CHAPTER 5
Data interpretation

- Consumer behavior towards cosmetics
- The consumer behavior towards Marketing Elements of cosmetics
- The influence of consumer behavior on Marketing Mix strategies
- The influence of chemical cosmetics consumers behavior on Marketing Mix Strategies
- The influence of herbal cosmetics consumers Behavior on Marketing Mix Strategies
- Factors majorly discriminating the chemical and herbal cosmetics
- The factors varying across different income groups
- The factors varying across different categories of woman
- The factors varying across different age groups
- The factors varying across different education groups
Chapter 5
Data Interpretation

In order to outdo the competitor or the plans to achieve the desired objective, which leads to the outcome in the form of satisfaction or dissatisfaction reflecting on the sales and images of the product or brand, the firm must adhere to the marketing strategy as a game plan. While formulating marketing strategy all marketing decisions are based on the assumptions about complex, dynamic, multidimensional process of Consumer behavior.

Maximizing market share is possible for companies by penetrating existing markets. In consumer marketing, brands often provide the primary points of differentiation between competitive offerings, and they can be critical success factors for companies.

Before the companies make marketing efforts, it is important for the companies to know about the characteristics of their target market. Some of these characteristics can be; how these consumers think? What they need? What is their motivation? Do they buy different products? The answers to these questions form characteristics of consumer behaviour.

This research finds very interesting facts about the consumer behaviour in the use of cosmetics and the influence of behaviour on marketing mix elements. The consumer behaviour is extensively studied with respect to cosmetics. The complete aspects of consumer behaviour, is concentrated on the factors such as consumer as an individual, consumer in the social and cultural setting and the input from marketing variables. Further findings are about general consumer behaviour towards cosmetics, the consumer behaviour towards marketing elements of cosmetics, the influence of consumer behaviour on marketing mix strategies, the influence of chemical cosmetics
users behaviour on marketing mix strategies, the influence of herbal cosmetics users
behaviour on marketing mix strategies. The study also focused at the influencing
factors of consumer behaviour like age, category, education and income. Along with
this the research also explores the factors discriminating, chemical and herbal
cosmetics consumer behaviour.

In this section, major analysis of the research is interpreted. For the sake of clarity the
presentation of the inferential findings is organised into nine segments based on
structure that the study has followed. The organization of the findings is placed on
record in a brief manner in the following paragraphs.

5.1 Consumer behaviour towards cosmetics

The consumer behaviour towards cosmetics was studied with the help of factor
analysis. Twelve factors are obtained by factor analysis they are motivation to buy
cosmetics, cosmetics personality formation, perception of cosmetics quality, knowing
about cosmetics marketers, learning from advertisement, attitude towards features of
cosmetics, celebrity and socialization as reference group, family as reference group,
friendship groups as reference group, characteristics of social class, dimensions of
cosmetics culture, state and religion as cosmetics sub – culture, global brands as
cross culture. The detailed interpretations are as follows.

- "Usage of cosmetics can be best judged to the success we get". "the cosmetics
  which I use fulfill multiple needs," "it is my most basic need to look beautiful
  by using cosmetics" are the key items obtained through factor analysis of
  motivation. The three items explain a cumulative variance of 55% of the total
  variance of the factor ‘motivation to buy cosmetic products’. It means that
according to consumers ‘personal successes’, ‘looking beautiful’ & ‘fulfillment of multiple needs’ acts as motivation to buy cosmetics.

- This research has identified three items regarding cosmetics personality formations. The first item is “The usage of cosmetics reflects my personality”; the second item is “I will be more appreciated in my group when I use cosmetics”; the third item is “cosmetics reflect our self-image”. The factor ‘cosmetics personality formation’ is explained by these three items together explaining a cumulative variance of 59%. It means that ‘usage of cosmetics reflects their personality’; ‘they will be more appreciated in their group when they use cosmetics’ and ‘cosmetics reflect their self-image’.

- Two items are obtained with a cumulative variance of 28% explaining the factor perception of cosmetics quality, and they are “I evaluate cosmetic product quality based on price”; “I evaluate cosmetic product quality based on advertisement they give”. It means that Consumers express that ‘Price and advertisement’ are the factors responsible for forming perception about cosmetic product.

