CHAPTER V
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Introduction

The history of cosmetics has undergone drastic changes during the past few decades. The global cosmetic market was about 460 billion USD in 2014 and it is estimated to reach 675 billion USD by 2020, growing at a rate of 6.4 percent. The Beauty market has grown by 4.5 percent a year on an average with an annual growth rate ranging from 3 percent to 5 percent. During the 19th century, France developed a chemical process to replace the fragrance made by natural methods. In the 20th century, the use of make-up became very fashionable in the United States and in Europe. The modern era of cosmetics business began in 1950, but the industry had shown enormous growth only in 1980 with $ 20 million annual sales. At the end of the 90s, the global cosmetic market went through a slight slowdown. In 1998 the global cosmetics and toiletries retail sale dipped to 166.2 billion USD down from 171.5 billion in 1997. The early 20th century was remembered as the most exciting time in the history of cosmetics. It was during the 20th century that the popularity of cosmetics industry had increased rapidly. The cosmetics for the first time were openly put up for sale in early part of the 20th century. By the middle of 20th century, cosmetics were used in wide spread by women in almost all industrial societies around the world. In the 21st century, the cosmetic industry was not only concentrating on women but also providing a chance to the metro male population to improve their facial looks. Today, the world cosmetic industry faces a huge demand and challenges in providing assured quality of cosmetic products. With the advancement in technology, globalization and increased purchasing power, the consumers in recent years have become more aware of hygiene and beauty, which is the foremost reason behind the rapid development of cosmetic industry. Cosmetics are mainly used for beautification and for protecting the skin and body.

The Indian cosmetic industry experienced rapid growth rate since the
economic Liberalisation in 1991. Throughout the first decade of 21st century, the sale of cosmetic and toiletries grew steadily reaching the level of 4.5 percent (CAGR) in the first half and 4.4 Percent (CAGR) in the later half. The beauty industry was affected in 2009 and recovered in 2010 as a result of the improvement of global economy. The cosmetic industry is now a multibillion dollar industry. India is the second largest exporter of thermal cosmetics to the world market after China. The Indian cosmetic industry has witnessed a rapid growth over the last couple of decades when the Indian competitors started manufacturing products in order to meet the increased needs of both the Indian and the international markets. Many of the world’s popular cosmetic brands entered the Indian market in 1990s in order to meet the strong demand for the cosmetic products in India. The Indian cosmetic industry has witnessed a strong growth in recent years with a rising concern among men and women. The purchasing power and fashion consciousness of the consumers were considered to be the driving force of cosmetic industry. In India, the cosmetic market is estimated to remain at a growth rate of 15-20 percent in the coming years. It is greatly influenced by the movie industry and the theatre stars. The Indian cosmetic industry caters to increasing needs of cosmetic products in all spheres such as rural area to cosmopolitan cities, poor to millionaires, and even the new born babies to the old aged people. It could be observed that the Indian cosmetic industry is undergoing active phase in terms of product development and marketing. Looking at the wide potential of cosmetic market, the cosmetic manufacturing companies spend sizeable amount of money and time to analyse the different demographic and psychographic characteristics of Indian population.

Kerala is one of the fastest urbanising regions in the country. Exposure to markets, acceptability and proximity to modern amenities has resulted in a change in taste and preference of the consumers. The migration of people to the Gulf and the European countries has also resulted in unexpected change in socio-economic condition of Keralites. This resulted in the entry of females to various fields of work and their desire to look beautiful and attractive has provided an activism to cosmetic industry. Kerala has a privilege to have a wide client base in cosmetic industry. The shining names in FMCG and cosmetic industry have a good base in Kerala with the
establishment of Viscose situated in Kinfra Park in 1993 in the Wayanad district of Kerala. Many other cosmetic industries were also situated in Thrissur, Ernakulum and Palakkad. The high literacy rate and rapid urbanization of Kerala led to a rapid growth in employment among the women which led to an increase in the demand for cosmetic products in Kerala.

5.2 Significance of the study

The Consumer behavior is an integral part of human behavior and essential part of marketing activities in the world. The study on the behaviour of female consumers in the purchase and use of cosmetics seems relevant from the perspective of manufacturers of different selected cosmetic brands, the marketers, the consumers and beauticians in Kerala. The study enquires about the major reasons for the purchase of cosmetic products. Since the entire marketing activities are becoming more consumer-centric now days, the study of consumer behaviour goes well beyond the mere act of acquiring cosmetic products or the use of the products. The present study depends on the deeply held values, attitude, perception, psychology, culture, socio-economic factors and personality of female consumers. In a highly developed and technologically advanced society, the study of consumer behaviour is relevant as the consumer have a great deal of choice and option to decide on the type of products purchased. Likewise, there is diversity that exists among the consumers, producers, marketers, retailers, individuals and in their psychological behaviour. A sense of psychological and socio-economic factors in the minds of consumers enable the marketers to make predictions about the desire of consumers towards new products, price to be charged, the type of promotional campaign required and about the their needs and wants.

