

A STUDY ON CONSUMER PERCEPTION TOWARDS RETAIL BUSINESS – REVLON

Submitted in partial fulfilment of the requirements for the award of
Bachelor of commerce

By

RAKESH D

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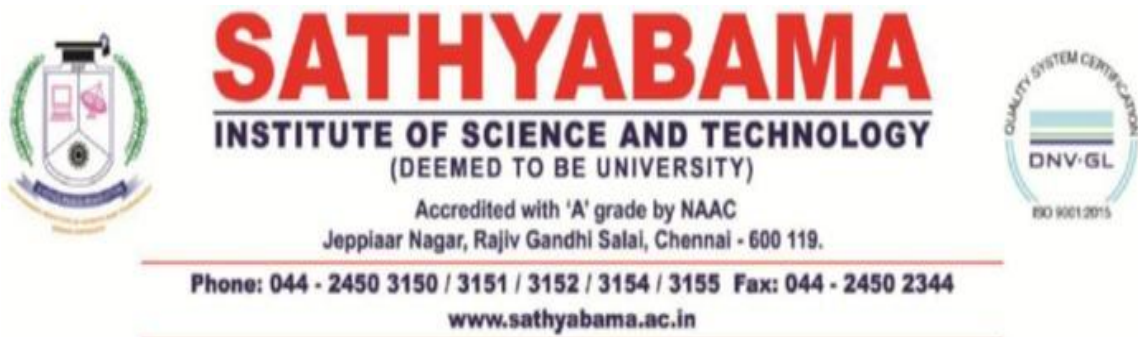
BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

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MAY2022



BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of Rakesh D (39740189) who has done the Project work entitled **A Study on Consumer Perception Towards Retail Business Revlon** under my supervision from December to May 2022

Dr.V.Vanitha MBA.,M.Phil.,Ph.D

Internal Guide

External Guide

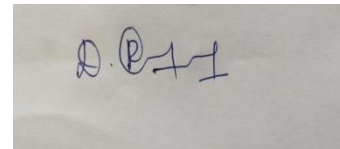
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Submitted for Viva voice Examination held on _____

DECLARATION :

D. Rakesh hereby declare that the project report entitled REVLON done by me under the guidance of Dr.V.Vanitha MBA.,M.Phil.,Ph.D school of Management studies is submitted in partial fulfillment of the requirement for the reward of Bachelor of Commerce

A rectangular box containing a handwritten signature in blue ink. The signature appears to be 'D. Rakesh'.

DATE : 18.04..2022

PLACE : CHENNAI

Signature of candidate

ACKNOWLEDGEMENT :

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them I convey my thanks to Dr. G. Bhuvaneshwari, MBA., Ph.D., Dean - School of Management Studies and Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration for providing me necessary support and details at the right time during the progressive reviews. I would like to express my sincere and deep sense of gratitude to my Professional Training Guide Dr. V. Vanitha MBA., M.Phil., Ph.D. for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work. I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of School of management studies who were helpful in many ways for the completion of the project.

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ABSTRACT :

The purpose of this research is to find Study on consumer perception towards Retail business REVLON . This study shows the satisfaction and dissatisfaction of the customer order through online shopping and cosmetic showroom . There are many factors related to customer's ordering, price, on time delivery, packaging, platform design etc.

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CHAPTER-1

1.1 INTRODUCTION:

Revlon was founded by Jewish American brothers Charles Revson and Joseph Revson along with a chemist in New -York city on 1stMarch1932. They started with a single product of Nail- enamel and Dyes. In 1937, Revlon started selling the Nail – polishes in department stores and pharmacies.

- During world war- II, Revlon created makeup and related products for the united state army, which was honoured in 1944 with the **ARMY-NAVY 'E' AWARD** for the excellence.
- Revlon's first beauty item was nail enamel. Opaque and long-lasting, it was an improvement over the more transparent, dye-based products of other manufacturers.
- The company began to market its products overseas at the end of the 1950s. By 1962, when Revlon debuted in Japan, there were subsidiaries in France, Italy, Argentina, Mexico, and Asia. Revlon's entrance into the Japanese market was typical of its international sales strategy. Instead of adapting its ads and using Japanese models, Revlon chose to use its basic U.S. advertising and models. Sales for 1962 came to almost \$164 million.
- In 1968, Revlon introduced Eterna27, the first cosmetic cream with an estrogen precursor called *Progenitin* as well as introducing the world's first American fashion designer fragrance.
- In 1970, Revlon acquired the line of deodorants. In 1971 Flex shampoo and conditioner was introduced.
- In 1973, Revlon introduced Charlie. Geared to the under-30 market, Charlie model Shelley Hack in Ralph Lauren clothes, personified the independent woman of the 1970s. This was the first perfume ad to feature a woman wearing pants. Charlie raised Revlon's net sales figures to \$506 million for 1973 and almost \$606 million the following year. Shelley Hack appeared on *Oprah* in 2007 to talk about the power of these Charlie print and commercial ads. Their follow-up fragrance.
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- In 1975, Charles Revson died. Michel Bergerac, whom Revson had hired as President of the company, continued to expand the company holdings. Revlon acquired Coburn Optical Industries, an Oklahoma-based manufacturer of ophthalmic and optical processing equipment and supplies. Barnes-Hind, the largest U.S. marketer of hard contact lens solutions, was bought in 1976 and strengthened Revlon's share of the eye-care market.

