CHAPTER – I
INTRODUCTION AND DESIGN OF THE STUDY

Introduction

During the period when laissez faire policy was advocated, it was the consumer who influenced as to what goods were to be purchased, where, when and how the goods and services were to be marketed. In short, goodwill of the consumer played a crucial role in the success of business.

It has been aptly observed: “Despite misgivings, mischances and disclaimers, the market economy is far superior to the controlled economy…. It is not (an) exaggeration to say that a market economy is the natural economic order of mankind. It is not an ideology or a system dreamt by intellectuals. It has grown naturally and organically over centuries and has absorbed a million little truths about human behavior which no single mind nor even the most modern computer can capture, let alone improve upon. Economic results are not produced by economic forces. They are a human achievement.

However as days passed by, with the increasing intervention of the State in economic activities and the consequent emergence of controlled economy, the consumer lost his pivotal position. The situation became bad for the consumer as he could go without basic things whose prices were regulated by a few producers operating in monopolistic competitive conditions.

The consumer is also taken for a ride by the advanced modern processing techniques, coupled with persuasive powers of psychological advertising, and is always subject to exploitation. Deceptive advertising, misleading product promotional techniques, offering gifts, reduction of sales, and artificial shortage of goods are some of the unfair trade practices to which consumers are often subjected.

There, crept in a need for an organized consumer movement sometimes referred to as ‘consumerism’, aiming to remove the veil of ignorance from the consumers, to create a sense of awareness in them of their various rights and
remedies, to caution them not to be carried away by the deceptive advertisements or eye-catching packages and to guide them about the best buy of the products. The objective of consumer movement is to ensure consumer’s right to product safety, accurate information, sufficient choice and a clean environment.

“Herrmann has argued that consumer movements since the late nineteenth century have emerged always in reaction to three persisting problem areas: (1) ill-conceived application of new technology which results in dangerous or unreliable products, (2) Changing perception of social responsibilities of business, and (3) operations of a dishonest fringe and occasional lapses of others in business community” (Hermann, 1982:32). Organised consumer activism is, thus, often a reactive social force.

The quintessence of consumerism is to protect consumer rights and interests and promote their welfare. It is more than a social movement. Consumerism is public demand for refinement in marketing practices to make them more informative, more responsive, more scientific, more truthful, more efficient and also for (showing) a concern for the quality of life. Often the growing interest for the quality of life translates itself into demand for more public goods and services, such as better highways, more education, better airports, better transport, crime free cities…. Thus, consumerism represents vital aspects of socially responsible marketing. It really means the sum total of all activities of the government business, voluntary consumer organizations and the consumers themselves, designed to promote and protect consumer interests. The government on its part, has passed a number of laws intending to safeguard the interests of the consumers and to provide judicial remedies wherever the rights are infringed. The business, on the other hand, has tremendous responsibilities towards consumer as part of social responsibilities by providing consumer products with quality and safety at competitive prices. There are a number of voluntary organizations doing product testing and advising the consumers as to the type of products they should buy. They also bring to the
notice of consumers wrong practices and misleading advertisements of the sellers.

In spite of various efforts made by the government and other independent organizations, consumerism is not picking up momentum to the desired level. The obvious reason for this is lack of awareness among consumers themselves about their rights and remedies available to secure their rights. Success of consumer movement depends on the level of awareness on the part of consumers of their right vis-a-vis their buying behavior. It is in this respect that the role of consumers in the context of consumerism assumes greater significance. This calls for a detailed study of consumers awareness of their specific rights, their behaviour and the need for protection of their interests. Considering the complexities of the behavioural pattern, level of education and other regional variations in life – styles of people in India, a modest attempt has been made here to study these aspects with reference to Trichirappalli City.

The Indian Consumer

Basically, Indian consumer is conservative in the sense that he does not easily give up this habits and sentiments. He will never change in a hurry. The socialistic code of restraint dictated too much of independent India’s consumer psyche until the late seventies and early eighties. It was the time when the per capita income grew by an imperceptible one percent per annum. A whole generation was raised on a diet of austerity, where thrift was a great virtue and where anything except basic consumption was frowned upon. An Indian consumer won’t throw anything just for the sake of change. His psychological profile may be illustrated as follows:

At the macro level, Indian population is growing despite the efforts made by the government to encourage family planning and birth controls. What is alarming is the growing illiteracy along with growing population. The following chart indicates the growth of population vis-à-vis growing illiteracy
which has a bearing on the level of awareness of consumers about their legal rights as consumer and also on their behavioural aspects.

Marketing is indeed an ancient art and it has been practiced in one way or the otherwise the days of Adam and Eve. Its emergence as a management discipline however is of relatively recent origin.