The psyche of the Indian consumer is complex as there is a regional diversity and spontaneous behavioural change. The act of buying is influenced by number of factors and the type of products provided by the manufacturers as there is a shift from traditional role of house wife or home maker to various fields of occupation. The expansion of service sector followed by fast growing rise in the number of women joining the work force has led to enhancement of purchasing power of women community compared to the past few decades. Women are becoming
financially independent and led to a change in the behaviour. In the present scenario, changing life style, higher disposable income, increasing advertisement, rising status, migration of people, demand for superior quality, changing consumer preference and the advertisements resulted into a paradigm shift in the behaviour of females in the purchase and use of cosmetics. The rise in the number of women joining the work force over the decade enhanced the purchasing power of women community. As a result, the women started investing more on their appearance and looks. The concept of beauty has changed from just a beautiful face to a beautiful body, hair and an intelligent mind. It is in this background the study on behavior of female consumers in the purchase and use of cosmetics is attempted. Hence, the study seeks to provide a source to know the different type of cosmetics and the available Providers in Kerala. The study also aims to provide an insight into the perception and behavior of females in taking a purchase decision.

5.3 Scope of the study

The present study focuses on the behaviour of females who purchase and use cosmetics in Kerala. All types of female consumers who use four type of cosmetic care products such as Lip care, Eye care, Nail care and Skin care products are included in this study. For the purpose of study, the selected leading manufactures such as Revlon, Lakme, L’Oreal, Himalaya and the leading unbranded cosmetic products manufacturers were taken together as a group. The lip care products are again classified into lip stick, lip gloss, lip liner and other lip care products. The Eye care products are further classified as Mascara, eyeliner, eyebrow, lashes and other eye care products. The Nail care products are classified as Nail polish, nail remover and nail designer. The skin care products are classified as face wash, foundation, cleanser and other skin care products. The study also focuses on the buying behaviour, the reasons for the purchase of cosmetics and the level of satisfaction of the consumers.

5.4 Statement of Problem

A study on consumer behaviour is becoming an increasingly important aspect in an organization. The consumer behaviour may directly affect marketing strategy of manufacturers. A firm can satisfy their needs only if they understand
their customers properly. The recognition of consumer behaviour is the key to marketing success. The study further attempts to understand the behaviour of females and marketing mix of the providers. The marketing potential of any product is based on consumer purchasing behavior. The behaviour of females and the marketing potentials assume a greater importance in the minds of manufacturers, marketers, Government agencies and academicians as there is tremendous changes taking place in the fashion, lifestyle, and living standard and in the rate of literacy. The technology innovation has also brought about a sea-change in the minds of consumers. In this context the desire of female consumers to remain beautiful and attractive seems relevant, as every women wish to be appreciated and admired. It is believed that, the use of cosmetics helps to build confidence at home, work place and promotes a sense of emotional well being in women. The cosmetics are becoming an increasingly essential item for every woman in day to day life. Studies indicate that more than 60 percent of people care much about their beauty and about the cosmetic products they buy. Cosmetic products are being used by a majority of people in Kerala and it has become part of their life. The present study tries to examine the various reasons for the purchase of cosmetics, the preferential buying habits of consumers for the selected cosmetic manufacturers, the reasons for the use of cosmetics and their level of satisfaction in the use of cosmetics. In this context the study is significant and relevant.

5.5 Objectives of the study

The following are the objectives of the study

1. To study the influence of socio-economic factors on the behaviour of female cosmetic consumers in the purchase and use of cosmetics.
2. To analyse the reasons for the purchase and use of cosmetic products.
3. To evaluate the marketing mix of selected cosmetic brands.
4. To measure the satisfaction of females in the purchase and use of cosmetics.

5.6 Hypotheses of the study

Based on the above objectives the following hypothesis for the study are formulated and tested.
There is no significant influence between the demographic variables and the number of cosmetic products purchased.

There is no significant influence between the demographic variables and the frequency of usage cosmetic products.

There is no significant influence between the demographic variables and the amount of money spend.

