utilization of different restorative products both by
men and ladies, in ancient India. Many of these practices were inconspicuously
attached with the seasons (Rutus) and the ordinary customs of life (Dinacharyā).
Essentially, the utilization of make-up was coordinated not just towards building up
an apparently wonderful and appealing identity, however towards accomplishing
merit (Punya), longevity with great well-being (Aayush and Aarogyam) and bliss
(Anandam). In this connection, the most accurate reference of a beautician is from
Mahabharata, where the Pandavas were in a state of banishment under cover.
Draupadi worked for the ruler of Virāta (Northern locale of India). She called herself
Sairandhri (A female orderly in the ladies’ segments of the royal residence).
Five thousand years back, Egyptians of the first line connected green and later dark
eye-liner trusting it would shield their eyes from both the sun and from
contamination. However modern personal care and corrective items as we probably
are aware of them today have made amazing progress following then. Cosmetics
were less popular until the end of the nineteenth century when, inventive items
picked up ubiquity again on account of the introduction of publicizing combined with
specialized technological advancements. The main portion of the twentieth century
saw noteworthy development in the beautifying agents industry, affected by
Hollywood and its breath taking performers.

More than $40 billion is blown on beauty care products all around every year and
several hours are spent applying creams, moisturizers and powders. Indeed, even
with the late down-turn in the economy, cosmetics addicts have essentially swung to
drugstores, rather than top line boutiques, to catch their tonics, wands and face paints, according to a recent purchaser report presented by Euro monitor International.

India is confronting transformation in all sectors. With the increase in purchasing power, there is high consumerism in the nation. With opening up of the developing markets, the restorative organizations are widening in light of the limit less differences of populace. The Indians have great desire for good looks. Indian women are no more restricted to their homes; they are working and are strolling with the same pace as the men. Consequently they are more aware of their looks and use beauty care products available in the market to maintain themselves. It is not just the female segment, who use magnificence and restorative range but Indian men too are stressed over their looks. There are different cosmetics specifically intended for men as well. The restorative organizations not just deliver the conventional cosmetics things like face powder, eye-liners or lipsticks; instead they are quickly adjusting to the changing requests of their clients. Today the cosmetic houses offer an extensive variety of restorative items to maintain. There are different items like anti-ageing, concealers, masks, air brush make-up which has raised a woman’s beauty to another level. In today’s fast growing cosmetic industry there are products to suit every age bunch and each requirement. Most of the top cosmetic companies of the world are in Indian Cosmetics Industry.

In present time, the scope of Indian cosmetic industry is widened. Indian makers are trying to meet world-wide needs. Herbal or organic make-up from India has great demand in the foreign markets and numerous restorative items that are produced in India today are supplied to global suppliers of cosmetics. New truths uncover that the business of restorative items in India is developing at a normal rate of around twenty to twenty five per cent annually. This increment is ascribed to two primary elements. The first being the expansion for the interest in Indian cost effective items and the second being the expanded purchasing power of the normal Indian.

1.1 MEANING OF COSMETICS

Cosmetics are products which are used for cleaning the body, taking care of our body & make it more gorgeous. Basic objective of cosmetic products is to retain the body of a user in perfect state, guard against environmental factors and to reduce ageing signs as far as possible. Cosmetics are used to change the appearance and
make the body smell nicer. Thus products used for cleansing, beautifying, promoting attractiveness, colouring, conditioning skin, hair, lips, nails, eyes are included in Cosmetics and are commonly termed as Cosmetics and Toiletries.

The Beauty market consists of over the counter sale of health-care products, skin-care, hair-care, make-up, fragrances, Colour Cosmetics, Baby-Care, Oral-Care, etc. Cosmetics cover the following products namely:

- Colour Cosmetics
- Fragrances
- Skin-Care products
- Child- care products
- Body wash
- Perfumes/deodorants
- Depilatories
- Hair care
- Men's grooming Products
- Oral Hygiene and Sun-care.

1.3 DEFINITIONS OF COSMETICS

“A cosmetic is a product, except soap, intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance”

Section 201 (i) FD & C Act.

“A substance or preparation intended for placement in contact with any external part of the human body, including the mucous membranes of the oral cavity and the teeth; with a view to altering the odours of the body; or changing its appearance; or cleansing it; or maintaining it in good condition; or perfuming it; or protecting it.”

Industrial Chemicals Notification and Assessment) Act 1989 and NICNAS National Industrial Chemicals Notification and Assessment Scheme Australia.

1.4 CATEGORIES OF COSMETICS

The cosmetics are divided into two main categories

2. Premium - cosmetics.

Further classifications of these products are as follows:

1.4.1. Beauty and Personal Care Products.

i) Child- Care Products.
These products are used for babies and toddlers of age 0-3 years or we can say for kids less than 11 years of age.

ii) Bath-Shower Products.
These products are bar soap, bath additives, body wash/shower gel, intimate washes, intimate wipes, liquid soap and talcum powder.

iii) Colour Cosmetics.
Colour cosmetics are foundations, lip sticks, rouge, face powder, kajal blusher, highlighters, face bronzers, and 2-way cake products.

iv) Deodorants/Perfumes.
These are antiperspirant creams, pump, roll-on, spray, stick and wipe format.

v) Depilatories.
These products are aggregation of women’s pre-shave products, razors, blades and hair-removers or bleaches.

vi) Fragrances.
This includes products for men, women as well as unisex mass and premium fragrances. The distinction between mass market and premium is normally by price and label or positioning (mass fragrances rarely carry a designer label) and distribution.

vii) Hair Care.
This is the aggregation of shampoos, styling agents, perms and relaxants, color tubes, developers and salon hair care.

viii) Men’s Grooming.
These are men’s shaving products and men’s toiletries.

ix) Oral-Care.
They include tooth-paste, tooth-brushes, mouth-washes or dental rinses, denture-care, mouth fresheners, at-home teeth whiteners and dental floss.

x) Skin-Care Products.
Skin-care includes facial care, body care and hand care products.

xi) Sun-Care Products.
Sun-care products include sun-protection, after-sun and self-tanning products.

1.4.2. Premium Cosmetics Products.
This category includes high priced colour cosmetics, fragrances, skin-care, and sun care and hair care products. Brands generally considered premium in most countries
include designer labels such as Yves Saint Laurent, Christian Dior, Gucci, Channel, names such as Estee Lauder, Burberry Lancôme, Origins and Elizabeth Arden, etc.

1.5 HISTORY OF COSMETICS.

Make-ups are famous since the Egyptian period. They were utilized as a part of the Roman Empire and in addition in the Ancient Greece Empire. This custom of utilizing beautifying agents to enhance the exterior of youth in perfect well-being is material straight up till today. Vivid beautifiers hide the pale lips and finger nails, whitish cheeks and dry hair. Numerous beautifying agents utilized as a part of the past contained unsafe fixings. These perils were obscure then, there is no reason for the utilization of same fixings today. There was more accentuation on the utilization of make-up instead of cleaning and washing the skin.

In ancient days, brightening the face was really a standout amongst the most common corrective customs from the fourteenth century till the eighteenth century. A mix of hydroxide, carbonate and lead oxide, was utilized frequently which could bring about loss of motion of the muscles or even demise of a man when utilized drearily. Later, it was substituted and zinc oxide was utilized.

Another method for having more white skin was by draining oneself. It was done by utilizing leeches. However more extreme, yet occasional utilized technique was known as measuring.

In 1920s, having tanned skin was promoted which got to be in style when Coco Chanel was spotted donning female craftsman on the yacht of the Duke of Westminster. In this way consideration having a tanned skin turned out to be additionally striking. Presently, items were made to accomplish this tanned shading.

Painting the nails and the famous nail craftsmanship has been a piece of restorative history. The primary confirmations of this nail painting date from 3000 BC in the nation of China. They made utilization of gelatine gum Arabic and egg whites to deliver a varnish. Silver and gold nail hues were legacy of the respectable families in China. Red and dark hues were too. The pale hues were intended to be utilized by the lower classes. In Egypt, the shade of the nail paint was utilized to speak of social status. Henna was utilized for painting the nails. Nowadays nail varnish has expansive variety of hues and is really a variation of auto paint.

Hair-styling and hair-colour aren’t new. The Greeks, The Roman’s and The Ancient Egyptians all have a background marked by mind boggling types of hair-colouring and hair-dressing. Larger part of the hair colours like henna, sage, chamomile and
indigo, could just give darker shading to the hair. Female Romans gloated of their dim and glossy hair that was hued with a blend of leeks and bubbled walnuts. They likewise made utilization of light shaded colours produced using fiery debris and goat fat. In the year 1907 first simulated hair colour was created by a French scientific expert Eugene Schuler. At first this colour was named Aureole, yet was later changed to what we know as L'Oreal.

Civic establishments have utilized distinctive types of beautifying agents however not known to beauty products users of today. Corrective products used, all through history demonstrates human progress, for example, security from the sun; class framework; or its traditions of magnificence.

The course of events underneath speak of a brief history of beauty care products utilization, starting with the Ancient Egyptians in 10,000 BCE up through the start of the twentieth Century.

**BEAUTIFIERS IN THE ANCIENT WORLD**

10,000 BCE: In Egypt men and ladies utilized scented oils, balms to clean, to mellow their skin and veil personal stench. Beauty care products were an essential piece of Egyptian cleanliness and health. Egyptians secured themselves against hot sun and dry winds by utilizing oils and creams. Myrrh, aloe, thyme, marjoram, chamomile, olive oil, lavender, lily, peppermint, rosemary, cedar, aloe, olive oil, sesame oil, and almond oil gave the fundamental elements of most scents that Egyptians utilized as a part of Religious ceremonies.

4000 BCE: Egyptian ladies connected galena mesdemet (made of copper and lead metal) and malachite (brilliant green glue of copper minerals) to their appearances for shading. They utilized a blend of blazed almonds, oxidized copper, distinctive hued coppers minerals, lead, powder, and ochre together called kohl — to enhance the eyes fit as a fiddle. Ladies conveyed beauty care products to parties in cosmetics boxes and held them under their seats.

3000 BCE: Chinese individuals started to recolour their fingernails with gum Arabic, gelatine, bees wax, and egg. The hues utilized spoke of social class. Chou tradition’s royal people wore gold and silver, with ensuing royals wearing dark or red. Lower classes were illegal to wear splendid hues on their nails.

Grecian ladies painted their appearances with white lead and connected squashed mulberries as rouge. The utilization of fake eye temples, frequently made of bulls’ hair, was additionally stylish.
1500 BCE: Chinese and Japanese natives ordinarily utilized rice powder to make their face white. Eyebrows were shaved off, teeth painted gold or dark and henna colours connected to stain hair and countenances.

1000 BCE: Grecians brightened their composition with chalk or lead face powder and mould unrefined lipstick out of ochre dirt’s bound with red iron.

**EARLY COSMETICS**

100 AD: In Rome, individuals put grain flour and margarine on their pimples and sheep fat and blood on their finger nails for shine. Furthermore, mud showers came into vogue, and some Roman men coloured their hair light.

300-400 AD: Henna was utilized in certain parts of India as a hair colour and in mehndi, a fine art in which complex outlines were painted on to the hands and feet, particularly before a Hindu wedding. Henna was likewise utilized as a part of some North African societies.

**MAKE-UP IN THE MIDDLE AGES**

1200 AD: As an after effect of the Crusades, scents were initially foreign made to Europe from the Middle East. 1300 AD: In Elizabethan England, coloured red hair became stylish. Society ladies wore egg whites over their countenances to make the presence of paler appearance. However, some ideal beauty care products blocked legitimate dissemination and in this manner represented a well-being risk.

**RENAISSANCE COSMETICS**

1400 - 1500 AD: In Europe, just the gentry utilized beautifying agents, with Italy and France rising as the fundamental focuses of beauty care products fabricating. Arsenic was here and there utilized as a part of face powder rather than lead. The present day idea of complex fragrance making developed in France. Early aromas were amalgams of normally happening fixings. Later, synthetic procedures for joining and testing aromas superseded their challenging and work escalated forerunners.

1500-1600 AD: European ladies regularly endeavoured to help their skin utilizing an assortment of items, including white lead paint. Ruler Elizabeth-I of England was one understood client of white lead, with which she made a look known as "the Mask of Youth." Blonde hair ascended in prevalence as it was viewed as radiant. Blends of dark sulphur, alum, and nectar were painted onto the hair and left to work in the sun.

**NINETEENTH AND EARLY 20TH CENTURY COSMETICS**
1800 AD: Zinc oxide turned out to be generally utilized as a facial powder, supplanting the already utilized destructive blends of lead and copper. One such blend, Ceruse, produced using white lead, was later found to be dangerous and rebuked for physical issues including facial tremors, muscle loss of motion, and even passing. Ruler Victoria openly announced cosmetics shameful. It was seen as foul and satisfactory just for use by performing artists.

1900 AD: In Edwardian Society, weight expanded on moderately aged ladies to show up as youthful as could be expected under the circumstances while going about as ladies. Expanded, however not totally open, corrective use was a prominent technique for accomplishing this objective.

Magnificence salons expanded in fame, however support of such salons was not as a matter of course acknowledged. Since numerous ladies were opposed to concede that they required help to look youthful, they frequently entered salons through the secondary passage.

1.6 ADVERTISING
Customer is the main issue in each business. Presently, pulling in and fulfilling client is more troublesome than delivering the merchandise for any item. Numerous brands are accessible in the business sector. Each organization needs to build its place in the overall industry. So vender needs to try parcel of endeavours to draw in and to influence the people to buy its items and brand. Publicizing critically intend to impact the potential clients Organizations extending from huge multi-national companies to little retailers progressively depend on publicizing to offer their items and administrations. Additionally clients have likewise begun giving due significance to publicizing while settling on buy choices. In this manner, promoting has turned into the need of hour in today’s time.

Promoting is multi-dimensional. It is a type of mass communication, an effective advertising device, a segment of the monetary framework, a method for financing the broad communications, a social foundation, and a work of art, an instrument of business administration, a field of vocation and a calling. In short it implies any paid type of non-individual correspondence of thoughts, items and administrations by a recognized patron.

All publicizing is not intended to lead straight forwardly to deals. For instance, some publicizing might go for long haul brand-picture building. Whether it is intended for transient or long haul reasons for existing, publicizing’s adequacy lies in its capacity
to fortify or look after deals. In this way, promoting is every now and again utilized as an autonomous variable as a part of clarifying changes in deals. As per Abraham and Lodish, in any case, a genuine and critical issue in publicizing viability is "the incremental offers of an item well beyond those that would have happened without the publicizing or advancement."

Abraham and Lodish propose that, publicizing is squandered, generally because of the absence of measures that can demonstrate the director the effect of transient promoting on long haul deals. In this paper, we investigate a study that addresses this issue by using a moderately new idea i.e. advertising steadiness. Promoting steadiness measures the degree to which a moderately fleeting change in the showcasing blend, for example, publicizing multi uses, prompts an enduring impact on deals.

Promoting is a multi-billion dollar industry (more than $100 billion a year) in the U.S. In numerous organizations, deals and sales volumes rely upon the measure of promotion done.

The word reference, importance of promoting characterizes publicizing as ‘to make known or to educate’. All commercial can be seen to offer data and can be viewed as correspondence about item, administrations and associations.

Advertising is the advancement of merchandise, administrations, organizations and thoughts regularly through paid messages. Advertisers consider publicizing to be a piece of a general limited time procedure. Different segments of the limited time blend incorporate exposure, advertising, individual offering, and deals advancement.

Promoting has been the centre of assault by media fault finders, savants, abstract commentators and the protectors of high culture for just about the length of hours it has been publicizing.

Publicizing is the correspondence joint between the dealer and purchaser. It gives data about item and administrations as well as a dynamic endeavour to impact individuals to act by an unmistakable appeal to reason or feeling.

