CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY

The function of marketing in business management has grown significantly during the last two decades. This development has come about as a result of several factors such as technological advances, expanding global markets, changing international environment, increasing consumer sophistication, keen competition and the growing size and complexities of modern business. Consumer research is essential in formulating strategies because knowledge of the factors that influence consumer purchases can help to increase market share. The ultimate motive of all marketing activities is to satisfy the consumer. A sense of psychological and socio-cultural factors operating on consumers enables the marketers to make predictions about the consumer’s desire to new products, price changes, promotional campaigns and their needs and wants.

Causing awareness and buying preference is essential in the global modern marketing. It will help in identifying different market segments and in shaping consumers desires and aspirations. Thus the study plans to analyse how individuals make decisions to spend their available resources on consumption-related products. Consumer preferential patterns is a mirror in which every one displays his own image.

The international marketing situation arising out of globalization and the acceptance of the dictums of the World Trade Organisation has opened up the floodgates for foreign companies and foreign goods and services into India. Of course Indian
marketers also enjoy opportunities for reaching overseas markets as well. In India, various studies reveal that it is an excellent paradise for consumer marketing.

The present study aims to investigate the consumer preferential buying patterns of cosmetics in the northern parts of Tamil Nadu. The subsequent section of second chapter explains the origin and development of cosmetics from ancient period to early modern and modern period.

‘Koz-met’iks’ is preparation which men and women use to enhance their physical attractiveness. As defined by the United States Federal Trade Commission they are “articles intended to be rubbed, poured, sprinkled or sprayed or introduced into or otherwise applied to human body for cleansing, beautifying, promoting attractiveness, or altering the appearance, and articles intended for use as a component” of such products, with the exception of soap, thus toothpaste, deodorants and shampoos are cosmetics, as also perfumes, powders, mascara and many other preparations.

Cosmetics or Koz-met’iks are primarily manufactured preparations for beautifying the user. The United States Food Drug and Cosmetic Act of 1939 in U.S.A. defines cosmetics as follows: “articles intended to be rubbed, poured, sprinkled or sprayed or introducing into, or otherwise applied to the human body or any part there of for cleansing, beautifying, promoting, attractiveness or altering the appearance, and articles intended for use as a component of any such articles” except that such term should not include soap, while cosmetics may clean the skin or change its colour, they do not prevent care of any dermal condition.
Conceptualization

Cosmetics as defined in the Indian Drugs and Cosmetics Act, 1940 mean “articles meant to be rubbed, poured, sprinkled, or sprayed or introduced into or otherwise applied to the human body or any part therefore for cleansing, beautifying, promoting attractiveness or altering the appearance. In the last few years the consumption of cosmetics has touched new heights and the curve is shooting upwards and hence the controls sought to be exercised on the drugs have been extended to a certain extent to the cosmetics”.

In the modern world beauty is more than skin deep – it is feeling good as well as looking good. A healthy diet, with plenty of fresh fruits and vegetables and a lot of mineral water to drink, regular exercise, fresh air sleep though give a foundation for beauty routine, the sprawling beauty parlours for ladies and also for men, and not speak of the change of times and emulation of other countries and Miss Universe contests have heightened the craze for cosmetics.

Cosmetics generate beauty, fragrance, pleasant look and love as well. Every marketer should look into more and more of new opportunities. Cosmetics offer a lot of opportunities to producers to upgrade their technology, to innovate, to diversify and to increase their market share. In the service sector particularly to enterprising ladies, opening of beauty parlours give lot of income, in a country like India with various family functions and bridal make-ups in marriages. The influence of media on beauty generation is great. College students and even middle-aged people, men and women, want to look
beautiful and go in for different cosmetics. They do not mind even a little more spending on cosmetics. Wholesalers and retailers make good earnings in their cosmetic dealings. A marketer should learn to take advantage of the changes taking place all around.

In the theory of demand, the decision making unit is the household. The demand pattern of cosmetics is explained by the theory of customer behaviour with reference to both economic and non-economic (socio-psychological) factors. In the context of analysis of demand pattern of cosmetics, family budget survey providing samples from cross section data shows family expenditure together with information on family income, family composition and other demographic, social or financial characteristics during a fixed interval of time.