Recently consumer is said to enjoy sovereignty in the market. The success of marketing depends upon the ability of the marketer to satisfy the consumer. Marketing starts with the consumer and ends with the consumer. The consumer is the engine of economic activity and his prerogatives are no less than those of the monarch. He is the fulcrum or the pivot upon which the business moves.

Brand preference is the consumer conscious decision through intention or behaviour, to repurchase a brand continually. For every product the consumer has his own choice depending upon the various factors that affects the selection of particular brand.

It occurs because the consumer receives that the brand offers the right product features, image, or level of quality at the right price. Consumer behaviour is habitual because habits are safe and familiar. In order to create brand preference, advertiser must break consumer habits, help them to acquire new habits and reinforce those habits by reminding consumers. Of the value of their purchase and encourage them to continue purchasing those products in the future.

The image surrounding a company brand is the principal source of its competitive advantage and is therefore valuable strategic asset. A company should view its brand, to be not just a product or service. But as an overall brand image that defines company philosophies. Just like a person without attention grabbing characteristics, a brand with no personality can easily be passed right over. A strong symbol o company logo can o help to generate brand preference by marketing it quickly.
Existence of brand preference is a good sign for the prosperity of an organization. Hence, the Manufacturers as well as the traders always try to build brand preference usually achieved through repetitive advertising and supply of quality products at competitive price. The manufacturers first aim to develop brand preference among consumers, who may become loyalists over a period of time.

1.1. DEFINITION OF CUSTOMER SATISFACTION

Hence, the customer behaviour can be defined as “the behaviour that customers display in searching for, purchasing, using evaluating and disposing of products, services and ideas that will satisfy their needs”.

Customer satisfaction is defined as the post consumption evaluation that a chosen alternative at least meets or exceeds expectations.

Customer dissatisfaction may be defined as the post purchase discontentment faced by customers when their product performance expectation do not match the product performance.

Customer complaint behaviour has been defined as a set of actions triggered by perceived dissatisfaction with a purchase episode.

1.2. CONSUMERISM: CONCEPTUAL CONSIDERATION

In the good olden days the principle of ‘Caveat emptor', which meant buyer beware, governed the relationship between seller and the buyer. In the era of open markets buyer and seller came face to face, seller exhibited his goods, buyer thoroughly examined them and then purchased them. It was assumed that he would use all care and skill while entering into transaction.

The maxim relieved the seller of the obligation to make disclosure about the quality of the product. In addition, the personal relation between the buyer and the seller was one of the major factors in their relations. But with the growth of trade and its globalization the rule no more holds true. It is now impossible for the buyer to examine the goods before hand and most of the
transactions are concluded by correspondence. Further on account of complex structure of the modern goods, it is only the producer / seller who can assure the quality of goods. With manufacturing activity becoming more organised, the producers/sellers are becoming stronger and organised whereas the buyers are still weak and unorganized. In the age of revolutionized information technology and with the emergence of e-commerce related innovations the consumers’ are further deprived to a great extent. As a result buyer is being misled, duped and deceived day in and day out. Mahatma Gandhi, the father of the nation, attached great importance to what he described as the "poor consumer", who according to him should be the principal beneficiary of the consumer movement He said:"A Consumer is the most important visitor on our premises. He is not dependent on us we are on him. He is not an interruption to our work; he is the purpose of it. We are not doing a favour to a consumer by giving him an opportunity. He is doing us a favour by giving an opportunity to serve him."

Inspite of these views consumerism is still in its infancy in our country, thanks to the sellers market and the government monopoly in most services. Consumer awareness is low due to the apathy and lack of education among the masses. No one has told them about their rights - to be informed about product quality, price, protection against unsafe products, access to variety of goods at competitive prices, consumer education etc. What consumerism lacks here is education and information resources, testing facilities, competent leadership, price control mechanism, and adequate quasi-judicial machinery. The providers of goods and services have been reluctant to give due consideration to consumer interest protection.

In the present situation, consumer protection, though as old as consumer exploitation, has assumed greater importance and relevance. Consumerism is a recent and universal phenomenon. It is a social movement. Consumerism is all about protection of the interests of the consumers’. According to McMillan Dictionary (1985) “Consumerism is concerned with protecting consumers’
from all organizations with which there is exchanged relationship. It encompasses the set of activities of government, business, independent organizations and concerned consumers that are designed to protect the rights of consumers’ interests of the buyers of goods and services against defective or dangerous goods etc”

The Chamber's Dictionary (1993) defines "Consumerism as a movement or policies aimed at regulating the products or services, methods or standards of manufacturers, sellers and advertisers in the interest of buyers, such regulation maybe institutional, statutory or embodied in a voluntary code occupied by a particular industry or it may result more indirectly from the influence of consumer organisations”.

As commonly understood consumerism refers to a wide range of activities of government business and independent organizations designed to protect the rights of the consumers’. Consumerism is a process through which consumers’ seek redress, restitution and remedy for their dissatisfaction and frustration with the help of their organised or unorganized efforts and activities.