There is no significant association between the demographic variables and buying behaviour of cosmetic products.

There is no significant association between the socio-economic factors and the reasons for the purchase of cosmetic products.

There is no significant difference in the opinion among the respondents regarding the elements of marketing mix and the purchase of cosmetic products.

There is no significant difference between the socio-economic factors and the elements of marketing mix in the opinion of the respondents.

There is no significant difference in the satisfaction of the respondent and the type of the cosmetic products purchased.

5.7 Methodology of the study

5.7.1 Type of study

This study is descriptive and analytical in nature in the sense that it describes and analyse the behaviour of the female consumers in the purchase and use of cosmetics. It analyses the reasons for the purchase and use cosmetic products and the influence of socio-economic factors on the behaviour of female Cosmetic consumers in the purchase and use of cosmetics. The study also measures the level of satisfaction of females in the purchase and use of cosmetics and evaluates the marketing mix of selected cosmetic brands.

5.7.2 Population for the study

The population for the study comprises female cosmetic consumers in the state of Kerala.
5.7.3 Sources of data

The data for the study were collected from both the primary and secondary sources.

5.7.3.1 Primary data

The primary data were collected from the sample respondents by using structured interview schedule to analyse the perceptions and attitude of the female cosmetic consumers.

5.7.3.2 Secondary data

The secondary data required for the study were collected from various books, journals, newspaper, theses and web sites.

5.7.4 Method of Sampling

For the purpose of selection of respondents, purposive sampling technique was used. Initially, the researcher had confirmed whether the women were accustomed to the use of make-up products. Since the make-up products such as lip care, eye care, nail care and skin care tends to be incarnate, the researcher has got the willingness of the respondents to obtain their views about the cosmetic products. Hence the researcher has used purposive sampling technique for this study.

5.7.5 Sample Design and size

The state of Kerala is divided into three regions on the basis of geographical location namely South, Central and North. The Southern region comprises Thiruvananthapuram, Kollam, Pathanamthitta and Alappuzha districts. The Central region consist of Kottayam, Idukki, Ernakulam and Thrissur districts and the Northern region includes Palakkad, Malappuram, Wayanad, Kozhikode, Kannur and Kasaragod district. For the purpose of study, a district from each region was identified and selected for the detailed study and analysis. The selected regions include Thiruvananthapuram from Southern region, Ernakulam from the Central and Kozhikode from the Northern region.
Out of the 450 respondents selected for the study, 150 respondents each were selected from Southern region, Central region and Northern region. Of the 150 respondents selected from Thiruvananthapuram district, 65 respondents are from urban area, 51 respondents from semi-urban area and 34 respondents from rural area. With regard to Kozhikode district, the number of respondents from urban area was 54, semi urban 65 and rural 31. In case of Ernakulam district, the cosmetic users from urban area were 83, semi urban 44 and respondents from rural are were 23 cosmetic users.

5.7.6 Pilot study

Before the finalization of the research instrument a pilot study was conducted among 30 female users of cosmetic products. The data collected from the users of cosmetic products were studied in detail to make necessary alterations in the interview schedule. The reliability of the statements was checked using Cronbach’s Alpha and found that all the statements included in the final interview schedule have Cronbach’s Alpha more than 0.976.

5.8 Tools for analysis

Both descriptive and inferential statistics were applied to augment the researcher’s inference. The statistical analysis was carried out with the help of SPSS 17.0. The data were analysed using table, percentage, cross tabulation, Chi-Square test, ANOVA F test, Post-hoc and Kruskal-Wallis test.

5.8.1 Descriptive statistics

Frequency table, percentage and cross tabulation was used to describe the sample data. Mean scores were used to supplement the statistical tables.

5.8.2 Inferential statistics

Inferential statistics were used to make the comparison between two or more groups and for the study relationship.
Major findings

5.9 The influence of Socio-economic factors on female cosmetic users in the purchase and use of cosmetic products

1 A majority (43 percent) of the female respondents using cosmetics are in the age group 16-25, followed by the age group 26-35, 36-45, 46-55 and above 55.

2 Fifty six percent of the female respondents who purchase and use cosmetics belong to Hindu religion, followed by Christians (27 percent) and Muslim (17 percent).

3 Of the female cosmetic users, 45 percent of users residing in urban area, 35 percent of the users reside in semi-urban area and the rest 20 percent of users are from rural area.

4 Among the respondents, 50 percent of cosmetic users are married, 44 percent of the cosmetic users are unmarried and the rest 6 percent of the consumers are divorced.

