CHAPTER II
REVIEW OF LITERATURE

INTRODUCTION

This chapter makes a brief review of literature the relevant to the study. There are only limited studies, which are directly relevant to the study concerned. The researcher has made an attempt to present a brief review of literature available, which consists of reports, articles and publications.

Amin Ibrahim Gamal, Ei Din (1974)¹ In his study entitled various demographic characteristics influencing the buying behaviour examined the effect of inclusion comparison, prices, the presence and absence of store discount, coupons, various brand types, demographic characteristics, store image, store trust and consumer evaluations and reactions on newspaper advertisements.

Namasivayam (1988)² says that in his study on impact of advertisement and consumer satisfaction on Lakme products focused that audio visual medium of advertisement in the catch ring point to inspire the potential consumer in selecting their brand of product. This study was t based on the social economic and psychological factors.

Poiesz and Verhellan (1989)³ Consumer behaviour was studied so that we can come to know how perception and attitude of a person decides what should be the buying pattern of the consumer.

According to Keller (1993)⁴ The ability for brands to influence and persuade consumers to purchase a product or service belonging to this brand is dependent on the brand knowledge that they have of it. Brand knowledge consists of brand awareness and brand image and is a major device of brand equity.

¹ Amin Ibrahim Gamal, Ei Din Marketing Advertising.
⁴ Keller, 1993 Indian Jounal of marketing.
Dr. Vidhyadhar Reddy Aileni (2002)⁵ conducted a study on advertising effectiveness of cosmetics products. It was found that the frequency rate of advertisement should be increased in order to attract more consumers towards the exposure of these advertisements.

Ms. Kalaiselvi (2002-2003)⁶ “Consumer product awareness and consciousness for Lakme products in his study on price quality relationship exposed that price is an indicator of the quality manufactures are encouraged to raise the quality of their product.”

Mackenzie (2004)⁷ stated that advertising aims to persuade consumers to buy the product in question. However, seeing as the majority claimed that advertisement did not have a significant influence on their choice of product; one can question the effectiveness of these two brand’s advertisement as they failed to consciously affect consumer’s decision to buy their product.

Shanthi (2004)⁸ Conducted a study of the aimed to analyse the consumer satisfaction towards the purchase and use of Lakme products the study also aimed to know the consumer opinion about services provided to them. The study revealed that consumers are highly satisfied with the consumption of Lakme products. Further it is known that the consumers are satisfied with the services provided them.

Ramasamy V.S. (2005)⁹ says that “Marketing starts with the identification of a specific need on the part of the consumer and ends with the satisfaction of the respondents’ the need. The consumer is found both at the beginning and end of the marketing process”.

Shelaker S.A (2005)¹⁰ “says that the term consumer is a superior of the marketing the customer and consumer are satisfied only on quality products”.

⁵ Dr. Vidhyadhar Reddy Aileni “The Promise of replacement” – Advertising & Marketing April 2002.
⁷ Mackenzie Marketing management.
⁹ Ramasamy V.S. Marketing Management.
¹⁰ Shelaker S.A Marketing management.
Gindift Still, Govoni (2005)\textsuperscript{11} The individual buyers specific behaviour in the market place is affected by internal factors such as needs, motives, perceptions attitudes as well as by internal or environment influences such as the family, social groups, culture, economic and business influences.

P. Sashikala (2006)\textsuperscript{12} stated that consumer set reliability among the components of service quality as the important criterion to determine behavioural intention. Service provide need a practicable project proved short term performance within along term strategy for network development.

Raja Uma Sharma and Shashikala (2006)\textsuperscript{13} in their empirical study observe that the product quality, service support, product distribution, service personnel, information services and corporate brand equity are the underlying factors of consumer satisfaction.

R.P. Kumar (2006)\textsuperscript{14} gives a picture of how the industry, which was a seller’s market, has now turned into a buyer’s market. Henry Ford once said ‘I can give any colour to my case as long as they are black’. But today the story is different with emphasis the consumer choice today is the day of the consumer.