The number of persons in the family, their age, the type of work, the social status and regional distribution of families—all these independent effects demand for cosmetics apart from income difference. Demographic or population groups can be defined in terms of educational background, sex, age, income, social status, geographical location, etc. Demand pattern of cosmetics is indicated by per capita expenditure and percentage share of expenditure in both urban and rural areas.

**Highlight of the Study**

As long as there has been exchange of goods and services between buyers and sellers, the ultimate success of all economic activities depend upon producing goods and services in such a way that the consumers consider them most suitable for consumption. Since long before recorded history, consumers had some freedom of choice in accepting
or rejecting the products of manufacturers and sellers. Even in the most primitive society, records showed that manufacturers have undergone utter failure owing to the supply of unwanted products to the ultimate consumers. One can imagine for example the absurdity of trying to sell overcoats or automobiles to the Indians in the Amazon Jungle where there is neither cold nor roads. This is simply to say that marketers have always been subject to the choice of consumers.

A consumer is one who uses anything either for his sustenance, movement, personal convenience and such any other purpose.

Consumer is the main part of the economic cycle of the country because other developmental activities centre around consumers. In a competitive economy, it is the consumer who decides the success or failure of business either by buying or by not buying the product.

This idea underlines the concept of “Consumers sovereignty”. This sovereignty is generally at stake in developing countries due to relatively low purchasing power, domination of sellers in the market and demand and supply inequalities. India is thus no exception to it.

It may be added that “Freedom” of consumers choice is the crux of the issue. The more and more freedom of consumers choice the higher and higher is customers’ satisfaction. The “Freedom” of the consumer is often influenced by various promotional
measures viz., advertising, personal selling, sales promotion, publicity and public relations taken by marketers or manufacturers.

“Advertising is any form of non-personal presentation of goods or ideas by an identified sponsor”. Personal selling is an oral, face to face presentation with one or more prospective purchasers for the purpose of making sales. Sales promotions are those marketing activities other than personal selling, advertising and publicity.

Publicity is non-personal stimulation of demand for a product or service.

Public relation is a recent but powerful form of persuasion that could be adopted profitably in sales promotion. It goes with saying that advertising is the most effective one among all the promotional measures. Consistent advertising coupled with other selling efforts make consumers buy company’s product(s). According to a research study henceforth referred to as Lambin’s European.

Advertising undoubtedly does influence consumer behaviour and does create a preference for the advertised brand. In short, advertisement with its regularity appeals and influences consumers attitude and thereby would change point of purchase (PoP) as well as buying decisions.

Among the various advertisements, television advertisement becomes a powerful tool in these days. The other media viz., print has been gradually getting disappearing from the scene as it is replaced by the commercial Television advertisements. Because of
its inherent effectiveness and immediate reach to the millions of public, the commercial Television advertisements reserve get appreciation and good impact.

In these days, consumers of even rural places come to understand the arrival of availability of new products through commercial Television advertisements. The good impact of commercial television advertisements is due to the exposure of the product with perfect background and demonstrations. The colour, music and actions of the commercial television advertisements also attract the ultimate consumers to buy the latest arrivals of new products in the markets.

These advertisements mostly concentrate on selling cosmetics. Thus the cosmetics market has been mostly influenced by the advertisements.

Many studies have been conducted with regard to the impact of the commercial television advertisements in the metropolies and urban centres. However no study has so far been undertaken with regard to the impact of commercial television advertisements attracting the consumers to buy consumers cosmetics. Again, what type of products are consumed mostly by the rural masses due to the release of television commercial advertisements are examined. Hence, an attempt has been made to study the impact of commercial television advertisements in the rural places with regard to the consumption of cosmetics in the study area.
Scope of the Study

An attitude is much like a trigger in a rifle; if the conditions are right within the individual's psychological field and if enough pressure is applied, it will lead to action, either over behaviour or anger, hostility, love or compassion towards the attitude object.

Consumer attitude and business prospects are inter-related. Attitudes individually and collectively determine consumer behaviour. The success or otherwise of a marketing activity is further determined by change in behaviour of consumers. As already mentioned, promotional measures influence attitudes and behaviours which may or may not improve a market. All human beings have needs some are known and others hidden in minds. Advertisers play upon the feeding of the human being and they bring out the hidden needs to light through effective advertisement. The techniques applied by them in this connection are many.