- This research has identified two items regarding the factor learning from advertisement. The first item is “cosmetics marketers have developed very good relationship with customers”; the second item is “my every cosmetics purchase is reinforced by advertisements”. The factor learning from advertisement is explained by these two items together explaining with a cumulative variance of 30%. It means that ‘cosmetic marketers have developed very good relationship with customers and for solving consumers beauty problems it becomes necessary for consumers to learn about other brands of cosmetics’.
Three items are obtained with a cumulative variance of 53% explaining the factor attitude towards features of cosmetics, they are "I like various featured cosmetic products," "the cosmetic product companies should adapt to changing needs of consumers," "every purchase decision of cosmetics requires some amount of compromise." It means that According to consumers "various features of cosmetics and label of cosmetics are the factors affecting attitude, and the attitude is shaped by the amount of compromise they make with the cosmetics purchase".

The factor celebrity and socialization as reference group is explained by two items: "celebrities influence my cosmetic selection," "my family socialization influences my cosmetics selection" with a cumulative variance of 24%. It means that according to consumers "celebrity and family socialization influences cosmetics selection."

"Cosmetics selection varies according to the change in family lifecycle," "traditional type of families won't encourage the use of cosmetics" are the key items obtained through factor analysis of family as reference group. The three items explain a cumulative variance of 24% of the total variance of family as reference group. It means that 'type of family (i.e., traditional and modern family) and personal success acts as influencing factors while selecting cosmetics'.

This research has identified two items reasoning friendship groups as reference group. The first item is "Group to which I belong makes me aware of cosmetic products or brand," the second item is "from trustworthy and knowledgeable friend I seek information about the quality of cosmetic product." The factor friendship groups as reference group is explained by the
above two items together explaining with a cumulative variance of 21%. It means that 'group to which consumers belong makes them aware of cosmetic products or brands and from trust worthy and knowledgeable friends consumers seek information about the quality of cosmetics'.

- Three items are obtained with a cumulative variance of 57% explaining the factor characteristics of social class, they are: "cosmetics selection varies based on the social class to which we belong", "our level of education influences our cosmetics selection", "The family income influences the selection of cosmetics." It means that 'cosmetics selection varies based on the social class to which they belong'. They know that their 'level of education and family income influences their cosmetics selection'.

- The factor 'Culture' is explained by three items: "One's own personal culture guides the selection of cosmetics," "the language and the symbols used on the package influences the selection of cosmetics," and "the ritual which we perform has an effect on the use of cosmetics" with a cumulative variance of 53%. It means that according to consumers 'one's own personal culture guides the selection of cosmetics', 'The language and the symbols used on the package influences the selection of cosmetics', 'the ritual which they perform has an effect on the use of cosmetics'.

- "Our subculture influences the selection of cosmetics," "the different states of our country have emerged as sub culture which influences my selection of cosmetics," "the religion to which we belong has a subculture which influences my cosmetics selection," are the key items obtained through factor analysis of state and religion as cosmetics sub-culture. The three items explain a cumulative variance of 62% of the total variance of state and religion.
as cosmetics sub-culture. It means that the consumers are of the opinion that their 'subculture influences the selection of cosmetics' and 'the different states of their country have emerged as sub culture which influences consumers selection of cosmetics', and the 'religion to which consumers belong is also another type of a subculture which influences their cosmetics selection'.

- This research has identified three items reasoning global brands as cross culture. The first item is "as global teenage category cosmetics' tastes converge; the influences of other country teenagers are more on our country teenagers", the second item is "I would like to buy cosmetics of most favored world brand", the third item is "we like such global brand, which study the needs of their customers and fulfills through quality product". Global brands as cross culture is explained by these three items together explaining with a cumulative variance of 51%. It can be understood that as 'global teenage category cosmetics' tastes converge, the influences of other country teenagers are more on our country teenagers', 'they would like to buy cosmetics of most favored world brand', 'they like such global brand which studies the needs of their customers and fulfills through quality product'.

5.2 The consumer behaviour towards marketing elements of cosmetics

The most liked marketing elements by consumers are located with the help of factor analysis; twelve factors are obtained from factor analysis which explains the reasons for the purchase of cosmetic product. They are mentioned as follows.

- "A cosmetic product brand easily distinguishes competitors," "cosmetic companies are manufacturing products according to the tastes and preferences of consumers," "I like such cosmetic products which have different brand line
for different quality," are the key items obtained through factor analysis of nature of cosmetic product. The three items explain a cumulative variance of 41% of the total variance. It means that "cosmetic companies are manufacturing products according to the tastes and preferences of consumers and consumers also know cosmetic product brand easily distinguishes competitors’. ‘Consumers like such cosmetics which have different brand name for different quality of cosmetics’.