Promoting has been characterized by various creators, yet the essential topic has pretty much continued as before. The promoting done to compel must convey three key elements. Such aspect as

**Halting Power**: is uncovered by the underlying conveyance of message.

**Holding power**: evident in beneficiary’s proceeding with regard for the message.

**Duty Power**: indicated when the recipient makes the desire for move.
1.6.1 Evolution and Changes in Advertising Expenditure:
Promoting industry has made considerable progress. Opening up of Indian business sector and development of white collar class buyers, the publicizing business has become immensely popular. The advertising business today comprises of more than 150 substantial, medium and small promoting organizations. Presentations of digital T.V., Satellite station and Internet have given great opportunity for publicizing industry to develop and prosper. The print media likewise has seen an amazing development since liberalisation of Indian economy.

1.6.2 Components of Advertising:
The advertising industry is diverse in nature and has great scope of expansion which makes it an intricate marvel. An extensive number of parts and components act together and make the field of promotion. However, scholars agree that there are four institutions that affect origin and development of promotions. These parts are:

a) Advertisers
The publicist is the pivotal organization of promotion administration. It gives direction and monetary backing for the improvement of promoting and buying of media’s time and space. (Rajeev Batra 1999)
The publicists comprise of numerous sorts and can be recognized on the premise of their individual spending on advertisement plan and execution of advertisements. The individuals who are delegated national publicists spend the biggest offer of publicizing in dollars. The amount spent by the neighbourhood promotors is comparatively less.

b) Agencies
The American association of publicizing offices characterizes an agency as:
I. An autonomous business association.
II. Composed of innovative and commercial persons.
III. Who create, get ready and place publicizing in promoting media.
IV. For venders looking to discover clients for their products and administrations.

c) The Media
Promoting media are foundations, for example, daily papers, magazines, radio, T.V., post office based mail, and outside that is utilized to convey the publicists’ messages to the craved crowds.

1.6.3 Advertising methodologies:
Promoting is an essential propelling component in showcasing. Advertisements make longing and this yearning gets to be need for an item before they purchase it. The essential part of promoting is to illuminate, to instruct, to spur, and to convince individuals to purchase an item, a brand, or an administration. Promoting must likewise have the capacity to conquer individuals’ resistance and inactivity to change and counter aggressive case to attract customer’s consideration regarding the publicist’s item.

In addition other roles of advertising are;

a) Advertising recognizes business with products or administrations it offers.

b) Advertising can develop trust in the business.

c) Advertising can make picture and goodwill.

d) Advertising can expand deals and turn over.

Promoting is a vital component in the co-ordinated advertising arrangement, yet its role in different showcasing program fluctuates occasionally, market to market, and organization to organization contingent on the general advertising technique received. Publicizing is one component of the advancement blend and advancement is yet one component of the showcasing blend. Henceforth, publicizing technique is a necessary part of the advancement system, which, once more, is key segment of incorporated advertising methodology. Publicizing technique has, in this manner, to be planned inside the system of showcasing methodology and its part must be plainly characterized in accomplishing promoting destinations. Like some other showcasing procedure, promoting ought to be utilized just in the event that it can be financially and adequately added to the accomplishment of advertising objective in a given circumstance. In view of ecological contrast, a specific kind of publicizing which works in some spot market portion in the same spot, subsequently, the item promoting must be target-market particular. Regardless of the fact that an institutionalized publicizing topic or message is produced for multi-use, it frequently gets to be important to embrace or change the focal subject or message to suit the nearby states of the general population.

**Elements of Advertising Strategy**

There are two expansive components that overwhelms the promoting methodology, these are:

(a) Creative system.

(b) Media system.
These two systems are connected and autonomous. They are for all intents and purposes or we can say, they are two sides of the same coin and subsequently, one can't be figured without other.

Inventive Strategy states that adaptability and innovativeness are key ideas in building up the imaginative methodology for a publicizing effort. In defining innovative substance of various publicizing, the fundamental variables to be considered include:

**FIGURE 1.1 – COMPONENTS OF ADVERTISING**

- **ADVERTISERS**
  - Who sometimes use
    - **ADVERTISING AGENCIES**
      - And are sometimes assisted by
        - **SUPPORT ORGANISATIONS**
          - Send their message through
            - **MEDIA (GENERALLY MASS)**
              - To potential
                - **CUSTOMERS**
                  - Of the product, service of idea promoted

**Creative Strategy:**
Adaptability and inventiveness are the key ideas in building up the imaginative procedure for a publicizing effort. In detailing creative content of various promotions, the primary components to be considered include:

a) Language components.
b) Legal components.
c) Cultural variables.
d) Production and cost variables.

**Media Strategy:**
Media procedure is critical for viability of promoting and it is firmly connected with the imaginative methodology. The media accessibility is one of the constraining components in inventiveness. Albeit almost every sizeable nation has some sort of mass correspondence media as press, T.V., radio, silver screen, open air, and so on, there are number of particular contemplations, issues and contrasts experienced starting with one nation then onto the next. In choosing the media procedure for promoting the essential concerning variables influencing it are accessibility, scope, and expense.

1.6.4 Role of publicizing:
Keeping different goal of publicizing into thought, promoting essentially assume three part in propelling the client on its offer.
These are as follows:

1. Informative Role:
It is otherwise called awareness building part. Expanding the offer of the item is the principle target of any sponsor. Products delivered on the mass scale can’t be sold without promoting. Any new item ought to be made known to the shopper. The promoting is the principle appropriate procedure to advise mass shopper about the item and thusly, advertising over run can be diminished to some degree.
In the selection procedure, the buyer goes through different stages i.e. awareness, cognizance, conviction, requesting and re-ordering. Promoting assumes the most critical part in this stage. Client’s understanding is principally influenced by promoting.

II. Persuasive Role:
Enticing part of publicizing gets to be essential in the aggressive stage where the organization’s goal is to create interest for a specific brand. Mostly all promotion falls under this class. Some enticing promoting is utilized in the form of comparison which sets up superiority of one or more brand in the item class.
Influential publicizing is utilized on the client as a part of building brand inclination, urging them in changing to promoted mark and changing the purchaser’s perception about the publicized item qualities.

III. Reminding Role:
Role of publicizing in reminding the prospect client is critical in the affirmation phase of appropriation procedure. It is otherwise called reinforcement publicizing, which tries to guarantee current buyer that they have settled on the right decision.
To finish up, it can be said that promoting is an intense apparatus of coordinated showcasing framework. It is the soul of the present showcasing framework. The increased significance of promoting in the present day connection require the advertisers to utilize the fundamental components of publicizing deliberately and build up the system in a manner that it can have the capacity to address the issues and needs of the general population in the best and fulfilling way.

**MARKETING:** Marketing is all, pervasive, every day, we are exposed to marketing of products, services, and ideas. When a salesperson sells T.V., a doctor treats a patient or a State Government asks people to get their vehicles checked for pollution, each is marketing something to the targets. The sales person is marketing T.V. to the customer, the doctor medical services to the patients or clients, and the State Government is undertaking social marketing, i.e. selling of socially useful idea to the vehicle owners. The techniques for selling tangible products like T.V., washing machine, air cooler, are more aggressive when compare to those meant for services and ideas which are of intangible nature. This is because of the fact that tangible products have physical shape and appearance because of which they are visible and their promotion (i.e. advertisement and publicity) has greater impact on the people as compared to promotion to intangible services and socially useful ideas like literacy program, family planning, health care and environmental protection. In this context we shall concentrate more on the development, pricing, distribution and promotion of tangible products which are mostly handled by the business men in the private sector.

**Emerging Marketing Challenges**

During the 1990s, Indian economy has emerged as a liberalized economy with fewer economic, exchange and bureaucratic controls. This has opened up the flood gates for multi-national companies to enter Indian market. It has brought many opportunities and threats. At the same time, Indian companies are able to learn about their strengths and weaknesses and plan their strategies for the future. The new challenges have made business environment more competitive and fluid. The following factors are responsible for the present business environment.

**The Post-liberalization Shake-out:** Some product categories in India are beginning to feel the tremor of market shake outs for both durable and non-durable goods. These are liquor, moulded furniture, cosmetics and cars. The changed
environment needs new strategies like staying power, aligning with competitors, brand niching etc.

**The New Market Place:** The new realities are that there is continuous entry of new competitors which is providing more choice to the customer, the new competition is cutting margins sharply (RPG pagers as freebies), and global quality standards are forcing companies to deliver better quality product at low prices (PCL sharply reduced its prices for Altos Computers breaking away even the parallel gray market). The new market place is forcing companies to focus the customer needs at personalized levels to delight them.

**The Demise of the Amorphous Middle Class:** The division of consumers on the basis of their capacity has been revised in the last few years. The consumption (rather than income) pattern today decided the priorities of consumer buying decisions.

Evolution of commerce and industry has been a gradual process. The state of affairs of modern commerce is the result of various developments during the following stages of civilization.

1. **Household Economy:** Families were self-sufficient, hunting; fishing and making of weapons were the main occupations. Practically, there was no division of labour. There was no commercial activity.

2. **Barter Economy:** It represented exchange of goods for goods. Domestication of animals started during this stage. There was no common medium of exchange a small level of commercial activities picked-up in this stage.

3. **Village Economy:** Agriculture became the major occupation. Division of labour started on a limited scale. Men worked in farms and women concentrated on household duties. Some families used hired labour in farms. Trading class also came into existence. Because of rise of cottage industries, division of labour and specialization became more prominent. A separate class of artisans and traders came into existence. The artisans produced farm implements, utensils and other household items for the village society.

4. **Rise of Entrepreneurs:** The expansion of village economy and increasing wants of people, created the need of entrepreneurs who could take risk and bring out innovative products. Entrepreneurs developed new technique of production and provided tools and raw materials to artisans to work on them at their homes. Later
on, artisans were employed at the premises of the entrepreneurs. Entrepreneurs thus manage production and distribution of goods.

Radical changes have occurred in the last three decades. In fact, geographical, cultural and marketing differences have shrunk dramatically with means of communication. Jet air planes, Telephone, Fax, E-mail, wireless in local loop (MTNL), Computer, Internet, etc. the revolution has practically shrunk the world into single unit encompassing demographic, social and cultural barriers. India has become a superpower in software development. Today, over 50 million people use the Internet Worldwide. The annual growth rate is over 200%. A recent NASSCOM survey has estimated that Internet business in India is likely to fetch revenues of more than Rs. 10 billion by the year 2015. The practical utility can be seen from the fact that one can give one’s resume on the net, get information on a company, negotiate and order its products, sell your products watch latest news, movie preview, trendy clothes, health and beauty tips, fashion shows, or access Encyclopaedia. Students of class XI and above can get VSNL Internet connection with 500 hours of Internet connect time at concessional rates.

**Evolution of Marketing**

After reviewing the evolution of commerce and industry and information revolution, we can understand how the marketing has evolved into different ages. In early times of industrial revolution, mass marking goods by mass production was well noted as a key to business profitability. Then the emphasis shifted to selling by any means. However, the focus on the customer need has ultimately succeeded in its path. The stages have been discussed below:

1. **Production-oriented Age:** In this stage, manufacturing of products was carried out by assuming that customer would search and buy reasonably priced and well-built products. With consumer demand being no problem except supply of product, the notion was not put to question until the year 1929 when the Great Depression disturbed the thinking. The firm’s strategy was put to question because demand mostly exceeded the supply.

   At that time, there were no marketing departments. There were sales departments to manage and control sales and sales force. It was basically Sales Force Management of course; there were technological advances and innovations with products. But shortage was the main feature of this stage. Thus, production or supply was the main hindrance in the achievement of the goal marketing-sales. And, increased
sales were possible only by increased production. In the words of today’s language of marketing (in terms of 4 Ps), products and placement or distribution were two main functions.

2. **Sales-oriented Age:** In this stage, the main problem was not product or distribution, but how to sell it. The firm with best sales personnel and wide distribution network were mostly successful. The inventories piled up with the Great Depression were shifted to showrooms and shelves of shops. The sales-oriented stage was characterized by hard selling by promotional activity. However, in the process of promoting the product through ‘hard-sell’ tactics, unscrupulous practices propped up.

3. **Marketing-oriented Age:** The unscrupulous practices during the sales-oriented stage gave rise to consumer awareness. Even post-war consumer spending slowed down leading to excess production capacity. Technology developed during war-time was converted into peace-time activity which led to greater variety before customer. The realization dawned on business that they must learn their customer’s need first. Thus firms started marketing the products rather than selling their products. The production of product was based on determination of customer’s needs, and therefore it was more close to business success than ‘hard-sell’ approach.

**Marketing Philosophies or Concepts**

It has been described that marketing management concentrates on customer requirements and that the exchange between the marketer and customer should be mutual. What should be done to achieve these objectives in favour of customer? Should customer be given more weight age than the company or society?

Marketing environment is dynamic. Modern marketers realize that environmental scanning would provide them with regular link between the customers and business they are in. Based on interaction, the marketing managers can evolve marketing strategies to ensure effective and efficient goal achievement. A marketer may consider his company to be a closed system, i.e. to say it is self-dependent and does not need interaction with the external environment (like competitors, Government, social, cultural, political, etc.). In such situation, any Government regulation, any competitor move, any social problem, any political development, can affect the company’s prospects in the short and long-run. For example, political reins in India changed in 1991, and economic environment changed in July 1991 with opening up
of the economy through full-scale lateralization. However, it took some time before Indian marketers realized that competitors were knocking at their back-doors. In the field of car, a flood of brands entered India-Mercedes Benz, Ford, Astra, Daewoo etc. Again the insiders miserably performed at the new emission rules when the Government of India notified them in September 1993 under Motor Vehicles Act, 1985 and then enforced it from April 1996 – Premier Auto (all vehicles affected; had to cut production of petrol cars), Maruti Udyog (Gypsy, not possible except with catalytic converters), and Hindustan Motors (Ambassador and Contessa (Petrol); production stopped).

**Nature of Marketing Environment**

Philip Kotler defines marketing environment as a set of external factors or forces that affect a firm’s ability to develop and maintain successful transitions and relationship with the target customers. Thus marketing includes all forces that affect marketing policies, decisions and operations of a company. Such forces may be both external and internal. The external forces constitutes uncontrollable environment include (a) micro factors such a suppliers, customers, intermediaries, competitors and general public and (b) macro factors such as demographic, economic, natural or physical, technological political-legal and socio-cultural factors. The internal environment of a firm which is controllable includes product design, packaging, pricing, promotion, and distribution policies of the firm. As a matter of fact, these forces constitute the marketing mix of a firm.

The environment of a business enterprise may be static when the environment forces do not show a significant change and vice-versa because of frequent changes. The degree or nature of change is unpredictable. The examples are invention of new techniques of production, change of ministers, changes in the industrial policy, revision of interest rates by the Reserve Bank of India, and so on. Such factors create turbulent environment for the marketers.

**Examples of Environment Influencing Marketing**

Business is an open system which has continuous interface with the external environment. Some of the forces in the environment which have considerable influence on the marketing strategy are listed below:

(i) Changes in Government’s economic policies, e.g. licensing policy, monetary policy, taxation policy etc.

(ii) Technological changes in computer industry-introduction of new models.
(iii) Political instability, e.g. unstable government, changes in leadership of the ruling party, etc.
(iv) Social changes, e.g. reservations in various sectors on the basis of minorities and for women empowerment.
(v) Change in fashion industry, e.g. preference for Khadi garments in place of synthetic garments, dislike of oils containing unsaturated fats.
(vi) Labour unrest leading to industrial conflicts - demand for greater economic benefits, militancy in union activities etc.
(vii) Increased competition, e.g. formation of cartel by some competitors, heavy advertisement by competitors, introduction of new products or sudden price cut by competitors.

**Kinds of Marketing Environment**

Marketing environment may be broadly classified into (1) Economic, and (2) Non-Economic. Economic environment comprises economic system, economic policies, economic conditions, economic development, industrial and foreign trade policies, economic planning and international economic relations. Non-economic environment comprises social, demographic, political, legal, cultural and educational factors affecting business operations. Both act and interact with one another. In other words, economic environment has non-economic implications and non-economic environment has economic implications.

