

**A STUDY ON IMPACT OF ADVERTISEMENT ON PERSONAL CARE
PRODUCTS**

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF
MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

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MARCH 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Mohan Raj.V (39740146) who carried out the project entitled "A STUDY ON IMPACT OF ADVERTISEMNET ON PERSONAL CARE PRODUCT" under our supervision from January 2022 to April 2022

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Submitted for Viva voce Examination held on _____

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DECLARATION

I Mohan Raj.V (39740146) hereby declare that the Project Report entitled “A STUDY ON IMPACT OF ADVERTISEMENT ON PERSONAL CARE PRODUCTS” Chennai. Done by me under the guidance of M.com, M.Phil., PGDCA. Internal submitted in partial fulfilment of the award of Master of Business Administration degree.

DATE: 20/04/2022

Signature of the student

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ABSTRACT

Personal care or toiletries are consumer products used in personal hygiene, personal grooming or for beautification. Generally, it is not an easy task to process the factors influencing the consumer to accept certain personal care and Cosmetics while assessing is multi-dimensional. Also, it is not always simple to establish the connection between the physiological perception and reaction of the consumer response of in case of personal care or cosmetic products, is not only based on sensory properties of the product and its physical status, but it is also associated with other factors like previous knowledge, previous experience, as well as, consumer attitudes and beliefs. In the present globalized scenario, the consumers today are much more demanding in terms of quality and safety, product labelling, determination of producers to implement certain health standards, etc. The researcher in this paper has studied different methods for acquiring the information on consumers' perception and expectations which influence the purchasing and consumption of personal care and cosmetic are assessed.

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CHAPTER 1

INTRODUCTION:

1.1 Introduction about the Study:

Proper personal care is a prerequisite for a healthy and clean body. It is an essential habit that is very necessary for making your skin radiant, fresh and healthy. Personal hygiene is an inevitable part of healthy grooming habits. To take complete care of your body the necessity of personal care products come into the spotlight.

Personal care products are either introduced or applied on the skin for cleansing, beautifying, enhancing and altering the appearance. Taking good care of your body for looking ravishing is not a modern concept. People have wanted to look attractive since the earliest days of civilization. Personal care products take adequate care of your skin and hair so that you can have an outstanding impression.

Cosmetics and personal care products are applied to the human body for the purposes of cleaning, beautifying, promoting attractiveness or changing its appearance.

Ranging from antiperspirants, fragrances, make-up and shampoos, to soaps, sunscreens and toothpastes, cosmetics and personal care products play an essential role in all stages of our life.

Advertisements have been used for many years to influence the buying behaviours of the consumers. Advertisements are helpful in creating the awareness and perception among the customers of cosmetic products; both of these variables are lethal combination to influence the buying behaviours of the consumers. This particular research was conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their

buying behaviour while creating the awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. The results revealed provide the new way to managers to devise suitable strategy for the marketing of cosmetic products. These results show that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

Specifically, there are seven categories of cosmetics and personal care products - oral care, skin care, sun care, hair care, decorative cosmetics, body care and perfumes.

People have been using cosmetics for thousands of years, and today, the vast majority of Europe's 500 million consumers use cosmetics and personal care products every day to protect their health, enhance their well-being and boost their self-esteem. Learn more about the benefits of cosmetics and personal care products.

The market penetration of some cosmetic and personal care products in the EU is likely to be near 100%. For instance, deodorant usage is close to total in the UK, with 94% of women and 87% of men using deodorants, while in France, 98% of adult women and 94% of adult men use liquid shampoo.

1.2.INDUSTRY PROFILE:

Cosmetic Industry:

The cosmetic industry describes the industry that manufactures and distributes cosmetic products. These include colour cosmetics, like foundation and mascara, skincare such as moisturisers and cleansers, haircare such as shampoos, conditioners and hair colours, and toiletries such as bubble bath and soap. The

manufacturing industry is dominated by a small number of multinational corporations that originated in the early 20th century, but the distribution and sale of cosmetics is spread among a wide range of different businesses. The largest cosmetic companies are Johnson & Johnson, L'Oreal Paris, Gillette, Neutrogena, Nivea and Chanel, Inc. The market volume of the cosmetics industry in Europe and the United States is about EUR €70b per year, according to a 2005 publication. The worldwide cosmetics and perfume industry currently generates an estimated annual turnover of US\$170 billion (according to Eurostat – May 2007). Europe is the leading market, representing approximately €63 billion.

The global cosmetics market size was valued at \$380.2 billion in 2019, and is projected to reach \$463.5 billion by 2027, registering a CAGR of 5.3% from 2021 to 2027. Presently, cosmetics have become an indispensable feature of modern lifestyle of individuals. In addition, growth in consciousness about external beauty along with individual's internal intellect has become one of the major driving factors for use of cosmetics in the global market. Presently, along with women, there is a rise in use of cosmetics among men in their daily routine, which complements growth of the global cosmetics market demand. Hence, such changing lifestyles, have led to growth of the global cosmetics market.

Manufacturers are changing their product branding and advertising strategies to accelerate their sales across various countries. Innovative strategies such as new product launches with natural ingredients and appealing packaging have been adopted by manufacturing companies to increase sales of their cosmetics products. As cosmetics have become an integral part of individual's lives, consumers, especially women, prefer to use cosmetics products, which are handy and easy to use while travelling or attending social meetings. Moreover, use of natural ingredients for manufacturing of cosmetics products, which does not have any adverse effect on skin, is a popular strategy of manufacturers to attract more customers. This also helps in increasing revenue of companies operating in this industry. Collectively, all strategies adopted by manufacturers drive the global cosmetics market. However, chemicals used in manufacturing of cosmetic products can harm an individual's skin or other parts of the body. In addition, application of

cosmetic products on a daily basis could be dangerous for skin. Chemicals used as ingredients in cosmetic products can have many adverse side effects on skin. Long-term and extensive use of chemical rich shampoos, serums, and conditioners lead to heavy hair fall problems. Moreover, extensive use of color cosmetic products for eyes and lips can also cause many skin diseases and consequential health hazards. Therefore, increase in awareness of probable side effects of cosmetics and skin concerns among customers is an important factor that limits growth of the market as a whole.

Generally, it is not an easy task to process the factors influencing the consumer to accept certain personal care and Cosmetics while assessing is multi-dimensional. Also, it is not always simple to establish the connection between the physiological perception and reaction of the consumer response of in case of personal care or cosmetic products, is not only based on sensory properties of the product and its physical status, but it is also associated with other factors like previous knowledge, previous experience, as well as, consumer attitudes and beliefs. In the present globalized scenario, the consumers today are much more demanding in terms of quality and safety, product labelling, determination of producers to implement certain health standards, etc. The researcher in this paper has studied different methods for acquiring the information on consumers' perception and expectations which influence the purchasing and consumption of personal care and cosmetic are assessed.

CHAPTER 2

REVIEW LITERATURE.