- **1.2 INDUSTRY PROFILE:**

- Revlon's first beauty item was nail enamel. Opaque and long-lasting, it was an improvement over the more transparent, dye-based products of other manufacturers.
- Revlon's nail polish owed its superiority to the use of pigments, which also allowed a wider colour range than the light red, medium red, and dark red then available. Initially, the revolutionary "cream enamel" came from the tiny Elka-company, in Newark, New Jersey, a polish supplier to beauty salons for whom Charles Revson began to work as a sales representative in 1931.
- Revson had a keen fashion instinct, honed by his seven years of sales experience at the Pickwick Dress Company in New York. Coupling this with his experience at Elka, he noted that the permanent wave boom was making beauty salons more popular and that demand for manicures was rising in tandem.
- Revlon Inc. operates as one of the world's leading cosmetics companies and markets its products in over 100 countries under such familiar brands as Revlon, Defying, and Almay. Revlon also sells skin care products (Vitamin C Absolutes, etherna 27), fragrances (Charlie), and personal care products with (High Dimension, Flex, Colour silk)
- Ronald Perelman, who gained control of the company in a nasty hostile takeover in 1985, owns approximately 83 percent of Revlon.
- Revlon's diversified portfolio of brands is sold across India in approximately 40,000 outlets and 100 Exclusive Brand outlets.
- The concept of In-store Beauty Advisors was first pioneered in India.

The brand has developed a long-standing reputation as a color authority and beauty trendsetter in the world of color cosmetics and personal care. It is committed to high quality product innovation, performance and glamour.

The Company ceaselessly continues to introduce new products and color trends - keeping in view the preferences of the Indian consumer.

1.3 OBJECTIVES OF THE STUDY:

1. PRIMARY OBJECTIVE:

The Primary Objective of the study is to know about the satisfaction of the customers.

2. SECONDARY OBJECTIVES :

- 1. To study customer perception in organized retail outlets towards branded retailing.
- 2. To study Level of satisfaction of “Revlon” outlet users.
- 3. To study Reasons for dissatisfaction.
- 4. To study the extent of consumers' level of satisfaction on the various aspects of the product.

1.4 NEED FOR THE STUDY:

1. Revlon gives the information of consumer awareness on their products.
2. To understand the expectations and requirement of all customers.

1.5 SCOPE OF THE STUDY:

1. To know the customer satisfaction regarding Revlon.
2. This study is useful to know the satisfaction level with different attributes of Revlon
3. .This study gives information about consumer awareness on Revlon products
4. This study is useful to analyze the market performance of Revlon Products.

2.1 REVIEW OF LITERATURE:

- JP Nater, R Lender (1987) analyzed the reasons for use of cosmetics. For the purpose of study the 1609 respondents were interviewed to know the adverse effects.
- Jane E Workman, Kim KP Johnson (1991) investigated the effect of cosmetics in the impression formulation.
In the study 85 under graduate females were viewed with heavy cosmetics, moderate cosmetics.
- They were looked into their attractiveness, personal temperament, personality and morality.
- The study revealed that there is no significant difference between use of cosmetics and personal temperament and personality traits, but there is significant difference between and morality and the use of cosmetics.
- International Marketing The Cosmetics Industry Estee Lauder vs. Shiseido Cosmetics E. Wang July 8, 2005 BSAD 491Introduction
- The cosmetics business is a billion dollar industry. Every year, women are responsible for consuming millions of cosmetic products

- The cosmetics industry is so large because of several factors. The media is a huge contributor to the intense pressure to look a certain way.

2.2 LITERATURE:

2.2.1Customer:

A customer is a person who buys goods and services regularly from the seller and pays for it to satisfy their needs. Many times when a customer who buys a product is also the consumer, but sometimes it's not. For example, when parents purchase a product for their children, the parent is the customer, and the children are the consumer.