Though it is difficult to separate purely economic factors from the non-economic ones because of their inter-mingling and inter-dependence, a clear understanding of economic environment is necessary to enable a business enterprises predict the impact of environment on its activities and accordingly plan for future actions.

Marketing environment may also be classified on the basis of other criteria: (a) Space- Local, Regional, National and Inter-national; (b) Time- Past, Present and Future; and (c) Change- Static and Dynamic. Thus we have controllable and non-controllable marketing environment.

**Advantages of Scanning Marketing Environment**

Bajaj Auto was feeling a stagnation in Indian auto market with the competitors LML and Kinetic Honda captured market on which they already had hold. Through continuous environmental scanning, Bajaj Auto found that customer was looking for some smaller two wheelers with looks like Kinetic Honda and Stepney like scooters.
at a price below the normal prices. It created Sunny Zip Scooty by looking at the niche that was available within the two-wheeler market.

There are several benefits that accrue to a marketer out of environment scanning:

1. First mover advantages by looking at un-met needs.
2. Customer delight when marketers are able to know stated un-stated, secret, and real needs and presents the product.
3. Trendy products can be brought out in market.
4. Competitor moves can be anticipated and countered.
5. Adapting to the uncontrollable environment becomes easy.
6. Marketing-mix strategy can be properly formulated.
7. Marketer is able to know the organizational strengths, capabilities, and related opportunities.
8. Marketer is able to appropriately remove weaknesses, and counter-threats from the environment.

**Costs of Scanning Marketing Environment**

Every activity entails some cost. Marketing environmental scanning has its own toll as discussed below:

1. Marketing Information System: Kotler has defined marketing information system as a system that includes people, equipment’s, and methods to collect, classify analysis, evaluate, and distribute needed, timely, and accurate information to marketing decision maker. The marketing information system encompasses the analysis, planning and implementation and control functions of marketing management. There are four important systems within the MIS which assess the informational needs of the marketing manager and then distribute the required marketing information to various departments. The overall objective of MIS is to collect information from target markets, marketing channel, competitors, public and other forces for creating, changing or improving the marketing decisions. The information is collected through internal records (information regarding orders, sales, prices, inventory levels, receivables, payables, and so on), marketing intelligence system (daily information about developments in the marketing environment), marketing research system, and marketing decision support system (a coordinated collection of data, systems, tools and techniques by which an organization gathers and interprets information regarding functioning of business and external environment).
The relevant costs include:

(i) A System to keep, maintain and provide internal records by establishing a separate department or by improving the existing system.

(ii) Get intelligence information from specific sources by contributing towards Magazines, Journals, Newspapers; or collecting reports from sources, talking to suppliers, distributors, etc. motivate sales force, distributors, retailers and other middlemen; engage outside agencies like Global Detective Agency.

(iii) Establishing marketing research department; adopting systematic research process with budgetary constraints.

(iv) Arranging analysis and interpretation of data for taking appropriate action.

2. Marketing Planning System: - This requires marketing manager to think about the dynamic marketing environment, various marketing opportunities, competitive trends in market, and other forces. The manager would then prepare marketing strategies and sales and profit forecast for specific products and segments and is accountable for performance. The specific contents of a marketing plan include a brief overview of proposed plan; relevant background data on the market, product, competition, distribution, and other environmental factors. It also carries SWOT analysis, defines goals in terms of sales volume, market share and profit; overall marketing strategy; explains what, who, when and how of action programmes; and indicates control panels. The relevant cost should be carefully assessed by the MIS and Finance Department.

3. Marketing Organization and Implementation System: - The marketing organization might be evolved as simple sale function to complex marketing department. Marketing implementation turns the plans into action and ensures the execution. The costs include cost relating to the recruitment, selection, training of employees and marking them customer driven.

4. Marketing Control System: - The system revolves around annual plan control, profitability control, efficiency control, and strategic control. For this, specialized staff is required to carry out analysis (sales, market-share, sales to expenses ratios, financial, and satisfaction tracking) for tracking efficiency of employees and marketing audit. The costs are covered in the recruitment, training, selection of employees and the functioning of the Finance Department.

Controllable and Uncontrollable Marketing Environment
The controllable marketing environment is basically the marketing-mix. The (external) uncontrollable environment consists of micro factors and macro factors. Micro factors consist of those elements or forces that influence marketing and business directly. It includes suppliers, customers, intermediaries, competitors and the general public. The discussion about marketing intermediaries is covered under the topic on distribution, customer and general public in the topic on modern marketing concept, supplier and competition in the strategic marketing-mix. Macro factors include demographic, economic, politico-legal, socio-cultural, physical and technological forces, which are uncontrollable. These are all uncontrollable as far as the business is concerned.

**Macro factors:**

1. **Demographic Environment:** - The study of statistics of births, deaths, diseases, in order to know the state of population, is known as demography. In marketing, the term demographic environment refers to factors such as total population, growth rate, age, sex ratio, education graph, family.

   The present estimated Indian population is around 1.34 billion people. India's population is second largest in the world. Annual rate of growth is about 2 per cent, with birth rate at 29 and death rate at 9 per thousand. The population growth is adversely affecting the growth rate of the economy with adverse effect on savings, under-utilization of labour, pressure on land, unhealthy environment, and unplanned urbanization. There is need to control population through social marketing (of the idea of family planning). Several family planning programs are currently undertaken by the government through hectic advertising, improving family planning methods, setting up of family planning centres, financial assistance to acceptors of programs, lower mortality among infants, promoting female education and employment, education in health, delayed marriages, MTP centres etc.

2. **Economic Environment:** - Economic environment includes the economic arrangements of the country, the structural anatomy of the economy, the financial strategies of the Government, the nature of factor endowment and markets. These factors are described below:

   (i) **Nature of Economic System:** - The broad national economic environment is set by the nature of economic system embodying the nature of ownership of means of production. Production relations, role of planning, functioning of price mechanism, etc. judges from these angles, the economic system of a country may be
characterized as capitalist (free enterprise), communist, or mixed. In a capitalist society, there are very few restrictions on private business, whereas in a communist economy, there is virtually no freedom of business. However, in a mixed economy, there are many restrictions on private enterprises

(ii) **Structural Anatomy:** - The structural anatomy comprises the structure of national output, the occupational distribution of labour-force employed, capital formation composition, trade composition, etc. these factors highlight the structural equilibrium (balance) or disequilibrium (imbalance) between different sectors like agriculture, industry, services, etc. The national economy functions through the interaction of different sectors and defines the economic environment of marketing.

(iii) **Role of Government:** - The functioning of the business is greatly influenced by the national government through fiscal policies, industrial regulations, economic controls and import-export policies, etc. For instance, if the Government announces a cut in the excise duty on refrigerators, the sales of firms manufacturing refrigerator will go up. Similarly, if the Government allows liberal finance to export-oriented units at concessional rates, such units will get a boost. The monetary and non-monetary policies of the Government also determine the tempo of economic development which affects the growth of business.

(iv) **Factor Endowment:** - It means relative supply of capital and land (agricultural, mineral and other raw material), size and general health of the labour force and entrepreneurial ability and other resources in the country. The degree of resource exploitation will have a direct bearing on the economic environment and through this on the business and particularly marketing.

(v) **Markets:** - The economic environment of a firm includes market conditions of those markets in which it operates. The business is influenced by the conditions of these markets. For instance, uncertainty in the capital market, will affect issue of shares and debentures to the public as there will always be risk of under-subscription, which in turn affects financing of marketing plans.

To sum up, the economic environment of business has reference to the macro-economic system-structures, sectors, policies, rules and regulations, planning, resources availability and exploitation, level of development, nature of market etc.

2. **Natural/ Physical Environment:** - The physical and geographical factors constitute an important component of non-economic environment of business. Modern
technology in industry has led to rapid economic growth at huge social cost. Modern methods have led to deterioration of the physical environment, i.e. air pollution, noise pollution, water pollution, so on and so forth. The nature of such cost is being assessed by biologists, ecologists, sociologists and conservationists. In the light of this, much talk is there about the social responsibilities of business. Marketer now has to calculate social net profitability (social benefit minus social cost) of its ventures. In this calculation, marketer must consider the physical environmental factors also. The Indian government has introduced “Eco mark” for marketing eco-friendly products.

**Strategies to Deal with Marketing Environment**

The marketing management of a business can use the following strategies to cope up the uncertain environment:

(i) **Forecasting and Adapting:** Marketing manager forecasts changes in environment and adapt these changes appropriately. With information gleaned from forecasting, marketers can help their organisations adapt internally to anticipated environmental demands. For instance, hotels and restaurants in popular hill stations can anticipate the tourist season and increase their supplied of food, liquor and various other customer services.

(ii) **Maintaining sales level:** This strategy aims at smoothing the sales throughout the year. During period when demand is low, an organization offers inducements, such as price reductions, so as to encourage customers to buy its products. On the other hand at the time of peak periods; it may charge a premium rate, thereby discouraging excessive demand. Smoothing explains the reason why geysers are cheap in the summer and air-conditioners are less expensive in the winter.

(iii) **Resource management:** It leads to establishing a set of priorities for using scarce resources such as materials or capital. For instance, during the summer season, there is a greater demand of milk. That is why Mother Dairy allocates more milk for supply to the general public and less for the preparation of butter, ghee, etc.

(iv) **Contracting:** There may be uncertainty over the supply of working capital and materials or sale of finished products. The management may enter into agreements with commercial banks and financial institutions for supply of working capital and with the suppliers of materials to ensure smooth supply of enough
materials. Similarly, contracts may be entered into with other firms for the sale of products and services.

(v) Coalescing: It refers to merging or jointing into a venture with another firm. A coalition is formed to achieve certain common objectives and those involved in the coalition become allies. A merger combines all resources of both organizations. In a joint venture, however, only those resources relevant to the common activity are combined. The coalition can exercise greater influence over the elements in the environment.

(vi) Procurement of Key Personnel: The marketing organization can offer employment to dynamic persons working in other organization to increase its competitiveness. By hiring knowledgeable individuals from key organization in the external environment, the concerned organization can bring into its fold people with information and knowledge about the operations and policies of competitors.

Marketing information system includes a set of procedures and methods for the continuous analysis and presentation of information for decision making. Marketing information system includes internal record, marketing intelligence, marketing decision, and research system. Thus, marketing research is a part of marketing information system which is again a part of company marketing strategy. Marketing Information System does not operate in isolation. It is closely integrated with the environment within which a business operates. This includes planning, organization, and implementation and control system. Then these four systems are part of coordinated marketing where other department joins to achieve business objectives. However, marketing information system is directly concerned with marketing decisions of an organization. It the systems approach to the task of collecting, organizing, analysing and interpretation of marketing related information. This requires careful planning and co-ordination of each step in the research process with all other related steps so that all the steps are properly integrated and executed, as specified, at the proper time and in the desired sequence. Marketing information system has four sub-systems i.e. internal record system, intelligence system, research and analysis system. The sub-systems are interdependent and inter-related so as to meet the requirements of marketing management. They also have active interface with the marketing environment. In other words, they exchange information with target markets, channels and economic, social and political forces in the external environment.
Internal records are compiled records of information gathered from various departments within the organization. Marketing intelligence is the information about changes in the marketing environment. This information helps the marketing department to prepare and modify marketing plans. Marketing research is designed to collect and analyse information about the problems faced by the management. The information gathered from different sources is processed and analysed with the help of computers to draw conclusions to be used by the marketing managers.

**Marketing Research**

Marketing research requires careful study of different aspects such as product design, markets and transfer activities, advertisements and sales force management. According to American Marketing Association marketing research starts with gathering recording, analysis of data related to the transfer and sale of goods or services from producer to ultimate consumers. Marketing research is a systematic and intensive investigation done on a continuous basis in order to have a clear understanding about the present and future marketing problems for satisfaction of the customer’s needs. Marketing research is a wider term and includes market research. Market research deals with discovering the capacity of the market to absorb a particular product. Other area of marketing research include location, nature, product, sales, time place and media of advertising, personal selling and channels of distribution.

Marketing research is an integral part of marketing information system. According to Cox and Good, Information system of marketing is a set of procedures and methods for regular collection, analysis and presentation of information for marketing decisions. It includes different systems such as internal record, marketing decision, marketing research and lastly information analysis system.

**Objective of Marketing Research**

1. To know the psychographics and demographics of customers. Marketing research tries to reveal the number of persons who buy why they buy, when they buy, the frequency and sources of their buying. It studies the social status and the regional location of the customers.

2. To find out the impact of promotional efforts. Marketing research facilities appraising and improving the methods of sales promotion. It measures the effectiveness of paid publicity, pricing strategy and distribution channels.
3. To know customer’s response towards a product. This method to know consumer’s response is called product testing. Marketing research frequently gathers information about consumer satisfaction. This helps in knowing the desired improvements in quality, design, size packing, distribution method etc.

4. To forecast sales. Marketing research helps in sales forecasting and market planning. The researchers make sales forecast on the basis of the response from the customers and the distribution media.

5. To anticipate competitive moves. It helps the marketer to continuously monitor the competitor and judge about the right actions that might be required. For example, the war between P&G and HLL for their detergents included going to the court, apart from bringing new product by improvements, getting stamp of approval form Vimal and Videocon respectively.

6. To probe ‘what went wrong’. This happens when the product is having some special problems. For example, Johnson & Johnson probed into the poisoning of their capsules, it owed its responsibility for any injury caused to the customers, and that poisoning happened outside their factory. The company regained its market share and image. This was possible because marketing research found the right media and message which could change customer attitude in favour of Johnson & Johnson.

Advantages of Marketing Research:

(i) **Forecasting:**
Marketing research forecasts product’s demand. This helps in scheduling the production accordingly.

(ii) **Assessing Acceptance (product):**
Marketing research helps in knowing the probability of product’s acceptance. Such type of research may lead to alternative in design, colour and other features of the product to make it more acceptable by the consumers.

(iii) **Right Promotion:**
Marketing research reduces wasteful expenditure on production. It tells before-hand the products and services which are require by the customers.

(iv) **Understanding New Markets:**
Marketing research helps firms in discovering new markets and also in understanding the behaviour of different customers.

(v) **Suitability of Channels:**
Marketing research helps to study the effectiveness of different existing channels such as distribution, advertising, sales promotion activities.

(vi) **Overall Business Direction:**
Marketing research provides useful information which not only affects the working of the marketing department, but impacts functioning of other departments of the enterprise, such as production and purchase.

(vii) **Assessment of Middlemen:** - Marketing research helps to assess middlemen’s reaction towards company’s marketing policies. This helps to discover new lines of production.

**Limitations of Marketing Research:**

(i) **Huge Expenditure:** - Marketing research involves huge expenditures thus it is not suitable for Small firms.

(ii) **Biasness in Collecting Data:** - The effectiveness of marketing research depends to a great extent on the data. The personal bias of the investigators may adversely affect results.

(iii) **Unpredictable Human Behaviour:** - Marketing research is based on human efficiency. Thus, the results of the marketing research are not cent per cent accurate.

(iv) **Requires smart deals:** - Marketing research is a means to decision-making. It requires component and experienced executives or managers to use the results of marketing research.

(v) **Supplementary, Not Substitute:** - Marketing research supplements executive judgment. It only provides suitable information to the executives to take decisions regarding 5P’s.

(vi) **Requires Competent Researcher:** - Carelessness of the research staff leads to risky decisions. If the investigators are not competent to collect right type of data and analyse it accurately, there will be no utility of marketing research.

**Importance of Marketing-Mix:** - Marketing-mix is combination of 5P’s. Determination of appropriate mix is an important decision of marketing manager. Which leads to following benefits to the organization:

(i) Marketing-mix creates link between the firm and customers. It focus is satisfaction of customers. Thus, it pursues customer-oriented marketing which helps in increasing sales and profits.
(ii) Marketing-mix gives due importance to the elements of the marketing system. There exists a balanced relationship between all elements. For example, the price of a product depends upon features of a product, so are media of advertisement and the channels of distribution.

