CHAPTER – VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Statistical analysis for projection and forecasting has been discussed in detail in the last chapter. In this chapter the summary of findings, suggestions and conclusion are dealt with. This study is an attempt to analyse the consumer preferential buying patterns of cosmetics in the Northern parts of Tamilnadu. The study also aims to know the existing channels of distributions of cosmetics in urban and rural areas. It deals only with the selected cosmetics and not the herbal cosmetics. The whole study is divided into six chapters.

Different methods have been employed to enhance the individual appearance of the people. The important among them is the application of cosmetics to body. Cosmetics are a preparation externally applied to change or enhance the beauty of skin, hair, nail, lips and eyes. It is a kind of substance used for the purpose of cleaning, protecting, beautifying and giving a feeling of freshness. Through every exposable part of human body subject to cosmetic attraction, the face and hair are the most important attractive parts of human body. Hence people take special efforts to make these parts of the body appear more attractive. Success depends upon pleasant physical appearance. The appearance may be increased due to the use of good cosmetic products.

India provides a consumer preferential buying pattern of cosmetics products. Over the period of fifty years, cosmetics and skin care products have exhibited an enormous growth in the industrial world well beyond the increase in the growth of
population. Cosmetics generate beauty, fragrance, pleasant look and love as well. Every marketer should look into more and more of new opportunities. The influence of media on beauty generation is great.

Due to the increased use of cosmetics, introduction of new component in the field of cosmetics market has been expanded and the market becomes more complicated and also competitive. The demand will be increasing every year. The consumer preferential buying patterns also depends upon the number of persons in the family, their age, their type of work, their income and their taste and preferences etc..

This study has been undertaken to know the preferential buying pattern in urban and rural areas. Both primary and secondary data form the database of this research project. Primary data have been collected from the consumers of cosmetics through schedules and questionnaires for both urban and rural areas. Random sampling was adopted with a view of selecting a representative sample from the population of cosmetic users and to analyse the data from the point of view of gender, age, income, monthly income, religion and so on. Besides, statistical tools like t-test, ANOVA, F-test, regression and correlation analyses are also used to make the study meaningful and purposeful.

The second chapter deals with the evolution and development of cosmetics. In this chapter, the development of cosmetics in ancient culture and the use of cosmetics in the early modern period have been discussed. Today, cosmetic industry shows its growth not only in traditional advancements to the anticipation of women, but also the
availability of mass media like televisions, films and popular publications having new cosmetics practices to the attraction of every one. Thus the evolution and development of cosmetics shows the ever increasing demand for cosmetics throughout the world and particularly in India.

Chapter - III deals with the channels of distribution of cosmetics. The researcher has identified four channels of distribution of cosmetics. The important object of the marketing process is to deliver the goods to the consumers. The process involved in a number of functions. The two functions are more important – Firstly the creation of demand and secondly the supply of goods to meet the demand. The distribution function depends on management current of the system of distributing the goods. It consists of conventional components, like Manufacturer – Wholesaler – Retailer – Consumer.

The researcher has made observations through interview in such shops. It follows:

1. The customers use to buy cosmetics in certain shops due to acquaintance and familiarity.
2. In such shops display is not attractive.
3. Various articles are jumbled and customers are not able to readily identify neither their choice nor the retailers salesmen could trace in a short time.
4. As the shops are too small, customers find difficult to reach the salesman.
5. No separate section for cosmetics is kept and
6. The salesman is not able to explain the method of using hair blackener or room sprayers etc.,
Thus the study of channels of distribution is very useful to know the preferential buying pattern of cosmetics in urban and rural areas.

The fourth chapter deals with the preferential buying pattern of cosmetics. The cosmetics markets have almost reached a near saturation level that further tapping of them with a high profit margin has become difficult. Secondly competition is becoming high in cosmetics markets compelling many firms to incur heavy cost in promotional expenditure. Consumer behaviour is an important area in marketing research. The study of consumer behaviour includes perception, attitudes, behaviour and likes and dislikes.

The chapter analyses the preferential buying pattern of cosmetics. The cosmetic markets are estimated to be growing fastly compared to the cosmetic markets. Being a new market it could be easily mended, provided the manufacturers develop an insight into the behavioural patterns of consumers. For evolving an appropriate and effective marketing strategy, an understanding the rural environment is quite essential.

Consumers prefer different brands of cosmetics. Cosmetics are available to consumers of all segments. The brand preference of the consumers depends upon many factors like consumers’ income, religion, status, literary level and the intensity of advertisement. In other words, it is preferred both by men and women, both in urban and rural areas.

The survey was conducted in the Northern parts of Tamilnadu and questionnaires were administered to extract information regarding gender, educational qualification,
religion, occupation etc., Enquiry with rural people about marketing with reference to cosmetics leads to certain revealing conclusions. They are as follows:

**Summary of Findings**

1. As males are more than females, the use of cosmetics would be certainly less.

2. It is also observed that as Hindus are more in number, the use of cosmetics also will be more.

3. It is inferred that when less qualified persons are more, the use of cosmetics by them will also be less.

4. The distribution of agriculturists and non agriculturists is in the ratio of 4:1.

5. It is also observed that the majority of consumers do not use cosmetics in rural areas and that the number of male consumers is more than that of females. It is quite opposite in the urban areas where women folk dominate in using cosmetics.