Cosmetics are items of goods used by almost all people. They have become essentials even to "lower" groups of consuming public. Irrespective of age and earnings differences, cosmetics have entered human way of life in more than one way. Because every part of the exposable human anatomy is subject to cosmetic attention and nearly all in our society, both men and women use some cosmetic aids, to increase their sense of well being and to enhance their bodily attractiveness. It is no wonder that the field undergoes rapid changes as new compounds are introduced. More over the trend is towards the increased use of cosmetics.
In the present day market, branding is inevitable and it plays an important role in demand creation. A large number of products even today, line in the markets, mainly due to an effective use of brand names. For example "Dettol Soap" similar instance is found in the case, it is simply an antiseptic lotion. But the manufactures were successful in creating an impression in the minds of most of the people that dettol means antiseptic lotion and vice versa.

The importance of branding arose mainly because of the over emphasis on advertisement. In fact, the brand name is a child of advertisement and the trade mark is the legal guardian of a brand name.

Indeed, why should a producer rush into branding when it clearly involves a cost of packaging, stamping, legal protection and a risk, if the product should prove unsatisfacing to the user? It turns out that branding can perform a number useful function as follows:

1. The producer may want a brand mark for identification purpose to simplify handling or tracing.
2. The producer may want a legal trade mark and patent to distinguish unique product features from being imitated.
3. The producer may want to emphasize a certain quality level in the offer and make it easy for satisfied customers to find the product again.
4. The producer may see the brand name as an opportunity for enduring the product with an inherent drama that may create the basis for price differentiation.
Sometimes the pressure for branding comes not from the purchaser but from the distributor of ultimate buyers. Distributors may want brand names for making the product easier to handle, identifying suppliers, holding production to certain quality standards and increasing buyer preference. Ultimate buyers may want brand names to help them identify the products they want.

**Brand Preference of Buyer Behaviour towards Television Advertisements:**

Buyer's purchase decisions from television advertisements are always influenced by a vast number of factors which lead them to select a particular brand in preference to others. The individual firms marketing a specific brand is likely to be most concerned with buyer brand choice, and it is towards this aspect of the subject that the present study has been directed.

Marketing develops as a society and its economy develops. The need for marketing arises and grows as a society moves from an economy built around division of labour, industrialization and urbanization. Marketing thus has become the central theme of business.

In a business firm, marketing generates the revenues that the financial people manage and the production people use in creating products to generate those revenues by satisfying consumer's demands at a profit in a socially responsible manner.
The concept of marketing has changed because of the innovational element involved in today's business and also because of the changes in the attitudes of the customers.

Today it is the customers who decide and determine what a business is. For "it is the customer and he alone, who though being willing to pay for a good or service converts economic resources into wealth, things into goods”.

Thus, today's concept of marketing is nothing but a way of life in which all resources of an organization are mobilized to create, stimulate and satisfy the buyer at a satisfaction.

In a competitive economy exclusively based on consumer’s choice, a buyer can satisfy his need with a variety of items. There are innumerable varieties produced by various brands produced by a single manufacturer. Goods are basically classified into three categories viz., industrial goods, consumer goods and agricultural goods. Markets, especially the consumer markets, are composed of certain components like people, purchasing power, need for a specific product and willingness to fill the needs with a given product.

Consumer market is only for that segment of the people who can offer to buy product who have need for it and who are willing to buy a particular product in preference to all others and similar products sold by other manufacturers.
Consumer goods, as the name implies, are the goods purchased and consumed by the consumers for their personal as well as their families’ gratification. Consumer goods can be divided as durable goods such as automobiles, mixies, televisions, refrigerators, etc., and non-durable goods, such as food, clothing, etc. and services such as medical, legal etc.

From the point of view of the consumer however, a different type of classification of consumer good is more significant. This classification is considered as a significant one and the credit for this goes to Prof. Malvin T Copeland (1923). Copeland based his classification on the difference in the consumer's buying attitudes and behaviour. Under this system, consumer goods are classified into three classes, viz., convenience goods, shopping and speciality goods.