Dr. Urvashi Makkar (2006)\textsuperscript{15} In this study entitled made an attempt to understand the consumption trends with regard to cosmetic products. An effort has been made to identify the factors responsible for the changing attitude of consumers from Lakme products. He found that consumer attitude and perception become positive towards Lakme products.

Sciffman, Loen G and LesLineLazaknuk, (2007)\textsuperscript{16} “The behaviour of the consumer display, in search for purchasing and evaluating products, services and ideas which they expect will satisfy their needs”.

\textsuperscript{14} Kumar R.P. (Dam marketing) consumer personal care products, Indian journal of marketing Vol. XXVI, Feb 1997.
\textsuperscript{16} Sciffman, Loen G and LesLineLazaknuk Consumer behaviour prentice hall P.4.
V.SanjeeSanyal (2007)\textsuperscript{17} In his study entitled consumer behaviour changing profile” said and that the increase in per capita income increases the level of consumption basket itself. As wealthier and they have shifted away, from satisfying basic needs to non-essentials.

Malikarguna Reddy (2008)\textsuperscript{18} To study the level of awareness among the consumer group, customer expectation and consumer satisfaction, thus the conclude that telecom operates were suggested based on technology quality service, value added services and tariffs specifically individual telecom operators.

Sunil Bhardwaj and Indrani Palaparth (2008)\textsuperscript{19} revealed that physical features, promotional features and word of mouth are the main factors which tend to influence the buying decision in a positive manner to increase the sales of the product, whereas the price and brand name have a negative influence on the behaviour.

Ruchi Sharma (2009)\textsuperscript{20} revealed that TV advertising impact on buying behaviour of teenagers related to different residential backgrounds and gender groups. Further research is needed by inclusion of all popular mass-media and coverage of major dimensions of buying behaviour.

Nirupama Nagar and PragyaJuroliya (2009)\textsuperscript{21} conclude that the study can be used by marketers to strengthen the consumers’ preferences for their product as well as promotion strategies can be designed for the effectiveness of advertisement over internet.

\textsuperscript{17} SanjeeSanyal V. “Consumer satisfaction”
\textsuperscript{19} Sunil Bhardwaj and Indrani Palaparth (2008), The empirical study on the factors influencing the buyer behaviour of the consumers : cosmetics product,” the ICFAI university journal of Brand management, V(3) PP : 72-81.
\textsuperscript{20} Ruchi Sharma (2009), Impact of TV advertising on buying behaviour of rural and urban teenagers, 1(2), PP : 168-176.
R. Geethalakshmi (2009)\textsuperscript{22} From her study she has revealed that the consumer purchase the brand which is better in quality and has a reasonable price. She has also pointed out that the customers have become healthy conscious and remains brand loyalty despite new strategy adopted by new brands the study also revealed that consumer prefers branded as the quality is assured.

P. Joseph Pawal (2009)\textsuperscript{23} says that consumer response to sales promotions will in large part, depend on the amount and type of search effect required of the consumer. Consequently they appear to be superior in generating brand awareness among new buyers.

Mohan Abdul Azem (2010)\textsuperscript{24} From his study of Lakme products in twin cities of Hyderabad and Secundrapad. It was found that the target market for the Lakme products are females keeping in view a proper segmentation can be done and the product should be promoted with good marketing mix.

Hitesh Vyas (2011)\textsuperscript{25} to determine the competitive market provides opportunity on one hand and threads on the other hand to both the consumer and the producer it is become quite important to improving core products with value addition to enrich consumer satisfaction more in the similar price range, not only quality improvements but improvement in after sale service can development replacement demand or demand for second price in the households.

Cunningham\textsuperscript{31} tested whether the families who were particularly loyal to brands were also loyal to stores. He found that there was no correlation between brand loyalty and store loyalty.