6. From the consumers view points, the brand preference of powder is also observed. The first preference goes to Ponds. Further the second, third and fourth places go to ‘CUTICURA’, ‘Sandal’ and ‘Santhoor’ respectively.

7. It is evident that the foreign brand of scent is more popular than that of Indian brand in rural and urban areas. It supports the hypothesis that states ‘Foreign brands are popular in Indian markets’.

8. It is found that the Colgate brand 422 (35.17%) of tooth paste occupies the first place while Pepsodent 272 (22.67%) occupies the second place, Anchor 184 (15.33%) occupies the third place, Aim 168 (14.00%) occupies the fourth place and Close up (12.83%) occupies the fifth place.

9. With regard to soaps it is observed that out of five brands available for the use of consumer, the first place of popularity goes to ‘Hamam soap’. The second place goes to ‘Lifebuoy’. The third place goes to ‘Medimix’. The fourth place goes to ‘Margo’. The fifth place is shared by two brands viz., Mysore Sandal and Rexona
soap. The reason for the preference of Hamam soap by more people is its economical price and quality.

10. The channel distribution is also observed. 44.5% of them prefer Manufacturer → Wholesaler → Retailer → Consumer, 25.17% of them prefer Manufacturer → Wholesaler → Consumer, 15.5% of them prefer Manufacturer → Consumer and 14.83% of them prefer Manufacturer → Retailer → Consumer.

11. Rural population is aware of cosmetics and constitute a good exposure to cosmetics market.

12. They have a strong brand loyalty and preference for certain cosmetics.

13. Advertisements can be a powerful potent instrument in cosmetic marketing.

14. There is a good segment basis on price and quality and

15. Rural consumers are more quality conscious.

In the fifth chapter appropriate statistical tools are used in order to verify the hypotheses and to make certain projections and forecasting from the data collected.

In the statistical application, data related to monthly expenditure age, gender, religion and various brands of cosmetics are used. To test the difference in average expenditure of different types of users of cosmetics, either small sample t-test or the large sample i.e., the standard normal test is applied and the results are reported. The various conclusions that emerge from the statistical analysis are given below:

1. As the observed “Sig. (2-tailed)” t-value is 2.093 is less than 0.05, it is concluded that the difference in mean expenditure of male and female groups is significant. Since the average expenditure of male group is Rs. 264.51 while the average expenditure of female group is Rs.211.01, it is further concluded that the average
expenditure of male group is larger than that of the female group. Hence, the stated hypothesis is accepted.

2. The observed calculated F-value is 6.489 (P<0.01) in the above ANOVA table, it is concluded that the hypothesis of equal of average expenditure of different shop groups is accepted at 1% level of significance.

3. The calculated F-value is 7.621 (P<0.01) in the above ANOVA table, it is concluded that the hypothesis of equal of average expenditure of different educational qualification groups is accepted at 1% level of significance.

4. The calculated F-value is 6.755 (P<0.01) in the above ANOVA table, it is concluded that the hypothesis of equal of average expenditure of different income groups is accepted at 1% level of significance.

5. The calculated F-value is 5.211 (P<0.01) in the above ANOVA table, it is concluded that the hypothesis of equal of average expenditure of different age groups is accepted at 1% level of significance.

6. As the observed t-value is 2.34 (P<0.01) in the above t-table, it is concluded that the hypothesis of equality of average expenditure of ‘Joint family’ and ‘Nuclear family’ groups is accepted at 1% level of significance.

7. The observed t-value is 2.82 (P<0.01) in the above t-table, it is concluded that the hypothesis of equality of average expenditure of ‘male’ and ‘female’ groups is accepted at 1% level of significance.

8. As the observed t-value is 2.94 (P<0.01) in the above t-table, it is concluded that the hypothesis of equality of average expenditure of ‘Agriculturist’ and ‘Non-agriculturist’ groups is accepted at 1% level of significance.
Suggestions

In order to expand the demand pattern of cosmetics both in urban and rural areas the following suggestions are made.

1. In order to improve the demand pattern of cosmetics, the channel of distribution should be effective.

2. Manufacturers or wholesalers should see that their salesmen are trained well and if there is a need for special training for marketing of cosmetics, it should be inculcated. The complaints of the customers regarding the discourteous treatment by salesmen must be immediately attended to.

3. Wholesale salesmen should be asked not to be mere order takers but to be a watch and ward to have a cursory look of the movement of their products. With the result wholesalers devise means for moving slow line of their products.

4. They should be advisers to retailers on the shop arrangement.

5. They should keep an eye on the competitors’ products as well.

6. They should interact with a few customers for creating goodwill and for feeling their pulse as well regarding consumer satisfaction.