They can also be known as clients or buyers. Customers are divided into two categories:

Trade Customer- These are customers who buy the product, add value and resell it. Like a reseller, wholesaler, and distributor, etc.

Final Customer– These are the customers who buy the product to fulfill their own needs or desires. Further, according to an analysis of the product satisfaction and relationship with the customers,

the customers are divided into three kinds-

- Present Customer
- Former Customer
- Potential Customer

A consumer is someone who purchases the product for his/her own need and consumes it. A consumer cannot resell the good or service but can consume it to earn his/her livelihood and self-employment. Any person, other than the buyer who buys the product or services, consumes the product by taking his/her permission is categorized as a consumer. In simple word, the end-user of the goods or services is termed as a consumer. All individual who engage themselves in the economy is a consumer of the product. For instance, when a person buys goods from a grocery store for their family, you become a customer, as you are only purchasing the commodities. But, when they feed the grocery to other members of the family, they become the consumer.

2.2.2 Perception:

Perception is the process by which people select, organize, and interpret sensations, i.e. the immediate response of sensory receptors (such as the eyes, ears, nose, mouth, and fingers) to such basic stimuli as light, color, odor, texture, and sound. Anything that activates a receptor is called a stimulus. The study of 17 perception focuses on what we add to raw sensations in order to give them meaning. Each individual interprets the meaning of a stimulus to be consistent with his or her own unique biases, needs, and experiences.,

The three stages of exposure, attention, and interpretation make up the process of perception. Overall, perception is simply the process of (i) selecting, (ii) organizing,

and (iii) interpreting information inputs in order to produce meaning that would aid in consumption decision-making. At the exposure phase, information inputs are sensations received through our sense organs (i.e., sight, taste, hearing, smell, and touch).

For example, when we see or hear an advertisement, smell or touch a product, we receive information inputs. These processes are collectively referred to as the process of perception.

The following is the process of perception:

1. **Exposure** Exposure occurs when a stimulus comes within the range of someone's sensory receptors-sight, smell or touch. Consumers may either tend to concentrate on certain stimuli while being completely unaware of others, or they may even go out of their way to ignore certain messages.
2. **Attention** Attention refers to the extent to which processing activity is devoted to a particular stimulus. Consider, for example, the thought of having to sit through both interesting and "less interesting" lectures. This can vary depending on both the characteristics of the stimulus (i.e., the lecture itself) and the recipient (i.e., your mental state at that time). Consumers often are in a state of sensory overload, where they are exposed to far more information than they can process. Taken from a marketing perspective, we are often bombarded with marketing stimuli from 18 commercial sources, thus making the competition for our attention an everincreasing phenomenon.
3. **Interpretation** Interpretation refers to the meaning that we assign to sensory stimuli. Just as people differ in terms of the stimuli that they perceive, the meanings we assign to these stimuli vary as well. Two people can see or hear the same event, but their interpretation of it can be as different as night and day, depending on what they had expected the stimulus to be. The meaning we assign to a stimulus depends on the schema (i.e., set of beliefs), to which we assign it. Identifying and evoking the correct schema is crucial to many marketing decisions because this determines what criteria consumers will use to evaluate the product, package, or message.

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Perception is the sensory experience of the world. It involves both recognizing environmental stimuli and actions in response to these stimuli.

Through the perceptual process, we gain information about the properties and elements of the environment that are critical to our survival. Perception not only creates our experience of the world around us; it allows us to act within our environment.

2.2.3 Impact of Perception

In order to see the impact of perception, it can be helpful to look at how the process works. This varies somewhat for every sense. In the case of visual perception:

1. **The environmental stimulus:** The world is full of stimuli that can attract attention through various senses. The environmental stimulus is everything in the environment that has the potential to be perceived.
2. **The attended stimulus:** The attended stimulus is the specific object in the environment on which attention is focused.
3. **The image on the retina:** This involves light actually passing through the cornea and pupil and onto the lens of the eye. The cornea helps focus the light

as it enters the eye, and the iris of the eye controls the size of the pupils in order to determine how much light to let in. The cornea and lens act together to project an inverted image onto the retina.

4. **Transduction:** The image on the retina is then transformed into electrical signals in a process known as transduction. This allows the visual messages to be transmitted to the brain to be interpreted.

5. **Neural processing:** The electrical signals then undergo neural processing. The path followed by a particular signal depends on what type of signal it is (i.e. an auditory signal or a visual signal).