2.1 Review of Literature:

- There are many researchers who contributed a lot on consumer attitude. In those, one of the senior researchers has defined the attitude is a powerful and long-term assessment of customers well-structured way of thinking and it can be an individual, entity, announcement or a matter (Noel,2009).
- Another researcher defined consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioural intentions toward some object within the context of marketing (Perner.L,2010) or marketing department.
- The modern father of Marketing (Kotler and Keller, 2009) has given a standard understanding of attitudes, which are formed through experience and learning and that attitudes influence buying behaviour of any product.
- However, the consumer attitudes toward a firm and its products greatly influence the success or failure of the marketer as well as the company under study (Kameswara Rao Poranki, Abdulbaset Hasounah, 2014).
- Some researchers have argued that the influence of attitude on behavioural intention and the results indicate that attitude positively affects behavioural intention and also told that that there is a direct causal relationship between attitudes and behaviour while making purchasing decision (Choo, Chung & pysarchik,2004).
- In some cases, the consumers, experiment foreign cosmetics and compare with the domestic cosmetics or personal care

- products and their perceptions and attitudes would change as these brands have a good impact on a customer's mind and also meet customer's expectations, needs, wants, beliefs and desires (Eastin,2002).
- In many cases the repeated purchase has been influenced by the customer attitudes and perceptions.
- According to one researcher (Abrazhevich,2001) opines and confirms with his study that favourable image of product in the mind of customers has an important impact on purchase, which are showing more of the customer's interest in buying the product either it could be cosmetic products or personal care products.
- Surprisingly, some researchers argued that the interest of consumers are sometimes attracted towards imported cosmetics or personal care products compared to domestic cosmetics as the perception of consumers towards the cosmetics as well as personal care products will change as their features is a key factor while making purchasing decision (Davis,1989)
- In the present era, marketers are focusing customer rule that is customer is their first preference. To keep deep eye on customers the primary responsibility to the organization is to gain the knowledge about the customers. In this way marketers will be successful in fulfilling the needs and wants of the customers and seek the better opportunities in the market. Researchers find out that marketers need to understand these four things in order to serve their customers better.
- Firstly, marketers must know that customers make rational decisions so they can get the best product available in the market. Secondly customers also make irrational decisions and they are very impulsive and can be attracted towards the promotional activities. In the same way emotional association also put an influence on the mind of customers. In the last customers also buy as a problem solver, they seek the products which can solve their problem (Gupta, 2013)

CHAPTER 3

RESEARCH METHODOLOGY:

3.1 Need for the study:

- The study shows that the consumers are highly affected by the advertisement of the products as it creates curiosity.
- It brought in an advanced manner of building awareness of any product in the society.
- It can help to produce greatest results on buying the products.

3.2 Scope of the study:

The present study mainly contains the inclusion of behaviour of all segments of consumers.

The study mostly covers the cosmetics item such as soap, shampoo , hair oil, toothpaste , fairness cream , perfume.

The scope of present study is confined to impact of advertisement on cosmetics user in Chennai city

The conclusions drawn from the study are based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the perception of Consumers on Advertisements and its impacts on changing the buying behaviours of consumers.

3.3 Objectives of the study:

To know the purchase pattern of the customer towards of personal care products.

To identify the factors influencing the customer to buy personal care products.

To study the role of advertising in marketing decisions for purchasing personal care products.

To give suggestions based on the findings of the study.

3.4 Research design:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 Sources Of Data:

data collection is the term used to describe a process of preparing and collecting data.

3.6 Structure Of Questionnaire:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondents opinions about customers experience.

3.7 Sampling Technique

Convenience sampling method:

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.8 Period Of Study:

The duration of study is from January 2022 to march 2022, which is three months of study.

3.9 Limitation of the study:

The study is confined within Chennai district only

The study is based the purchase pattern of the customer towards the personal care products

The data collected for the research is fully based on the primary data given by the respondents. So there is a chance for personal bias. The accuracy is not true.

Due to shortage of time and other constraints, the study has been limited to 78 respondents only.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Table 4.1.1. Locality

Sl.No	Particulars	Respondents	Percentage
1	Urban	55	70.5%
2	Semi-Urban	13	16.7%
3	Rural	10	12.8%

Source: Primary data.

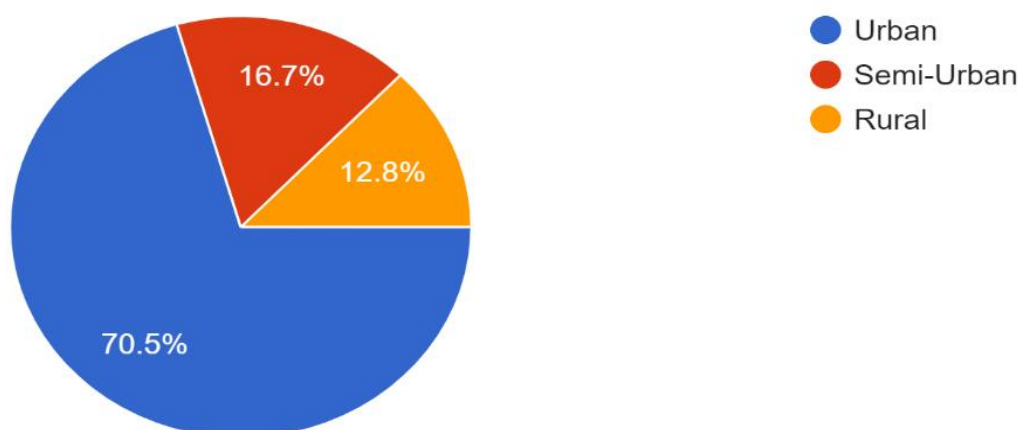


Chart 4.1.1: Educational Qualification

Interpretation

From the above table it is interpreted that the number of respondents are from Urban 70.5%, Semi-urban 16.7%, Rural 12.8%

Inference

Majority (70.5%) of the respondents are from urban locality

Table 4.1.2. Highest Qualification

Sl.No	Particulars	Respondents	Percentage
1	Doctorate		-
2	Post graduate	58	10.3%
3	Under graduate	8	74.4%
4	Higher Secondary	12	15.4%

Source: Primary data.

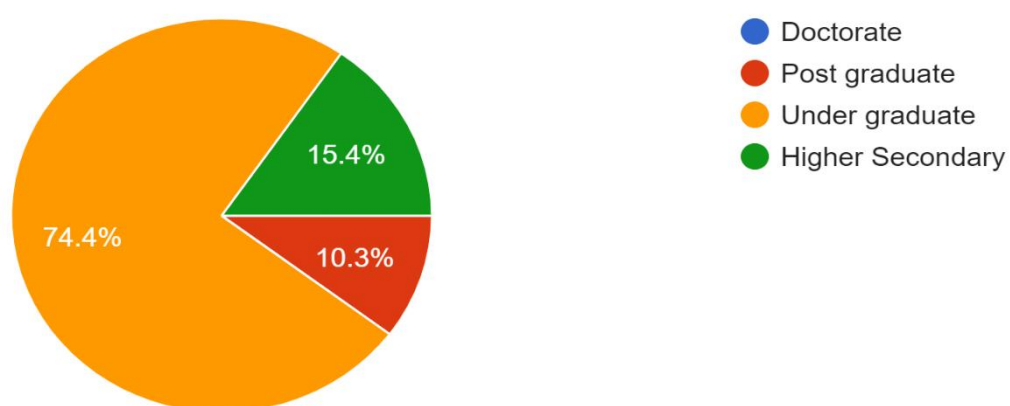


Chart 4.1.2: Highest Qualification

Interpretation

From the above table it is interpreted that the number of respondents are of post graduate-10.3% , under graduate-74.4%, higher secondary-15.4%

Inference

Majority (74.4%) of the respondents are of under graduates.

Table 4.1.3. Age

Sl.No	Particulars	Respondents	Percentage
1	Below 20	27	34.6%
2	20-40	51	65.4%
3	40-60	0	-
4	Above 60 years	0	-

Source: Primary data.