Cunningham\textsuperscript{32} has also analyzed consumer loyalty to store and brand. He related various store loyalists and brand loyalists and examined whether

\textsuperscript{22} Advertising Marketing vol. XI. Issue XI. 11\textsuperscript{th} November 1999.36.
\textsuperscript{23} P. Joseph Pawal Consumer Satisfaction.
\textsuperscript{24} Mohan Abdul Azem Lakme Beauty care in Revive.
\textsuperscript{25} Hitesh D. Vyas (2011), consumer purchase of consumer durables ; A factorial study ; journal of marketing and communications, T(2) : 38-43.
store loyalty is measured by concentration of total food products or on product by product basis. He had studied 18 product classes and found that only three product classes showed statistically significant correlation coefficients. High store loyalty did not go hand in hand with high brand loyalty. On the other hand, when measured on product by product basis, it was found that for a 10 out of the 18 product classes studied there was a significant association of high brand loyal families concentrating their purchase in that product class in one store.

Analyzing the growth of brand loyalty, W.T. Tucker\textsuperscript{33} reported that there was growth of brand loyalty even in a setting where there was no prior consumer knowledge about any of the available brands.

Measuring brand loyalty has varied over product classes. Farley\textsuperscript{34} had that consumers tended to be less loyal towards products where many brands were available, where number of purchases and expenditure per buyer are high, and where prices are relatively active.

Frank\textsuperscript{35} has reviewed brand loyalty research and concluded that the pattern of results for brand loyalty as a basis for market segmentation in food products is not encouraging and that responses of loyal buyers were found to be significantly different from those of non-loyal buyers to new brands being tried.

Brody and Cunningham\textsuperscript{36} have suggested in their study that the personality variables such as income, education, etc. should ‘better identify brand choice for groups exhibiting successively greater brand loyalty’.

Stuart U.Rich et.al\textsuperscript{37} identified in their study that store appeal was directly related to social class. Greater percentage of lower class women favoured discount stores. Broad appeal stores were more attractive to the middle class.

Rao\textsuperscript{38} has discussed as to how a consumers’ selection of a store for the purchase of any product is not a completely random process and how the housewife exhibits bias in her choice of the store. According to him, (i) a
consumer exhibits bias in selecting the kind of retailer (drugstores, food store, discount store etc.) in which she buys a particular product; (ii) a bias towards a store, among different kinds of retailers, (iii) store switching increase brand switching, (iv) a consumer changes her purchase size when she changes store or brand and (v) she generally decreases, rather than increases the purchase size with a change in store or brand. In short, a consumers’ probability of purchasing a brand is not only affected by her past experience with the brand but also by her selection of the store for the purchase. In view of these findings, realistic models on brand loyalty should incorporate the place of purchase that is the store also as a variable.

James M. Carman\textsuperscript{39} has suggested a relationship between personal characteristics, the shopping process and loyalty. He introduced a new measure of brand loyalty and established that a) a store loyal consumer will have higher brand loyalty scores, b) a non shopper will remain loyal to a very small number of brands rather than make careful choices between the values being offered by those stores c) personal characteristics of consumers’ will explain differences in store loyalty and d) loyalty is positively correlated with the extent to which the housewife socializes with her neighbours.

Bird et.al.\textsuperscript{40} have analyzed the way in which brand attitudes and usage level vary together for different brands. They have also assessed the relation between attitude change and behavioural change with regard to the same group of people.

From the regression model developed, Aaker\textsuperscript{41} has found that 1) the higher volume user seemed to be more difficult to win over once he had been induced to try the average user, 2) buyers with a tendency towards brand loyalty are more likely to accept a new brand once they have tried and 3) the influence of the deal and its size on brand acceptance was smaller than anticipated.
Arieh\textsuperscript{42} Goldman tested whether the lower income consumers’ have a more restricted shopping scope and found in one product area (furniture) that they made less use of the shopping alternatives available to them.