- This research has identified three items reasoning cosmetics personality formation. the first item is "cosmetic product means beautification," the second item is "the cosmetic product means enhanced beauty," the third item is "the cosmetic product will confirm to its said quality." feeling to look beautiful is explained by these three items together explaining a cumulative variance of 19%. It can be understood that according to the consumers ‘cosmetic product means beautification, enhanced beauty and confirmation to the said quality’.

- Three items are obtained with a cumulative variance of 36% explaining the factor ‘clarity of labeling,’ they are "cosmetic label should contain usage instruction," "cosmetic label should contain cautions," "cosmetic label should contain unit price." It means that according to consumers “there should be clarity in cosmetics labeling and it should contain usage instructions, cautions, and unit price.”

- The factor cosmetics label as a promotion medium is explained by three items: "label promotes the cosmetic sales," "cosmetic label should contain name of the product," and "cosmetic label should contain the company address" with a cumulative variance of 12%. It can be understood that according to
consumers "cosmetics package should also contain name of the product and company address because it also acts as promotion at point of purchase."

- "Cosmetic package attracts consumers," "cosmetic package develops dependability on the product," "cosmetic packages are prestigious to customers" are the key items obtained through factor analysis of importance of cosmetics package. The three items explain a cumulative variance of 11% of the total variance of the factor 'importance of cosmetics package.' It can be understood that consumers are of the opinion that 'cosmetic package attracts consumers, cosmetic package develops dependability on the product, and cosmetic packages are prestigious to consumers'.

- This research has identified two item reasoning price sensitivity. The first item is "I always like discounted cosmetics price," the second item is "I like low pricing for high quality cosmetic product". The formation of cosmetics price sensitivity is explained by these two items together explaining a cumulative variance of 39%. It can be understood that consumers are of the opinion that 'they like discounted price and high quality cosmetics for low price'.

- Two items are obtained with a cumulative variance of 26% explaining the factor price as cosmetics category, they are "Poor quality cosmetics products are below a certain range", and "the category of cosmetics is based on price". It means that consumers know 'poor quality products are available below a certain price' and 'categories of cosmetics are based on price'.

- The factor 'Types of cosmetics Promotion' is explained by three items: "Posters are more impressive for cosmetics," "Advertisements in directories are more impressive for cosmetics," and "According to me Bill board advertisements are more impressive for cosmetics" with a cumulative variance
of 45%. I can be understood that according to the consumers 'bill board advertisements, advertisements in directories and posters are good promotional methods'.

- "Cosmetic companies communicate with customers to inform consumers about the cosmetic product," "Cosmetic companies communicate to customers by sponsoring events," are the key items obtained through factor analysis of the factor Cosmetics Communication. The two items explain a cumulative variance of 22% of the total variance of factor Cosmetics Communication. It means that consumers know that 'cosmetic companies communicate with customers to inform consumers about the cosmetic product', 'cosmetic companies communicate to customers by sponsoring events'.

- This research has identified two items reasoning purchase of cosmetics from virtual store. The first item is "I would like to buy cosmetics through electronic shopping"; the second item is "I would like to buy cosmetics through Tele shopping." The factors Purchase of cosmetics from virtual store is explained by these three items together explaining a cumulative variance of 35%. It means that consumers 'want to buy cosmetics through electronic shopping and teleshopping'.

- Two items are obtained with a cumulative variance of 19% explaining the factor Purchase of cosmetics from convenience and discount stores; they are "I buy cosmetics from Convenience store"; "I buy cosmetics from Discount Store." It means that consumers also 'want to buy from convenience stores and discount stores'.

- The factor Purchase of cosmetics from favorite and selected outlets is explained by two items: "I buy from my favorite outlet regardless of price";
"some cosmetic products are available only in selected outlets" with a cumulative variance of 17%. It can be understood that 'consumers buy from their favorite outlet regardless of price' and 'they know that some cosmetic products are available only in selected outlets'.

5.3 The influence of consumer behaviour on marketing mix strategies

The influence of behavioural elements on marketing mix elements was studied with the help of regression. The consumer behaviour factors obtained were regressed on the marketing mix factors obtained. An approach was made, to study the influence of consumer behaviour elements on marketing mix elements. With every variation (i.e., either increase or decrease in the variables of consumer behaviour) the amount of impact or influence on marketing mix elements for framing marketing strategies was studied. The positively influencing higher beta values and smaller P- values shows us the positive influence of independent variable on dependent variable. The details of the entire beta values are shown below.