Due of advertising and other promotional methods used profusely, even the derived demand for a particular product is changed into a primary demand. The maximum "Yesterday's luxuries are the necessities of today", is adopted here. This is very largely true in the case of television, refrigerators, mixies etc. These were considered to be more as luxuries in the past but have now become part and parcel of bare necessities of a household.

**Literature Review**

The researcher has made an attempt to review the previous studies pertaining to the marketing of cosmetics and other studies related to them. The growth of female working population is a factor emphasized by Professor Rennick (1957), who pointed out
that “Women are employed outside the home not only making them more conscious of appearance and of cosmetics and putting her in a better financial position to buy more and better grades of cosmetics she wants”.

As Bernard Berelson and G.A. Steiner (1964) have observed human behaviour itself is so enormously varied, so delicately complex, so obscurely motivated that many people are in despair of finding valid generalizations to explain and predict the actions, thoughts and feelings of human beings despair, that is, of the very possibility of constructing a science of human behaviour.

To Norman R.F. Maier (1965), consumer behaviour is always the product of two things, the nature of the individual who behaves, and the nature of the situation in which the individual finds himself.

Jagdish N Sheth and M. Venkatesan (August 1968) has analysed the perceived risks related to brand loyalty. Sheth and Venkatesan have studied consumer decision making over time and explored risk reduction processes in terms of Information seeking, pre-purchase deliberation and brand loyalty. Their results showed that Information sealing and pre-purchase deliberation declined over time, and brand loyalty increased over time.

Robert P. Brody and Scott M. Cunningham (February 1968) Brody and Cunningham have suggested in their study that the personality variables such as income,
education, etc., should better be used to identify the brand choice for groups exhibiting successfully greater brand loyalty.

Tenniru R. Rao (August 1969) has discussed as to how a consumer’s selection of a store for the purchase of any product is not a completely random process and how the housewives exhibit bias in their choice of the store.

According to him, i. a consumer exhibits bias in selecting the kind of retailer (drugstore, 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 increases brand switching, iv. consumer changes the purchases' 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, she does not only affect a consumer’s probability in purchasing a brand from her past experience with the brand but also by her selection of the store for the purchase.

In Jacoby. J & D.B. Kyner (February 1973) repeated purchasing behaviour is frequently referred to as brand loyalty. Brand loyalty implies a psychological commitment to the brand whereas repeated purchasing behaviour simply involves the frequent repurchase of the same brand. Brand loyalty is defined as:

i. A biased (ie., non random)

ii. Behavioural response (i.e., purchase)
iii. Expressed over time

iv. By some decision making unit

v. With respect or more alternative brands out of a set of such brands and

vi. Is a function of psychological process

To Rom J. Marketing Jr. (1974) Consumer Behaviour models can also be classified in terms of scope. Some are designed to represent a very specific aspect of behaviour such as consumer’s respective purchasing of the same brand over a period of time. Others are much more comprehensive because they attempt to accommodate the great variety of Consumer Behaviour.

Models are devised for a variety of reasons, but the two purposes for developing consumer models are:

I. To assist in constructing a theory that guides research on consumer behaviour and

II. To facilitate learning what is presently known as consumer behaviour.

In both the cases, the model serves to structure systematic and logical thinking about consumers.

This entails i. identifying the relevant variable ii. Indicating their characteristics, and iii. Specifying their inter-relationships. This is how they influence one another.

Arich Goldman (January 1976) has tested whether the lower income consumers have a more restricted shopping scope and found in one product area (furniture) that they have made less use of the shopping alternatives available to them.
For most people, buying is a normal and routine part of everyday life. For compulsive buying, the inability to control and overpowering impulse to buy pervades their lives and results in significant and sometimes severe consequences. Compulsive buyers do not buy so much to obtain utility or service from a purchased commodity as to achieve gratification through the buying process itself.

John W. Keon (January 1984), in his study on the advertising images, brand images and consumer preferences, has established the advertising effect occurred for existing brands.

Arch G. Woodside and Wilson (August 1985) have analyzed how the consumer awareness of specific brands and advertising of brands affected consumer purchase intentions and purchase behaviour.

They have tested whether awareness levels of competing brands advertising relate to brand preference and reported for seven brands in three product categories. The empirical results confirmed the strong positive relationships among unaided brand awareness, top of the mind awareness for advertising and brand preference.