\textbf{Arieh Goldman}\textsuperscript{43} finds that higher store loyalty shoppers engage in less comparison search among stores before purchasing, know about the existence and have visited fewer stores, and concentrate their purchases in a smaller subset of stores than do other consumers’.

\textbf{Keon}\textsuperscript{44} in his study on the advertising images, brand images and consumers’ preferences has established that the advertising effect occurred for existing brands because, although the new advertisement’s image affected the brand, the new advertisement became associated with the brand over time and the brands old image affected people’s perception of the new advertisement. According to him, the brand and a new advertisement’s image tend to move towards each other.

\textbf{Paul Hagstad et.al.}\textsuperscript{45} identified that in high risk purchases no social class pattern existed for information search using friends, relatives, magazines, newspapers, TV/Radio and sales people. However, upper classes are more likely than lower classes to consult consumer guides. In midlevel risk purchases, friends and relatives are more likely to be used as information sources as social class decreases. In low risk purchases, there were no significant relationships between social class and information searching.

\textbf{Ronald E.Goldsmith et.al.}\textsuperscript{46} held the view that actually, women of both races were found to be more fashion. Conscious and, innovative than men, suggesting that sex, income, education and socio economic status may be relatively more important than race in shaping fashion attitudes and behaviour.

\textbf{Mohd-Ali and Ansari}\textsuperscript{47} have reported that about 90 hair care products are available in the Indian Market which are prepared by a combination of one or more herbal drugs. These products are used as hair tonics, dyes, growth promotors, conditioners, clearing agents and in the treatment of alopecia and dandruff.
Rajendran and Aswal\textsuperscript{48} have concluded after an intensive ethno-botanical survey between 1992-94 in of plants are used as herbal cosmetics by tribals of Nilgiris hill of Tamilnadu. Thirty one species belonging to 29 genera in 25 families of angiosperms were used. Each plant is listed with botanical name, relevant synonyms, family names in parenthesis, vernacular name and uses, method of preparation of cosmetic products, mode of application and duration of use are also given.

Cheng-Shuiyuan\textsuperscript{49} has reviewed the status and outlook of studies on products made from Ginkgo biloba leaves (medicinal products, health foods, cosmetics and weight-losing preparations). The main problems with these leave products are that the contents of toxic components are high while those of the bioactive components are low, the different product types are not clear and the commodity production processes are imperfect. Solutions to those problems are suggested, included unified quality standards for different products based on their types and uses and the adoption of economic and rational technologies for preparation of the bioactive materials.

Kayahara et.al.\textsuperscript{50} have analyzed the Herb water. Thirteen herbal waters were studied for the effects of aging on their odour (Plantago asiatiaca, Melissa officinalis, Salviasclarea, Salvia officinalis, Mentha spicata, Mentha rotundifolia, Cymbopogon citratus, Pelargonium graveolens, rosmarinus officinalis, Eucalptus citriodora, Eucalyptus radiate, Melaleuca alternifolia and Lavandula angustifolia). They found two stages associated with aging during the storage of herbal water. The first occurs during the first few days with the loss of characteristics of grassy flavours. During the second stage, the main ingredients of the flavour decrease or change. In some floral waters, a correlation was found between the results of sensory analysis and the ingredients detected by HPLC. This work suggests a simple new method by which the qualities of herb water may be evaluated and this could lead to more widespread use of floral waters in medicine and cosmetics.
Shiva Kumar and Sujatha\textsuperscript{51} have understood a study with the objective of finding out marketing activity carried out by retailers of cosmetics, the preferred brand of cosmetics if any and the price range which their customers prefer when they buy cosmetics such as talcum powder, facial cream, shampoo, nail polish and the factors which contributed to the success of retail business. They found that concessions and advertisements were the major promotional measures, wherein more than three fourths of the respondents felt that they increased sales. They also identified that courteous and good service offer of varieties of products were the factors responsible for the success of the retailers.