It is, in-fact a social movement seeking to protect the rights of consumers’ in relation to the producers of goods and providers of services. In-fact consumerism today is an all-pervasive term, meaning nothing more than people's search for getting better value for their money. Consumer is the focal point of any business. Consumers' satisfaction will benefit not only business but government and society as well. So consumerism should not be considered as consumers' war against business. It is a collective consciousness on the part of consumers’, business, government and civil society to enhance consumers' satisfaction and social welfare which will in turn benefit all of them and finally make the society a better place to live in.

There are various components of consumerism. First and foremost is self-protection by consumers’. Consumer must be aware of his rights, raise the voice against exploitation and seek redressal of his grievances. Consumers' consciousness determines the effectiveness of consumerism.
It is the duty of the consumer to identify his rights and to protect them. Voluntary Consumer Organizations engaged in organizing consumers’ and encouraging them to safeguard their interests is another important element of consumer movement. The success of consumerism lies in the realization of the business that there is no substitute for voluntary self-regulations. Little attention from the business will not only serve consumers' interest but will also benefit them. Some businesses in India have come together to adopt a code of conduct for regulating their own activities. Regulation of business through legislation is one of the important means of protecting the consumers’.

Consumerism has over the time developed into a sound force designed to aid and protect the consumer by exerting, legal, moral and economic pressure on producers and providers in some of the developed countries.

1.3. ABOUT COSMETICS

1.3.1.TURMERIC

In India, turmeric is regarded as a stomachic, tonic and blood purifier, which is used for poor digestion, fevers, skin conditions, vomiting of pregnancy and liver disorders. Externally it is used for conjunctivitis, skin infections, cancer, sprains, arthritis, haemorrhoids and eczema.

Indian women apply turmeric to the skin to reduce hair growth. It has a warm, bitter taste and is a primary component of curry powders and some mustards. The powders and its oleoresins are also used extensively as food flavourings in the culinary industry. The spice has a long history of traditional use in Asian medicine. It also has been used topically as a poultice, as an analgesic and to treat ringworms. Among the dark races of India, turmeric has been used since time immemorial to treat skin problems. Both the Ayurvedic and the Unani practitioners have used a paste of powdered turmeric or its fresh juice made into a paste or a decoction of the whole plant as a local application in the treatment of leprosy and cobra bites. It is especially useful for indolent ulcers on the surface of the skin and gangrene in the flesh.
1.3.2. CAJUPUT

Cajuput or *Melaleuca leucadendron* is a close relative of the Tea Tree Oil plant or *Melaleuca alternifolia* and so perhaps it should not be a surprise that this plant has use in treating sores, dermatoses (skin diseases) such as psoriasis and acne.

1.3.3. GOTU KOLA

The Indian Pennywort or *Centella asiatica* [Syn. *Hydrocotyle asiatica*] is a plant used around the world in the treatment of chronic skin conditions. It is a slender, creeping plant that grows commonly in swampy areas of India, Sri Lanka, Madagascar, South Africa and the tropics.

1.3.4. SOAPWORT

Soapwort, Bruisewort, Bouncing Bet, Dog Cloves, Fuller's Herb, Latherwort, Lady's-Washbowl and Old-Maid's-Pink or *Saponaria officinalis* contains saponins (to 5%), comprising saporubin and saprubrinic acid; gums; flavonoids; vitamin C and vitexin. It has been used in the topical treatment of certain skin conditions, including acne, psoriasis and eczema. In India the prepared rootstock is considered a galactagogue. An extract of the roots is still a popular remedy of poison ivy.

1.3.5. ACNE HOLY BASIL

In India, *Ocimum sanctum* or Kovil Tulsi is one of the sacred herbs which is grown in houses and temples in all areas of the sub-continent. It is a powerful medicinal plant and much has been done to validate its medicinal activity, and *Ocimum sanctum* extracted in methanol and fed to rats was found to exert an immuno-stimulatory effect. It is found that although there was variation, all the oils were found to have antimicrobial activity at fairly low dilutions.
1.3.6. RED SANDALWOOD

Red Sandalwood, raktachandana or *Pterocarpus santalinus* is ground to a paste with water or honey, and applied topically as a popular home remedy used in southern India, especially Kerala, for post-acne and other facial scars.

1.3.7. SANDALWOOD

Also known by the Indian and Sanskrit name of Chandan, *Santalum album* is used for its volatile oil. It is astringent, cooling, deodorant, disinfectant, stimulant and tonic. Sandalwood is useful in cutaneous inflammation, where the chief uses are in skin care, to soothe cutaneous inflammation, as an antiseptic, a skin softener, and to invigorate peripheral blood circulation in the skin. It acts as a prophylactic against skin diseases and allergic conditions, is haemostatic or styptic, and removes skin blemishes.