Arumugam. S.P. (1988) Every exposable part of the human anatomy is subject to cosmetic attraction. But the face and hair are the most conspicuous parts of the human body. A great variety of cosmetic aids have been designed especially to make these parts of the body more attractive. The main reason is that “pleasant appearance can open the doors to new opportunities whereas an attractive appearance may help the same doors
closed”. Besides, by nature women want to be more beautiful and pay more attention to cosmetic items.

James M. Lallin (Aug 1989) Although significant resources are being expanded in efforts to understand the abuse of various substance and all types of excessive behaviours and activities (i.e., alcoholism, drug abuse, eating disorders, compulsive gambling) very little is known about such abuses and excesses in the domain of buying behaviour.

For the most part, research in consumer behaviour focuses on examining normative behaviour. However, the realization that buying has an absolute potential similar to other excessive or compulsive activities indicates that consumer researchers should also explore abnormal consumer behaviour. It may be noted here that consumer response depends on whether or not price is within a certain latitude of acceptance, which also implies a comparison between the actual price and the reference point. James investigated the nature of reference price effects on brand union and he found evidence that consumer response is related significantly to the disparity between reference price and observed price. He suggests that promotional activity has considerable impact on consumer response and is at least as salient to consumers as a change in the price of the brand.

Thomas C.O. Guinn Ronald and J. Faber (September 1989) A study of the purchase behaviour and price perception found that nearly 50% of consumers correctly identified the real status of the brand purchased, a proportion closely comparable to the percentage of consumers who could correctly recall the purchase price of the brand.
Generally, the utility function should include a term designed to capture the consumers idiosyncratic preference for a brand. They also found that the consumer utility should include the following four aspects:

1. The price of the brand
2. The promotional status of the brand
3. The disparity in the actual price and
4. The disparity between the actual promotional status and the promotional reference point.

Thomas C.O. Guinn, Ronald J. Faber (September 1989) Compulsive buying appears to closely resemble other compulsive consumption behaviours in several ways. Specifically, they found that compulsive buyers have lower self esteem, score higher on a general measure of compulsion and have a higher propensity for fantasy than members of the general population do. Some of the most important findings here involve the motivations for compulsive buying, its frequency of occurrence and the severity of its consequences. These areas distinguish compulsive buying from similar concepts, such as heavy use of products and impulse buying, and clearly demonstrate that it is a form of compulsive consumption.

Rao & Sabarala (August 1989) The brand choice, store choice, and package size are only of use for stochastic modelling purpose when the product is relatively and frequently purchased since the parameters of stochastic models are typically estimated from the past sequences of purchase for a group of consumers. In the case of major
durables, such as refrigerators and washing machines, information on the sequence of purchases is not usually available, and even if it is available it usually stretches over such a long time that the earlier purchases are of little value. Since market conditions have changed radically in the interviewing period suggest that too much promotion and price discounting may adversely affect the brand choice behaviour.

Though price promotions make the brand more attractive and increase consumer response, a consumer is exposed to frequent price promotion at the discounted price.

Linda F. Jamieson & Frank M. Bass (August 1989) represent the consumer as purpose seeking to fulfill certain goals through buying behaviour and going through various division processes that help him, at length to approximate an optimum solution. The interaction of past experience and stored information with general predisposition such as personality variables is discussed then and there and the consumer will filter out information that is relevant to his current motives and is consistent with his/her stored knowledge and expectation.

The collection of purchase intentions data in marketing research has become a routine. However the knowledge of the relationship between purchase intentions and actual purchase behaviour rudimentary is the best. Developing knowledge of this relationship is especially important for new products, the area in which knowledge is least available.
Much of the routine collection of purchase intention data in marketing research has been in connection with purchase prediction for frequently purchased and branded products. Generally, there is a positive association between intention and purchase. But studies on purchase intention and actual purchase established consumer durable products such as automobiles and appliances have been less predictive of actual behaviour than desired.

Mr.V.Arunagiri (1990) in his study entitled, “A study on consumer attitude towards advertisements in Chidambaram Town- with reference to selected cosmetics products”, has emphasized that advertisement influences very much in increasing the sale of cosmetics.