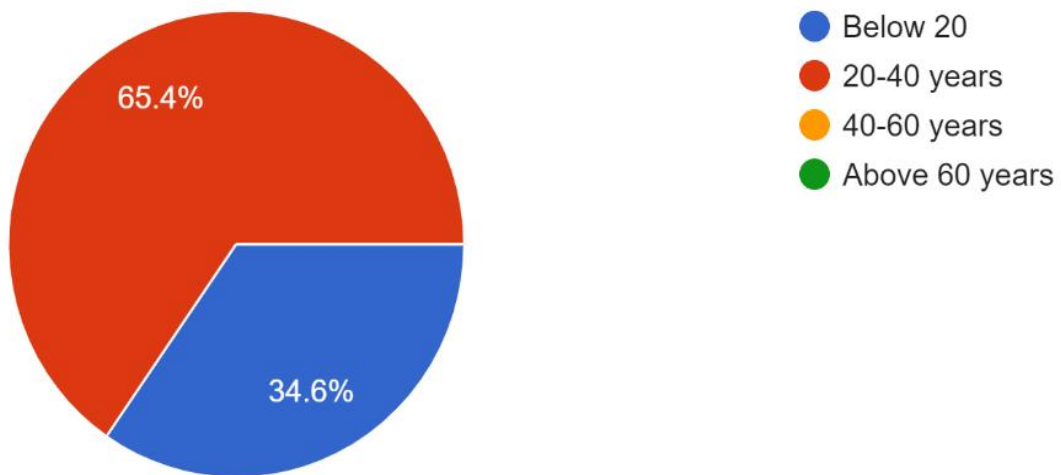


Chart 4.1.3: Age

Interpretation

From the above table it is interpreted that the number of respondents are of age below 20- 34.6%, 20-40-65.4%

Inference

Majority (65.4%) of the respondents are of age from 20-40 years

Table 4.1.4. Marital Status

Sl.No	Particulars	Respondents	Percentage
1	Unmarried	74	94.9%
2	Married	4	5.1%

Source: Primary data.

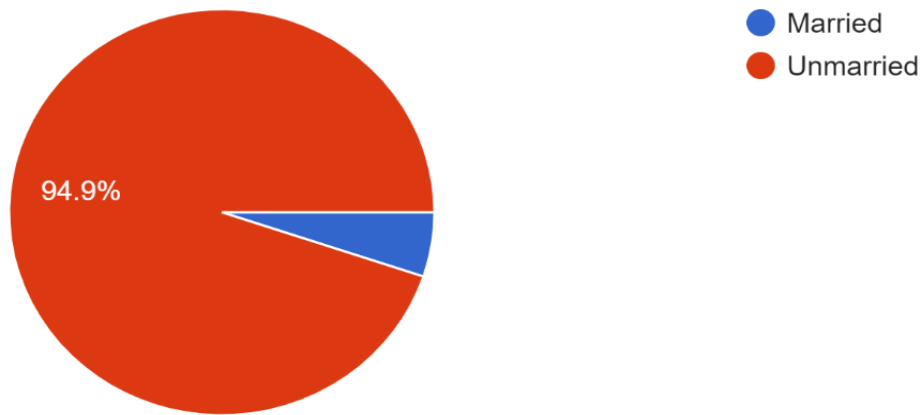


Chart 4.1.4: Marital Status

Interpretation

From the above table it is interpreted that the number of respondents are Married 5.1%, Unmarried 94.9%

Inference

Majority (94.9%) of the respondents are unmarried.

Table 4.1.5. Annual family income

Sl.No	Particulars	Respondents	Percentage
1	Below 5 lakhs	51	65.4%
2	5-10 lakhs	19	24.4%
3	Above 10 lakhs	8	10.3%

Source: Primary data.

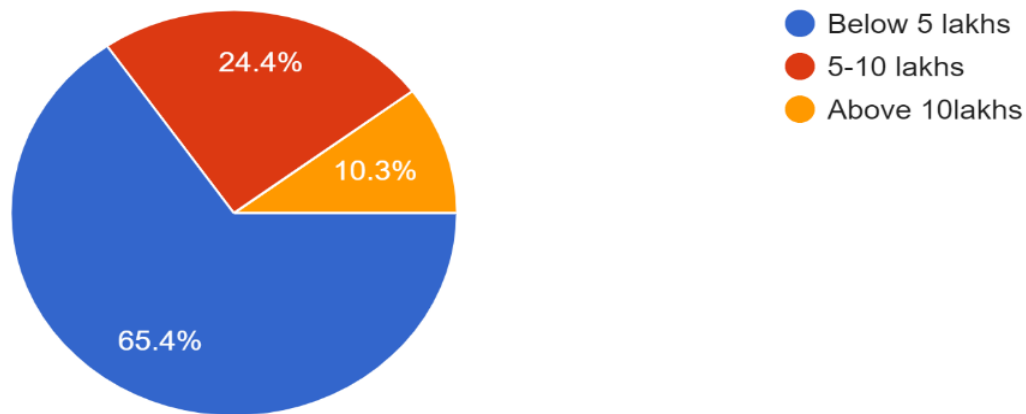


Chart 4.1.5: Annual family income

Interpretation

From the above table it is interpreted that the number of respondents have annual family income below 5 lakhs 65.4 % , 5-10 lakhs 24.4%, above 10 lakhs 10.3%.

Inference

Majority (65.4%) of the respondents have income below 5 lakhs

4.1.6. Which of the following personal care products do you use regularly?

Source: Primary data.

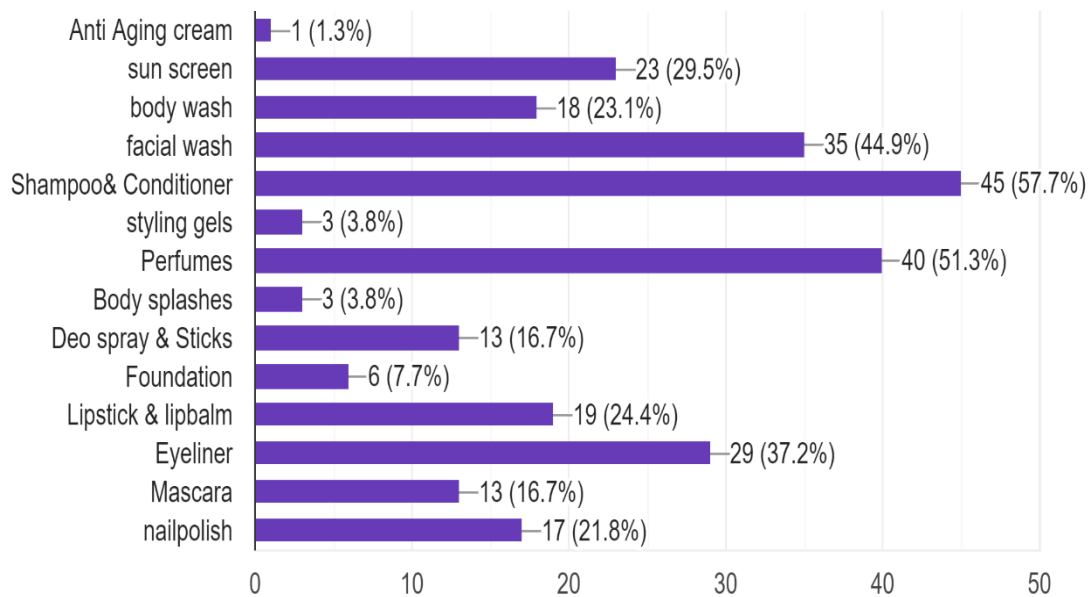


Chart 4.1.6: Which of the following personal care products do you use regularly.

Interpretation

From the above table it is interpreted that the number of respondents have said anti-aging cream 1.3%, sunscreen 29.5%, body wash 23.1%, facial wash 44.9%, shampoo and conditioner 57.7%, styling gels 3.8%, perfumes 51.3%, body splashes 3.8%, deo spray and sticks 16.7%, foundation 7.7%, lipstick and lip balm 24.4%, eyeliner 37.2%, mascara 16.7%, nail polish 21.8%.

Inference

Majority (57.7%) of the respondents have said shampoo and conditioner

4.1.7. How often do you buy the following Products?

Source: Primary data.