6. **Perception:** In this step of the process, you perceive the stimulus object in the environment. It is at this point that you become consciously aware of the stimulus.

7. **Recognition:** Perception doesn't just involve becoming consciously aware of the stimuli. It is also necessary for the brain to categorize and interpret what you are sensing. The ability to interpret and give meaning to the object is the next step, known as recognition.

8. **Action:** The action phase of perception involves some type of motor activity that occurs in response to the perceived and recognized stimulus. This might involve a major action, like running toward a person in distress, or something.

CHAPTER – 3

RESEARCH METHODOLOGY:

3.1 METHODOLOGY :

- Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.
- Research papers, dissertations, thesis, academic journal articles, or any other piece of formal research will contain a section (or chapter) on research methodology. This section stipulates the methodological choices made and also substantiates why these choices were made. This section is therefore used by researchers to justify why the methods they employed are best suited to achieve the research objective and arrive at valid and reliable results. This section also allows readers to evaluate

the reliability and validity of a study based on the relevance and effectiveness of the procedures employed.

- Research Methodology that are adopted through the research study on the Revlon Incorporation aim to collect data
- Research Methodology are tools using to gather all the useful and relevant information regarding to Revlon Incorporation.
- The primary data are using surveys, questionnaires and interview are tools that always used by all researchers in knowing the behavior of other object .

3.2 RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is 'Descriptive Research'.

Descriptive research design: Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING DESIGN :

1. POPULATION DESIGN:

The population for the research includes customers and retailers of Chennai city.

2. SAMPLING TECHNIQUE:

By keeping in view the limitations of time, resources, population, researcher has decided to apply convenience sampling technique for the purpose of collecting experimental material.

3.4 SOURCES OF DATA :

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

- Primary data: The Primary data for this study was collected through questionnaire.
- Secondary data: Secondary data was collected from external sources like Websites, etc.

3.5 STRUCTURE OF QUESTIONNAIRE :

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

3.6 SAMPLE SIZE

Keeping into consideration the limitation of time, the researcher has taken the sample of 100 customers.

4.5PERCEPTION :

Perception is the process by which people select, organize, and interpret sensations, i.e. the immediate response of sensory receptors (such as the eyes, ears, nose, mouth, and fingers) to such basic stimuli as light, color, odor, texture, and sound. Anything that activates a receptor is called a stimulus. The study of 17 perception focuses on what we add to raw sensations in order to give them meaning. Each individual interprets the meaning of a stimulus to be consistent with his or her own unique biases, needs, and experiences., The three stages of exposure, attention, and interpretation make up the process of perception. Overall, perception is simply the process of (i) selecting, (ii) organizing, and (iii) interpreting information inputs in order to produce meaning that would aid in consumption decision-making.

CHAPTER -4

DATA ANALYSIS AND INTERPRETATION :

TABLE 4.1 :

GENDER :

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	70	69.3
Female	30	29.7
Others	1	1

Interpretation : From the above table interpreted at 70 percentage of respondent are male , 30 percentage are female and 1 percent of others , majority of 70 percent respondents are male.

CHART NO 4.1

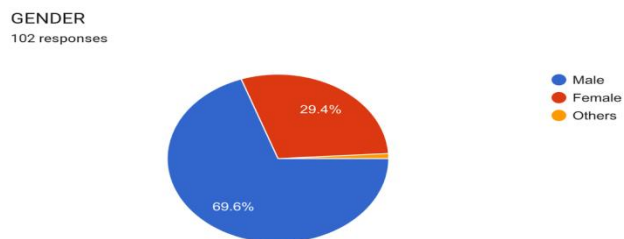


TABLE 4.2

Are you a cosmetic brand user ?

Are you a cosmetic user	No of respondents	Percentage
Yes	89	88.1
No	12	11.9

Interpretation: From the above table interpreted at 89 percent of yes ,12 percent of no , majority of 89 percent are yes

CHART NO 4.2

Where do you purchase cosmetics ?

102 responses

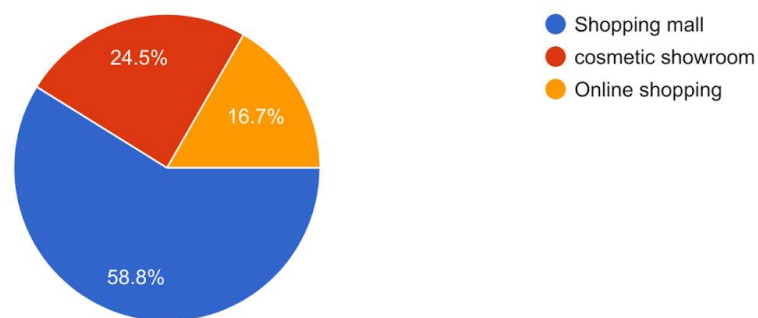


TABLE 4.3

What is your frequency of shopping ?