- The regression of 12 factor of consumer behavior as explanatory variables: 'motivation to buy cosmetics', 'cosmetics personality formation', 'perception of cosmetics quality', 'knowing about cosmetics marketers', 'attitude towards features of cosmetics', 'celebrity and socialization as reference group', 'family as reference group', 'friendship groups as reference group', 'characteristics of social class', 'culture', 'state and religion as cosmetics sub - culture', 'global brands as cross culture' on a factor 'Nature of Cosmetic Product' obtained a variance explanation of 24% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of nature of cosmetic product. Hence we accept
the alternative hypothesis at 0.05 level of significance that: “There is impact of cosmetics consumer behavior on nature of cosmetic product”. It means that ‘nature of cosmetic product gets influenced by perception of cosmetics quality, attitude towards features of cosmetics, celebrity and socialization as reference group and culture’.

- When 12 factor of consumer behavior was regressed as explanatory variables on a factor ‘meaning of cosmetic product’, regression obtained a variance explanation of 30% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘meaning of cosmetic product’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of cosmetics consumer behavior on meaning of cosmetic product”. It means that the factor ‘feeling to look beautiful’ gets influenced by the factors, ‘motivation to buy cosmetics’, ‘cosmetics personality formation’ and ‘global brands as cross culture’.

- A variance of 15% of total variance was obtained by the regression analysis of the factors on ‘clarity of labeling’. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘clarity of labeling’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of cosmetics consumer behavior on clarity of labeling”. It means that the factor ‘clarity of labeling gets’ influenced by the factors ‘attitude towards features of
cosmetics', 'friendship groups as reference group and global brands as cross culture'.

- The regression of 12 factor of consumer behavior as explanatory variables: 'motivation to buy cosmetics', 'cosmetics personality formation', 'perception of cosmetics quality', 'knowing about cosmetics marketers', 'attitude towards features of cosmetics', 'celebrity and socialization as reference group', 'family as reference group', 'friendship groups as reference group', 'characteristics of social class', 'culture', 'state and religion as cosmetics sub – culture', 'global brands as cross culture' on a factor 'cosmetics label as a promotion medium' obtained a variance explanation of 19% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of 'cosmetics label as a promotion medium'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of cosmetics consumer behavior on cosmetics label as a promotion medium". It means that the factor 'cosmetics label as a promotion medium' gets influenced by the factors 'motivation to buy cosmetics', 'attitude towards features of cosmetics', 'friendship groups as reference group' and 'culture'.

- When 12 factor of consumer behavior are regressed as explanatory variables on a factor 'Importance of cosmetic Package', obtained a variance explanation of 21% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of 'importance of cosmetic package'. Hence we accept the alternative
hypothesis at 0.05 level of significance that there is impact of cosmetics consumer behavior on 'importance of cosmetic Package'. It means that the factor 'importance of cosmetics package' gets influenced by the factors 'knowing about cosmetics marketers', 'State and religion as cosmetics sub - culture' and 'Global brands as cross culture'.

- A variance of 19% of total variance was obtained by the regression analysis of the factors on 'Cosmetics price sensitivity' This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of cosmetics price sensitivity. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Cosmetics consumer behavior on cosmetics price sensitivity". It means that the factor cosmetics price sensitivity gets influenced by factors 'Friendship groups as reference group', 'state and religion as cosmetics sub - culture', 'Global brands as cross culture'.

- With the result of factor analysis, regression analysis was run, constituting twelve factors as independent variable and the 'Price as cosmetic category' as dependent variable of the model. The explanatory variable explained 17% of total variability of the dependent variable Y. This model explains variance explanation of 17 % of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of Price as a cosmetic category. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Cosmetics consumer behavior on Price as cosmetic category". It
means that the factor ‘Price as a cosmetic category’ gets influenced by factor ‘Attitude towards features of cosmetics’.

• When 12 factor of consumer behavior are regressed as explanatory variables on a factor ‘Types of cosmetics Promotion’, obtained a variance explanation of 24% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘types of cosmetics Promotion’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Cosmetics consumer behavior on Types of cosmetics Promotion”. It means that the factor ‘types of cosmetics Promotion’ gets influenced by factors ‘Attitude towards features of cosmetics’, ‘Culture, State and religion as cosmetics sub – culture’ and ‘Global brands as cross culture’.