5 Among users of cosmetics, 44 percent of the respondents are employed, 35 percent of the users are Students, and the rest 21 percent of the consumers are unemployed.

6 Thirty nine percent of cosmetic users are graduates, 29 percent of the female respondents are undergraduates, 22 percent of the respondents are postgraduates and rest 10 percent respondents professionals.

7 A majority (45 percent) of the respondents who purchase and use cosmetics are from the income group ranging from 10001-30000.

8 A vast majority (68 percent) of the Cosmetic users are from Nuclear family, followed by extended family (17 percent) and joint family (15 percent).

9 Fifty five percent of cosmetic users come from family with four to six members, 32 percent of users belong to family with one-three female
members, and 7 percent of users are single member in family and rest 6 percent of users belong to family size above six female members.

10 A majority of female respondents who purchase and use cosmetics are with normal skin (52 percent). Twenty six percent are with oily skin. Seventeen percent have dry skin and 5 percent of cosmetic users are with sensitive skin.

11 Sixty three percent of the female respondents buy and use 2-4 types of cosmetic products, 23 percent of users usually purchase one item and the rest 1 percent of female respondents tends to use above four items.

12 A majority (68 percent) of respondents do not keep a separate budget, 19 percent of the respondents keep separate budget and 13 percent of respondents are found keeping budget occasionally.

13 Forty percent of the female respondents are daily users of cosmetics, 34 of consumers use cosmetics only on special occasions, 20 percent of respondents are using cosmetics rarely and 6 percent of the respondents never use cosmetics.

14 Forty percent of the female respondents purchase cosmetic products from Consumer Stores, 29 percent of respondents purchase it from Supermarkets, 25 percent from malls, only 4 percent of the respondents buy cosmetics from beauty parlors, and a meager percent (1 percent) buy the products online.

15 A Majority (51 percent) of the respondents spend an amount ranging from 501-1500 for the purchase of cosmetic products on a monthly basis, 31 percent spend less than 500. Only 13 percent of the respondents spend an amount ranging from 1501-3000 per month and the rest 5 percent spend an amount of rupees 3000 and above.

16 Of the female consumers, 59 Percent of them buy the cosmetic products using their Family income, 39 percent of the respondents buy the cosmetic product using their individual income and only 2 Percent of females buy cosmetics using the income received from other sources.
5.10 Preference of cosmetic users towards the purchase of cosmetic Products.

The preference of cosmetic consumers in the purchase of cosmetic products depends on their perception and attitude. The cosmetic products for the purpose of this study are classified into four types such as: (1) Lip care products (2) Eye care products (3) Nail care products and (4) Skin care products. The major findings based on analysis are:

1. The most preferred brand among the lip care product is Lakme and the least preferred brand is Himalaya. Among the lip products the most preferred product is lip stick followed by lip gloss, lip liner and other lip care products.

2. With regard to the eye care products the most preferred brand is Lakme, and the least preferred is Himalaya. Among the eye care products the most preferred product is eyeliner followed by mascara, eye brow pencil and the least preferred is the other eye care products.

3. Regarding the nail care products, the most preferred brand is Lakme.

4. The most preferred skin care cosmetic product is face wash followed by foundation cream and cleanser.

5.11 Influence of Elements of Socio-Economic Factors and the Number of Cosmetic Product Purchased.

1. The respondents residing in the Thiruvanthapuram, Kozhikode and Ernakulam differ in their opinions as to the number of cosmetic products purchased.

2. The respondents residing in urban, semi urban and rural areas have similar opinion as to the number of cosmetic products purchased.

3. The female consumers belonging to Hindu, Muslim, Christian religions have similar behaviour as to the number of cosmetic products purchased.

4. Married, unmarried and the divorced consumer have similar opinion as to the number of cosmetic products purchased.
The opinion regarding number of cosmetic items to be purchased varies according to the educational qualification of the consumers.

The students, employed and unemployed have similar opinion as to the number of cosmetic products purchased.

The consumers earning different income have similar opinion as to the number of cosmetic products purchased.

The consumers belonging to nuclear, extended and joint family have similar opinion as to the number of cosmetic products purchased.

The respondents belonging to the different family size vary as to the number of cosmetic products purchased.

Consumer with different skin type such as oily, dry and normal vary as to the number of cosmetic products they purchased.

5.12 The Influence of the Socio-Economic Factors and the Frequency of Usage of Cosmetic Products Purchased

The female consumers residing in the Thiruvanthapuram, Ernakulam and Kozhikode areas have similar opinion as to the frequency of cosmetic products purchased.