Frequency of shopping	No of respondents	percentage
Once a month	37	36.6
Twice a month	39	38.6
Once in six month	17	16.8
Once a year	8	7.9

Interpretation : From the above table interpreted at 37 percent are once a month , 39 are twice a month , 17 percent are once in six months and 8 percent of once a year . the majority of 39 percentage are twice a month .

CHART 4.3

What is your frequency of shopping ?
101 responses

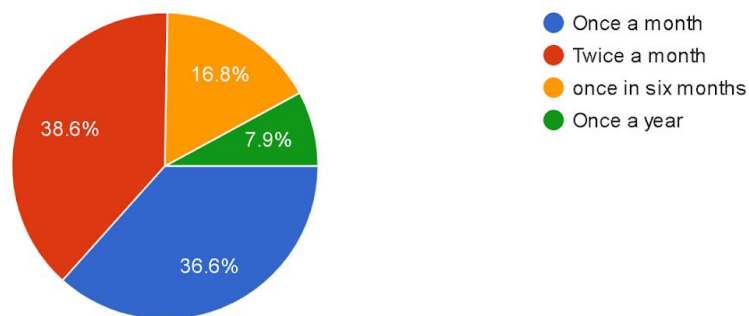


TABLE 4.4

Does Revlon makes a strong on your sense ?

Makes strong sense	No of respondents	percentage
Strongly Agree	28	27.7
Agree	52	51.5
Neutral	18	17.8
Disagree	3	3
Strongly Disagree	28	27.7

Interpretation: From the above table interpreted at 28 percent are strongly agree ,and 52 percent are agree and 18 percent are neutral and 3 percent are disagree and 28 percent are strongly disagree , the majority are 52 percent of agree

CHART 4.4

Does Revlon makes a strong on your sense
101 responses

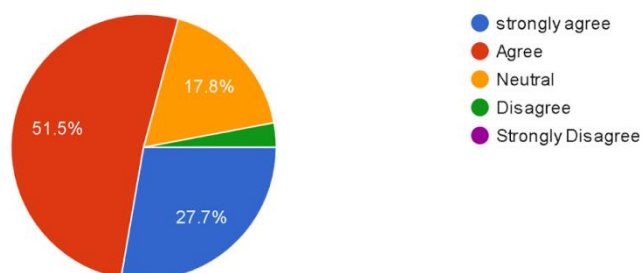


TABLE 4.5

Is Revlon is a part of social circles fashion choices ?

Social circle's fashion choices	No of respondents	percentage
Strongly Agree	38	37.6
Agree	45	44.6
Neutral	12	11.9
Disagree	6	5.9
Strongly Disagree	0	0

Interpretation : From the above interpreted at 38 percentage are strongly agree ,45 percent are agree ,12 percent of neutral and 6 percent of disagree ,and none of strongly agree, the majority of 45 percent are agree

Chart 4.5

Is Revlon is a part of social circle's fashion choices
101 responses

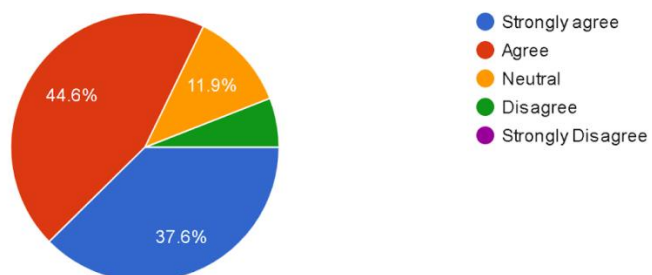


TABLE4.6

Does Revlon stimulates your curiosity ?

Stimulates your curiosity	No of respondents	Percentage
Strongly Agree	47	46.5
Agree	36	35.6
Neutral	15	14.9
Disagree	3	3

Interpretation: from the above table interpreted at 47 percentage of strongly agree 36 percent of agree , 15 percent of neutral and 3 percent of disagree . the majority of respondents are 47 percent of strongly agree

CHART 4.6

Does Revlon stimulates your curiosity
101 responses

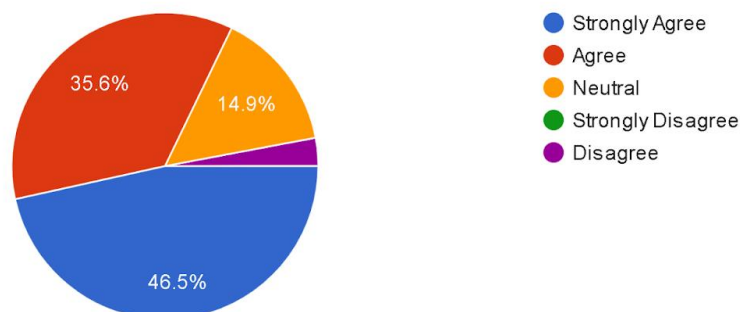


TABLE 4.7

Does Revlon helps in physical experience ?