7. Businessmen should take steps to bring down the prices of cosmetics, as all the consumers are influenced by price. There is no doubt such reduction in price would be compensated by increase in the volume of sales.

8. Traders and manufacturers earn huge profit by creating brand loyalty among consumers by means of repetitive advertising and effective sales promotion. At the same time they should think about the consumers’ welfare and produce quality goods at cheaper prices, because “consumer is the king” of the market.

9. Reduction in price scheme should be a real one and it should not result in inflating the price and then offering rebate thereby cheating the customers. In this respect,
it is advisable that traders should print the words like “Maximum retail price inclusive of all taxes” instead of the term “Local taxes extra” on the package or product and thereby they can reduce the bargaining and win the confidence of consumers.

10. Government should levy reasonable excise duty. The excise duty levied on cosmetics is very high. For example, the excise duty levied on talcum powder and shampoo is unduly high. In our country, which is very hot, talcum powder is a necessity and it is not at all a beauty aid. So it is not logical to levy advalorem duty on talcum powders.

11. The cosmetic market becomes more complicated and competitive. So the display of cosmetic must be attractive. Then only the sale of cosmetics will be increasing.

12. Cosmetic shops especially in urban areas should reduce their promotional expenditure, which will be high due to cut-throat competition.

13. Hindus are using more cosmetics compared to people belonging to other religions. So steps should be taken to popularize the use of cosmetics among the people of other religions. It is most important in the country like India where the people of other religions too are living.

14. There is a strong brand loyalty among the consumers. Though it is a right of consumers to buy particular brand of cosmetics, they must go for alternative brand if particular brand is not available. Then only the demand for cosmetics will be boosted.

15. Advertisement has a significant influence in the demand inducement of cosmetics. Advertisements in urban areas are made through medias like radio, TV, newspapers etc. Internet facilities are also available to find out the latest cosmetic products. But in villages advertisements are not sufficient. So steps should be taken to popularize the new cosmetic products there. FM broadcasting facilities should be extended to all rural areas where every house has a radio set or
transistor which can be altered by a villager compared to other sophisticated media of communication or broadcasting.

16. In order to increase the demand of cosmetics, rural population which are many times more than urban population should be covered well by having proper propaganda and publicity about the use and utility of cosmetics.

17. Rural women-folk use only face powder and soap. So they should be educated about the use of other cosmetics also. They should be known about beauty parlour in the nearby town where cosmetics are used in large quantity. At the time of functions like engagements, marriages etc., the rural women-folk may go to beauty parlour and make their appearance attractive and beautiful.

18. Similarly rural men-folk still use the sticks of vembu and banyan trees for cleaning their teeth. No doubt they are hygienic. But sometime they damage the enamel of teeth. So they may be asked to use toothpaste and brushes which will certainly save their teeth from decay, pain etc.,

19. Cosmetic sellers both in urban and rural areas should try to sell good quality cosmetics at reasonable cost and avoid selling of bogus or inferior quality which affect the skin and other parts of human-beings.

20. Proper research should be carried out to produce quality cosmetics, to know consumer behaviour and to analyze the brand loyalty which will certainly enhance the demand pattern of cosmetics both in urban and rural areas.

**Conclusion**

Thus cosmetic is a preparation extremely applied to change or enhance the beauty of skin, hair, nails, lips and eyes. Every exposable part of the human anatomy is subject to cosmetic attraction. So cosmetics have been used from ancient times to modern times; It is used not only by females but also by males; It becomes part and parcel of human-beings from cradle to grave. The Mushroom growth of beauty parlours is a testimony for
the importance of cosmetics. Cosmetics have created several Miss Worlds and Miss Universes. Its application in cine world or film industry is tremendous. It has occupied a significant place in human life in one way or other.

The ever increasing population makes the use of cosmetics multiply considerably. So marketing of cosmetics becomes competitive. Advertisements through mass media like radio, TV, newspapers etc., promote the sale of cosmetics in a larger scale. Research has been carried out to improve its quality and new kinds of cosmetics products are coming to the market. Consumers expect quality cosmetics at reasonable price. So it is the duty of the Government, manufacturers and middlemen to supply these necessaries of life available in a fair price. If all the suggestions and findings of this study are listened and carried out, no doubt the demand pattern of cosmetics will hold good not only in northern parts of Tamilnadu but also in India, which lives in villages. To put it in a nutshell as long as human-beings are there in this world, cosmetics would also exist and its marketing both in rural and urban areas would have a bright future in the days to come.

**Scope for Further Research**

The researcher would like to have the privilege of pointing out some topics connected with demand pattern of cosmetics, where further research can be initiated.

1. On the lines of the present study, similar study on herbal cosmetics or Ayurvedic cosmetics may be attempted.

2. A study on consumer behaviour with respect to cosmetics which will be helpful to boost the demand pattern of cosmetics may be tried.
3. All aspects of rural marketing and urban marketing of cosmetics may be studied separately to get in-depth knowledge of both marketing separately.

4. A study on Brand equity with particular reference to cosmetics may be conducted separately for men and women.