1.3.8. CEYLON LEADWORT

Also known as *Plumbago zeylanica* is extremely popular throughout Africa and Asia as a remedy for parasitic skin diseases, especially leprosy, scabies, acne vulgaris and surface sores and leg ulcers. The root has been shown to contain plumbagin, a yellow naphthoquinone, which is responsible for its antimicrobial and antibiotic activity.

1.3.9. PEA

Even the humble pea or *Pisum sativum* has value in the treatment of acne. The seeds are used, which contain proteins, lecithins, carbohydrates, fats and salts. It is nutritive and antidermatosis. They have an appreciable effect on many types of skin complaint. Face masks made from the crushed fresh fruits are used in cases of acne and on faded, wrinkled skins.
1.3.10. CAMPHOR

Cinnamomum camphora Camphor or *Cinnamomum camphora* has an aroma that is fresh, clean and very piercing. It is grown in the East, principally Borneo, China, Sri Lanka, Madagascar and Sumatra. It has white flowers which lead to red berries. This long-lived tree (often up to a thousand years) is not touched until it is about 50 years old. The action on the skin is cooling, therefore reduces inflammatory conditions. Oily skins seem to benefit most and it has been used in cases of acne, burns and ulcers. Cold compresses for bruises and sprains are usually effective.

1.3.11. PUMPKIN

The natives of Central America rub the oil extracted from the seeds of *Curcubita pepo* on herpes lesions, venereal sores, acne vulgaris, and stubborn leg ulcers which refuse to heal up. Pumpkin leaves are also applied as poultice on sprains and pulled ligaments. The roots are made into an infusion and used on syphilitic sores, herpes lesions, pimples and blackheads.

1.3.12. CHASTE TREE

*Vitex agnus-castus* has been examined for the treatment of acne. In India the plant is more often used to treat bites, eye diseases and most especially menstrual disorders.

1.3.13. DANDELION

*Taraxacum officinale* or dandelion is a plant that is common universally and it is used for acne, biliousness, boils, constipation, cystitis, dyspepsia with sluggish digestion, rheumatism. The plant is recommended for skin complaints such as spots, pimples and acne, where a course of dandelion tea and eating fresh young leaves in salads will help clear the skin.
1.3.14. BLACK WALNUT

It is referred as *Juglans nigra* as Black Walnut. The bark in particular is quite astringent, while the leaves have a cleansing (detergent) property. It is used homoeopathically, where a tincture of leaves and of rind of green fruits is used for acne, chancre and herpes. *Juglans regia* is known as the English Walnut, where the leaves are the medicinal part used in India. The leaf decoction is used externally as a wash or bath additive for rheumatism, gout, glandular swelling, gum problems, scrofula, sweaty feet, acne, dandruff and other skin problems.

1.3.15. HEARTSEASE or WILD PANSY

Also known as *Viola tricolor* is a healing herb and can be used externally to soothe and relieve pain. It is effective against skin diseases (acne, pruritis eczema etc.). It can be used as an infusion taken internally and applied externally, applied to the skin by means of a compress. The whole plant is used for its antipyretic, antidote, and antiphlogistic effect, especially where carbuncles, boils, ulcers and other skin conditions are indicated. The juice of the fresh root is applied externally to abscesses.

1.3.16. NEEM, NIMBA or MARGOSA

The natives of India use *Azadirachta indica* or neem leaves in various forms such as poultices, ointments, and liniments for everything from leprosy, burns, gangrene, scabies, herpes lesions, eczema, and skin ulcers. Its use dates back into antiquity in Hindu Ayurvedic medicine. The seed oil has also been widely used in Asian medicine, and the therapeutic value of the oil has been confirmed as an anti-inflammatory and antibacterial agent. There are also reports that the plant has insecticidal and spermicidal properties.
1.3.17. CONEFLOWER

The Purple Coneflower or *Echinacea angustifolia* is one of the most interesting plants of recent times and has been the subject of much serious research. Its traditional use has been for the treatment of acne, boils and mastitis, an effect that may be due to the antiseptic properties of the plant. The latest thinking on Echinacea is that it is very effective in increasing the ability of the immune system to fight infections, it is a stimulating alternative for use in helping clean the body in septic conditions or where resistance to infections is lowered. In a recent paper, it is reported that Echinacea has been used successfully in cases of blood poisoning. It was reported that Echinacea was useful against cancerous growths especially of mucous membranes. It has been used to lessen the pain and inflammation of gonorrhoea and syphilis, tonsillitis, impotency and skin disorders, i.e. eczema, psoriasis, acne, poison ivy, irritation etc. In another paper it is said that the root and rhizome are used in folk medicine for their antiseptic and vasodilator activities, and are indicated for furunculosis, septicaemia, pyorrhoea, tonsillitis, and particularly for boils, carbuncles and abscesses. They are reported to be depurative, digestive, and confirm the effectiveness against eczema and acne.