Helps in physical experience	No of respondents	Percentage
Strongly agree	46	45.5
Agree	34	33.7
Neutral	17	16.8
Disagree	3	3
Strongly Disagree	1	1

Interpretation: from the above table interpreted at 46 percent of strongly agree and 34 percent of agree, 17 percent of neutral and 3 percent of disagree and 1 percent of strongly disagree the majority of respondents are 46 of strongly agree

CHART4.7

Does Revlon helps in result in physical experience ?

101 responses

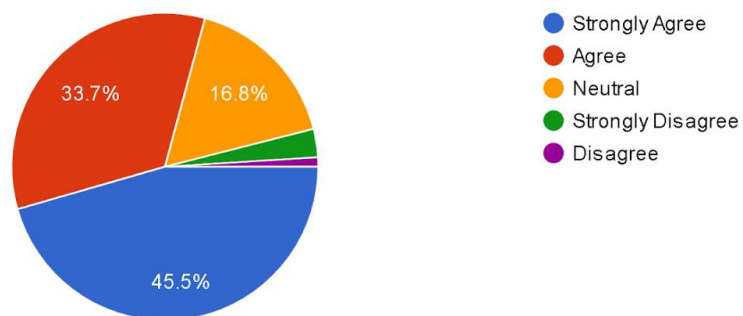


TABLE 4.8

Is Revlon is a emotional brand (Eg. Clinique happy) ?

Revlon is an emotional brand	No of respondents	percentage
Strongly Agree	44	43.6
Agree	31	30.7
Neutral	13	12.9
Disagree	8	7.9
Strongly Disagree	5	5

Interpretation: from the above table interpreted at 44 percentage of strongly agree and 31 percent of agree, 13 percentage of neutral and 8 percent of disagree and 5 percent of strongly disagree . the majority of 44 are strongly agree

CHART 4.8

Is Revlon is an emotional brand(Eg : Clinique happy)
101 responses

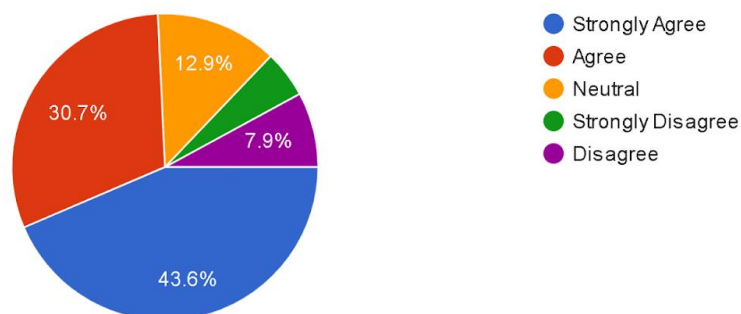


TABLE 4.9

Does Revlon appeal to your senses ?

Revlon appeal to your senses	No of respondents	Percentage
Strongly agree	35	34.7
Agree	43	42.6
Neutral	16	15.8
Disagree	4	4
Strongly Disagree	3	3

Interpretation: from the above table interpreted at 35 percent of strongly agree and 43 percent , 16 percent of neutral, 4 percent of disagree and 3 percent of strongly disagree . the majority of 43 percent respondents are agree

CHART 4.9

Does Revlon appeal to your senses
101 responses

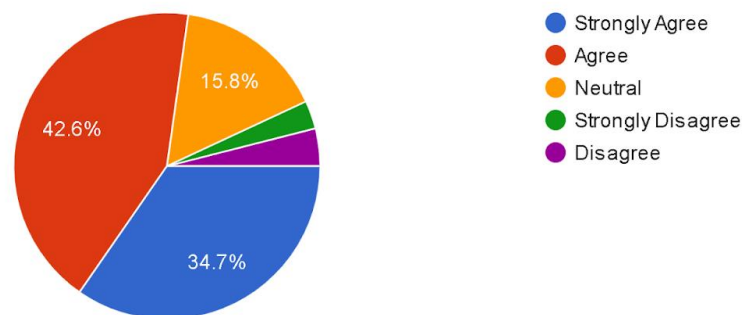


TABLE 4.10

Would you intend to continue to use this brand in future ?