(iii) Marketing-mix signifies that its four elements are closely inter-related. Decisions or change in one element usually affects decisions or changes in the other. Thus, product features, price, promotion and distribution of the product are all determined in an integrated manner.

(iv) Marketing-mix facilities meeting the requirements of different types of customers. Product design, pricing, promotion, distribution all factors depend upon the needs and purchasing power of the customers. If the requirements of customers change, the marketing-mix will also be changed to satisfy their requirements.

Components of Marketing-Mix

Marketing-mix determines a firm’s marketing programme. It requires decision-marking regarding 5P’s. Every firm has to determine its optimum marketing-mix so that it can realize its goals.

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A brief description of the elements of marketing-mix is given below:

1. **Product:**

Product decision involves planning to produce the right types of products and services to be marketed by the firm. In short, product planning and development
involves various decisions related to size, design, volume, packaging, warranties, after-sales services, testing, and range of a product.

The above product decisions are very important to ensure the sale of products. While buying a product, the customer is not merely looking for the physical product, but a bundle of satisfaction. For instance, the buyer of a refrigerator is not purchasing compressor and cooling chamber. He also looks for attractive colour and design, durability, low noise, quick cooling and so on. This is why, product-mix is to be properly planned to meet the requirements of different kinds of customers.

2. **Price:**
It is one of the most difficult decisions to be taken by the marketing manager. He has to do a lot of exercise to determine the price. Price fixed determines sale of its products successfully. Pricing also involves establishing policies regarding credit and discount. The variables that vitally influence pricing are: demand of the product in question, its cost and the buying capacity of various kinds of customers, actual potential competition, and government regulation.

The price-mixincludes the following decisions:
(a) Determination of unit price of the product.
(b) Pricing policies and strategies.
(c) Credit policy, and
(d) Terms of delivery, payment etc.

Pricing strategies have direct impact on the sales and profitability. Pricing is an essential element of the marketing-mix. Right price is determined through market research and test market techniques.

3. **Promotion:**
Promotion involves informing and persuading the target customers regarding the firm’s product. It includes decisions about advertising, free articles on purchase, conducting contests, role of personal selling by the salesmen, and other sales. Advertising and personal selling are us to promote the sale of product. The use of promotional tools like holding contests, distribute free samples, etc. is also significant to fight competition in the market. Thus, advertising, personal selling and sales promotion are used for firm’s publicity. The promotional tools are:

(i) **Advertising:**
Advertising is a tool to communicate a message to the audience through various Medias. Marketing managers makes numerous decisions with regard to advertising
such as (i) what media should be used? (ii) What should be the theme(s)? Prevents tooth decay? Breathe freshness? (iii) How much should be spent on the programme? Many firms utilize services of advertising agencies and specialists in creating campaigns and individual advertisement.

(ii) Personal Selling:
Personal selling is another means of marketing communication. It consists of direct interaction between salesman and customers. Sales managers plan, direct and control the efforts of individual sales persons. Personal selling is necessary where the target consumers are industrial organizations or where the products are of technical nature. Through personal selling, the marketing manager can make efforts directly at the prospect to win his patronage. This is something that advertising cannot do.

(iii) Sales Promotion:
Sales promotion includes all methods of communication except advertising and personal selling. It also includes free samples, providing premium on sale, contests, product displays, various shows and exhibitions, etc.
Most promotional campaigns involve a combination of two or more promotional methods as no single method of promotion is effective alone. This situation has arisen because of large scale competition and widening of market. When two or more methods of promotion are combined in a single promotional campaign, management faces a difficult task of most effective promotional inputs and optimizing the expenditure on each. There is no ideal promotional mix that fits all situations. Factors like nature of product, nature of customer, stage of demand and promotional budget influence the inputs that should be taken into consideration while devising a promotional plan.

4. Place or Physical Distribution:
Place-mix entails activities that are necessary to transfer ownership of goods at the right time and place. Thus, it includes decisions about the channels of distribution and the place at which the products should be displayed and make available to the customers.
The important channels used for physical distribution of foods are wholesalers and retailers. In some cases, the manufacturers even own the retail outlets. In addition, a system of handling and transporting the products should be developed.

The Fifth P: Packaging
Apart from the 4Ps which are basic to the value delivery process of any company, packaging is 5th P of the Marketing strategy. Packaging is art and technology of preparing goods for transportation and self-sale. In recent times, packaging has become an effective marketing tool. It can create an appeal and also a tool for self-promotion. It is a useful marketing tool because of self-service, innovation in packaging industry (e.g. Palmolive’s shaving cream comes in soft squeeze package which provides full recovery of the contents), and positive effect on company and brand image. Packaging has become important for all products. For example, a teacher today needs to be well-dressed to indicate acceptance of the person by the students and then the delivery of content would further enforce the initial image.

The expanded Marketing-Mix

Service industry needs more Ps. These are as follows:

1. **People:** - People are most important dimension of service marketing. As a service provider, the marketer must deliver the right product to the customer. Every employee in the organization becomes a sales person of company’s service. Therefore attitude and style etc. become important. For integrated marketing efforts, the company infests marketing orientation in the people who deliver goods or services. Customers are important as they influence the other customers. Their word of mouth travels faster than company’s communication.

2. **Physical Evidence:** - A customer needs various services; it is equally important how the service is provided. Thus, cleanliness at school, college, hotels, hostels, clinics, restaurants, cinema hall, airports, etc. becomes more important. Where people exchange the services, the provision of adequate facilities becomes more important as in case of hotels, airports, etc. Second part of the physical evidence is the additional services provided. Service coupons, air ticket, cash memo, cheque book, token, slips, pen, crockery, garden, etc. A total of the two facilities and peripherals bring about the image of the organization. They are controllable part of any service organization, the uncontrollable being the actual service part because it is qualitative in nature.

3. **Process:** - It refers to the system through which a product is served. Thus delivery process is equally important in service organizations. It includes the procedures, mechanisms and routines which remain within the organization. The process of cheque encashment might take 5-10 minutes in a normal day and 10-20 minutes in days of rush (for example, first seven days). The process is so
important that the customer interacts with the employee at every stage of the cash
delivery process. This might results into some complaint of dis-satisfaction.
Effective marketer must communicate with the customer through right processes
so that customer’s dis-satisfaction can be handled properly.
Thus, marketing of services requires an expanded marketing-mix. The marketer has
to be very careful in selecting the right mix strategy to satisfy the customer’s
requirements.
1.7 CONSUMER DECISION-MAKING
1.7.1 The Concept of Consumers
Customarily, the idea of shopper alludes to various types of consuming entities-
individual purchaser and authoritative buyer. Diagnostically, promoting researchers
have dependably thought about the purchaser as far as ‘who purchases’, ‘what’, for
what reason’, at what cost “where” and so on. This sort of data got from recognizable
purchaser conduct, is critical in finding an item or brand in the aggregate business
sector picture.
Clients and Consumers
There is an unmistakable contrast between a client and a shopper. The expression
"client" is ordinarily used to allude to somebody who routinely buys from a specific
shop, store, and organization. In this way, a man or individual is a client for that
shop, store and organization or firm. The term purchaser’ for the most part alludes to
anybody occupied with any of the exercises utilized as a part of our meaning of
customer conduct. Purchasing or obtaining is a little less important for shopper while
it is important (consistently) for a client. In this manner, a client is characterized
regarding a particular firm while the shopper is not (Loudon and Bitta, 2003).
‘Consumer’ is used to represent situations where a product can be consumed and
‘customer’ is used to deal with situations where the product cannot be directly
consumed. Thus we are consumers of food and drugs but customers in case of
garments, consumer durables, cars, etc. However, the two terms are sued inter-
changeable by the people.
The term ‘consumer’ is generally used to connote two different types of entities.
Individual consumer (who buys goods or services for their personal or for household
use) and organizational or Industrial consumer (who buy goods or services for
providing them to the ultimate users). For example, if the purpose is to use furniture
for self or family, one acts as personal consumer. However, in case of furniture
purchased by the office, it is organization or industry which makes the purchases. Sylvania Laxman sells home fans and bulbs for personal consumers and industrial fans for industrial units. Buyer or User: The term buyer refers to one who buys a product. But, buyer might not be the user of product. For example, Veena buys shawls for her mother. Veena is the buyer but her mother is the user of shawl.

Behaviour: Behaviour in most simple words means the way a person acts or functions. Behaviour results from the interaction with the surrounding environment, inherent in all living creatures and mediated by their external (motor) and inner (psychic) activeness. Behaviour is generally mediated by needs, motives, personality, perception, learning, involvement, attitude, communication, persuasion, culture, reference groups, family and social class.

Consumer Behaviour: means actions of a consumer in the market place and the motives behind those actions. Marketers try to understand what causes consumers to buy a particular good or service. This will enable them to determine which products have demand in the market, which are obsolete, and how best can these goods be presented to those consumer. It is the behaviour of the consumers that determine his purchase, use, evaluation, and disposing of a product or service. The study of consumer behaviour is the study of how an individual makes decision to spend their scarce resources to derive maximum satisfaction. It includes the study of what they buy, why they buy, when they buy, where they buy, how often they buy it, and how often they use it. The goal of studying consumer behaviour by the marketer is to satisfy their needs. However, the focus comes on the decision process i.e. how best to use resources.

According to modern marketing, customer is the king or supreme as satisfaction and delight of customer is the mission of a business. It is the customer who shapes the production and marketing policies of the firm. He must have complete knowledge about his customers.

A motive to buy induces a buyer to buy a product. This motive acts as an influence or consideration to buy. There is a motive behind every purchase decision. It may or may not be the same for every buyer. Thus, it is necessary to identify the buying motives of different kinds of customers. For this purpose studying the psychology of the customer is must to design his marketing-mix.

Buying Motives:
There are different considerations which influence a person’s purchase decision.
(i) He has a desire to be satisfied; (ii) He has an urge which induces him to purchase; (iii) He has an ability to think. Individuals are influenced by internal and external factors. Internal motives originate in one’s mind. They are physical and psychological in nature. External motives- as the name suggests are outside one. A consumer is the product of his environment, so his buying motives are influenced by the external factors. Various factors like income, occupation, religion, culture, family and social environment. Buying motives on the basis of product and patronage.

1. Product Motives: These explain why people buy certain products. Product motives result directly from the needs of customers. Product motives may be of two kinds:

(a) Primary motives relate to the reasons why consumers buy one class of goods rather than other. Motives result directly from the needs and wants, and include recognition, well-being, self-image, relaxation, beauty, knowledge, money etc. The seller must discover primary motives and then direct his appeal accordingly.

(b) Selective motives relate to reasons that induce a consumer to purchase certain class of quality goods. Selection is based on such motives as the desire for both economy and convenience. Some of the most common selective buying motives include desire for convenience, versatility, economy, dependability and durability.

2. Patronage Motives: These make customer to buy products of a particular brand. Important, motives are fashion, exclusiveness, after-sales service, price, reliability of the seller, punctuality in delivery, variety, etc. When a person decides to buy a particular product or patronize a particular retailer, he may be guided by rational or emotional motives.

Rational Motives or Economic Factors:
These motives are based on one’s reasoning, logical ability and economic considerations. They include the immediate monetary cost, and long-range cost affecting the buyer such as durability, depreciation, efficiency, dependability and ultimate benefits achieved.

Emotional Motives or Psychological Factors:
Emotional buying factors are based on personal feelings and cover a wide range of motives including impulses, instincts, habits and drives, etc. These motives include pleasure, comfort, status, pride, ambition, economic emulation, social achievements, maintaining and preserving health, satisfaction of appetite, proficiency, romantic.
instinct, social acceptance, recreation and relaxation, etc. Emotional motives are found more among people of high income groups.

Importance of Consumer Behaviour:

1. Consumers do not always act as the theories suggest. For example, consumer in the past reacted to price and quality. Today, consumers seek value for money, less price but superior features.

2. Consumer’s tastes and preferences are changing and are highly diversified. The shift has occurred with availability of more choice after liberalization. The PCL broke the price barrier in September, 1996 with all-time low PC-Pentium prices. Customer was tempted purchase the product and shifts their brand preferences.

3. Consumer research points out consumers avoid using identical products and prefer differentiated products. This reflects their special needs, personalities, and life-styles. Meeting special needs of customers requires market segmentation. Rapid introduction of new products with technological advancement has made the job of studying consumer behaviour even more imperative.

4. Consumer behaviour can positively be used to sell products that might not sell easily because some other product has been satisfying the customer, even if the new product saves life-much quicker than the old product. Implementing the ‘Marketing strategy calls for studying the consumer behaviour. The shift in the age from selling age to marketing age meant that customer’s needs be given priority over the hard-selling tactics. It was realized that consumer would not buy anything sold. The consumer would buy only those products that satisfy their needs and wants. Thus, identification of target market before production became essential to deliver the desired customer satisfaction.

5. Fallacies of consumer behaviour:

(i) Consumers are faithful to association. Customers are not totally unfaithful but they turn out to be so if they are totally disregarded or adapted to do as such. Faithfulness is not dead. On the off chance that business sector gets to be overflowed with more items, client expects their favoured item ought to create them and convey the same. In this manner, organizations that place real accentuation on pulling in new clients and spot minor accentuation on holding existing client ought not to be astounded to see that the client has left their fold.

(ii) Customers don’t disparage the best accessible item. They belittle the best accessible offer. Therefore, if Mercedes Benz and Maruti Esteem are the two models
that are under client decision set, when the firm which can guarantee better instalment terms and elements would win the client.

(iii) Marketer can’t offer the item to the client without wanting to. The advertising blend (item, value, place, advancement) can’t make inner longing of the prospect to purchase a PC. The client needs to feel the need and afterward advertisers can give different satisfiers. A decent advertiser, accordingly, thinks about the drives and needs of client and after that tries to best fulfil them

Kotler’s Consumer Buying Behaviour Model

A buyer’s choice to purchase an item or services is the consequence of exchange of numerous powers or boosts. The beginning stage is the advertiser’s jolts as item offering, through some limited time strategy, accessible at a few outlets at a cost. The advertising boosts for the item incorporate finding target markets and division of business sector according to client needs. The showcasing and natural boosts enter the purchaser’s brain through social, individual and mental variables. The promoting and other jolts when interacted with purchaser, the purchaser’s choice procedure starts. The advertiser needs to accurately read the purchaser’s oblivious conduct to animate positive reaction. Each individual has his or her particular arrangement of standard of judgments which is reflected in each person. Be that as it may, there is some shared characteristic between every one of us which make an advertiser to arrange and dissect the purchaser conduct. These are known as likeness or universals. The universals get to be premise for client characterization and reaction. For instance, time tables are normal as they incorporate day, dates and years. In any case, there is an awesome contrast amongst people for their inclination to utilize them. A few clients favour extra data on critical religious dates of the year, spaces for every day taking note of for washer man, daily paper and milk-man as gave by Hindi Pustakalaya (Mathura). Others lean toward pictures of chronicled landmarks, structures, occasions, blossoms, and so on as appeared in timetables of open endeavours. Still others incline toward log book for arranging exercises during the time as gave by Planner from business today. In this manner, a date-book is a date-book however with a distinction. What sort of time table is sought by a specific client bunch relies upon the particular needs of that gathering? Administrators lean toward Planner; a house spouse favours Hindi Pustakalaya log book for her kitchen and pictorial schedule for lounge area.

Components Influencing Consumer Behaviour
Countless social, individual and mental components work to impact the purchaser’s conduct. A large portion of these components are associated and inter-related and frequently there is some covering between them. The impact of these elements is quickly talked about.