1.3.18. ONION

A plant does not have to be exotic to have value as a skin treatment, even something as apparently mundane as the common red onion or *Allium cepa* can have beneficial effect. It has been used externally as a poultice for acne, chilblains and arthritis (to draw out inflammation) and the juice applied to blemished skin. Onion poultices are used on boils, abscesses and blackheads to draw out the infection, decrease inflammation and speedy healing. In Africa, onion juice has been applied to burns and scalds to prevent blistering and infection and the natives of East Africa sometimes use the skin of the onion as a sticking plaster on facial and body sores. A French physician by the name of Ambroise Paré developed an important treatment for major and minor burns incurred through flames, gun powder burns, and explosions, using fresh onion juice.
1.3.19. BATH PRODUCTS

There are dozens of plants used for washing or bathing in India and it would be unrealistic to try to mention all of them, so a few of the more interesting materials are discussed.

a) KARANJA TREE or INDIAN BEECH NUT TREE

It has the English name Indian Beech nut, the Kannada names are Honge, Hulugala or Kanigemara. This species grows extensively across India, and the seed oil is commonly used in Indian Ayurvedic medicine for the treatment of skin conditions, for skin protection and rheumatic pain. It is taken internally for bronchitis and whooping cough. Pongamia extract contributes and / or enhances the UV absorbing properties of a conventional sunscreen. It helps to broaden the UV protection. The seeds crushed to a paste are used for leprosy, skin disorders and painful rheumatic joints. A paste made from crushed leaves is applied as a poultice to wounds, and a hot infusion of the leaves is used as a medicated bath for relieving rheumatic pains, and for cleaning foul ulcers and sores. The seeds are high in non-edible oil which is used in the preparation of soap. It is used in the Ayurvedha and Siddha traditional medicine systems, for treatment of clinical lesions of skin and genitalia, was evaluated for antiviral properties against herpes simplex virus.

b) SOAPBERRY or SOAP NUT

The fruit pulp is used as a substitute for soap. In India, the Soap Nut is known as Reetha. One fruit in forty parts of water provides a hair wash which promotes the growth of hair and removes dandruff. The spring of Northern India is celebrated with Holi, or the Festival of Colour and in this occasion the participants smear orange, purple, red, green, yellow dyes, powders and paints over each other's heads and bodies. It is very difficult to rid the hair of these dyes, but the traditional soap-nut hair wash rinses out the colours while conditioning the hair and the scalp at the same time. Using the soap nut as a
base, Indian women concoct their own shampoos, frequently mixing it with a medicinal combination or other ingredients such as turmeric or coconut pulp.

c) LOVE-LIES-BLEEDING

There are a number of species of this plant. It has the country names Velvet Flower, Red Cockscomb, Prince's Feather, Balder Herb, Floramor, Flower Gentle. It has the symbolic meaning of hopeless and heartless. A few examples are given from this enormous family. Certain hill tribes in India and Africa use the plant as a staple food. It is given for scrofula and applied topically to scrofulous sores. The plant is used as a sudorific and febrifuge and is recommended for eruptive fevers. The leaves are considered a good emollient, lactagogue and a specific for colic. Externally, the bruised leaves are applied locally on eczema. This plant is an astringent and it is used externally as a gargle in ulcerated conditions of the mouth and throat and as a wash and poultice for ulcers and sores. Reports of teratogenicity and carcinogenicity have not been adequately substantiated and Amaranth is presumed to be safe at present.

d) TERMINALIA

It is an extremely large and important genus of plants. Many of the species within this genus have antibacterial and useful skin properties. It is the most important species in India. It is one of the myrobalans which go to form the "Thippal" which is largely used by every Ayurvedic physician for all the diseases of the human body and is used in many of their stock preparations. The fixed oil extracted from the seeds is considered a beneficial application for the hair and for rheumatism. In India, the juice of the young leaves is used to prepare an ointment for scabies, leprosy, and other coetaneous diseases. In East Indies, the plant is used externally on skin diseases. It is finely powdered and used as a dentifrice useful for carious teeth, bleeding and ulceration of the gums. The ashes of the fruit mixed with butter form a good ointment for sores.
Regular use of the powder with king-coconut water is supposed to improve the complexion. The powdered bark mixed with oil is used to remove apthae. It is also applied externally on ulcers and on fractures.

e) COCKSCOMB or QUAIL GRASS

The seeds are used medicinally as an ophthalmic antiphlogistic and astringent in conjunctivitis or retinal haemorrhage. The flowers are officinal and used as astringent, haemostatic, anti-diarrhoeic in dysentery, enterorrhagia, metrorrhagia, epistaxis. The leaves are used to treat itching, and the water extracts of the seeds are used as an eye-wash. It is interesting to note that similar species have similar use in Africa. The fruits and leaves are used. The safety of these species is not envisaged as a problem but it is gathered and consumed as a vegetable. The leaves and shoots are edible. The leaves are used in poultices in China on infected sores, wounds and skin eruptions. The whole plant is used as an antidote for snake bite and the root as a specific for colic, gonorrhea and eczema. The water in which the leaves, flowers and stems are boiled is used as a body wash for convalescents.