Continue use of this brand	No of respondents	Percentage
Yes	58	57.4
No	22	21.8
May be	19	18.8
Strongly agree	1	1
Neutral	1	1

Interpretation: from the above table interpreted at 58 percent of yes, 22 percent of no , 19 percent of may be and 1 percent of strongly disagree and 1 percent of neutral . the majority of respondents are 58 percent of yes

CHART 4.10

Would you intend to continue to use this brand in future
101 responses

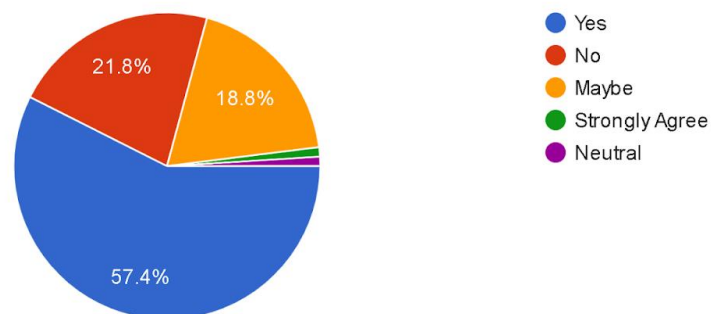


TABLE 4.11

Will you buy another brand if Revlon is not available to the store ?

Will you buy another brand	No of respondents	Percentage
Yes	55	54.5
No	24	23.8
May be	20	19.8
Agree	1	1
Neutral	1	1

Interpretation: from the above table interpreted at 55 percent are yes, 24 percent of no , 20 percent of may be , 1 percent of agree and 1 percent of neutral . the majority of the respondents are 55 percent of yes

CHART 4.11

Will you buy another brand if Revlon is not available to the store ?
101 responses

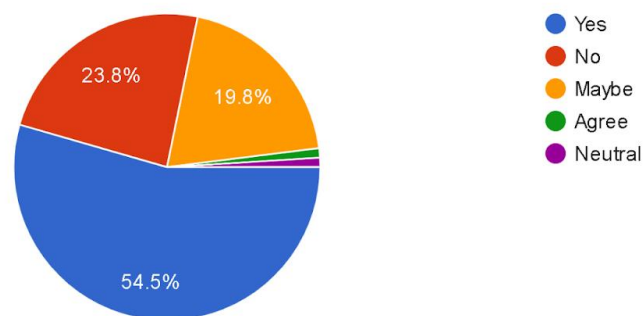


TABLE 4.12

Would you recommend this brand to others ?

Recommend this brand to other	No of respondents	Percentage
Yes	50	49.5
No	22	21.8
maybe	27	26.7

Interpretation: from the above table interpreted at 50 percent of yes , 22 percent of no , 27 of maybe . the majority of respondents are 50 percent of yes

CHART 4.12

Would you recommend this brand to others ?
101 responses

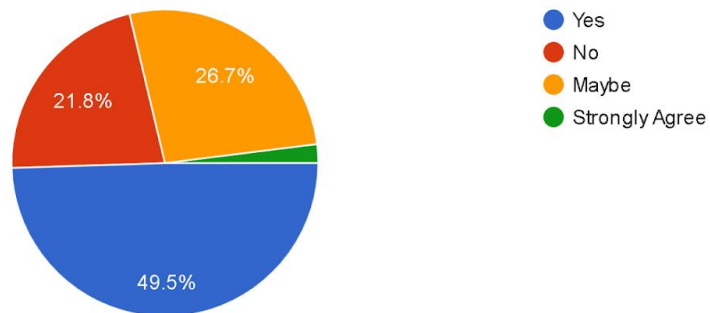


TABLE 4.13

Is this brand is value for the money ?

Value for money	No of respondents	Percentage
Strongly agree	31	30.7
Agree	37	36.6
Neutral	23	22.8
Disagree	2	2
Strongly Agree	8	7.9

Interpretation: from the above table interpreted at 31 percent of strongly agree , 37 percent of agree , 23 percent of neutral , 2 percent of disagree and 8 percent of strongly agree . the majority of the respondents are 37 percent of agree .

CHART 4.13

Is this brand is value for money ?