Regarding usage of cosmetic products, the respondents vary in their opinion according to their age.

The female consumers belonging to Hindu, Muslim and Christian religions have similar opinion as to the frequency of usage of cosmetic products.

The married, unmarried and the divorced women have similar opinion as to the usage of cosmetic products.

The students, the employed and the unemployed have similar opinion as to the frequency of usage of cosmetic products.

The frequency of usage of cosmetic products varies according to their monthly income.

All types of family such as nuclear extended and joint are considered similar in their opinion as to the usage of cosmetic products.
5.13 The Influence of the Socio-Economic Factors and the Amount of Money Spend on Cosmetics Purchased-Results of Chi-Square Analysis

1. The respondents residing in the three areas such as Thiruvanthapuram, Ernakulam and Kozhikode have similar opinion as to the amount of money spend for the purchase of cosmetic products.

2. The behaviour of the respondents vary according to their age as to the amount of money spend on the purchase of cosmetic products.

3. The respondents residing in different areas such as urban, semiurban and rural differ in their opinion as to the money spend for the purchase of cosmetic products.

4. The respondents belonging to Hindu, Muslim and Christian religions have similar opinion as to the amount of money spend for the purchase of cosmetic products.

5. The married, unmarried and the divorced consumers have similar opinion as to the amount of money spend for the purchase of cosmetics.

6. The under graduates, graduates, post graduates, professionals vary in their opinion as to the amount of money spend on the purchase of cosmetics.

7. The students, the employed and the unemployed have similar opinion as to the amount of money spends on the purchase of cosmetics.

8. The amount of money spends for the purchase of cosmetic products vary according to their monthly income.

9. The female falling under different family type such as nuclear, extended and joint are similar in their opinion as to the amount of money spend for the purchase of cosmetic products.

10. Consumers hailing from families with different sizes such as single member, 1-3 or 4-6 or above 6members have similar opinion as to the amount of money spend on the purchase of cosmetic products.

11. The female consumers of normal, oily, dry and sensitive skins differ as to the amount of money spend for the purchase of cosmetic products.
5.13.1 Results of Chi-Square analysis on behaviour of females on Lip care products.

1. Regarding the buying behaviour of lip care cosmetic products, the female consumers residing in the southern region are the major users followed by central and northern regions.

2. The respondents of the age group 26-35 (93 percent) are the major users of lip care products followed by the respondents of the age group 36-45 (89 percent), 16-25 (88 percent) and 46-55 (83 percent). The respondents above age 55 are using much lesser than respondents in the other age groups.

3. The female consumers residing in the three areas such as urban, semi urban, rural have similar behaviour towards the purchase of lip care products.

4. There is no significant association between area of residence and buying behaviour towards the purchase of lip care products.

5. The respondents belonging to Hindu, Muslim and Christian religions have similar behaviour towards the purchase of lip care products.

6. The married, unmarried and the divorced women have similar behaviour towards the purchase of eye care products.

7. The respondents belonging to different education have similar behaviour towards the purchase of lip care products.

8. The respondents belonging to different occupations such as student, employed, unemployed and the professionals have similar behaviour towards the purchase of lip care products.

9. The female consumers belonging to different income groups have similar behaviour towards the purchase of lip care product.

10. The respondents belonging to different group of family such as nuclear, extended and joint family have similar behaviour towards lip care products.

11. The female consumers belonging to different of family size such as single member, 1-3, 4-6 and above 6 members differ in their behaviour towards the purchase of lip care products.
5.13.2 Results of Chi-Square analysis on the behaviour of females on eye care products

1. The female cosmetic consumers belonging to the southern, central and northern region have a similar behavior towards the purchase of eye care cosmetic products.

2. The consumers of the age group 26-35 are the major users of eye care products followed by the age groups such as 16-25, 36-45 and 46-55 and above age 55.

3. Female consumers residing in the urban, semi urban and rural areas are similar in their behavior towards the purchase of eye care cosmetic products.

4. The females belonging to Hindu, Muslim and Christian religions are similar in their behavior towards the purchase of eye care cosmetic products.

6. The respondents with different education have similar behavior towards the purchase of eye care products.

7. The major users of eye care products are the students followed by the employed.

5.13.3 Results of Chi-Square analysis on the behaviour of females on Nail care products

1. The respondents residing in southern region purchase and use more cosmetics (95 percent) followed by central region (89 percent) and northern region (87 percent).