• The regression of 12 factor of consumer behavior as explanatory variables on a factor ‘Cosmetic communication’ obtained a variance explanation of 24% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘Cosmetic Communication’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Cosmetics consumer behavior on Cosmetic Communication”. It means that the factor ‘Communication about cosmetics’ gets influenced by factor ‘Culture.’

• When 12 factor of consumer behavior are regressed as explanatory variables on a factor ‘Purchase of cosmetics from virtual store’, obtained a variance explanation of 14% of total variance. This supports statistical test of goodness
of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of Purchase of 'Cosmetics from virtual store'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Cosmetics consumer behavior on Purchase of cosmetics from virtual store". It means that the factor 'Purchase of cosmetics from virtual store' gets influenced by factors 'Knowing about cosmetics marketers' and 'State and religion as cosmetics sub-culture'.

- A variance of 24% of total variance is obtained by the regression analysis of the factors on 'Purchase of cosmetics from convenience and discount stores'. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of 'Purchase of cosmetics from convenience and discount stores'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: 'There is impact of cosmetics consumer behavior on purchase of cosmetics from convenience and discount stores'. It means that the factor 'Purchase of cosmetics from convenience and discount stores' gets influenced by factors 'Attitude towards features of cosmetics' and 'State and religion as cosmetics sub-culture'.

- With the result of factor analysis, regression analysis was run, constituting twelve factors as independent variable and the Favorite and selected outlets as dependent variable of the model. The explanatory variable explained 18% of total variability of the dependent variable Y. This model explains variance explanation of 18% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the
identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘Favorite and selected outlets.’ Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Cosmetics consumer behavior on Favorite and selected outlets”. It means that the factor ‘Purchase of cosmetics from favorite and selected outlets’ gets influenced by factors ‘Cosmetics personality formation’, ‘Perception of cosmetics quality’, ‘Family as reference group and Culture’.

5.4 The influence of chemical cosmetics consumers behaviour on marketing mix strategies

The influence of independent variables on dependent variable can be studied with the help of regression. In this research regression analysis was used to study the influence of independent behavioural (chemical cosmetics consumer behaviour) elements on dependent marketing mix elements. With the every variation i.e., either increase or decrease in the Chemical Cosmetics consumer behaviour the amount of impact or influence on marketing variables was studied. The positively influencing higher beta values and smaller P- values shows us the positive influence of independent variable on dependent variable. The details of the entire beta values are shown below.

goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of Nature of Cosmetic Product. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Chemical Cosmetics consumer behavior on Nature of Cosmetic Product”. It means that the factor ‘Nature of cosmetic product’ gets influenced by factors ‘Perception of cosmetics quality’, ‘Friendship groups as reference group’ and ‘Culture’.

- When 12 factor of consumer behavior are regressed as explanatory variables on a factor ‘Meaning of cosmetic product’, obtained a variance explanation of 30% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘Meaning of cosmetic product’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Chemical Cosmetics consumer behavior on meaning of cosmetic product”. It means that the factor ‘Meaning or cosmetic product’ gets influenced by factors ‘Cosmetics personality formation and Global brands as cross culture’.

- A variance of 12% of total variance is obtained by the regression analysis of the factors on ‘Clarity of labeling’. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘Clarity of labeling’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: There is impact of
Chemical cosmetics consumer behavior on 'Clarity of labeling'. It means that the factor Clarity of labeling gets influenced by factor 'Culture'.

- With the result of factor analysis, regression analysis was run, constituting twelve factors as independent variable and the 'Cosmetics label as a promotion medium' as dependent variable of the model. The explanatory variable explained 24% of total variability of the dependent variable Y. This model explains variance explanation of 24% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of 'marketing mix elements'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Chemical Cosmetics consumer behavior on Cosmetics label as a promotion medium". It means that the factor 'Cosmetics label promotion' medium gets influenced by factors 'Cosmetics personality formation' and 'Global brands as cross culture'.