A. **Cultural Factors**

Society alludes to the social legacy of the general public. It envelops the social qualities, states of mind towards work, social intercourse, dialect, conviction, workmanship, ethics, law, traditions and conventions and some other capacities and propensities obtained by mean as an individual from the general public. Social impacts are pervasive to the point that they are difficult to identify and examine. Be that as it may, these social impacts can give a vital premise to market division, item improvement, promoting. For instance, Guajarati’s, Maharashtra’s, Tamilians, and the U.P. Brahmins have various societies and need distinctive items for their love and even the sort of utensils utilized and the dress worn.

Personalization of ways of life has prompted an expanded refinement of business sector portions in the extravagance and relaxation markets. Marking and bundling have come to mirror the wishes of shopper for fervour and earnestness by making utilization of intense hues and strange plans. Most items hint values that identify with work, play, family, profound quality, etc. The advertiser should consequently, see that these qualities are not repudiated by either the item or its advancement or dissemination.

B. **Social Factors**

Social components, for example, financial states of the family and part and status of family apply an effective impact on purchasing choices. The purchasing example of a rich family will be very surprising from that of a poor family. A status appraised individual will visit a renowned store for making buy, while, a normal individual will go to an economy store. A moderate buyer buys durables such a cooler, T.V., whereas aeration and cooling system, music framework, and so forth are implied for the higher salary bunches who regard these things as grown-up toys.

C. **Personal Factors**

The individual elements of an individual, for example, occupation, pay, way of life, and so forth are critical determinants of an individual purchasing choice. The salary level decides the use of a man. Way of life mirrors the way in which a man lives and invests energy and cash. It is a behavioural idea that will empower an advertiser to
comprehend and anticipate a purchaser’s conduct. This idea is likewise utilized for business sector division to build up a viable advertising system.

D. Psychological Factors

The mental cosmetics of a man are reflected by his identity. It is identity which decides individual’s response to the outside world. Identity or Psychological components, for example, discernment, learning, convictions, and demeanour and obviously, inspiration impact the purchaser’s conduct to a substantial degree by and large. Along these lines, from showcasing perspective, it is essential to comprehend the intentions, observation, convictions and demeanours of forthcoming purchasers.

(A) Cultural Factors

1. Culture: Culture is a standout amongst the most essential measurements of customer conduct. It is pervasive in all advertising exercises, the item plan, bundling, valuing, advancement, dispersion, correspondence, and so on. For instance, Pepsi-Co in India gives the special message 'Wake up with Pepsi" for its coke variation. In any case, the same message when given to a German implies that Pepsi would bring back the predecessors out of grave. Will any German like to hear the soda pop business message? The investigation of society incorporates all parts of a general public, for example, religion, learning, dialect, law, traditions, conventions, music, workmanship, innovation, work example, items and so forth. Society is the aggregate of scholarly convictions, qualities and traditions which serve to control and direct the purchaser conduct of all individuals from that society. It is the lifestyle and intuition designs that are passed from era to era.

Society and Consumption: Culture is prescriptive and chooses the utilization propensities, dietary patterns and nourishment inclination and sustenance planning. For instance, Indians don’t eat meat since dairy animals is religiously switched by Hindus. It is additionally viewed as uncalled for to eat bovine which supplies drain and aides in cultivating. Be that as it may, Japanese, Americans, and individuals from Argentina devour hamburger in extensive amounts.

Society and Communication: Culture influences the correspondence forms. In a low connection society, the messages are interpreted as meaning as they contain words. Be that as it may, in a high setting society, the correspondence is perused out of the words, sender’s qualities, position, foundation and affiliation. America is a low connection society and India is a high setting society. For instance, to be viable, a
commercial in America must contain an illustrative address while the same message is not comprehended in India as a result of oversight of logical subtle elements.

**Society and Language:** Culture has its impact on the language individual uses in the society. A general public which utilizes diverse codes may utilize distinctive intuition process. English is thought to be one dialect which is utilized globally. Be that as it may, varieties are noted in the utilization of this dialect additionally shows a few varieties in British and American English. The Indian Culture is different. Indian culture takes congruity, mysticism, and appreciation for elderly, traditionalism and training as its social qualities. There is a movement in the social values that set the pace for new era:

(a) Women joining Workforce. This has brought about the utilization of helpful items, procedures and techniques for her family unit tasks. For instance, Automatic Washing machine, Juicer-blender processor, Oven toaster, griller, Food processor, Chapatti maker, Dish-washer, processors prepared to-cook things like Maggie, Noodles, solidified peas, Kellogg’s corn-flakes and so forth.

(b) Health and Physical Fitness. Today, physical wellness and great looks are the significant characteristics of high moving society. This has offered ascend to physical clubs, thinning focuses, magnificence parlours, boutiques, stylish garments and so forth.

(c) From Spiritualism to Materialism. The Indian culture has seen a movement in the accentuation from mysticism to realism. Subsequently, we can see religious individuals, joining governmental issues, having gum processing plants, more in autos, gain aeration and cooling systems, VCRs which add to their physical solace and are materialistic trifles. The otherworldly pioneers’ requirement for realism has set the India regular man in dilemma. The accentuation on realism has officially gone in progress.

2. **Sub-Culture.** A sub-society is an identifiable and particular gathering that has one of a kind attributes. The sub-society exists inside bigger society. A sub-society is a mental, religious, social or geological wellspring of gathering recognizable proof. Along these lines, a man living in Calcutta would feel that he is not quite the same as the one living in Bihar. The sub-society makes it workable for a man to comprehend another society with reference to his own particular sub-society. These sub-societies are utilized by organizations as a premise of division.
3. Social-Class. Advancement of social class is a typical thing in any general public. The general public hinders some social class which is homogenous and moderately lasting. The isolated social class may realize people or families having comparative qualities, interest, conduct and way of life. For instance, Business Today displayed NACER review of the exploration. The discoveries propose that the extremely rich will grow four-overlay; the quickest among the five gatherings (high wage, upper-centre wage, centre salary, lower-centre pay and low pay gathering) and all urban family units will be the purchasers of shopper durables.

(B) Social Factors
Customer is a social being. Purchaser conduct is affected by man social variables like reference gatherings, family parts and statues.

1. Reference Group: - A gathering is cooperation of two or more people to acknowledge shared objectives. A reference bunch comprises of gathering (s) that has (have) quick or remote, direct/circuitous impact on the framing of individual and gathering qualities, demeanours and conduct. Accordingly, the reference bunch gives a casing of reference to an individual or gathering for their buy, utilization, utilize or impact.

An individual has impact of reference gatherings which may be:
(a) Contractual Group: - Here the individual has participation of the gathering which emphatically him. The gathering fundamentally shapes the qualities, guidelines, and mentalities of the person. For instance, family, companions, formal social gatherings (participation of same club, resort, transporters affiliations, and so on.), shopping bunches (a branch of family, companion, neighbours, and so forth, customer activity bunches (Common Cause, Consumer Protection and Research Society, and so forth.) and work bunches (where one goes for work or frequents visits).
(b) Inspirational Group: - Here the individual has no-enrolment however the gathering decidedly impacts him. The individual tries to end up a part by adjusting bunch qualities, states of mind and conduct articulated by it. For instance, superstars like games stars, (Kapil Dev, Sachin Tendulkar, Vinod Kambli for Coke and Pepsi), film stars [Shabana Azmi for Ariel micro shine (P&G)], TV characters [Priya Tendulkar for Surf Excel (HLL)] are brought in the commercials with their uplifting bunches.
(c) Dis-claimant Group: - Here customer is part and has up close and personal association with gathering individuals whose qualities, states of mind, and conduct are objected by him. For instance, a purchaser feels that his enrolment with a social gathering, similar to Beach Resorts, has earned him terrible name and in this way, he despises the participation of the resort.

(d) Avoidance Group: - Here the buyer is not an individual from the gathering whose qualities, mentalities, or conduct he hates. For instance, numerous individuals abstained from passing via Air India in light of the fact that numerous planes were grounded with poor up-keep, poor on load up administrations, and so on. In 1996 Air India, propelled a drive to revamp its picture with the goal that individuals ought not to abstain from going in AI planes. The promotion acknowledged that 'planes were for the most part grounded yet'. Today, the evasion picture has been enormously changed to rousing picture.

2. Family: - A man's reality begins with the family in which he/she are conceived. The family has significant impact on the conduct of its individuals. Today, the idea of family has changed in urban populace from joint family to atomic family. In any case, the significance of the impact of family can be seen from the promotions keep running by Titan Watches, Maruti Esteem and Mylanta. The development of working ladies influences the utilization design.

3. Roles and Status: - An individual has numerous parts to play. A man is father of his girl, spouse if his better half, so of his folks, sibling of his sister, director of work environment and great subject. The kind of status one can have in the general public relies on the relative position at home, work and society. For instance, a teacher’s status is higher than a student’s; a judge’s status is higher than a legal counsellor, etc.

Parts and statues assume an essential part for advertisers. Items must be readied not just according to the client’s pre-requisites, the parts and statues that people appreciate help them target clients at right places. In this way, the part and status of a Supreme Court judge would assume him to a position where he can get results of his decision. He is not anticipated that would be found in a road corner to purchase the everyday prerequisites.

1.7.2 Consumer Behaviour

As soon as one gets serious about purchaser orientations one comprehends that he doesn’t have just one market, however a number of market portions, each with its
own arrangement of requirements. Subsequently, one discovers that one doesn’t have a business sector arrangement, yet isolate promoting plans for the different fragments to comprehend the shopper, it is important to concentrate on the behaviour showed by people as a buyer. The behavioural researches that have made noteworthy commitments to the investigation of customer conduct are economics, sociology, psychology and to some degree political science and social humanities. First of these has been most straight forwardly worried with customer conduct essentially, while the last four require significant understanding of the buyer’s conduct. Psychology is said to be worried with the conduct of the gatherings of people. Psychology manages the people themselves and social psychology and political science manage the conduct of people inside gatherings or inside the gathering setting (Bennett and Kassarjain, 1998).

Shopper conduct might be characterized as:
"The choice procedure and physical movement the people take part in when assessing, obtaining, utilizing or discarding merchandise and administrations (Loudon and Bitta, 2003)."

J.F. Engel characterizes shopper conduct as the demonstration of people’s straight forwardly required in getting and utilizing financial merchandise and administrations, including the choice procedure, which goes before and decides these demonstrations. Shopper conduct includes the study of what individuals devour as well as where, how frequently and under what conditions this procedure is finished.

1.7.3 Consumer Behaviour and Market Segmentation:
Sometimes advertisers wrongly assume that the buyers around the globe are driven by comparative needs and craves and that purchaser conduct is all inclusive, yet customer incorporates people and there is an order of requirements of a person in his own life; likewise there are levels of necessities of a shopper too. The most minimal level at which an individual encounters so far unsatisfied need serves to spur the individual conduct, upon the fulfilment of that need a still higher need develops, which again rouses the shopper to satisfy it. As no need is ever totally fulfilled, disappointment ceaselessly makes new request. Advertisers need to nearly comprehend these inconspicuous changes in the requirements and inspirations of their purchasers and adjust their item to stay most loved of their market section (Singh, 2001).
Market division can be characterized as the way toward partitioning a business sector into subset of purchasers with regular needs or attributes and selecting one or more portion to focus with particular promoting blend. Before the far reaching acknowledgment of business sector division, the over-arching method for working together was through mass-showcasing that was putting forth the same item and promoting blend to every one of the purchasers. Market division is only the initial phase in the three stage promoting technique. In the wake of fragmenting the business sector into homogenous bunches, the advertiser then chooses one or more portions to target. To fulfil this, the advertiser must settle on a particular item, value, channel and/or limited time request for each unmistakable fragment. The third step is situating the item which is seen by every objective business sector as fulfilling the customers' needs superior to of the aggressive offering (Schiff man, and Kanuk, 2001).

1.7.4 Consumer Behaviour in the Present Perspective:

It is of imperative significance knowing "what makes the purchaser think" and what subsequently would add to his satisfaction is at most important for an advertiser. The quick changing business environment has given numerous inputs (as far as both the item bundle and enthusiastic pictures incorporated with them) that impacts purchasers’ conduct and keeps customer inclinations in a consistent condition of flux. The data upset and strengthening rivalry puts a lot of requested data at the customers' transfer before purchasing an item. In the promotion context, the term 'purchaser conduct' alludes not only to the demonstration of procurement but also to any pre-buy and post-buy exercises, which are important to the showcasing supervisor. Pre-buy exercises may comprise of developing consciousness of a need or need, and the quest for the assessment of data about the item and brand that may fulfilled it. The post-buy exercises incorporate the assessment of data about the obtained brand being used and the lessening of any uneasiness which goes with the buy of costly and occasional purchased things like, purchaser tough. Engel Kallat and Blackwell have characterized shopper conduct as "demonstration of individual specifically required in getting and utilizing monetary products and administrations, including the choice procedure that go before and discovers that demonstrations." They include further that, however the word conduct is utilized to incorporate just the obvious or noticeable activities; it is progressively being perceived that the unmistakable
obtaining act is one and only (the recognizable) part of the choice procedure. It includes the study of what individuals expend as well as when, how regularly and under what condition merchandise and administrations are devoured.

1.7.5 Consumer Behaviour and Marketing Management.

Buyers are frequently contemplated on the grounds that specific choices are altogether influenced by their conduct or expected activity. Consequently, purchaser conduct is said to be relative and applied field. Information of customer is useful for the administration at two distinct levels of investigation. The economy level connected learning to know issues confronted by society. The smaller scale point of view looks for use of this information to issues confronted by the individual firm or association.

Shopper conduct hypothesis like all hypotheses is an improved, conceptual representation of reality. Shopper conduct like other human conduct is mind boggling, and clear picture of buyer given by hypothesis helps firms gigantically in comprehension customers. It helps them consider shoppers as well as furnishes them with a dialect to discuss them. Having this dialect is exceptionally helpful to convince others to acknowledge their thoughts. Truth is told, without this dialect has been one of the greatest shortcomings of present day advertisers. Viable business administrators understand the significance of general advertising capacities and a comprehension of the purchaser conduct specifically to the achievement of their firm.

In this setting, showcasing can be characterized as, “the way toward arranging and executing the origination, estimating, advancement and dispersion of thoughts, merchandise, and administrations to make trade that fulfil individual and hierarchical targets.”

Note that this definition envelops administrations and thoughts and items. A sound comprehension of purchaser conduct is crucial to the long run achievement of any showcasing program. Truth is told it is seen as a foundation of the showcasing idea, a critical introduction of logic of numerous promoting chiefs. The embodiment of showcasing idea is caught in the accompanying interrelated introductions:

- Consumer Wants and Needs
- Company objectives
- An integrated Strategy
- Market Opportunity Analysis
- Market Mix Determination
Factors impacting buyers conduct

1.7.6 Factors influencing Consumer behaviour:

Buyer has been named as ‘Black Box’, a baffling one which can never be investigated, and we can just extensively comprehend the conduct of purchaser by getting a handle on the yields that turn out as a consequence of numerous advertising jolts alongside the impact of certain exogenous variables. These variables can be named singular, social and monetary. To investigate further understanding into the procedure of buyer conduct, it is important to dissect the elements impacting it. To have better comprehension of the purchaser conduct, it is important to consider such impacting components overall, instead of as partitioned parts, the method of reasoning behind this methodology is that individual, bunch, and social impacts speak to brain research, human science and human studies disciplines which together shape a composite from of behavioural science. For the most part, buyer conduct is influenced by a large group of variables, extending from individual inspiration, needs, dispositions, values, identity qualities, socio-financial matters and social foundation, age, sex, proficient status to social impacts of different sorts applied by family companions, associates and society all in all. The blend of these different variables delivers an alternate effect on every one of us as is showed in our diverse practices as shoppers. The accompanying figure gives the points of interest of elements impacting customer conduct for nourishment.

**FIGURE 1.2 FACTORS INFLUENCING CONSUMER BEHAVIOUR**


1.7.7 Consumers Decision Making Process:

Each customer at last needs to buy or purchase a particular item or administration from business sector that requires a decision. Purchasing is seen as a procedure
comprising of different stages. Each shopper needs to experience each of these stages.