2. The consumers of different age groups vary in their behavior toward the purchase of cosmetic products.

3. The respondents residing in the urban, semi urban and the rural areas have similar behavior towards the purchase of nail care products.

4. The female cosmetic consumers belonging of Hindu, Muslim and Christian religions are similar in their behavior towards the purchase of nail care products.
The females with different educational background have similar behaviour towards the purchase of nail care products.

The major users of nail care products are the students followed by the employed. The respondents vary in their buying behaviour according to their occupation.

The female consumers belonging to different income groups have similar behaviour towards the purchase of nail care cosmetic products.

The respondents belonging to different family size have similar behaviour toward purchase nail care products.

5.13.4 Results of Chi-Square analysis on the behaviour of females on skin care products

1. Regarding the purchase of skin care cosmetic products, female consumers residing in Thiruvanthapuram, Ernakulam and Kozhikode are similar in their opinion.

2. The female consumers belonging to different age groups are similar in their buying behavior towards the purchase of skin care cosmetic products.

3. The consumers belonging to Hindu, Muslim and Christian religions are similar in their behaviour towards the purchase of skin care products.

4. The married, unmarried and divorced female consumers are similar in their behaviour towards the purchase of skin care cosmetic products.

5. The Consumers residing in Urban, Semi Urban and Rural areas have similar behaviour towards the purchase of skin care products.

6. The respondents belonging to different income groups have similar behaviour towards the purchase of skin care products.

5.14 Reason for the purchase and use of cosmetic products.

The Mean rank of response of females about the reason for the purchase and use of cosmetics on the basis of various socio-economic factors is analysed using Kruskal Wallis Test and brought out the following findings:

1. The Major reason for the purchase of cosmetics in the case of women living
in urban area is ‘to look glamorous’ and they give least importance to ‘medical reasons’.

2 The reason for buying cosmetics in the case of people residing in semi urban area is ‘to attract the opposite sex’ and the respondents residing in rural areas were found buying cosmetics ‘for medical reasons’.

3 All the occupational categories such as students, employed and unemployed buy and use cosmetics ‘to look presentable’, ‘to look beautiful’, and ‘to reduce the aging effect’.

4 Female users of cosmetics belonging to Hindu religion purchase cosmetics “to attract the opposite sex”, the respondents belonging to Muslim community were found buying cosmetics “to build confidence” and the reason for buying cosmetics in case of Christians community was ‘to look presentable’.

5 The respondents earning a monthly income below 10,000 were found using cosmetics in order to ‘look glamorous’. Females earning a monthly income of 10,001-30,000 were found using cosmetics ‘to gain appreciation’ from others. The consumers earning an income 30001-50000 purchase and use cosmetics ‘to look presentable’ and consumers earning income above 50,000 were found using cosmetics to’ look beautiful’.

6 The reason for purchase and use of cosmetics in case of women living in a nuclear family, is ‘to attract the opposite sex’ The respondents of extended family use cosmetics to gain appreciation from others and in the case of joint family the major reason is ‘to look presentable’.

7 In the case of the respondents of the age group 16-25 stated that the most important reason for the purchase and use of cosmetics is ‘to look presentable ’ Whereas the respondent of the age group 26-35 were buying cosmetics ‘to build confidence’. The reason for buying in the case of cosmetic users of the group 36-45 is ‘to reduce aging effect’ and in case of respondents of the age group above 55 it is’ for medical reason.
5.15 Analysis of Marketing Mix of selected cosmetic products

The perception of female respondents about the features of 4-P’s of marketing mix such as Product, Price, Place and Promotion is collected in 3-point scale such as Strongly Agree, Agree and Disagree. The mean scores of the response of females were analysed using ANOVA F test to know whether there is significant difference between the socio-economic factors such as place, age, religion, income and the Marketing Mix elements of selected cosmetic products such as Revlon, Lakme, L’Oreal, Himalaya and the unbranded products. The Post–hoc test is applied to find out which paired mean has a significant difference. The analysis of elements of marketing mix elements gave the following findings:

1. Regarding the features of product mix such as the Suitability, superiority of quality, Durability, Appearance, Acceptability, Ease use, Advent of technology and Confidence of the brand, the brand Lakme is found most preferred followed by the unbranded cosmetic products and the herbal cosmetic brand Himalaya.

2. Regarding the features of price mix element such as Affordability, the price offered by the brand and the price of the product in comparison with the competitors, the brand Lakme is found most acceptable cosmetic product and promisable brand for the users of cosmetics followed by the unbranded cosmetic products. Herbal brand Himalaya and the Revlon. The most expensive cosmetic product was of the brand L’Oreal.