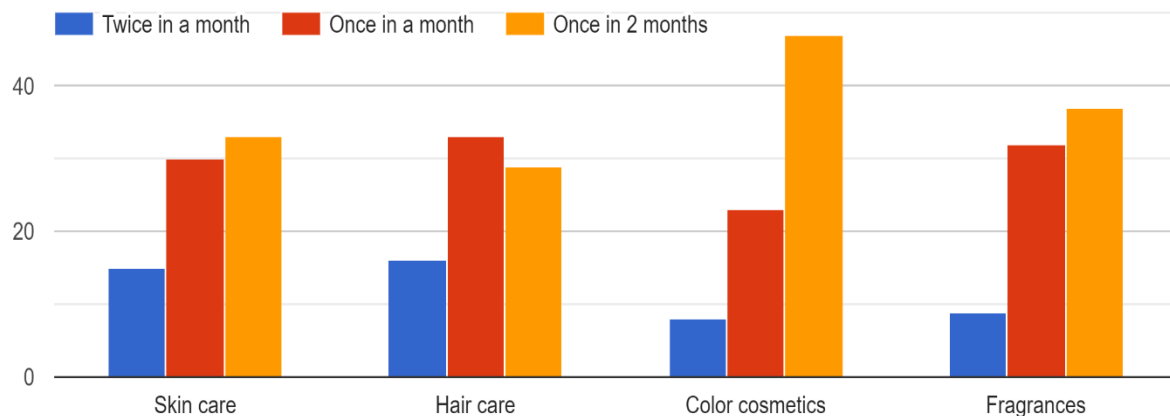


Chart 4.1.7: How often do you buy the following Products.

Interpretation

From the above table it is interpreted that the number of respondents have said skin care (twice in a month-15, once in a month-30, once in 2 months -33), hair care(twice a month-16, once in a month-33,once in 2 months -29), color cosmetics(twice in a month-8, once in a month-23, once in 2months-47), fragrances(twice in a month-9, once in a month-32, once in 2months-37)

Inference

Majority (47)of the respondents have said colour cosmetics once in 2 months

Table 4.1.8. How do you rate yourself for the money spent on buying personal care products?

	Don't spend at all	Heavy spender	Moderate spender	Average spender
Skin care	23%	5%	28%	22%

products				
Hair care	11%	7%	35%	25%
Colour cosmetics	27%	3%	22%	26%
Fragrances	19%	6%	31%	22%

Source: Primary data.

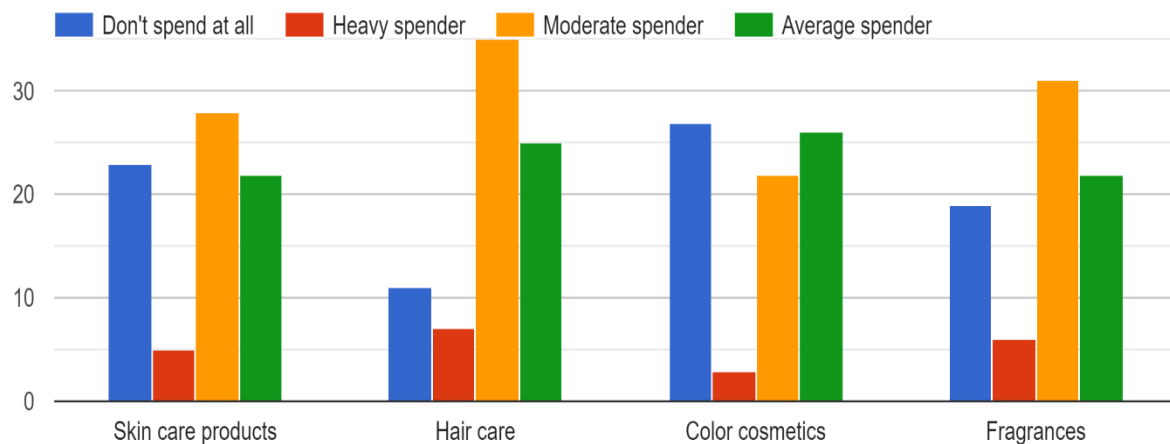


Chart 4.1.8: How do you rate yourself for the money spent on buying personal care products.

Interpretation

From the above table it is interpreted that the number of respondents have said skin care products (don't spend all-23, heavy spender-5, moderate spender -28, average spender-22), hair care(don't spend at all-11, heavy spender-7, moderate spender-35, average spender-25) , color cosmetics(don't spend at all-27,heavy spender-3, moderate spender-22, average spender-26) , fragrances(don't spend at all-19, heavy spender-6, moderate spender-31, average spender-22).

Inference

Majority (35%) of the respondents have said hair care-moderate spender.

Table 4.1.9. How do you rate yourself for the money spent on buying personal care products?

	Rarely	Daily	Frequently	Occasionally
Skin care products	36%	11%	18%	13%
Hair care	29%	7%	33%	9%
Colour cosmetics	43%	5%	16%	14%
Fragrances	33%	8%	26%	11%

Source: Primary data.

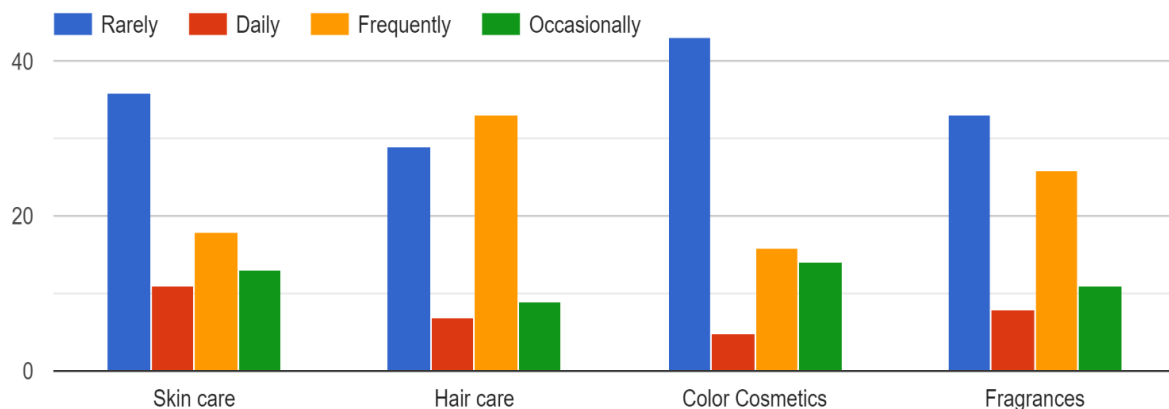


Chart 4.1.9: How do you rate yourself for the money spent on buying personal care products?

Interpretation

From the above table it is interpreted that the number of respondents have said skincare (rarely-36, daily-11, frequently-18, occasionally-13), hair care (rarely-29,

daily-7, frequently-33 , occasionally-9), colour cosmetics(rarely- 43, daily-5 , frequently-16, occasionally-14) , fragrances(rarely-33, daily-8, frequently-26 , occasionally-11)

Inference

Majority (33%) of the respondents have said hair care-frequently.

4.1.10. Please tick the overall satisfaction from the following personal care products

Source: Primary data.