There are number of choice alternatives workable for the shopper in today’s business sector economy. These choices may be refined into five primary sorts of choices:

- What to purchase?
- How much to purchase?
- Where to purchase?
- When to purchase?
- How to purchase?

Although all these five sorts of choices are obligatory for each shopper yet the purchaser basic leadership procedure may fluctuate extensively. The many-sided quality of taking choices by the purchasers can be classified in three phases.

- When do customers purchase an item or a brand they have acquired some time recently?
- When do buyers purchase another brand in a recognizable item class?
- When customers purchase in a new item class, it ordinarily includes the need to acquire considerable data and more time to pick.

All these aforementioned three circumstances can be named as Routine critical thinking (RPS), Limited critical thinking (LPS) and Extensive critical thinking (EPS) (Louden and Bitta, 2003). However for settling on a buy choice, a purchaser typically experiences the accompanying five phase i.e. issue acknowledgment, data search assessment of choices, buy choice and post-buy choice. A clear graph of these five phases or purchaser’s basic leadership procedure is given beneath:

**FIGURE 1.3  STAGES IN CONSUMER’S DECISION MAKING PROCESS:**

1. Problem ➔ Pre-Purchase Information ➔ Evaluation of Alternatives ➔ Purchase Decision ➔ Post-Purchase Behaviour.

**Source:** Marketing for Managers, Block-3 Indira Gandhi National Open University Publication. P-32

Theories of shopper basic leadership shift contingent on the researcher’s assumption about the nature of mankind. The different models of man delineate
shoppers and their basic leadership handle particularly distinctive. The buyers settle on their choices taking into account three arrangements of variables i.e. information variable, process variable and yield variable.

**Information variable:** Input segment of purchaser basic leadership model draws on outer impacts that serve as the wellspring of data around a specific item and impact the shopper’s item related qualities, states of mind, conviction and conduct. The real information elements are the making blend exercises of an association that endeavour to convey the advantage of their items and administrations to the potential clients, non-promoting socio-social impacts which when disguised influence the customer buy choice. Straight forward model of buyer basic leadership as recommended by Schiff man and Lesle Lazar Kanuk in their work on purchaser conduct.

**Process Components:** Process part of the buyer basic leadership model is worried with how customer settles on choice. To comprehend this, we should consider the impact of the mental idea on customers that speaks to the inside impacts (Such as inspiration, recognition, learning, identity and state of mind) and influence the buyer basic leadership process. The procedure variables is impacted by the purchaser’ mental field all in all. The mental field which impacts the purchaser choice can be outlined as the customer’s acknowledgment of need, pre-buy scan for data and assessment of options.

**Output:** The yield bit of shopper basic leadership model worries with two nearly related sorts of post-choice exercises i.e. buy conduct and post buy assessment. Rationale behind both the exercises is to expand the customers’ fulfilment with his/her buy. Both the buy and post-buy conduct give the criticism as purchasers’ mental fulfilment and serve to impact choice procedure.

In the present setting, the customers get much data nearby because of the data insurgency. Media (electronic and print), T.V., Radio and satellites correspondence have made simple for customers to pick the best items accessible in the business sector for their utilization. The advertisers need to assume a key part in drawing in the potential purchasers for their items. The purchasing choice shifts as per the data accessible with the customer before purchasing a specific item. Data accessible through Internet with the assistance of satellite T.V. has made another measurement
in settling on choice before the purchasing any item. In this way, the choice of purchasers depends up on the data accessible with them.

Once the objective business sector and its trademark are recognized, then the advertising communicator chooses the fancied gathering of people reaction. A definitive reaction of the purchaser is the buy of the item and fulfilment got from the item. Here, the critical point for thought thinks about the shopper conduct in settling on item choice. The advertiser needs to know how to move the intended interest group to higher condition of availability to purchase.

**FIGURE 1.4: MODEL OF CONSUMER DECISION MAKING**

**Source:** Leon G Schiff man and Leslie Lazar Kanuk, Consumer Behaviour, Prentice hall of India Pvt. Ltd., New Delhi, 1994, p561.

For powerful promoting, the advertisers need to place something into the brains of shoppers, changes the buyer’s states of mind or get the customers to act. To accomplish this, we have to think about the customer reaction. In this connection, there are three sorts of customer reactions, for example, intellectual, full of feeling
and behavioural reaction and every reaction must be given equivalent significance with a specific end goal to make the advertising successful.

The notice is an essential apparatus of advancement blend. Publicizing pulls in new clients as well as reminds and keeps up the old client. To aggregate up, publicizing go for expanding deals, teaching the customer, helping the business people giving fulfilment to society boosting the resolve of labourers. In the advanced perspective on promoting, at whatever point the buyers buy any item offering, they are looked upon as looking for answers for their issues. For instance, when a man buys an aeration and cooling system, he is looking for an answer for the issue emerging from hot climate. The advertisers need to comprehend these issues and the courses in which the clients endeavour to tackle them. In course of taking care of their issues, clients are said to experience the accompanying strides:

1. Need Recognition.
2. Information Search.
3. Evaluation of Alternatives.
5. Post Purchase Experience.

Presently, Advertising acts as an 'Informational instrument" of advancement Mix. It assumes a crucial part in the buyer basic decision making process. To make rationale choice, the Customers require satisfactory data with respect to the Product, its Price, Availability, and Brand and so on. Promoting is much the same as the Salesman, which gives all the fundamental data to the potential clients.

- It gives data to the Consumer that where and when the items are accessible.
- It gives the Customers data about different deals advancement exercises embraced by the organization.
- It instructs the Consumers about its utilization.
- It gives and instructs the Customer about different benefits and bad marks of a Product.

Thus, advertisement is an essence of purchaser’s decision making process. It Provides data to the Consumer to make formal choice.

**1.7.8 Impact of Advertising on Consumer Decision making Process:**

The role of advertisements has regularly being a subject of social argument. Advertisement is a medium through which visual or oral messages are tended to the general populace. Its inspiration is to exhort or affect them for its offer. Today, the
advancing has extended its casing of reference to such an extent, that its proximity can be observed everywhere.

Promoting deeply impacts customer's conduct. In such phase of the buyer basic leadership process, it settles on purchaser to legitimize their choice by expanding their insight through various data gave by promoting. It has made the simple procedure for the buyers in obtaining any item or administrations, through helpful data about the sensibility of the cost and nature of the item.

The effect of promoting on the general public might be sure or negative contingent on the nature and situations in which it is utilized. The positive effect of publicizing is seen when it is utilized for the social cause, for example, advancement of family arranging, battling social disasters, advertisements utilized for vitality protection, promoting identified with commitment to the group. In such cases, publicizing as a capable media is a powerful and true blue instrument. The antagonistic effect of publicizing can be seen when it is utilized to advance the harmful items, for example, alcohol, cigarettes and numerous other social issues affecting individuals to respond.

In any case, it will be erroneous to reach any inference without considering different parts of interface of promoting with individual and institutional purchasers and the general public. The effect of promoting on customer conduct is the subjective change in the estimation of a presentation on the purchaser conduct through medium.

Behavioural researchers have defined various consecutive models, endeavouring to toss light on the procedure, which the customers go through on their approach to activity. In this arrangement AIDA methodology was advanced beginning that customer go through the progressive phase of consideration, interest or wish activity. Another methodology AIO was advanced by a portion of the conduct researcher. This hypothesis stresses on the people's exercises, interest and supposition joining all together on the way of life of the customer. The previous hypothesis was exceedingly censured in light of the fact that it stresses a lot on the message with the little thought of the part of the prospects.

Levidge and Steiner depict 'the progressive system of impacts' arrangement as, awareness learning connecting inclination conviction-buy; while Colley talks about a 'showcasing range' which includes unawareness-awareness understanding conviction and action. These models propose that buyer's assessment of contending brand could be done even before a buy had been made on the premise of data gave by the advertisers and their distinctive promoting tools.
As indicated by the model for prescient estimations of promoting viability given by Levidge and Gary A. Stainer, the buyer’s appropriation process for the item are as given below:

**FIGURE 1.5 LEVIDGE STAINER MODEL OF COMMUNICATION HIERARCHY.**

Unawareness → Awareness → knowledge → Preference → Confirmation ← purchase ← Conviction ← Liking

**Source:** Philip Kotler, Marketing Management analysis Planning Implementation and Control, 9th edition, P.611

The advertisers endeavour to accomplish the afore-mentioned changes in the purchaser conduct through promoting and its diverse applications. Today purchasers have pleased a great deal through publicizing. It has helped them fundamentally in working up the brand mindfulness, enhancing the basic leadership procedure of purchasers. Today buyers’ preferring inclinations buy and repurchase of any items and administrations are all influenced by the data given by various notices through various media. The critical effect of publicizing on purchaser conduct can be found in each stroll of life. The publicizing has profound effect on both the financial and also the social parts of the purchasers.

The real effect of publicizing on the purchaser basic leadership procedure can be outlined under the accompanying headings.

- Bringing Consumers from Unawareness to Awareness State.
- Knowledge about various Products.
- Influencing Consumers in Building Their Liking and Preference for the item.
- Developing Consumer’s Mind for Conviction and Purchase of Product
- Impact of Advertising on the Process of Purchase and Repurchase of the item.
- Economic Impacts of Advertising.
- Social Impacts of Advertising.
- Life Style and Values.
- Impact of Advertising on Social Welfare.
- Impact of Advertisement on the Consumption Pattern.
- Forceful Selling.
- Media Misuse.
- Evaluating promoting adequacy
Today advertiser can no longer bear to contend with each other for an offer of purchasers’ psyche. Data over-burden and disarray has put brakes to such endeavours. Rather, correspondence will return its unique capacity. To impart as opposed to influence, mentally program or partiality. As worldwide brands command, the business association endeavour to fabricate general brand pictures; monetary of learning will go before those of scale and mass individualization will drive them to show signs of improvement familiar with their purchaser, each and every one of them. In the most recent couple of years, the rupee interest in all types of promoting has expanded significantly. The top Indian organizations spend crores of rupees in publicizing their item. A hunt study did on noticeable Indian organizations in modern showcasing demonstrate and normal proportion of publicizing offers of around 0.3. In buyer advertise, this proportion is normally higher and would ever be 5% and the sky is the limit from there.

This high proportion of promoting or deals bolsters the way that publicizing is an effective offering device, yet, the individuals who use publicizing have learnt to their distress that it doesn’t deliver constantly great result. Some promoting and publicizing effort turn out to be lemon and other may give not out of the question create however numerous are extremely effective. Since, the stakes in the promoting are too high, the rivalries in the commercial centre are too hardened and disappointment of publicizing effort is excessively unsafe and costly, accordingly, it is alluring to survey the adequacy of promoting on shopper conduct.

Case study:
The Shahnaz Husain’s story is the narrative of the soul of genuine enterprise. It gives an uncommon understanding into the individual's qualities that make one individual stand separated from the rest. It is the narrative of a lady, an original business person, a pioneer, visionary and trend-setter, who presented an absolutely new idea of Ayurveda Care and Cure around the world, with all inclusive claim and application. It is the account of a lady who made a brand and a global business sector for Ayurveda magnificence and human services. In a world ridden with ecological corruption, Shahnaz Husain opened the windows of the world to Nature and its recuperating powers, taking the Indian home grown legacy of Ayurveda to each side of the globe with a crusader’s enthusiasm.

Shahnaz Husain, the pioneer of natural excellence care, has accomplished phenomenal worldwide approval for her down to earth utilization of Ayurveda, the old
Indian arrangement of home grown recuperating. Exactly when there was an around the world "back to nature" pattern, Shahnaz Husain recovered an old home grown framework and made it pertinent to present day requests. Just about four decades back, she embraced the standard of Ayurveda, in light of a coordinated arrangement of clinical medications and item extends. Her profession has been a consistent quest for a superior option. Her investigation of Ayurveda, the Indian comprehensive arrangement of home grown mending, fortified her confidence in nature, finding that it could offer the perfect responses to defensive, preventive and even remedial restorative consideration. Today, her name has turned into the brand and she is herself the brand representative. She heads the biggest association of its kind on the planet, with a chain of more than 400 establishment facilities, shops, schools and spas around the world, and in addition Ayurveda details for skin, hair, body and medicinal services. Her voyage, from a home grown centre to an overall chain, is one of exceptional achievement.

Naturally introduced to a moderate family, Shahnaz needed to follow existing customs and was hitched at the young age of 15, turning into a mother when she was 16. She prepared for a long time in corrective treatment and cosmetology, at driving organizations of the West, similar to Helena Rubinstein, Swarzkopf, Christine, Lancôme and Lean of Copenhagen. Embracing the guideline of "Consideration and Cure," she set up her own home grown centre, in her own home, with next to no capital venture, planning items for skin, hair and body care, in light of the Ayurveda framework and contriving clinical medications for particular issues. Her plans and medicines have ended up achievements in normal excellence care. Indeed, she has likewise ended up known for particular medicines for particular skin and scalp issue. Her achievement in the global field, even with awesome chances, is itself marvellous. Budgetary imperatives and shut entry ways did not hinder her. When she entered the universal business sector, she battled a solitary fight, contended with the popular brand names, in the business world, where billions of dollars are spent on promoting and bundling. Furnished just with complete confidence in her own particular capacities and a powerful faith in Ayurveda, she permitted her items to represent themselves. She sold five thousand year old human advancement in a new jug.

Known for item development, Shahnaz Husain has advanced about 375 plans for general magnificence care, treatment of skin and scalp issue, well-being and
wellness. They have taken leaps forward in Ayurveda care. The fixings involve herb, bloom and organic product extricates, crucial oils and other normal substances. Best in class assembling and R&D units and additionally long ability have given the Group an edge over others in the refined detailing of items. Aside from the fabulous Shahnaz Herbal reach, there are numerous items for excellence care, in view of particular concentrates. A line of Ayurveda well-being tonics, restorative plans, natural beverages, home grown tea, home grown containers and Aroma therapy vital oils have likewise been propelled. Shahnaz Husain has as of late dispatched some progressive items, which incorporate the 24 Carat Gold Range, Pearl Cream and Mask, Oxygen Cream, Diamond Collection, Plant Stem Cells, the Platinum Range, the progressive Telomere DNA Defence and Black Diamond ranges. Propelled restorative items called Chemoline have additionally been acquainted with ease the symptoms of chemotherapy and radiation on the skin and hair.

It is Shahnaz Husain’s establishment based undertaking, as well as her advertising methodologies and advancements that are really special. Indeed, even at once, when the interest for the item is managed through publicizing, Shahnaz has not depended on business commercials. Amid the most recent three decades, the Shahnaz Husain Group has procured an enormous worldwide nearness, having sold at prestigious stores, and also selective outlets and facilities around the world. With the expert base to bolster the requests of items and attention, and gigantic goodwill, the Shahnaz Husain Group has additionally run worldwide with its different endeavours, similar to the Shahnaz Husain way of life shops, Beauty Training Academies, Ayurveda Centres and Shahnaz Husain Ayurveda Spas, all in view of her establishment framework.

Shahnaz amplified her base in the U.K., by propelling the offer of her items at Lloyds Pharmacy, at Selfridges, the prestigious London store. As of late, Shahnaz Husain items touched record breaking deals at Selfridges where a solitary client purchased items worth £4,334 in a solitary exchange. Aside from Selfridges, there is a selective Shahnaz Ayurveda Aesthetic Clinic on Harley Street and Edgware Road in London, alongside seven more establishment salons in the U.K.

As of now, the Shahnaz Husain Group works in more than 100 nations, where it has establishment salons, direct item wholesalers and excellence organizations. As per Shahnaz Husain, Founder and Chairperson of The Shahnaz Husain Group, “We are
Growing our impressions over the globe. We will take Ayurveda and Brand India to more nations inside a year."

Shahnaz Husain’s commitment towards lady strengthening is additionally vital. Early in her vocation, she urged customary housewives to open salons in their own homes, preparing them in magnificence and offering the Shahnaz Herbal name. This gave them the chance to leave on a profession and achieve budgetary freedom but, be close within reach to take care of home and family. Her prosperity has enlivened a huge number of ladies to take after their fantasies with confidence and mettle.