3. With regard to the features of promotion mix, the response of the consumers indicate that the promotional strategy of the brand Lakme has the beneficial feature such as the believability, Trustworthy, selectivity, creation of awareness, do not create confusion, and reduce risk in selection.

4. Regarding elements such as the availability, convenience in purchase, availability of outlet, sufficient store location for the products, the effective delivery, giving attention to the consumers needs, it is found that the brand Lakme possesses all these features.
5.16 Satisfaction of females in the purchase and use of cosmetics.

The response of the female consumers about their satisfaction in the purchase and use of cosmetics is collected in 3-point scale such as Highly Satisfied, Satisfied and Dissatisfied. The mean score of the response of females were analysed using ANOVA to know whether there is significant difference between the socio-economic factors such as place, age, religion, income and the satisfaction in the use of selected cosmetic products such as Revlon, Lakme, L’Oreal, Himalaya and the unbranded products. The Post-hoc test was applied to find out which paired means has a significant difference.

5.16.1 The major findings related to the elements of satisfaction of consumers towards cosmetic products:

1. Regarding the Lip care, Eye care and Nail care products, the respondents are highly satisfied with the quality of the cosmetic products of the brand Lakme. But the situation is different in the case of skin care products, where the respondents are satisfied with the products of the brand Himalaya.

2. Regarding Lip care, Eye care and Nail care products, the respondents are satisfied with the usage of the products of the brand Lakme. In the case of skin care products the respondents are satisfied with the products of the herbal brand Himalaya.

3. In case of delivery of Lip care, Eye care and Nail care products, the respondents are satisfied with the product of the brand Lakme but in the case of skin care products the respondents are satisfied with the products of the brand Himalaya.

4. Regarding the usability of Lip care, Eye care and Nail care products, the respondents are satisfied with the brand Lakme. The brand Himalaya stands first in the case of skin care cosmetic products.

5. Regarding safety in the use of cosmetics, Lakme stands first in the case of Lip care, Eye care and Nail care products. But in the case of skin care products, the respondents are satisfied with the products offered by the brand Himalaya.
The respondents are satisfied with the effectiveness of the products of lakme, but in case of skin care products, the respondents are satisfied with the brand Himalaya.

As far as the ingredients of the product is concerned, the consumers are satisfied with regard to lip care, eyecare, nail care, skin care of the product of Lakme. But in case of the skin care products the users of cosmetics are highly satisfied with the herbal products of Himalaya.

Regarding the design, the consumers are highly satisfied with the brand lakme followed by the unbranded cosmetic products, Revlon, Loreal and Himalaya.

There is significant relation between the value for money and the satisfaction for the cosmetic products of the brand Lakme, Revlon, Loreal, Himalaya and the unbranded.

Regarding the product features such as the display; packaging; labeling; attitude, the consumers are highly satisfied with the product of Lakme. But in case of skin care products the consumers are satisfied with the brand Himalaya.

5.17. The influence of socio economic factors in consumer satisfaction using ANOVA F test including post–hoc analysis.

5.17.1 The result of satisfaction towards lip care products

‘F’test is used to find out whether there is any significant difference in satisfaction among respondents residing in different places, different age groups, different religion and different income groups. The analysis of satisfaction of consumers about the use of the lip care cosmetic products such as lip stick, lip gloss, lip liner, lip pencil and other lip care products reveal the following:

The respondents are highly satisfied with the lip care products of Revlon, L’Oreal and unbranded products. The results of post-hoc test indicates that the respondents residing in Ernakulum have greater satisfaction towards lip care product of the brand Revlon.
The analysis of the age of female consumers and satisfaction in the use of lip care products of the brand Revlon indicates that that the respondents of the age group 26-35 are highly satisfied.

The analysis of religion of the users and their satisfaction towards the use of the cosmetic products indicate that the consumers belonging to Hindu, Muslim and Christian religions are similar in their opinion regarding the satisfaction in the use of lip care products.

The income and the satisfaction in the use of lip care products indicates that there is no significant difference in the satisfaction among respondents of different income groups in the use of lip care products of the brands such as Revlon, Lamke, Loreal and Himalaya.