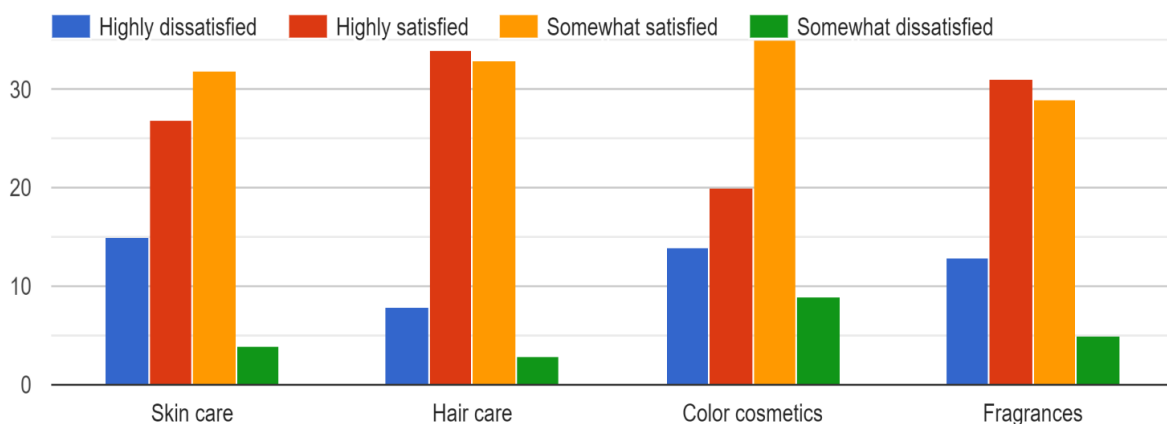


Chart 4.1.10: Please tick the overall satisfaction from the following personal care products

Interpretation

From the above table it is interpreted that the number of respondents have said skin care(highly dissatisfied-15, highly satisfied-27, somewhat satisfied-32, somewhat dissatisfied-4), hair care(highly dissatisfied-8, highly satisfied-34, somewhat satisfied-33, somewhat dissatisfied-3), colour cosmetics(highly dissatisfied-14, highly

satisfied-20, somewhat satisfied-35, somewhat dissatisfied-9), fragrances(highly dissatisfied-13, highly satisfied-31,somewhat satisfied-29, somewhat dissatisfied-5)

Inference

Majority (35%) of the respondents have said colour cosmetics- somewhat satisfied .

Table 4.1.11. How do you select the brand of personal care products you are using?

Sl.No	Particulars	Respondents	Percentage
1	Recommended by family	16	20.5%
2	Influenceby advertisement	15	19.2%
3	Recommendedby friends	30	38.5%
4	Other	17	21.8%

Source: Primary data.

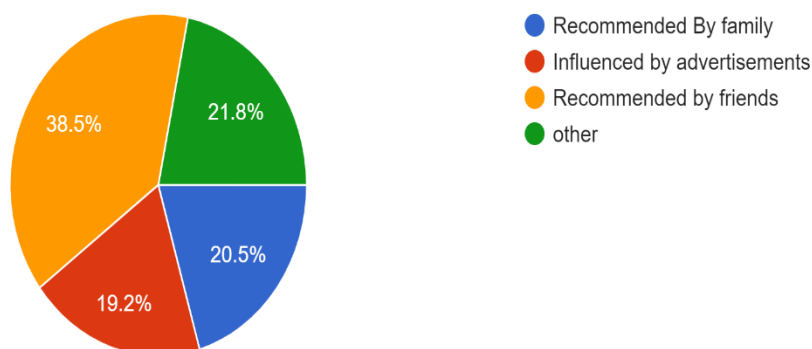


Chart 4.1.11: How do you select the brand of personal care products you are using.

Interpretation

From the above table it is interpreted that the number of respondents have said recommended by family-20.5%, influenced by advertisement-19.2%, recommended by friends-38.5%, Other-21.8%.

Inference

Majority (38.5%) of the respondents have said recommended by friends.

4.1.12. Please tick the usefulness of sources of information about personal care products

Source: Primary data.

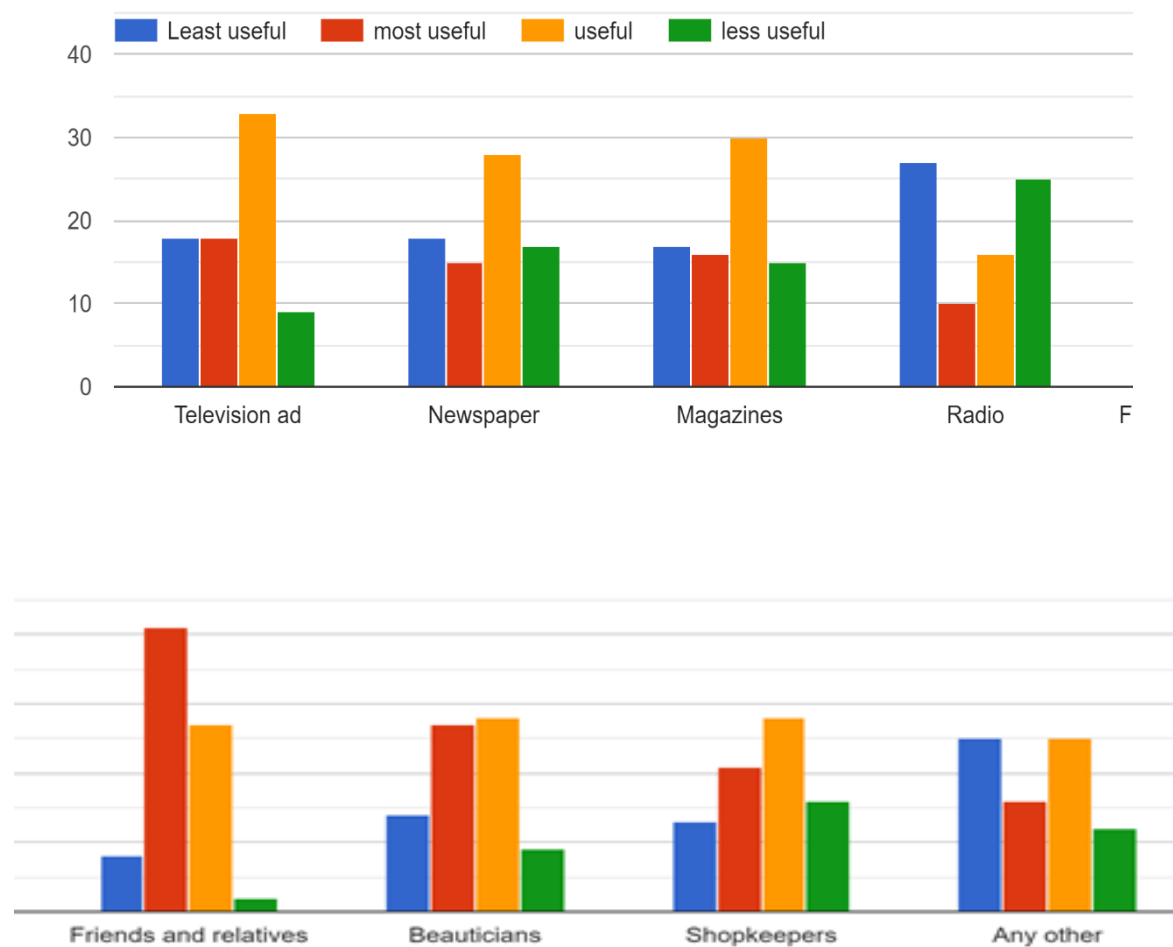


Chart 4.1.12: Please tick the usefulness of sources of information about personal care products