Ms.S.Anitha (1994) has made an attempt to study the consumer attitude pertaining to cosmetics in her study entitled “Attitude and behaviour of consumer towards cosmetics, a study with reference to Madurai Kamaraj University Hostel students”. In her findings she has stated that the most prominent reason for using the cosmetics by men and women is to enhance their appearance. Not only cosmetics help to beautify their face but also help them to maintain personal cleanliness.

Mr.A.Ubakaraselvam (1997) has made an attempt to study the marketing of select cosmetics in Nilakottai Taluk. In his findings he has stated that the majority of the consumers buy only a particular brand of cosmetics for their entire family.
Another article in “Indian Journal of Marketing (2000)” entitled “Cosmetology – A new science”, states that “cosmetics” covers not only decorative preparations such as lipsticks, rouges and powders but also such articles as dentifrices and shaving preparations, which are very necessary for personal hygiene and cleanliness. The author has stated that there are three types of cosmetics available to the users. They are (i) Skin Care Cosmetics (ii) Hair Care Cosmetics and (iii) Make up cosmetics. All the three cosmetics are having good markets. So the personal care industry will be having a bright future. It is likely that many more small and big companies will be started.

Another article in “Indian Journal of Marketing (2002)” entitled “Home makers Awareness about cosmetics,” has stated that most of the cosmetics were known to majority of the homemakers.

All the homemakers were fully aware of bath soap, hair oil, shampoo, cream, body talc, nail polish, toothpaste - as these have became the necessaries of life, instead of being mere basis for beautification. There is an awareness which attributes to the fact that these toiletries are the part and parcel of our daily hygiene. The awareness regarding advertising effectiveness has increased in India because of economic and social development and competition among different product vendors.

Carter, W.G. (2005) has observed that all the important psychological motives for advertising cosmetics products. He listed the various psychological motives such as money, variety, acquisitiveness, rivalry, comfort, adornment, cleanliness, companionship, amusement, sensual gratification, construction, aggrandizement, mental culture,
affection, social achievement, ambition, inhibitiveness, reverence, romance, aesthetic
taste, sex, imitations, curiosity, self preservation, sympathy, gratitude, patriotism and so
on. These motives will naturally induce consumers to purchase more cosmetics and the
demand will be increased.

Another article entitled “Deodorants and Anti-perspirants are necessary evils”
published in “Insight” Raj (2007). Consumer Magazine has revealed that how the
deo dorants occupy an important role in our daily life. It is told that the sweat glands in
human body cause perspiration and odour problems. Deodorants are useful in removing
these problems in human body.

Deodorants and antiperspirants are almost interchangeable and they are actually
two different types of products that rely on different chemical reactions to achieve user’s
purposes. While antiperspirant reduces perspiration and body wetness, deodorants help to
remove body odour. Both men and women use body sprays and deodorant sticks. So the
demand for these products is increasing year after year.

Cosmetics have been used since early times to enhance the appearance of the
wearer. The use of cosmetics is very ancient. Evidence of the use of eye make-up and
aromatic ointments has been found in Egyptian tombs dated to 3500 B.C. Perfumes of
natural origin were greatly prized and hence associated with priests at shrines and in
houses. Mixture of fragrant gum, resins and woods were burned as incense and others.
During the middle age, eye lips and eye brows were still stained and the early Britishers
were said to use a crude type of face paints”.
S. Maheswari (2008) in her study, has concentrated on consumer behaviour towards television: the influencing factors, after sale service and level of satisfaction on India made electrical and electronics brands. The present study focuses on reasons for preferring factors affecting and post-purchase behaviour of foreign brand users.

**Statement of the Problem**

Consumers are the key factors in promoting the products. The marketing potential of any product is based on consumer purchasing behaviour. Now-a-days in the global business, consumers are having lot of opportunity to use variety of products and they also want to buy innovative and quality products. So, the consumers attitude survey and buying pattern are highly significant in improving market demand and growth. To know the consumers attitude related to various aspects and also to know the influencing factors to buy a specific cosmetic products, such type of researches are highly useful. Hence, considering all the above phenomena this study is significant and relevant.