- The regression of 12 factor of consumer behavior as explanatory variables: 'motivation to buy cosmetics', 'cosmetics personality formation', 'perception of cosmetics quality', 'knowing about cosmetics marketers', 'attitude towards features of cosmetics', 'celebrity and socialization as reference group', 'family as reference group', 'friendship groups as reference group', 'characteristics of social class', 'culture, state and religion as cosmetics sub - culture', 'global brands as cross culture' on a factor 'Importance of cosmetic Package' obtained a variance explanation of 26% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer
behavior explain a major portion of the total variance of 'Importance of cosmetic Package'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: There is impact of Chemical Cosmetics consumer behaviors on Importance of cosmetic Package. It means that the factor 'Importance of cosmetics package' gets influenced by factors 'Motivation to buy Cosmetics', 'Knowing about cosmetics marketers' and 'State and religion as cosmetics sub – culture'.

- When 12 factor of consumer behavior are regressed as explanatory variables on a factor 'Cosmetics price sensitivity', Regression obtained a variance explanation of 15 % of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of Cosmetics price sensitivity. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of chemical cosmetics consumer behavior on cosmetics price sensitivity". It means that the factor 'Cosmetics price sensitivity' gets influenced by factors 'State and religion as cosmetics sub – culture' and 'Global brands as cross culture'.

- A variance of 11% of total variance is obtained by the regression analysis of the factors on 'Price as cosmetic category'. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of 'Price as cosmetic category'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Chemical Cosmetics consumer behavior on Price as cosmetic category". It
means that the factor *Price versus quality* gets influenced by factor "*Attitude towards features of cosmetics."

- With the result of factor analysis, regression analysis was run, constituting twelve factors as independent variables and the ‘*Types of cosmetics Promotion*’ was considered as dependent variable of the model. The explanatory variable explained 37% of total variability of the dependent variable *Y*. This model explains variance explanation of 37% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of Types of cosmetics Promotion. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “*There is impact of Chemical Cosmetics consumer behavior on Types of cosmetics Promotion*”. It means that the factor ‘*Types of cosmetics Promotion*’ gets influenced by factors ‘*Cosmetics personality formation*’, ‘*Attitude towards features of cosmetics*’.

- The regression of 12 factor of consumer behavior as explanatory variables on a factor ‘*Cosmetic Communication*’ obtained a variance explanation of 14% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘*Cosmetic Communication*’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “*There is impact of Chemical Cosmetics consumer behavior on Cosmetic Communication*”. It means that the factor ‘*Communication about cosmetic’s* gets influenced by factors ‘*Motivation to buy Cosmetics*’ and ‘*Characteristics of Social class*’.
• When 12 factors of consumer behavior are regressed as explanatory variables on a factor 'Purchase of cosmetics from virtual store', obtained a variance explanation of 19% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of 'Purchase of cosmetics from virtual store'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Chemical Cosmetics consumer behavior on Purchase of cosmetics from virtual store". It means that the factor 'Purchase of cosmetics from virtual store' gets influenced by 'Knowing about cosmetics marketers', 'Family as reference group' and 'State and religion as cosmetics sub-culture'.

• A variance of 18% of total variance was obtained by factor analysis of the factors on 'Purchase of cosmetics from convenience and discount stores'. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of Purchase of cosmetics from convenience and discount stores. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Chemical Cosmetics consumer behavior on Purchase of cosmetics from convenience and discount stores". It means that the factor 'purchase of cosmetics from convenience and discount stores' gets influenced by factors 'Attitude towards features of cosmetics' and 'Celebrity and socialization as Reference Group'.
• With the result of factor analysis, regression analysis was run, constituting twelve factors as independent variables and the factor 'Purchase of cosmetics from favorite and selected outlets' as dependent variable of the model. The explanatory variable explained 19% of total variability of the dependent variable Y. This model explains variance explanation of 19% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of 'Favorite and selected outlets'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Chemical Cosmetics consumer behavior on Favorite and selected outlets". It means that the factor Purchase of cosmetics from favorite and selected outlets gets influenced by factors 'Attitude towards features of cosmetics', 'Friendship groups as reference group' and 'Culture'.