f) LOTUS

It is considered the symbol of Brahma, the impersonal and abstract conception of God; of Vishnu, the second, personal, essence of God; and the symbol of Gotama Buddha to whom daily prayer is offered: The Chinese goddess of mercy, Kwan Yin is depicted sitting on a lotus. Amida, the Japanese Buddha, is always shown as seated on the blossoms of the lotus. Hap, the god of the south Nile, was clearly depicted ensconced on a lotus, as was Horus the youthful sun god of ancient Egypt. The flower is almost universally considered a symbol of purity and holiness. In bath preparations it has a vitalising or activating effect, an effect relished by the geisha and sing-song girls from the use of the flower in their daily skin care remedies.
1.3.20. HAIR CARE

There are numerous plants for the care of the hair, some are less well known than others. A few will remember the use of anti-macassars on the backs of chairs to protect them from being damaged by hair oil, that hair oil was made from the paka or kussum tree A cassia which yields an oil used in barbers’ shops was mentioned in Exodus as being used by Moses on sacred occasions. It is massaged into the scalp to keep the hair dark and to help prevent baldness in men. Queen Isabel of Spain had powdered cassia bark used in her talcum powder with orris root cloves and a few grains of musk.

ROSE APPLE is another plant Rose which is a species originally from India and is grown today extensively in Florida. Its name derives from the delicate fragrance of roses that is noticeable when the fruit is eaten. The rose apple is about the size and colour of an apricot, with one to three seeds inside. The name in India is Jambul or Jambu. Tribals use this in India as a ritual post-natal facial wash and in facial wound healing remedies. Jambu is a unique Southern Indian plant which also has the properties of stimulating the scalp and regenerating damaged hair.

1.3.21. SHELLAC

The term shellac is used only for the purified lac, which is a natural resin secreted by the tiny insect on certain trees and bushes, principally in India and Thailand. Known for more than 3000 years, lac is mentioned in early Sanskrit writings. In the Atharva Veda the origin of lac, the lac insect and the application for lac for medicinal uses are briefly described. Shellac is probably the only commercially used natural resin of animal origin. In addition to being used to produce the old rpm records and to insulate electrical windings, it was also used as a hair lacquer resin.
1.3.22. COMMON INDIGO or INDIAN INDIGO

In India, it is the source of an important blue dyestuff. It does not exist ready formed, but is produced during fermentation from another agent existing in the plant. This is called Indocan, and is yellow, amorphous, of a nauseous bitter taste with an acid reaction. The plant contains alkaloids, glycosides and oleoresin. Its action is anti-microbial. Wild Indigo is a herb to be considered wherever there is a focus of infection. Externally the ointment will help infected ulcers and sore nipples.

1.3.23. SCARLET PIMPERNEL

It has a bright scarlet flower. The ancient Greeks were fond of the flower, which they used in the treatment of eye diseases. The herb is also prescribed in cases of jaundice, dropsy and inflammation. The plant has cosmetic properties, applied as a skin lotion, a standard infusion regulates the pigmentation, removing freckles and other minor blemishes.

1.3.24. BHRINGRAJ or MAKA Eclipta alba Hassk

Is a member of the Asteraceae or Compositae family. The herb, root and leaves are used. Medicinally, bhringraj is indicated for a number of problems including skin diseases. In the cosmetic field it is used as a hair darkener, for skin toning and stimulation, and invigorating peripheral blood circulation of skin. It is traditionally used to check hair loss, stimulate hair growth, and is therefore useful in hair care. This is a species found across China, Taiwan, Indochina, India, Japan, Philippines. The taste is sweet-sour. The plant contains nicotine. It is prescribed as an astringent haemostatic. The extracted juice of the fresh herb is applied to the scalp to promote hair growth and taken internally it blackens the hair and beard.
CONSUMER

Consumer are people in families and other kinds of households who buy and use products and services in order to satisfy their personal needs and wants.

CONSUMER NEEDS

The driving force influencing consumer behaviour is needs. Needs motivate people to act according to needs and how buyers satisfy them are essential guidelines for marketing actions. Consumer attempt to match their needs people to act understanding needs and how buyers satisfy them are essential guidelines for marketing actions. Consumer attempt to match their needs people have a variety of needs including basic physical needs. The needs for safety, the need for relationship with other people and personal satisfaction needs.

1.4.1. CONSUMER BEHAVIOUR

Consumer behavior may be defined as that behavior exhibited by the people in planning, purchasing and using economic goods and services. Consumer behaviour is an integral part of human behavior and cannot be separated from it.