She is likewise the pioneer of professional preparing in magnificence in India. Over 35 years back, when just apprenticeship preparing was accessible; Shahnaz began her excellence foundation, to give proficient and thorough preparing in magnificence. Shahnaz has likewise been conferred towards engaging the less advantaged segment of the general public through her free magnificence instructional classes for discourse and listening to hindered and outwardly tested understudies. She has likewise composed a delight book, which has been placed in Braille. She additionally helps in giving vocation chances to such physically tested understudies.

Shahnaz Husain got many prestigious global honours. In September 2012, she got the "Remarkable Ayurveda Innovation Award", the "Lady of the Year" Asian Achievers Award from Asian Business Publications and also the prestigious Olympia Award for "Remarkable Contribution in Ayurveda and Herbal Cosmetics"(Olympia Show London). She got the World’s Greatest Woman Entrepreneur Award from Success magazine (USA), the Arch of Europe International Gold Star, the Quality Excellence Award (Geneva, Cannes and London) Golden America Award (New York) the Outstanding Woman Entrepreneur Award (London) Woman of the Millennium Award (USA), Woman of the Year Award (USA) and the WQC International Star Award (Paris) 2007 and Leonardo da Vinci Diamond Award by International Biographical Centre, Cambridge, U.K in 2008. Shahnaz Husain got a few other honours these incorporate the Leonardo Da Vinci Diamond Award and World Medal of Freedom, in Washington DC in July 2009. The Award recognizes people who have separated themselves and added to their nation and society. In October 2009, she got the prestigious International Star Award 2009, (Geneva), for Quality Excellence. The grant is acknowledgment of the Quality Excellence of Ayurveda items. On the seventh November 2009, she got the Jewel Award 2009 in London for Outstanding Entrepreneurship and Woman Empowerment. She was
regarded with their Asian Women Power 100 Award, Woman Entrepreneur of the Year Award at Mumbai, from Enterprise Asia, Malaysia, the prestigious GR8 Women Achievers Award for business enterprise and the Woman of Substance Award from the Indian Chamber of Commerce and Industry (ICCI). Shahnaz Husain was additionally respected with the prestigious "Most Admired Beauty Personality – Retail Category Award" from the Images Group, and in addition the "Asia’s Leading Woman in Business" Award from WIL Forum Asia, in Malaysia. She additionally as of late got the Outstanding Ayurveda Innovation Award in Shanghai, from the China Chamber of Commerce. She was likewise respected with the "PHD Chamber Outstanding Business Woman 2012" Award, and additionally the Glory of India Award as of late in Dubai for her extraordinary developments in Ayurveda excellence care. She additionally got the Golden Peacock Entrepreneurial Leadership Award in London in 2014, for Ayurveda Innovations.

In 2006, Shahnaz was regarded with the Padma Shri Award. The prestigious Padma grants are the most elevated Indian non-military personnel honours and are given for uncommon and recognized administration towards the nation, and in addition recognized accomplishment in one’s picked field. She is the main individual from the excellence circle to get the Padma Award. In fact, there is probably it is Shahnaz Husain who without any assistance put India on the world excellence outline had the Indian banner flying high at the corrective capitals of the world. Therefore, she has been perceived for her aggregate devotion and responsibility to advancing India’s home grown legacy throughout the previous three decades. It is her establishment based undertaking, as well as her promoting systems that are really exceptional.

Indeed, even at once, when the interest for the item is supported through publicizing, she has not depended on business ads. Actually, she was welcome to talk at Harvard Business School on how she set up a worldwide brand without business publicizing, highlighting the methodologies she received to set up her worldwide system of establishment endeavours. She additionally talked at University of Oxford, to the students of Oxford Business School on Women Entrepreneurs in India – Challenges and Opportunities, and in addition the London School of Economics on India’s raising worldwide impact. In April 2013, she addressed a conference at MIT on Brand India and lady strengthening. As of late, she accomplished the double respect of talking at the House of Lords and House of Commons in the British Parliament furthermore strolled celebrity lane at the Cannes Film Festival.
Shahnaz Husain’s most prominent accomplishments were going to U.S. and attending Summit of Entrepreneurs in Washington DC (2010) and after that in Mumbai (November 2010). Having separated herself as a pioneer and business pioneer, Shahnaz was chosen to go to the prestigious Presidential Summits from among a field of numerous exceedingly qualified applicants. For Shahnaz it was acknowledgment of her steady endeavours to advance Ayurveda around the world. Shahnaz Husain’s developments and soul of big business are very much coordinated. Never dismissing the fundamental nature rule and Ayurveda, her commitment to her field is uncommon. Through her profession and books, she has made an attention to the threats of concoction medications that has impacted personalities and business sector requests. Her vocation is a depiction of how she has made an interpretation of her thoughts into reality, living by her qualities and remarkable logic.

Battling for India’s rights and acknowledgment, Shahnaz has held question and answer sessions around the world. Among the explanations behind her uncommon achievement is her wonderful vision, which perceived the enormous potential and importance of Ayurveda. Says Shahnaz, it is a blessing from heaven to see the overall acknowledgment of Ayurveda. I emphatically trust that Ayurveda consideration can lead the global magnificence industry inside the following decade. It has been tried by the most demanding trial of all the Test of Time! To others, work is their vocation, but to Shahnaz Husain offering India’s home grown legacy is the sole motivation behind her presence. Today, Shahnaz Husain is a legendary individual, while her association is a superb articulation she had always wanted, trusts and yearnings.

Beauty tips by Shahnaz Husain for healthy Skin

- **Tips for Pimples and Acne**

Acne and Pimples are common problems for youngsters during puberty and also during changing of hormones in the body. During hormonal changes, skin secretes more oil and thus acne problem is seen. Shahnaz Husain has suggested that person struggling with acne and pimples should avoid greasy skin creams and lotions since excess oil helps more bacteria to thrive on such skin. Healthy skin creates a healthy face thus choose good quality and natural skin treatments to avoid skin problems.

Home-made recipe: 1

Ingredients: Curd, Turmeric powder.
Mix curd and turmeric powder and apply the paste gently on the face, keep it for 5-10 minutes wash your face with plain water.

Recipe: 2
Ingredients: Neem paste, Rose water helps to heal and to clear pimple and acne infection.
Use Rose water, glycerine and some lemon juice to get away with Pimple marks without any harm to your skin. This mixture should be prepared and kept in the bottle to be used at night. Wash the face with plain water in the morning.

Recipe: 3
Sandalwood paste with fresh cows-milk helps in treating pimples, soothing skin rashes and red irritated skin.

➢ Tips for Combination and Oily skin.
Combination skin type is a mixture of dry and oily skins where some parts of a person’s face are dry or oily whereas some parts are normal. In a combination skin type there is also T-zone combination, where in the forehead, nose and chin parts are oily while the cheeks and jaws are dry or normal. Such type of skins need more care using suitable products according to one’s skin helps a lot. Care of combination skin and oily skin requires suitable products and treatments. A home therapy helps a lot in keeping the excess oils which later on become a good reason for growth of acne. Tips for good and great looking skin are as follows.
First of all wash your face with any medicated soaps which are made with herbs like Tulsi, Neem, and turmeric. This helps a lot.
Secondly, use astringent to keep your skin well-toned, removes excessive oil from the skin.
Thirdly, mix Rose water and sandalwood powder to make a face pack to be used for such skin type. This helps in reducing and to get rid of excessive oils and dirt on the skin.

➢ Tips for Dry Skin care:
Dry skin of a person needs extra moisture as compare to the oily combination skin. Dry skin is more prone to wrinkle and pre-mature aging therefore, such skins should be regularly moisturized to keep it moist and younger looking. Shahnaz Husain advises use of glycerine made soaps to nourish dry skin. Use moisturisers when the skin feels stretched, use sunscreen lotions to protect the skin against the potential sun damage.
Massage your skin properly and regularly at night with a night or massage cream or lotion. This helps a lot in maintaining the elasticity of the skin, helps enhanced blood circulation and skin rejuvenates.

Apply face mask. Make a paste of one teaspoon honey and some egg white. Keep this on your face for about 30 minutes and wash with plain water.

We can also use an Aloe Vera gel moisturiser. This also helps. We can prepare an Aloe Vera gel moisturiser at home by mixing Aloe Vera gel with a little almond oil for dry skin.

➤ Beauty tips for body:

If the body-skin is dry, then use of sesame oil is helpful to hydrate your skin and also to improve the texture of the dry skin. Massage body regularly with sesame oil one hour or half an hour before bath shows really good results for dry skins.

➤ Tips for black-heads and white-heads:

Apart from the problems of pimples and acne on oily skins, black-heads and white-heads also create problems for people with oily skins. Shahnaz Husain’s excellent treatment or tips for black-heads and white-heads.

Use a mild scrub daily to keep the black-heads away. The regular use of scrubs takes off the sebum. This sebum allows the bacteria to feed on the oily skin and form black-heads.

Use of a home-made scrub to clean and clear white-heads and black-heads is the best natural way to eliminate them. Mix a small quantity of rice powder or flour enough for your face with curd or rose water and use this paste daily to scrub black-heads and white-heads prone areas like forehead, nose, cheeks, chin etc. Gently rub the skin in circular pattern, do not exert excess pressure on the skin. You can also use mask made of rose water, egg white and some honey. This also helps in black-heads elimination naturally.

➤ Tips for glowing skin by Shahnaz Husain:

Rich glowing radiant and healthy skin needs less make-up or cosmetics to look more beautiful. Shahnaz Husain’s has given home-made treatments for glowing, radiant and healthy skin.

Use simple rose water to tone oil the skin, it makes your skin look brighter.

Use of face masks helps to add a natural glow on the face. Make simple masks by mixing one tea-spoon of oat-meal, one teaspoon of curd and one spoon of honey
and egg white. Make a smooth paste and apply this mask on the face, rinse the face with plain water after 20-25 minutes. Apply honey this also adds glow to the skin.

**Home-made Remedies for pimples:**
Before we begin with how to cure pimples, emphasis is given to know the causes of acne and pimples on the face. There are many causes for pimple and some of them are:

- Lack of healthy lifestyle
- Inadequate water consumption during the day
- Changes in hormones at puberty
- Genetic issue (imbalance)
- Excessive oily or sensitive skin
- Unbalanced diet
- Stress and tension
- Allergies or skin infections
- Habits like smoking, drinking or excess tobacco consumption

These are some of the major causes for pimples and skin problems. First step is to clean affected skin with a mild face wash before using any face pack.

**Sandalwood and honey pack:**
This is one of the best and easy beauty tip for curing pimples and also their marks on the skin. Sandalwood powder is a best preventive for pimples and other skin problems. It lightens the skin tone after some uses and gives a fair and glowing face. Honey works as an antiseptic and anti-inflammatory. It also gives moisture to skin and treats acne. Sandalwood and Honey are natural products to soothe the irritated skin.

**Use and application method:**
Mix 2 tablespoons of sandalwood powder
1/2 tablespoon of pure honey
Apply the pack and keep it until it dries
Wash the face with simple water.

**Turmeric for pimple and acne on face:**
Shahnaz Husain recommends a lot on using rose water (Skin tonner) in the skin care regime. Rose water with pleasing aroma is made up of soaked and dried rose petals. Rose water is used as a skin toner, cures pimple, removes dirt and stickiness from the face. Cucumbers have natural anti-acne substance that protects
the skin, guards against acne and reduce excess oil secretion. Add 2-3 drops of Tea tree oil. Tea tree has natural antiseptic quality that helps to control the acne and pimples on the face like on the nose, cheeks and forehead.

- **Use and application:**

  Take 2 teaspoons of rose water add 4 teaspoons of fresh cucumber juice and also add 2-3 drops of tea tree oil. Mix it well in a small bowl.
  Damp a small piece of cotton into the mixture and apply gently on the face.
  Keep it for 15-20 minutes and use cold water in summer and Luke warm water in winter to wash the face.
  This mixture can also be applied even at night so that it can work to remove the pimples faster.

- **Curd and orange peel**

  Curd really helps in fighting against acne. It reduces the fine lines, oiliness and also patches from the skin. Usage of orange peel is being practiced since long time for skin brightening and natural fairness. But actually it works great on reducing acne multiplication on the skin. Orange oil is present in orange peel. Orange oil is very rich in anti-bacterial properties which are helpful in pimple treatment.

  - **Use and application:**

    Put 1 full spoon of thick curd in a bowl and add 2 spoons of fresh orange peel in it.
    Mix them properly and apply on pimples and acne prone skin.
    Be gentle. Don’t rub hard on the skin. Gently apply and leave.
    Wash with water after 20-25 minutes.

- **Neem and Mint Remedy:**

  Neem is a magical remedy for all acne prone skins. It is a plant that is very beneficial for the skin. It also slows down the processes of acne production and fights against the acne causing bacteria. Neem is easily available, cheap anti-bacterial and anti-fungal ingredient for the pimple treatment. Mint cures acne and zits naturally. Mint soothes the skin and helps in reducing skin inflammation.

  - **Use and application:**

    Take 20-30 Neem leaves with 20 mint leaves, wash them properly and add some water.
    Blend it nicely with a blender to get a paste. Put the mixture into a small bowl.
    Apply this face pack nicely and evenly on the face.
    Leave it for 10-15 minutes and wash it thoroughly
Case Study:
According to a report presented by Crystal ball MBA graduate Patanjali Ayurveda Ltd (PAL), created by yoga guru Baba Ramdev, had recorded gross incomes of ₹2,500 crores (around $380 million USD) in financial 2015. This has surprised business strategists and writers beyond words. They are unable to understand as to how has Baba Ramdev (new child in the corporate world) beaten his keen business rivals? The answer holds key lessons for business examiners, as well as business people and MBA’s under study who attempt to do a WOTS-UP analysis on Patanjali and assess its centre skills. A brisk pursuit of the Internet would let us know that PAL, alongside the yoga establishment, Patanjali Yogpeeth, was established by Ramdev with his partner, Acharya Balkrishna, an Ayurveda specialist, in 2006.
Baba Ramdev concentrated on yoga, Balkrishna worked on Ayurveda prescriptions. Steadily, PAL began fabricating nourishment things and beauty care products, and today, has its central command and assembling unit at the 100-section of land Patanjali Food and Herbal Park at Haridwar, Uttarakhand, engaging 6,500 individuals.
The gross income figures for FY15 is ₹2,500 crores, and has enlisted turnovers of ₹1,200 crores in FY 14, ₹850 crores in FY13, and ₹450 crores in FY12, as indicated by figures from the Registrar of Companies. The 2015 figure contrasts Emami’s ₹2,217 crores and Jyothy Laboratories’ ₹1,481 crores (much more established organizations, established in 1974 and 1983, separately).
In another report, Credit Lyonnais Securities, a remote stock broking organization, communicated shock over PAL’s prosperity. But Acharya Balkrishna doesn’t dive a lot into PAL’s development, and says it was accomplished without a strategy for success: they didn’t know markets or showcasing, what they know is serving the general population by giving them amazing items at alluring costs.
Baba Ramdev also concludes that they haven’t done this for business but for welfare. He says I am not doing this to store up individual riches. Neither do I possess a solitary share of Patanjali Ayurveda nor do I take a solitary penny to advance it. They most likely know “strategy for success” by some other term, since PAL absolutely has a reasonable holding design, a very much created store network, and a quick item improvement handle. Be that as it may, yes, consistent with his words,
Ramdev has no stake, and Balkrishna holds 92 per-cent of the organization, with the rest in the hands of a Scotland-based NRI couple Sarwan and Sunita Poddar.

PAL has a three-level dispersion framework comprising of facilities, well-being focuses, and non-solution outlets to retail 800 items. The organization likewise runs a web-based business entrance that offers an extensive variety of items from hair products to "hing peda."