Interpretation

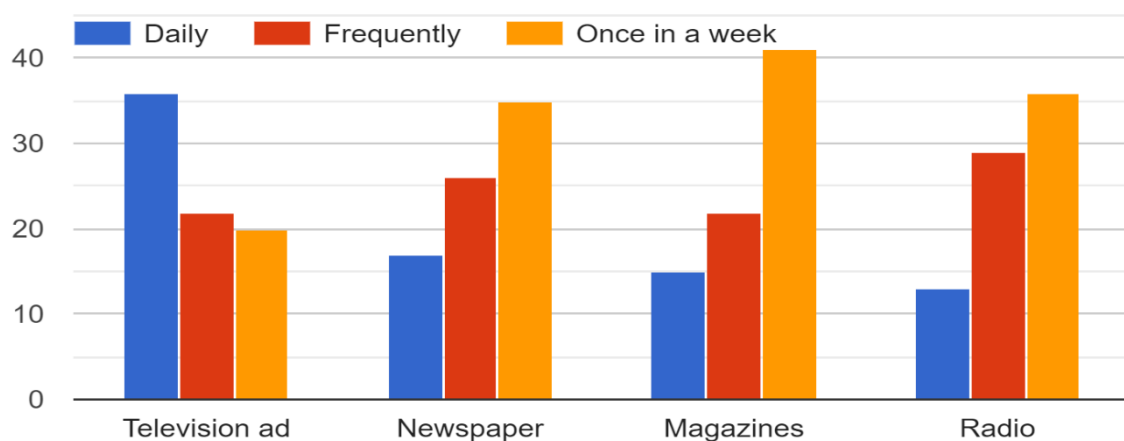
From the above table it is interpreted that the number of respondents have said television ad (least useful-18 , most useful-18, useful-33, less useful-9) , Newspaper(least useful-18 , most useful-15, useful-28, less useful-17) , Magazines(least useful-17, most useful-16, useful-30, less useful-15) , Radio(least useful-27, most useful-10, useful-16, less useful-25) , Friends and relatives(least useful-8, most useful-47, useful-21, less useful-2), Beauticians(least useful-14 , most useful-27, useful-28, less useful-9) , Shopkeeper (least useful-13, most useful-21, useful-28, less useful-16) ,Any other(least useful-25, most useful-16, useful-25, less useful-12)

Inference

Majority (47%) of the respondents have said friends and relatives-most useful.

4.1.13. Please tick the frequency of exposure to the sources of information about personal care products.

Source: Primary data.



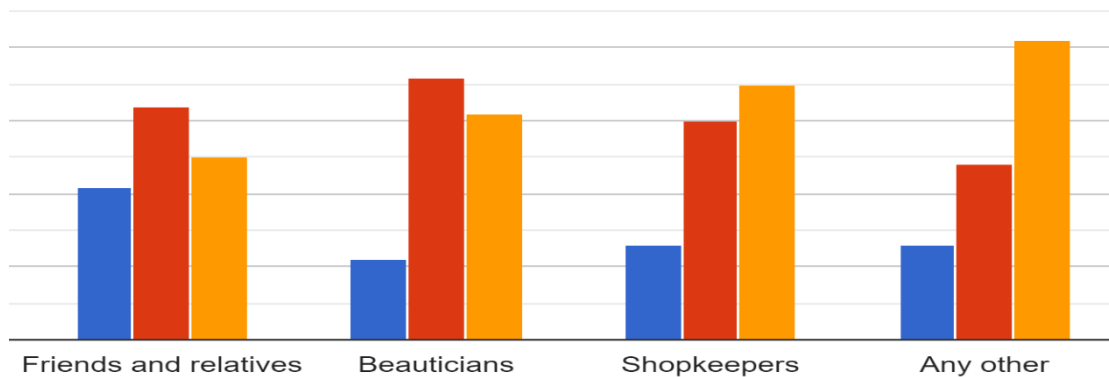


Chart 4.1.13: Please tick the frequency of exposure to the sources of information about personal care products.

Interpretation

From the above table it is interpreted that the number of respondents have said Television ad (daily-36, frequently-22, once in a week-20), Newspaper (daily-17, frequently-26, once in a week-35), Magazines (daily-15, frequently-22, once in a week-41), Radio(daily-13, frequently-29, once in a week-36), Friends and relatives(daily-21, frequently-32, once in a week-25), Beauticians(daily-11, frequently-36, once in a week-31), Shopkeepers(daily-13, frequently-30, once in a week-35), Any other(daily-13, frequently-24, once in a week-41)

Inference

Majority (41%) of the respondents have said magazines-once in a week.

4.1.14. What factors you consider while buying the personal care products please assign score to them(1-4) by assigning 4 as most important and 1 as least important

Source: Primary data.

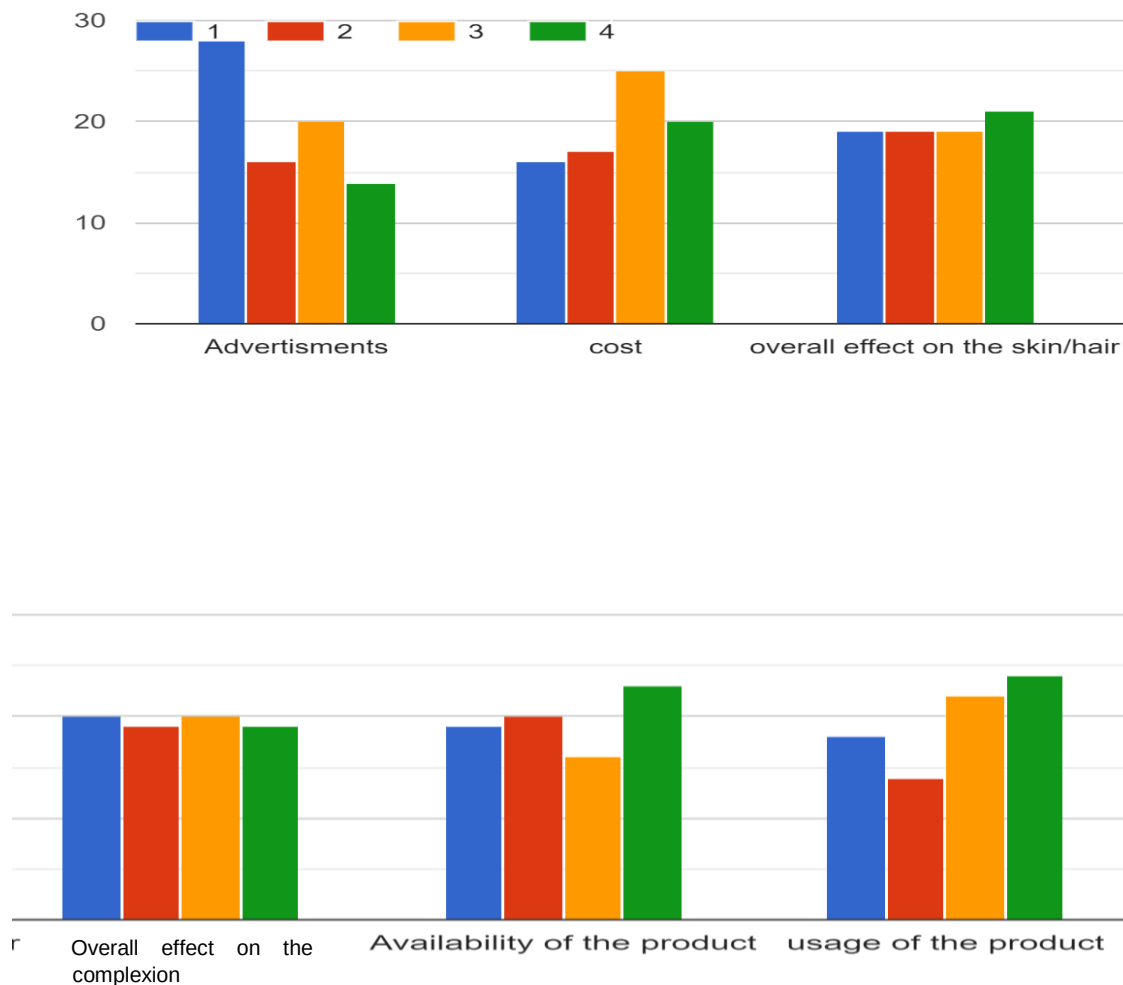


Chart 4.1.14: What factors you consider while buying the personal care products please assign score to them(1-4) by assigning 4 as most important and 1 as least important

Interpretation

From the above table it is interpreted that the number of respondents have said Advertisements(1-28, 2-16, 3-20, 4-14) , Cost(1-16, 2-17, 3-25, 4-20) , Overall effect on the skin/hair(1-19, 2-19, 3-19, 4-21), Overall effect on the complexion(1-20, 2-19,

3-20, 4-19),, Availability of the product(1-19, 2-20, 3-16, 4-23),, Usage of the product (1-18, 2-14, 3-22, 4-24).