The aim of marketing is to meet and satisfy consumer needs and wants, understanding consumer behaviour and knowing customers differ greatly in many ways. Each consumer behaves differently to the change of time. It is important to study their behaviour; to gain greater insight into the consumer oriented decisions.

Consumer behaviour enables us to analyse the consumption decision, and also to know the awareness, and the factors that influence and provide them to make the product choice. The field of consumer behavior, shows how individuals and groups select, buy use and dispose of goods, services, ideas or experiences to satisfy their needs and desires. Consumer behaviour is the
process whereby individuals decide what, when, how and from where to purchase the goods and services.

1.4.2. CONSUMER SATISFACTION

Satisfaction is the fulfillment and gratification of the need for a stated good or service. Consumer Satisfaction and acceptance are often considered in the literature to be closely linked yet these are distinct Concepts.

1.4.3 HISTORY

The use of body paint for ornamental and religious purposes has been common among primitive people from prehistoric times. Ointments, balms, powders, and hair dyes have also been used from ancient times. Many cosmetics originated in Asia, but their ingredients and use are first recorded in Egypt; ancient tombs have yielded cosmetic jars and applicators.

Many cosmetics survived the middle ages, and Crusaders brought back rare Eastern oils and perfumes. In the Renaissance, cosmetics, usually white – lead powder and vermilion, were used extravagantly. From the 17th century, recipes and books on the toilette abounded. Professional cosmetologists began to appear, and luxurious prescriptions often included a bath in wine or milk. Reaching its height in 1760, the use of cosmetics virtually disappeared with the advent of the French revolution.

The year 1900 saw a revival of their use, accompanied by the manufacture of beauty aids on a scientific basis in France. Since then the industry has grown to tremendous proportions with products manufactured for every conceivable use.

In the United States, cosmetics intended for inter-state commerce are controlled under the federal Food, Drug, and Cosmetics Act of 1938. Spearheaded by companies founded by Helena Rubinstein, Elizabeth Arden, Estee Lauder, and other women and by their male counterparts, e.g., Charles Revson, the cosmetics business flourished throughout the later 20th century.
By the beginning of the 21st century, the cosmetics industry was mostly run by large corporations and had become a multibillion dollar enterprise.

The first archaeological evidence of cosmetics usage is found in Ancient Egypt around 4000 BC. The Ancient Greeks and Romans also used cosmetics. The Romans and Ancient Egyptians used cosmetics containing mercury and often lead.

In the western world, the advent of cosmetics was in the middle ages, although typically restricted to use within the upper classes. Cosmetic use was frowned upon at some point in history. For example, in the 1800s, Queen Victoria publicly declared makeup improper. It was viewed as vulgar and acceptable only for use by actors. By the middle of the 20th century, cosmetics were in widespread use in nearly all societies around the world.

1.4.4. COSMETICS

Cosmetics are the products that are created for the purpose of cleaning, beautifying or arresting appearance and enhancing attractive features.

The Indian cosmetics industry includes a long list of cosmetics product buyers, importers, wholesalers, distributors and manufacturers.

Beauty cosmetics that are manufactured in India include an extensive range of makeup cosmetics and toiletries. There are also a variety of permanent cosmetics and cosmetics treatment is also available in India. Cosmetics market which can be used to create permanent make up efforts like one could have permanent eyeliner by getting it tattooed into the eyelid. Some ladies also tattooing.

Products are used for the purpose of cleansing, beautifying, promoting attractiveness or alternating one’s appearance. Any of several preparations (excluding soap) applied to the human body for beautifying, preserving, or altering the appearance or for cleansing, colouring, conditioning, or protecting the skin, hair, nails, lips, eyes or teeth. The earliest known cosmetics were used in Egypt.
Cosmetics were in wide use in the Roman Empire, but they disappeared from much of Europe with the fall of the Roman Empire (5th century AD) and did not reappear until the middle ages, when crusaders returned from the Middle East with cosmetics and perfumes.

By the 18th century, they had come into use by nearly all social classes. Modern cosmetics include skin-care preparations; foundation, face powder and rouge (blusher); eye makeup; lipstick; shampoo; hair curling and straightening preparations; hair colours, dyes, and bleaches; and nail polish. Related products include antiperspirants, mouthwashes, astringents, and crystals.

1.5. STATEMENT OF THE PROBLEM

This research is aiming to find out the consumer satisfaction towards the Lakme products in Tiruchirappalli City.

The research on consumer satisfaction helps to identify the consumers and to know the consumers preferences, choice, taste and other quality parameters by conducting a through analysis and survey with vibrant Statistical methods.

This study will help to gain more knowledge about the consumer preferences to select a particular brand available in the market and to find out the reason why the consumers are switching over to other brands.