It has dispersion concurrences with Reliance and the Future Group and an item improvement course of action with the Defence Research Development Organization (DRDO) for sustenance and well-being supplements. Baba Ramdev even has a HR department that goes for contracting officials from adversaries. Then the question arises as to how did Ramdev and PAL climb such exciting statures? The principal huge break that gave great direction to Ramdev was most likely Sanskar T.V's choice in 2002 to communicate his yoga sessions. Aastha T.V. took after the following year.

Case study:
In mid 1950s, a monetary review of spending in India uncovered that Indian ladies were overdoing it on imported beautifying agents. Nehru was not exceptionally cheerful on the grounds that it was influencing the forex saves. Keeping up the forex stores was of most extreme significance considering the way that Indian economy was still in its early stage. Nehru hit upon the possibility of a home developed magnificence brand which would take into account corrective needs of Indian ladies. A few sources guarantee that Nehru took up this issue in light of the fact that a specific ladies’ affiliation drew closer him to advance their worries about non-accessibility of reasonable magnificence items. In any case, having learned about Nehru’s dreams and perspectives, I am of the sentiment that he had considered excellence items as extravagance and would have never invested any energy to fulfil those ladies’ lavish needs. Rather, he took up the issue since it was influencing forex and identified with the economy. Banning such items was unimaginable in a majority rules system, so beginning an Indian organization was the main arrangement. It was a test of its kind since it needed to satisfy the necessities of "Indian skin" in which outside brands missed the mark and in the meantime, have a brand character which would speak to the upper working class ladies who were truly the ones binge spending on costly remote marked cosmetics. Nehru realized that lone JRD Tata
had the enthusiasm and business aptitudes to handle the above difficulties and by and by asked for him to concoct an answer, which he promptly acknowledged. Doing statistical surveying to discover the requirements of Indian ladies and enlisting specialists and substance engineers from the magnificence business was not by any means a test for JRD however thinking of a brand character positively was. At long last, in the wake of giving it a great deal of thought, he named it "Lakme" after the French he picked this specific French musical show name because in light of the fact that "Lakme" gets its name from Sanskrit for "Lakshmi", the goddess of riches and embodiment of excellence. It was the ideal name for the organization as it was really conveying riches to the country (by sparing valuable forex), could correspond itself exceptionally well with the wonderful Goddess and it bid well to upper working class ladies because of its videshi sounding name ("Lakshmi lipstick" or "Lakshmi eyeliner") would have sounded Opera. That was the sort of manner of thinking which went into any occupation which JRD Tata took up and the outcomes were constantly commendable. Lakme was begun in 1952 as a 100% auxiliary of Tata oil plant. It was a tremendously effective brand and the rest is history. In 1996, Tata sold its stake in Lakme to HLL since it felt that HLL being a FMCG organization will improve equity to the organization and HLL have proceeded to proficiently support the brainchild of JRD. A late study positioned Lakme to be one of the main 50 most trusted brands in India

1.8 EFFECTIVENESS OF ADVERTISING

The adequacy of promoting is assessed for the accompanying reasons:

• It is important to have some measure of the impact of publicizing at a bargain to keenly decide the extent of promoting apportionment.
• When alternate media and duplicate accessible are under thought, some measure of the adequacy of various duplicate, diverse media recurrence an obligation of insertion is essential for proficient administration of this period of publicizing.
• The dynamic nature of business sector change are such that cost may create more prominent consequence of offers reaction in one period and publicizing on other.
• There is an immersion point in publicizing with past which deals reaction is irrelevant. It is important to know when this point has been come to.
To finish up, in the present worldwide setting, publicizing is the most imperative wonder, which fortify the purchasers and influence them all things considered. In the present setting, the promoting has expanded its mind-set to such a degree, to the point that its weight can be felt all over the place. Be that as it may, for making the publicizing more successful in future it is important to evaluate the multi-dimensional part of promoting in future. Today, the entire nation is in fact sewing together and the general population can utilize regular experience and desires through the intervention of different method for correspondence. The publicizing assumes an essential part in building up the buyers’ inclination and their recognition towards the items and administrations. By and large the discernment is "the procedure by which an individual chooses, sorts out, and deciphers data inputs to make an important photo of the world." Advertising and individual recognition are firmly related and are exceptionally useful in getting the social change. Notwithstanding, this change might be a positive or negative contingent on the individual discernment, esteem way of life and idea. This helps the administration in defining the project for enhancing the publicizing proficiency. Keeping this into thought, an endeavour has been made in taking analysis of survey results, to think about the effects, of promoting on the brand inclination of buyers of the three purchaser items, tooth-paste, cleanser and cleanser by considering different viewpoints, for example, to what degree did advertising crusades expand brand mindfulness, brand cognizance, expressed brand inclination et cetera. Plausible reaction from the respondent will be utilized as a part of creating the brand inclination of purchasers through the effect of advertisings

1.9 NEED AND SIGNIFICANCE OF STUDY

Indian excellence industry has seen quick advancement over the span of the last couple of decades. In these years the extent of remedial and glorious things in India has broadened colossally. Indian beauty contenders have begun to make products to considering global needs. Home developed excellence care items from India have received unbelievable response from the foreign markets and various therapeutic things that are manufactured in India today are supplied to world-wide suppliers of remedial products like the Baby shop. Various facts and figures reveal that Indian excellence industry is growing at an average rate of 20% and above consistently. This addition is credited to two essential components. The first being the extension of enthusiasm for cost effective cosmetics and the second being the extended purchasing power of the typical Indian.
In any case, even with the monstrous surge in the fame of corrective items, insights have demonstrated that the normal Indian buyer spends very less on restorative items than buyers from other parts of the world. This implies that Indian corrective industry has a much more potential for development than it is presently encountering and it is very divided and packed in the Tier-I urban areas. Thus it is exceptionally vital that the items ought to reach to other areas and also in country territory. Here advertising assumes a vital role. The organizations need to comprehend the desires of prospects. This requires an intensive comprehension of buyer conduct and purchasing thought processes.

Buyer conduct is the conduct that customers show in hunting down, obtaining; utilizing and assessing items, administrations and thoughts which they expect will fulfil their requirements. Buyer conduct incorporates an unlimited range including utilization design, shopper inclinations, purchaser inspiration, and customer purchasing process and shopping conduct. The buy choice is impacted by different elements, for example, social, demographic, individual, and financial. So for powerful advertising, the advertiser must know the premise of choices taken by clients.

Haryana stands out amongst the most financially created locales in South Asia, and its farming and assembling ventures have managed sustained development and growth since 70s. The state has risen as the biggest beneficiary of per capita investment in India since the year 2000. Although Haryana is a small state yet has one of the top economies in India. The state has third highest per capita income amongst 29 states. It is a solitary state which was cut out in light of the fact that the other state did not need it to be its part inferable from its backwardness.

Mr Narendra Modi and French President Mr François Hollande have announced the national Institute of sun power (NISE) in Gurgaon, Haryana as the headquarter for the international solar Alliance (ISA), that is a partnership of solar-aid rich international locations, with 121 nations across Africa, Southeast Asia and Europe. Wal-Mart India plans to open its chain of shops in Haryana, while Micromax also has plans to set up a cellular hand set manufacturing units in Haryana.

China’s Dalian Wanda group plans to make investments of about US$ 10 billion to construct business area in Haryana. The growth prospects of the state have encouraged me to conduct this study in Haryana.

1.10 OBJECTIVES OF THE STUDY
On the basis of the research gap provided by the literature review the following objectives have been finalized:
1. To analyse consumer perceptions towards cosmetic products in relation to demographic characteristics.
2. To assess the influence of Advertisements on buying decision of consumer with respect to cosmetic products in Haryana.
3. To compare the effectiveness of various media of Advertising viz. television, internet and print media.
4. To determine factors influencing buying decision of cosmetic products in Haryana.
5. To provide suggestions for improving the buying decisions of consumers.

1.11 SCOPE OF THE STUDY
The present study covers a sample of 500 respondents from Haryana. The data from these respondents has been collected with the help of a well-designed questionnaire annexed at end of this study. In order to test the reliability of the questionnaire the cronbach’s alpha has been calculated the results of which are as follows:

<table>
<thead>
<tr>
<th>Table 1.1</th>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question</td>
<td>Cronbach’s Alpha</td>
</tr>
<tr>
<td>11</td>
<td>0.75</td>
</tr>
<tr>
<td>12</td>
<td>0.83</td>
</tr>
<tr>
<td>15</td>
<td>0.76</td>
</tr>
<tr>
<td>16</td>
<td>0.76</td>
</tr>
<tr>
<td>17</td>
<td>0.72</td>
</tr>
</tbody>
</table>

The description of the sample is as follows:

<table>
<thead>
<tr>
<th>Table 1.2</th>
<th>Qualification of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Matriculation or Below</td>
<td>103</td>
</tr>
<tr>
<td>10+2</td>
<td>165</td>
</tr>
<tr>
<td>Graduate</td>
<td>159</td>
</tr>
<tr>
<td>Post-Graduate</td>
<td>73</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 1.3</th>
<th>Age of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
Below 20 yrs.  |  93 | 18.6 | 18.6 | 18.6  
20-40 yrs.  | 159 | 31.8 | 31.8 | 50.4  
40-60 yrs.  | 163 | 32.6 | 32.6 | 83.0  
Above 60 yrs. | 85  | 17.0 | 17.0 | 100.0 
Total       | 500 | 100.0| 100.0| 100.0 

Table 1.4
Marital Status of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Per cent</th>
<th>Valid Per cent</th>
<th>Cumulative Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>204</td>
<td>40.8</td>
<td>40.8</td>
<td>40.8</td>
</tr>
<tr>
<td>Unmarried/Single</td>
<td>296</td>
<td>59.2</td>
<td>59.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 1.5
Type of Family of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Per cent</th>
<th>Valid Per cent</th>
<th>Cumulative Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint</td>
<td>66</td>
<td>13.2</td>
<td>13.2</td>
<td>13.2</td>
</tr>
<tr>
<td>Nuclear</td>
<td>434</td>
<td>86.8</td>
<td>86.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 1.6
Annual Family Income of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Per cent</th>
<th>Valid Per cent</th>
<th>Cumulative Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to Rs. 5,00,000</td>
<td>150</td>
<td>30.0</td>
<td>30.0</td>
<td>30.0</td>
</tr>
<tr>
<td>Rs. 5,00,000 - 10,00,000</td>
<td>259</td>
<td>51.8</td>
<td>51.8</td>
<td>81.8</td>
</tr>
<tr>
<td>Above Rs. 10,00,000</td>
<td>91</td>
<td>18.2</td>
<td>18.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

1.12 RESEARCH METHODOLOGY

The study uses various statistical methods in order to analyse different objectives. In order to study the impact of different demographic variables on consumer perception, chi-square test will be used. The demographic variables used for this analysis are:

a. Qualification of the consumer
b. Age of the consumer
c. Marital status of the consumer
d. Annual income of the consumer

The impact of these demographic variables on parameters relating to cosmetic products will be analysed with the help of Chi-square test. The impact will be analysed as follows:

1. Buying of cosmetic products
2. Spending on cosmetic products
3. Usage of cosmetic products
4. Satisfaction towards cosmetic products

The null hypothesis for this test will be:

$H_1$: There is no significant association between demographic variable and buying of cosmetic products.

$H_2$: There is no significant association between demographic variable and spending on cosmetic products.

$H_3$: There is no significant association between demographic variable and usage of cosmetic products.

$H_4$: There is no significant association between demographic variable and satisfaction from cosmetic products.

The cosmetic products on which the impact will be tested are:
1. Skin care products.
2. Hair care products.
3. Colour cosmetics.
4. Fragrances.

In order to test the influence of advertisements on the buying decision of consumers towards cosmetic products again chi-square test, mean and standard deviation will be used. The influence will be analysed from following three angles:

a. Information from advertisements.
b. Persuasion to buy from advertisements.
c. Misleading ability of advertisements.

The association between advertisements and buying behaviour of customer relating to cosmetic products will also been studied with the help of Chi-square test. The association between advertisements will be tested for the following consumer behaviour:

1. Buying of cosmetic products
2. Usage of cosmetic products

Responses of all the respondents will be categorized in three groups indicating degree of low, medium and high in descending order assuming normal distribution.

$H_1$: There is no significant association between buying of cosmetic products and advertisements.
H₂: There is no significant association between usage of cosmetic products and advertisements.

The association of advertising media with the customers of cosmetic products will also be analysed. The advertising media has been divided into three different categories i.e. television, radio and print media. The association of different demographic variables will be analysed with five different characteristics of advertisements viz effectiveness, informative, persuasive, comparative and reminding. The association of advertising media with different demographic variables will be analysed in the following manner:

a. Association of advertising media and age.
b. Association of advertising media and qualification.
c. Association of advertising media and type of family.
d. Association of advertising media and marital status.
e. Association of advertising media and annual income.
f. Association of advertising media and locality.

The association will be analysed with the help of ANOVA test. ANOVA will be applied between the groups and within the groups. The hypothesis to be tested in this case is:

H₀: There is no significant association between advertising media and demographics of respondents.

Lastly the impact of different factors on buying decision of consumers will be analysed. The factors which influence the consumer buying behaviour have been divided into three categories.

a) Social Factors.
b) Economic Factors.
c) Market Factors.

In order to analyse the impact of these factors on the buying decision of consumer stepwise multiple linear regressions will be applied. Buying of cosmetic products has been selected as dependent variables. On the other hand various factors have been identified as independent variables or predictors which impact the buying decision. The regression analysis on buying decision of different cosmetic products will be carried out as follows:

1. Regression Analysis of Social Factors
2. Regression Analysis of Economic Factors
3. Regression Analysis of Market Factors
Hence, twelve times, regression models will be developed and analysed. There are
two possible approaches to identify the existence of multi-collinearity as below.

- Approach #1 – By running a correlation analysis and looking at correlations.
- Approach #2 – One of the options in SPSS is to calculate multi-collinearity while
  running multiple regression analysis by calculating “collinearity diagnostics.”

In this regression analysis, approach #2 will be used to strengthen the results.
Hence, initial multiple linear regression equation can be expressed as below.

\[ Y = \alpha + X_1\beta_1 + X_2\beta_2 + X_3\beta_3 + X_4\beta_4 + X_5\beta_5 + X_6\beta_6 + X_7\beta_7 + X_8\beta_8 + e \]

Where
\( Y \) = dependent variable
\( \alpha \) = Intercept (Constant)
\( X_1, X_2, X_3, \text{etc.} \) are different independent factors
\( \beta_1, \beta_2, \beta_3 \) shows the impact of different independent factors

1.13 LIMITATIONS OF THE STUDY
Present study is subject to the following limitations:
1. As the study is questionnaire based, its conclusions are subject to the data collection.
2. As the data will be collected from different districts of Haryana, the results will be applicable to Haryana only.
3. The results will be applicable to cosmetic industry only.

1.14 ORGANIZATION OF THE STUDY
The entire study has been divided into seven chapters. The plan of the study is as follows:
CHAPTER 1 Introduction to the beauty industry, objectives and methodology.
CHAPTER 2 Review of literature available relating to the consumer perception towards cosmetic industry
CHAPTER 3 Deals with the study of association between different demographic variables consumer perception towards cosmetic products.
CHAPTER 4 Deals with the analysis related to the influence of advertisements on buying decisions of cosmetic products.
CHAPTER 5 Discuss the association of different demographic variables with advertising media.

CHAPTER 6 Throws light on factors affecting consumer buying decisions relating to cosmetics products.

CHAPTER 7 Provides summary, findings and suggestions.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

A writing survey is an evaluative report of studies found in the writing identified with our chose zone. The survey depicts compresses, assesses and clarifies the writings. It gives a hypothetical reason for the exploration and helps in deciding the way of our own examination. Selecting a set number of works that are key to our research area as opposed to attempting to gather an extensive number of works that are not as firmly associated with our subject region.

A writing survey goes beyond the hunt down