5.5 The influence of herbal cosmetics consumers' behaviour on marketing mix strategies

The influence of consumer behaviour on marketing mix strategies was identified with the help regression of herbal cosmetics consumer behaviour on marketing mix elements. With the every variation i.e., either increase or decrease in the herbal cosmetics consumer behaviour the amount of impact or influence on marketing mix variables was studied and it is presented in detail in the below paragraphs. The positively influencing higher beta values and smaller P-values shows us the positive influence of independent variable on dependent variable. The details of the entire beta values are shown below.
The regression of 12 factor of consumer behavior as explanatory variables:

`motivation to buy cosmetics`, `cosmetics personality formation`, `perception of cosmetics quality`, `knowing about cosmetics marketers`, `attitude towards features of cosmetics`, `celebrity and socialization as reference group`, `family as reference group`, `friendship groups as reference group`, `characteristics of social class`, `culture`, `state and religion as cosmetics sub-culture`, `global brands as cross culture` on a factor `Nature of Cosmetic Product` obtained a variance explanation of 39% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of `Nature of Cosmetic Product`. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Herbal Cosmetics consumer behavior on Nature of Cosmetic Product”.

It means that the factor Nature of cosmetic product gets influenced by factors `Perception of cosmetics quality`, `Friendship groups as reference group` and `Global brands as cross culture`.

When 12 factor of consumer behavior are regressed as explanatory variables on a factor `Feeling to look beautiful` obtained a variance explanation of 37% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of marketing mix elements. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of herbal cosmetics consumer behavior on meaning of cosmetic product”. It means that the factor `Meaning`
of cosmetic product’ gets influenced by factors ‘Cosmetics personality formation’ and ‘Global brands as cross culture’.

- A variance of 31% of total variance is obtained by the regression analysis of the factors on ‘Clarity of labeling’. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘Clarity of labeling’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Herbal Cosmetics consumer behavior on Clarity of labeling”. It means that the factor ‘Clarity of labeling’ gets influenced by factors ‘Perception of cosmetics quality’ and ‘Global brands as cross culture’.

- With the result of factor analysis, regression analysis was run, constituting twelve factors as independent variable, and the factor ‘Cosmetics label as a promotion medium’ as dependent variable of the model. The explanatory variable explained 23% of total variability of the dependent variable Y. This model explains variance explanation of 23% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘Cosmetics label as a promotion medium’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Herbal Cosmetics consumer behavior on Cosmetics label as a promotion medium”. It means that the factor ‘cosmetics label as a promotion medium’ gets influenced by factors ‘Global brands as cross culture’.
The regression of 12 factor of consumer behavior as explanatory variables on a factor ‘Importance of cosmetic Package’ obtained a variance explanation of 26% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of Importance of cosmetic Package. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Herbal Cosmetics consumer behavior on Importance of cosmetic Package”. It means that the factor ‘Importance of cosmetics package’ gets influenced by factors ‘Celebrity and socialization as Reference Group’ and ‘Global brands as cross culture’.

When 12 factor of consumer behavior are regressed as explanatory variables on a factor ‘Cosmetics price sensitivity’ obtained a variance explanation of 38% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘Cosmetics price sensitivity’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Herbal Cosmetics consumer behavior on cosmetics price sensitivity”. It means that the factor ‘Cosmetics price sensitivity’ gets influenced by ‘State and religion as cosmetics sub – culture’, ‘Global brands as cross culture’.

A variance of 17% of total variance is obtained by the regression analysis of the factors on ‘Price as cosmetic category’ This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major
portion of the total variance of 'Price as cosmetic category'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Herbal Cosmetics consumer behavior on Price as cosmetic category". It means that the factor 'Price versus quality' gets influenced by factors 'Friendship groups as reference group' and 'State and religion as cosmetics sub - culture'.

- With the result of factor analysis, regression analysis was run, constituting twelve factors as independent variable and the factor 'Types of cosmetics Promotion' as dependent variable of the model. The explanatory variable explained 23% of total variability of the dependent variable Y. This model explains variance explanation of 23% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of 'Types of cosmetics Promotion'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Herbal Cosmetics consumer behavior on Types of cosmetics Promotion". It means that the factor 'types of cosmetics promotion' gets influenced by 'state and religion as cosmetics sub – culture'.

- The regression of 12 factor of consumer behavior as explanatory variables on a factor 'Cosmetic communication' obtained a variance explanation of 36% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of 'Cosmetic Communication'. Hence we accept, the alternative hypothesis at 0.05 level of significance that: "There is impact of Herbal Cosmetics
consumer behavior on Cosmetic Communication”. It means that the factor ‘Communication about cosmetics’ gets influenced by factor ‘Family as reference group’.

- When 12 factors of consumer behavior are regressed as explanatory variables on a factor ‘Purchase of cosmetics from virtual store’ obtained a variance explanation of 19% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of marketing mix elements. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Herbal Cosmetics consumer behavior on Purchase of cosmetics from virtual store”. It means that the factor ‘Purchase of cosmetics from virtual store’ gets influenced by factors ‘knowing about cosmetics marketers’ ‘Family as reference group, and ‘State and religion as cosmetics sub – culture’.