Sampath Kumar\textsuperscript{52} has attempted a study to highlight the consumer behaviour towards soft drinks in urban areas of Hyderabad city and in rural areas of Telangana region in Andhra Pradesh. In this study the consumers’ were asked to indicate their present brand of soft drink and their place of purchase of the soft drinks. He concluded from the study that when the retailer supports a brand the possibility of success of that brand is high, unless the brand itself is of inferior quality. The identification of consumer motive is an important step towards ensuring that the appropriate needs are met by the products.

A study by Voss and Parasuraman\textsuperscript{53} suggests that the purchase preference is primarily determined by price than quality during pre-purchase evaluation. Given explicit quality information, price had no effect on pre-purchase or post-consumption quality perceptions. Instead, post consumption quality evaluations had a favorable impact on price evaluations.

The study by Chernev\textsuperscript{54} analyzed the effect of common features on brand choice and the moderating role of attribute importance. It is argued that when brand attributes differ in importance, with the best value on the most important attribute, thus further polarizing brands’ choice shares. In contrast, when attributes are similar in their importance, common features are likely to have an opposite effect, equalizing brands share.
Russo and France\textsuperscript{55} studied the nature of the choice process for commonly purchased non-durables by tracking eye fixations in a laboratory simulation of supermarket shelves. The findings are fully compatible with the general view that the choice process is constructed to adapt to the immediate purchase environment.

While describing about shopping orientation, Sinha\textsuperscript{56} reports that Indian Shoppers seek emotional value more than the functional value of shopping. Their orientation is based more on the entertainment value than on the functional value. The orientation is found to be affected primarily by the type of store, the frequency of buying and to some extent by the socio-economic classification. The retailers need to experiment with a format that attracts both types of shoppers.

Research suggests that beauty consciousness among people in general is changing. Vigneron et.al.\textsuperscript{57} reported that people's needs for appearance and materialism were increasing. That is human beings wanted to satisfy the need to look and feel good. This created a boom in the cosmetic and toiletries sector across the world. Now a variety of cosmetic and toiletries ranging from natural to sophisticated items are available in the market. The pattern and preference of use of these items vary according to different segments of gender, age and socio-economic class. When we review the literature on the cosmetic and toiletry industry, not many studies are available especially about Indian scenario.

According to Briney\textsuperscript{58} in 2003, the world market for cosmetics and toiletries (C&T) was valued at US$201 billion, up 4.8% from 2002 (in fixed exchange rate terms). Though nature, hair care maintains its position as the most valuable sector in global cosmetics and toiletries, with global sales amounting to US$42.4 billion in 2003.

Monteiro\textsuperscript{59} (2003) also predicts the huge potential for cosmetics in India. The average annual spending of Indian consumers’ on cosmetics and toiletries in 2005 is just over US$3. India in cosmetics and toiletries, which saw
its value share rising from 27% in 1999 to 31% in 2005 and is likely to continue to surge ahead over the forecast period. The entry of many multinationals into the Indian cosmetics and toiletries industry in 2005 has made it an extremely challenging and dynamic market. Foreign players have focused more on product innovation, re-launches and brand extensions spread across multiple price points, and enhanced product penetration by extending their distribution networks. The leading players have streamlined the spends to effect savings that has allowed them to revamp their pricing strategies as well as to offer free gifts to retain consumers’.