Inference

Majority (23%) of the respondents have said availability of the product-z

Table 4.1.15. Do advertisements help you in making decisions for the purchase of personal care products?

Sl.No	Particulars	Respondents	Percentage
1	Yes	51	65.4%
2	No	19	24.4%
3	Maybe	8	10.3%

Source: Primary data.

Figure 4.1.15

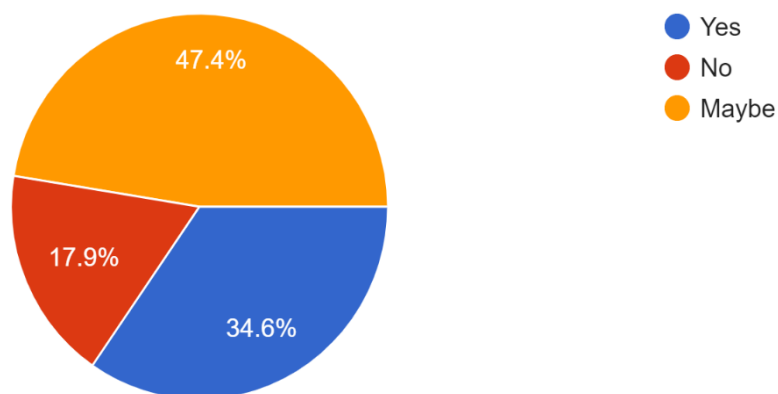


Chart 4.1.15: Do advertisements help you in making decisions for the purchase of personal care products?

Interpretation

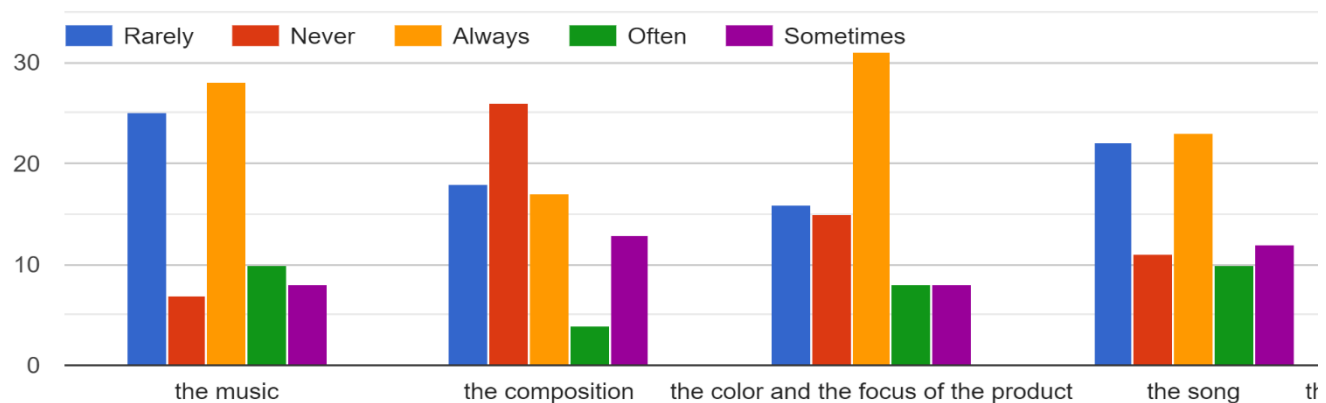
From the above table it is interpreted that the number of respondents have said yes- 34.6%, no – 17.9%, maybe-47.4%.

Inference

Majority (47.4%) of the respondents have said maybe.

4.1.16. What feature of the advertisement in different media appeal to you?
Please go through the features and indicate the response against each feature.

Source: Primary data.



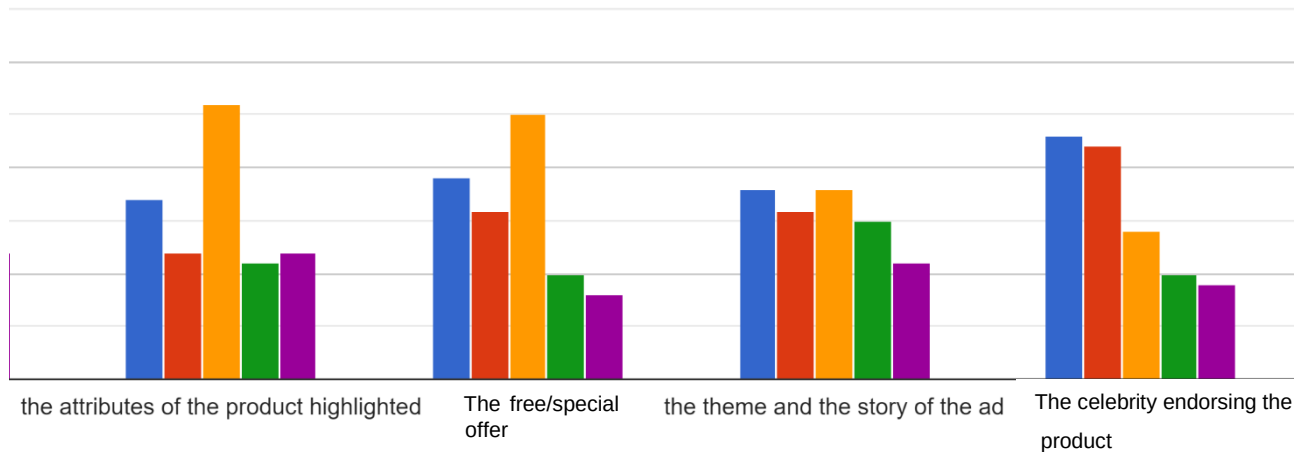


Chart 4.1.16: What feature of the advertisement in different media appeal to you? Please go through the features and indicate the response against each feature.

Interpretation

From the above table it is interpreted that the number of respondents have said the music(rarely-25 , never-7, always -28, often-10 ,sometimes-8), the composition(rarely-18, always-

Inference

Majority (57.7%) of the respondents have said shampoo and conditioner.

4.1.17. These are the statements given to know your opinion towards the advertisements of personal care products. Read them carefully and reply in terms of your agreement or disagreement by ticking the appropriate

Source: Primary data.