5.17.2. **The Result of satisfaction towards eye care products**

An analysis of satisfaction of the respondent in the use of eye care cosmetic products such as Mascara, eyeliner, eyebrow pencil, eye lashes, and other eye care product revealed the following findings;

1. As there is significant difference between place of residence and satisfaction in the use of eye care products of brand Revlon, post hoc test was applied to know the paired difference. The analysis reveals that the female consumers residing in Kozhikode have greater satisfaction between eye care products of the brand Revlon.

2. As there is significant difference between the age of respondents and Eye care products of Revlon, a further analysis was done using post-hoc test. The results indicate that the respondents of the age groups 36-45 and 46-55 are highly satisfied with the eye care products of the brand Revlon.

3. The analysis of the influence of religion and satisfaction in the use of eye care products indicates that females of different religions are similar in their opinion regarding the satisfaction towards eye care products.

4. The analysis of income of the respondents and satisfaction in the use of eye care products indicates that the respondents of the income group 10001-30000 highly satisfied with the eye care products of the brand Revlon.
5.17.3 The result of satisfaction towards nail care care products

The analysis of the satisfaction of female consumer in the use of nail care products such as nail polish, nail designer and remover revealed the following findings;

1. The respondents residing at Ernakulam are are highly satisfied with the nail care products of Revlon and unbranded products.

2. The respondents of the age group 26-35 are highly satisfied with nail care products of the brand Revlon.

3. The female consumers belonging to Hindu, Muslim, and Christian religion are similar in their opinion as to the satisfaction towards the nail care products.

4. There is significant difference between the income of respondents for nail care products of unbranded products.

5.17.4 Influence of socio-economic factors in the purchase of skin care products

1. The female consumers residing in Thrivanthapuram, Ernakulam and Kozhikode differ in their behaviour as to the satisfaction in the use of skin care products.

2. The consumers of different age groups are similar in their opinion about the satisfaction towards the use of skin care products of the brand Lakme, Revlon and Himalaya.

3. The female consumers belonging to the Hindu, Muslim and Christian religions vary in their opinion about the satisfaction towards the use of skin care products.

4. The consumers with monthly the income of 10001-30000 are highly satisfied with the skin care products.
5.18 Conclusion

The female behavior is complex and dynamic as the aspirations of every female community are to look beautiful and attractive. The cosmetic is considered as a powerful weapon which the women feel would transform their normal looks to an attractive and a presentable one. It is believed that beauty products promote a sense of emotional well being of the women. Women adorn themselves with cosmetic products like lip care, eye care, nail care and skin care products. They find themselves incomplete without these artificial beautification items. The cosmetic products in the present era have moved from luxury category to most essential category. Hence, the marketers of cosmetic products have to be vigilant and should be able to realise the needs of the present day cosmetic users. They should be thoroughly studied about their behaviour towards the purchase and use of cosmetics. The different socio-economic factors like income, age, education were found influencing the buying decision of cosmetic consumers. Women as of today are better educated, employed, financially stable, have a greater mobility and have decision making ability. It could be observed that women purchase and use cosmetics with different reasons. Apart from being used as a product which make them beautiful and presentable, women believe that the use of cosmetics would help them in building confidence. The analysis of different elements of marketing mix of selected cosmetic manufactures and the analysis of satisfaction of consumers would help the manufactures to develop a sound marketing mix.

5.19 Suggestions

1. As the type of cosmetic products purchased differ according to the demographic factors, the cosmetic products can be placed in different segments in the consumer stores and malls.

2. Since the number of cosmetic users in rural areas is found lesser than that of the urban areas, marketing awareness programmes regarding cosmetic products can be conducted at selected rural areas by distributing free samples.
3. Since the socio-economic factors such as age, income, area, occupation, family size and family type are found influencing the buying decision the manufacturers may conduct surveys among the consumers to understand their preference and attitude towards the purchase of cosmetic products.

4. As the preference of consumers towards cosmetics products keep changing from time to time with regard to colour, fragrance and packing, the manufacturers need to know the changes in trends through marketing survey in major cities.

5. Majority of cosmetic users are females in the student category. It is suggested to introduce beautician course as a subject in Business Schools.

5.20 Suggested Areas for Future Research

1. As there is paradigm shift in the attitude from the use of chemical cosmetics to organic cosmetics, study on the behaviour of females in purchase of organic cosmetic products may be attempted.

2. A study on the Attitude of males towards the usage of cosmetics can be attempted.

3. In the present study only few types of cosmetic such as Lip care, Eye care, Nail Care and Skin care products are considered. As there are variety of cosmetic products available, a separate study can be attempted.

4. A study on the brand preference among the teenagers in the new era towards cosmetic purchase can be attempted.