Briney describes an interesting trend among the Indian cosmetic consumers’, while other global countries are taking to the traditional Indian herbal and ayurvedic applications for beauty solutions, Indian consumers’ are increasingly looking to international personal care brands as lifestyle enhancement products, in the belief that the association with and use of an international brand confers one with a sophisticated and upper class image. The projected sales in 2010 at constant 2005 prices is Rs. 195.6 billion, the main reasons being a greater ability to purchase personal grooming products among a larger base of financially independent women, frequent relevant product launches and growing beauty consciousness and awareness, especially among the younger population. Despite the huge nascent potential in India, cosmetics and toiletries are expected to grow at a relatively slow pace in constant value terms over the 2005-2010 forecast periods. The probable reason being lacklustre performance of products which have get already a thorough household penetration, such as bath and shower products and oral hygiene, which represent together over half of the value sales of cosmetics and toiletries in India. However the Growth was affected by low product awareness or lack of inclination to spend on cosmetics and toiletries especially in rural areas. The aggressive price competition from local and regional players, which seized volumes with better trade margins and heavily discounted offerings, have also contributed to the same.
Malhotra\textsuperscript{61} (2003) describes the main reasons for boom in cosmetic industry as increasing fashion and beauty consciousness coupled with rising incomes and focus on health and fitness. To complement this, beauty culture or cosmetology has emerged as a major occupational avenue with significant commercial potential. New scientific developments, techniques, products and media hype, has contributed to the Indian fashion industry in generating mega revenues and this has in turn added to the growth of cosmetic industry. Rising hygiene and beauty consciousness due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reasons reported by Euromonitor International, 2006. Over the recent years, India has been increasing literacy levels, penetration of satellite television, growing urbanization and greater beauty awareness among women, which has resulted in rewarding the growth opportunities to cosmetics and toiletries manufacturers. Around 44% of value sales (2005) of cosmetics & toiletries market in India are with two market leaders i.e. Hindustan Lever & Colgate Palmolive. The rest is very fragmented with hundreds of companies trying to get into the market. The presence of a large grey market and many counterfeits also enhanced this trend.

To Monteiro\textsuperscript{62} Indian women are becoming increasingly more beauty conscious. Reports of Consumer Graphics revealed that in 2003, Indian women aged 15-24 years accounted for 29.8% of all Indian makeup sales. The increased purchasing ability of women households helped them to spend more on personal grooming. Colour cosmetics emerged as the fastest growing area of the cosmetics and toiletries market over the review period. Experimentation among teen and young adult Indian women was one reason cited for the increase in makeup use.

According to Monteiro\textsuperscript{63} (2003), there is a tremendous increase in the female cosmetic consumers. This is due to increasing number of women becoming the earning members of the family due to their increased level of
literacy and growing influence of the media. More males in India are becoming conscious about the way they look and are increasingly looking to grooming products to spruce up their physical appearance. This newfound male grooming consciousness was encouraged by men’s active participation in prominent fashion shows, such as the popular Fashion TV channel, and in beauty pageants exclusively for men.

According to the study made by Vinith Kumar Nair et al. in their Study on Purchase Pattern of Cosmetics among Consumers’ in Kerala, the demand for cosmetics and toiletries in South India is expected to remain concentrated mainly on essential items where 80% of the population belongs to the lower- and lower middle- income groups. Consumers’ in this region expect good quality products. The urban population in South India is expected to witness rapidly changing aspirations and lifestyles, which will result in increase of demand for cosmetics and toiletries. South Indian market is dominated by sale of baby care products. In 2005, South India was accounted for over 27% value share within cosmetics and toiletries in India.

In a report by the Hindu, the Consumption pattern of consumers’ in Kerala is changing. The probable reasons being more spending power, better education and access to various brands and products, due to migration abroad and the TV boom. The readiness to experiment is reported to be growing among the consumers’ in Kerala. The consumers’ have also become globalized in their thinking and are ready to indulge in some impulsive shopping.