- A variance of 21% of total variance is obtained by the regression analysis of the factors. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘Purchase of cosmetics from convenience and discount stores’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Herbal Cosmetics consumer behavior on Purchase of cosmetics from convenience and discount stores”. It means that the factor ‘Purchase of cosmetics from convenience and discount stores’ gets influenced by factor ‘friendship groups as reference group’.
With the result of factor analysis, regression analysis was run, constituting twelve factors as independent variable and factor ‘Purchase of cosmetics from favorite and selected outlets’ as dependent variable of the model. The explanatory variable explained 29% of total variability of the dependent variable Y. This model explains variance explanation of 29% of total variance. This supports statistical test of goodness of fit of the multiple regression model confirming our hypothesis that the identified 12 explanatory variables of consumer behavior explain a major portion of the total variance of ‘Favorite and selected outlets’. Hence we accept, the alternative hypothesis at 0.05 level of significance that: “There is impact of Herbal Cosmetics consumer behavior on Favorite and selected outlets”. It means that the factor gets influenced by factors ‘Perception of cosmetics quality and Family as reference group’.

5.6 Factors majorly discriminating the chemical and herbal cosmetics

The study of commonly discriminating factors when it comes to either chemical or herbal cosmetics for either external factors or internal factors affecting buying decision making, we have to perform discriminant analysis. With the help of discriminant analysis it is possible to locate the factors discriminating across all category i.e., herbal cosmetics, chemical cosmetics, income, age, and category of cosmetics.

From the discriminant analysis it can be interpreted that, the factors which discriminate chemical cosmetics consumers behaviour with that of herbal cosmetics consumers behaviour are: ‘Motivation to buy Cosmetics’, ‘Family as reference group’, and ‘Attitude towards feature of cosmetics’ are the major discriminatory factors. These
factors are indicators which attribute most to the chemical and herbal cosmetics group separation.

5.7 The factors varying across different income groups

From ANOVA it is being found that, different external marketing and socio-cultural factors and internal psychological factors influencing consumers of different income group are: 'nature of cosmetic product', 'clarity of labelling', 'contents of cosmetics', 'cosmetics label as a promotion medium', 'Types of cosmetics Promotion', 'Purchase of cosmetics from convenience and discount stores', 'Characteristics of Social class'.

These seven factors are varying amongst different income groups of respondents.

The consumers of different income group are responding differently for the above seven factors and for the remaining factors they respond similarly, that means, marketers should have to be careful while framing strategies with respect to these income sensitive factors.

5.8 The factors varying across different categories of woman

ANOVA is performed to know the various factors- marketing, social, personal and psychological varying between different groups of woman. It is being found that the factors 'Clarity of labelling', and 'Communication about cosmetics amongst woman' (i.e., Working Woman, House Wife and College going students) are factors varying amongst the group of different categories of woman.

The consumers of different age group are responding differently for these two factors and for the remaining factors they respond similarly, that means marketers should be careful while framing strategies with respect to these age sensitive factors.
5.9 The factors varying across different age groups

The factors—marketing, social, personal and psychological, varying amongst consumers while purchasing cosmetics products can be studied with the help of ANOVA. It was found that the factors, *Nature of cosmetic product, Clarity of labelling, Types of cosmetics Promotion, 'Purchase of cosmetics from convenience and discount stores' and 'Characteristics of Social class'* varying across different age groups of woman.

The different age groups of woman are responding differently for the above six factors and for the remaining factors they respond similarly, that means, marketers should be careful while framing strategies with respect to these age sensitive factors.

5.10 The factors varying across different education groups

The factors—marketing, social, personal and psychological, varying amongst consumers while purchasing cosmetics products can be studied with the help of ANOVA. It was found that the factors, *Nature of cosmetic product, Clarity of labelling*, 'cosmetic label as a promotion medium', 'types of cosmetics promotion', and 'purchase of cosmetics from convenience and discount stores', 'Characteristics of social class', 'culture', and 'Friendship groups as reference group' varying across different age groups of woman.

The different education groups of woman are responding differently for the above factors and for the remaining factors they respond similarly, that means, marketers should be careful while framing strategies with respect to these age sensitive factors.