**Objectives of the Study**

The following are the important objectives of the study:

1. To assess the consumers brand preference of various cosmetic products.
2. To study the consumers buying pattern in northern parts of Tamilnadu.
3. To identify the consumers preference in channels of distribution system.
4. To know the influencing factors in buying specific cosmetic products.
5. To analyse the consumers level of satisfaction about the cosmetic products.
6. To find out the relationship among consumers demographic variables and consumer brand preference and consumer buying pattern.

**Hypotheses**

The present study has the following specific hypotheses:

1. Consumers have developed a strong store loyalty with retailers.
2. There is a strong brand loyalty among the consumers.
3. The demand by women-folk is more than the demand by men-folk.
4. There is a conspicuous difference in the demand pattern of cosmetics among the followers of different religions in the study areas.
5. Foreign cosmetics are popular in Indian market.
6. Advertisement has a significant influence in demand inducement of cosmetics.

**Methodology of the Study**

There are various types of cosmetics, which are in vogue in India, and prominent among them alone are considered for intensive research study. They are

i. Talcum Powder
ii. Vanishing Cream
iii. Shampoo
iv. Scented hair oils
v. Eyebrow liners
vi. Deodorant
vii. Nail Polish
viii. Perfumes
ix. Lipsticks and

x. Hair Dyes

Both primary and secondary data form the database. Primary data have been collected from the consumers of cosmetics through schedules and questionnaires.

The consumers of cosmetics for the study live in the northern parts of Tamilnadu. Totally 1200 consumers are selected in the study. Such of those consumers of cosmetics are contacted at places like beauty parlours, thoroughfares, bus-stands, railway stations, beach, ports, cinema theatres, various picnic spots and big departmental stores and places of public gathering and so on. Consumers are composed of youths, men and women, educated and uneducated, businessmen, professionals, housewives, senior citizens and others at random for intensive study.

<table>
<thead>
<tr>
<th>District</th>
<th>Number of sample selected</th>
</tr>
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<tbody>
<tr>
<td>Villupuram</td>
<td>148</td>
</tr>
<tr>
<td>Vellore</td>
<td>159</td>
</tr>
<tr>
<td>Thiruvanamalai</td>
<td>184</td>
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<tr>
<td>Kanchipuram</td>
<td>282</td>
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<tr>
<td>Chennai</td>
<td>244</td>
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<tr>
<td>Thiruvallur</td>
<td>183</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1200</strong></td>
</tr>
</tbody>
</table>

Random sampling was adopted with a view to select a representative sample from the population of cosmetics users and to analyse the data from the point of view of sex, age, income, religion, monthly income and expenditure and status. The proposed research
study is related to the preferential buying patterns of the consumers in the northern parts of Tamil Nadu. The primary and secondary data are suitable and required to collect on the base of random technique in the study area.

The questions are framed in such a way to find out the importance and objectives of the study. Most of the questions are close-ended questions. Besides textbooks, magazines and journals have been referred. The period of data collection is between May 2009-April 2010.

Tools of Analysis

In the present study, percentage analysis and average techniques are used while preparing tables. Besides, statistical tools like t-test, ANOVA, Chi-square test, F-test and regression, correlation analysis and factor analysis are also used to make the study meaningful and purposeful.

Limitations of the Study

The research study suffers from the following limitations:

1. The term ‘Cosmetics’ includes herbal products also. But the present research study does not cover herbal products.

2. The present research study is related to the period 2009-2010 only. Most of the consumers are unable to recall their previous experiences in the usage of cosmetics. Hence a longer period could not be considered for study.

Organisation of the Study

The study is presented in seven chapters as follows:
The introductory Chapter signifies, highlights of the study, review of literature, scope of the study, objectives of the study, hypotheses framed, methodology, limitations of the study and the organization of the chapters.

The Second Chapter views the district profile of the northern parts of Tamil Nadu.

The Third Chapter represents the evolution and development of cosmetics.

The Fourth Chapter focuses on the existing channels of distribution of cosmetics and preferential buying pattern of cosmetics in the selected rural and urban areas of Tamil Nadu.

The Fifth Chapter deals with the analysis of consumer preferential buying patterns of cosmetics in the study area.

The concluding Chapter briefs a summary of findings, suggestions and conclusion.