The views of the Indian Journal of Pharmacology indicates that although the documented toxic effects of lead in humans is well known, the increased susceptibility of children to extremely low levels of lead is now being recognized. Chronic exposure to low levels of lead (10 mg/dl or less) produces mental deterioration, lowered intelligence quotients, learning disabilities and behavioral abnormalities in children. This not only emphasizes the potential hazard of using traditional lead containing eye products, but also the need for strict regulations on the manufacture of such products. As this was scarce and
expensive, it was slowly replaced over the years by galena (lead sulfide) which has the same grey-black colour and shiny appearance like stibnite. There have been a number of studies on kohls. Most studies have demonstrated the presence of lead or carbon in kohl samples. Quoted here is the example of such a study in which the authors have reported that all their Indian made kohl samples contained lead. ‘Kohls’ available in Oman are also made in other countries such as Saudi Arabia, India and Pakistan. Kohls are used as eye cosmetics both by women and men in Oman. They are frequently applied to ward off the evil eye and to relieve eye strain, pain and soreness. They are applied around the eyes and sometimes inside the eyes. They are often applied to the umbilical stump of a newborn child in order to protect the child and also for their astringent action. For the purpose of study 47 kohl samples were collected and analyzed to determine their heavy metal content. Fifteen of these contained lead, five of which were made in India. The other samples made in India contained amorphous carbon, iron, zinc and calcium. The results of the analysis of these kohls were made in India. The widespread use of such lead containing ‘kohls’ and other medications in the Middle East should thus be considered as a definite source of potential lead poisoning. This is of great concern as children are more susceptible to lead intoxication. Application of kohl to a child’s eyes or to the umbilical stump at birth has been implicated as a possible determinant of elevated blood lead levels in young Saudi Arabian school girls. Acute lead encephalopathy in infants following the use of traditional medicines has recently been reported to occur even when blood lead levels were only 56.9 mg/dl [70 mg/dl is the proposed threshold for encephalopathy]. In adults elevated blood lead levels due to the use of kohls have also been reported. An increase in the risk of trachoma in Saudi men who were kohl users has been documented suggesting that transmission of infection is an added risk factor in kohl usage. The lack of quality control, false or misleading claims on labels, presence of toxic metals and other contaminants in such traditional eye products is a problem of great concern. Not only are
traditional remedies easily available and used in India and in the Middle East, they are also used by the immigrant Asian population in the U.K. as a result of persisting cultural practices. Unfortunately such remedies rarely go through stringent preclinical/clinical toxicity testing. Unsuspecting individuals unaware of this, consume such preparations in good faith believing that “traditional” or “herbal” equals “natural” and "nontoxic". With such an increased worldwide interest in the use of “herbal”/ “natural” medicines, positive steps towards the safety and not just the efficacy of such products should become a research priority in India. These products should undergo quality control testing and toxicity studies. A rapid short-term toxicity screening method, as an adequate means to detect the toxic potential of an Indian traditional medication has been reported previously by the author. Uncontaminated and lead free eye cosmetics/ medications that are safe to use should be marketed in India and overseas. The study could conclude that the changes should also be made to the inadequate and misleading information found on the labels of such medications. The ultimate aim should be prevention of childhood lead poisoning and unnecessary exposure of lead to adults. Western standards of acceptable normal blood lead levels in children and in adults are constantly decreasing and it should aim to set goals in a similar direction.

Thirumoorthi in his study attempted to discuss the customers’ attitude towards detergent powder in Coimbatore city. He collected primary data from 200 sample respondents by adopting the method of convenient sampling. The techniques like, chi square test, ANOVA, weighted average, simple average and ranking method were used. From the analysis of the collected data, the study could conclude that brand name, availability, advertisement, varieties, price, quality, and packaging are the major determinants of purchase preference.

Vinayagamoorthy in his study empirically attempted to examine the shampoo consumption. For this purpose, he selected the 100 respondents from selected villages of Tamilnadu by adopting convenience method. A pretested
questionnaire was used in the collection of data. Simple percentage method was the major tool used. The analysis of data provided the conclusion that fragrance, quality, colour and advertisement are the major reasons for the purchase of the product.

Kavitha in her study attempted to discuss the advertisement techniques of the companies of personal care segments of women consumers’. For the purpose of the study 300 women customers were selected by adopting the convenience method. Simple percentage method was used to analyze the collected data. The analysis of the data has provided the conclusion that in the case of cosmetics, the feel good factor plays an important role in the advertisement. In the case of soaps, both advertisement and the models were found important.