1.6 SCOPE OF THE STUDY

Lakme is a leading brand product among the Indian consumers over a long period of time. This study covers the attitude of consumer satisfaction and preference towards Lakme products in Tiruchirappalli City.

The study attempts to assess the awareness level of consumers about various brands of Lakme products, their attitude about Lakme products, It also analyses the problem if any faced by the consumers while using Lakme products.
1.7 OBJECTIVES OF THE STUDY

Primary Objectives:

The primary objective of this research is to analyse the consumer satisfaction of Lakme products.

1.8 Secondary Objective:

1. To study the socio-economic factors of the respondents.
2. To ascertain the factors influencing the respondents to purchase the Lakme products.
3. To study the consumers’ opinion towards Lakme products.
4. To study the consumers’ level of satisfaction and preference regarding Lakme Products.
5. To analyse the problems faced by the respondents while using the lakme products.
6. To analyse the source of awareness and consumers preference.
7. To offer suitable suggestions to improve the consumer satisfaction and preference.

1.9 RESEARCH METHODOLOGY

Methodology is the way to solve the research problems systematically. It may be understood as a science of studying how research is done scientifically. The methodology adopted for the study is given below.

1.10 I. Source of Data

The data for the study were collected by two ways.

i. Primary Data

The primary data was collected from 600 respondents. In order to collect the primary data, questionnaire was framed in a simple and understandable way.
ii. Secondary Data

Secondary data required for the study were collected from books, journals, magazines, newspapers and websites.

II. Sampling procedure and size

The sample size of the study was 600 respondents residing in various places To Trichy city. For collecting the data convenient sampling technique was adopted.

III. Sampling design

So many Lakme products are there such as face wash creams, face scrubs, lakme beauty salon, moisturizing cream, lip items, eye products, nail items. Among these the researcher has selected only four products namely face creams, lip items, eye products, nail items.

IV. Period of study

The study was confined to a period of 1 year from 01.06.2014 to 31.05.2015

V. Area of the study

The data for the study were collected from the respondents in Tiruchirappalli city.

1.11 TOOLS USED FOR ANALYSIS

The following statistical tools was used in the study for the purpose of analysis

I. Percentage analysis
II. Chi – Square test
III. Weighted score analysis
I. PERCENTAGE ANALYSIS

Percentage analysis refers to a special kind of ratio. Percentages are used in making comparison between two or more series of data. Percentage are used to describe relationship; the percentage reduces everything to a common base (say 100) and it allows a meaningful comparisons / interpretation.

\[
\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total No of respondents}} \times 100
\]

II. CHI – SQUARE TEST

\[
\text{Chi – square test } (x^2) = X \frac{E}{E}
\]

Where expected frequencies for the cell can be calculated from the following formula,

\[
E = \frac{\text{RT} \times \text{CT}}{N}
\]

Expected frequency = \( \frac{\text{Grand total}} {\text{Grand total}} \)

Degree of freedom = (R-1) (C-1) where,

- O = Observed frequency
- E = Expected Frequency
- C = Number of columns
- R = Number of rows
- RT = The row total for the row containing the cell
- CT = The column total for the column containing the cell.

IV. WEIGHTED SCORE ANALYSIS

In this method, weights of the various aspects (or) facts are obtained by multiplying the rank given with the frequency. On the basis of the weighted score the ranks will be given.
1. Rank - 5 Scores
2. Rank - 4 Scores
3. Rank - 3 Scores
4. Rank - 2 Scores
5. Rank - 1 Score

1.12 LIMITATIONS OF THE STUDY

1. The study was conducted only in Tiruchirappalli City. Hence the result arrived from the study may not be applicable to other items.
2. The customer opinions may vary at different time, because of their psychological instincts.
3. The accuracy may have suffered because of the respondent consumers recording of what they think was right as against what they do.

1.13 CHAPTER SCHEME

The study has been prepared with six chapters which are described below.

Chapter I: Introduction and design of the study

This chapter gives information about the statement of the problem, scope of the study, objectives of the study, research methodology, sources of information, area of the study, limitations of the study and chapter scheme.

Chapter II: Review of Literature

This chapter presents the review of literature in which articles and related reviews are presented.

Chapter III. Consumer Behaviour – A Theoretical Review

This chapter presents the theoretical background of consumer
Chapter IV : Profile of the Company and Study Area

This Chapter presents the profile of the lakme company and Tiruchirappalli district.

Chapter V : This chapter deals with the analysis of the source of awareness and consumer preference.

Chapter VI : Data analysis and interpretation

This chapter deals with data analysis and interpretation of the collected data into three categories viz., Percentage analysis, Chi – square analysis and Weighted score analysis.

Chapter VII : Findings, Suggestions and Conclusion

It gives a summary of findings made from the analysis, suggestions derived from analysis and conclusion of the study.