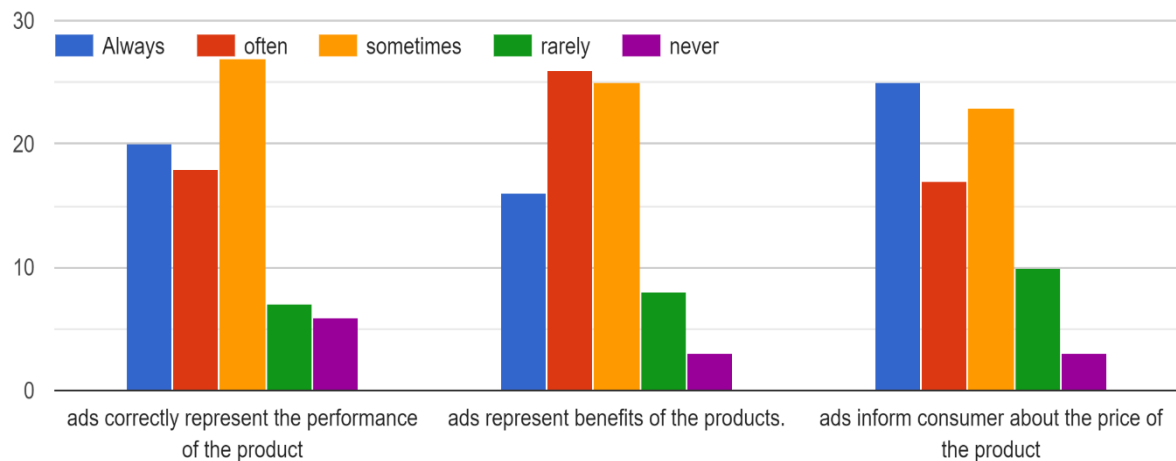


Chart 4.1.17: These are the statements given to know your opinion towards the advertisements of personal care products. Read them carefully and reply in terms of your agreement or disagreement by ticking the appropriate

Interpretation

From the above table it is interpreted that the number of respondents have ads correctly represent the performance of the product(always-20 , often-18, sometimes-27 , rarely-7 , never-6) , ads represent benefit of the products(always-16,often-26, sometimes-25 , rarely-8 , never-3) , ads inform consumer about the price of the product (always-25 , often 17 , sometimes-23 , rarely -10 , never -3)

Inference

Majority (27%) of the respondents have said ads correctly represent the performance of the product – sometimes.

4.2 HYPOTHESIS:

Chi Square Test:

A chi-square (χ^2) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. For example, the results of tossing a fair coin meet these criteria.

Chi-square tests are often used in hypothesis testing. The chi-square statistic compares the size of any discrepancies between the expected results and the actual results, given the size of the sample and the number of variables in the relationship.

Formulae:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Null Hypothesis(H₀):

There is no significant difference between locality and advertisement helping in decision making for purchasing personal care products.

Alternative hypothesis(H₁):

There is significant difference between locality and advertisement helping in decision making for purchasing personal care products.

Results						
	yes	no	maybe			Row Totals
urban	21 (19.04) [0.20]	7 (9.87) [0.84]	27 (26.09) [0.03]			55
semi urban	4 (4.50) [0.06]	4 (2.33) [1.19]	5 (6.17) [0.22]			13
rural	2 (3.46) [0.62]	3 (1.79) [0.81]	5 (4.74) [0.01]			10

Column Totals	27	14	37			78 (Grand Total)
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Inference:

The chi-square statistic is 3.9762. The p-value is .409243. Since the $p < .10$. The null hypothesis is rejected and alternative hypothesis is accepted. Therefore, there is significance difference between locality and advertisement helping in decision making for purchasing personal care products.

CHAPTER 5

5.1 Findings

- Majority (70.5%) of the respondents belong to urban area
- Majority (65.4%) of the respondents are age between 20-40 years
- Majority (74.4%) of the respondents are UG graduates
- Majority (65.4%) of the respondent's annual income are above 5 lakhs
- Majority (38.2%) respondents have said that they use the personal care product brand suggested by their friends
- Majority (59.2%) of the respondents have said that they use shampoo and conditioner regularly
- Majority (47%) of the respondents have said they buy color cosmetics once in 2 months
- Majority (27%) of the respondents have said ads correctly represent the performance of the product – sometimes.
- Majority (47.4%) of the respondents have said maybe.
- Majority (41%) of the respondents have said magazines-once in a week.
- Majority (23%) of the respondents have said availability of the product-4.

5.2 Suggestion and Recommendations:

The music and composition of ads is a major factor that makes effect on people to buy a specified brand personal care products. The companies need to focus on the form of advertising which plays the biggest role here is Word of mouth promotions are a key factor in a price sensitive economy like India. Some strategies like Visual Merchandising is important only at the stage of buying decision while searching and evaluating alternatives. . However, the areas where marketers need to work upon to generate sales of their product, as personal care items involve extensive buying decisions

5.3 Conclusion

The study consists of advertisement's affect on purchasing the personal care products. This has been proved in this piece of research in a limited area like Chennai city of India The brand loyalty and customer satisfaction are highly influenced by the consumer attitudes, beliefs and perceptions play a key role purchase decision making .The research has made an effort to compare customer buying behaviour with respect to Indian and International brands while assessing the consumer buying behaviour. The consumers wanted quality product, good services, easy availability of product and better performance by the product. Therefore, we can conclude from our study that still more inclination is towards indigenous product the findings could be beneficial to the marketers who are selling cosmetic products as well as personal care products in the Indian market .

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Appendix

1. Name
2. Locality
 - a. Urban
 - b. Semi-Urban
 - c. Rural
3. Highest Qualification
 - a. Doctorate
 - b. Post graduate
 - c. Under graduate
 - d. Higher Secondary
4. Age
 - a. Below 20
 - b. 20-40 years
 - c. 40-60 years
 - d. Above 60 years.
5. Marital Status
 - a. Married
 - b. Unmarried
6. Annual family income
 - a. Below 5 lakhs
 - b. 5-10 lakhs
 - c. Above 10 lakhs.
7. Which of the following personal care products do you use regularly?
 - Anti-Aging cream
 - sun screen
 - body wash
 - facial wash
 - Shampoo& Conditioner

- styling gels
- Perfumes
- Body splashes
- Deo spray & Sticks
- Foundation
- Lipstick & lip balm
- Eyeliner
- Mascara
- nail polish

8. How often do you buy the following Products?

	Twice in a month	Once in a month	Once in 2 months
Skin care			
Hair care			
Colour cosmetics			
Fragrances			

9. How do you rate yourself for the money spent on buying personal care products?

	Don't spend at all	Heavy spender	Moderate spender	Average spender
Skin care products				
Hair care				
Colour cosmetics				
Fragrances				

10. How do you rate yourself for the money spent on buying personal care products?

	Rarely	Daily	Frequently	Occasionally
Skin care products				
Hair care				
Colour cosmetics				
Fragrances				

11. Please tick the overall satisfaction from the following personal care products

	Highly dissatisfied	Highly satisfied	Somewhat satisfied	Somewhat dissatisfied
Skin care products				
Hair care				
Colour cosmetics				
Fragrances				

12. How do you select the brand of personal care products you are using?

- a. Recommended By family
- b. Influenced by advertisements
- c. Recommended by friends
- d. other

13. Please tick the usefulness of sources of information about personal care products.

	Least useful	Most useful	Useful	Less useful
Television ad				
Newspaper				
Magazines				

Radio				
Friends and relatives				
Beauticians				
Shopkeepers				
Any other				

14. Please tick the usefulness of sources of information about personal care products.

	Daily	Frequently	Once in a week
Television ad			
Newspaper			
Magazines			
Radio			
Friends and relatives			
Beauticians			
Shopkeepers			
Any other			

15. What factors you consider while buying the personal care products please assign score to them(1-4) by assigning 4 as most important and 1 as least important

	1	2	3	4
Advertisements				
cost				
overall effect on the skin/hair				
overall effect on the				

complexion				
Availability of the product				
usage of the product				

16. Do advertisements help you in making decisions for the purchase of personal care products?

- a. Yes
- b. No
- c. Maybe

17. Do advertisements help you in making decisions for the purchase of personal care products?

	Rarely	Never	Always	Often	Sometimes
the music					
the composition					
the colour and the focus of the product					
the song					
the attributes of the product highlighted					
The free/special offers					
the theme and the story of the					

ad					
the celebrity endorsing the product					

18. These are the statements given to know your opinion towards the advertisements of personal care products. Read them carefully and reply in terms of your agreement or disagreement by ticking the appropriate

	Always	Often	Sometimes	Rarely	Never
ads correctly represent the performance of the product					
ads represent benefits of the products.					
ads inform consumer about the price of the product.					