101 responses

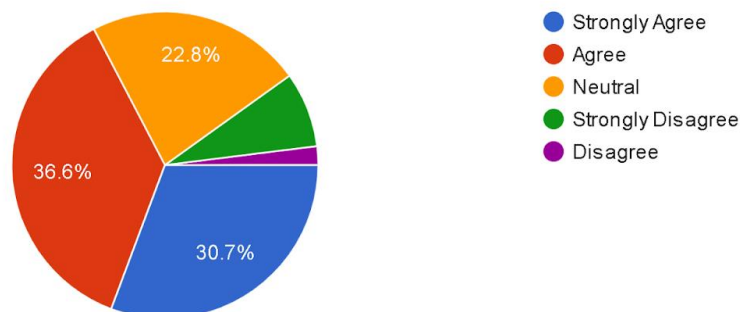


TABLE 4.14

Would you consider yourself loyal to this brand ?

Consider yourself loyal	No of respondents	Percentage
Strongly agree	40	39.6
Agree	40	39.6
Neutral	14	13.9
Strongly disagree	5	5
Disagree	2	2

Interpretation: from the above table interpreted at 40 percent of both agree and strongly agree , 14 percent of neutral and 5 percent of strongly disagree , 2 percent of disagree . the majority of respondents are both 40 percent of agree and strongly agree

CHART 4.14

Would you consider yourself loyal for this brand
101 responses

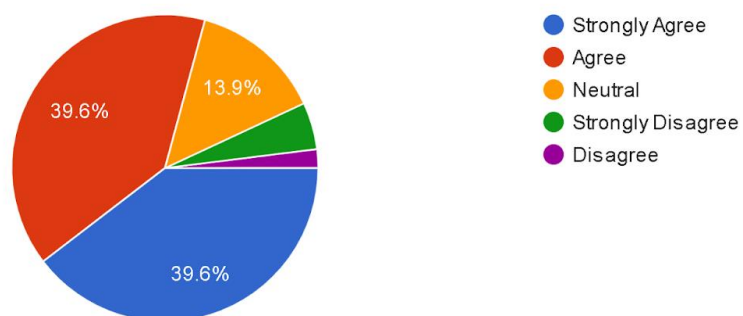


TABLE 4.16

Do you think buying this brand is a good decision?

Good decision	No of respondents	Percentage
Strongly agree	43	42.6
agree	40	39.6
Neutral	11	10.9
Strongly Disagree	6	5.9
Disagree	1	1

Interpretation: from the above table interpreted at 43 percent are strongly agree , 40 percent are agree , 11 of neutral , 6 percent of strongly disagree and 1 percent of disagree .the majority of respondents are 43 percent of strongly agree .

CHART 4.16

Do you think buying this brand is a good decision ?
101 responses

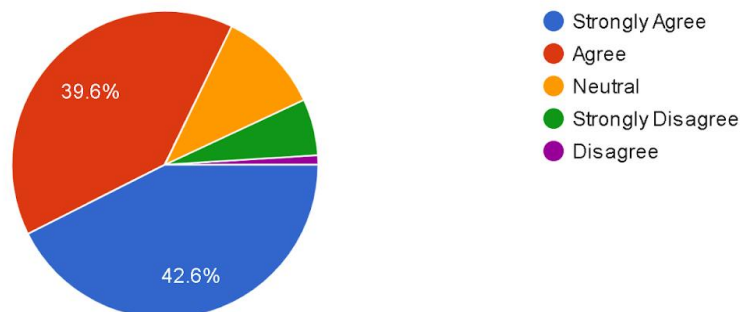


TABLE 4.17

What do you look first when you buy a cosmetic product?

What do you look first	No of respondent	percentage
Price	55	55.6
Feature	31	31.3
Others	13	13.3

interpretation: from the above table interpreted at 55 percent of price , 31 percent of feature and 13 percent of others . the majority of respondents are 55 percent of price

CHART 4.17

What do you look first when you buy a cosmetic product
99 responses

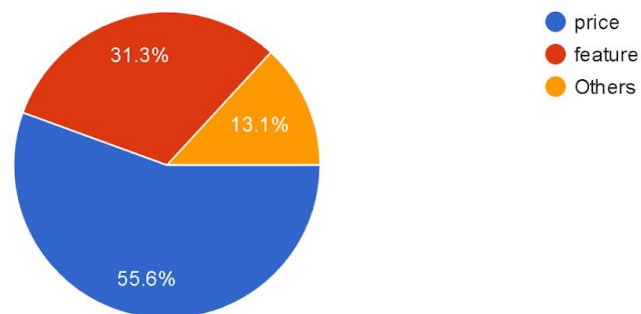


TABLE 4.18

Do you collect information before purchasing the product ?

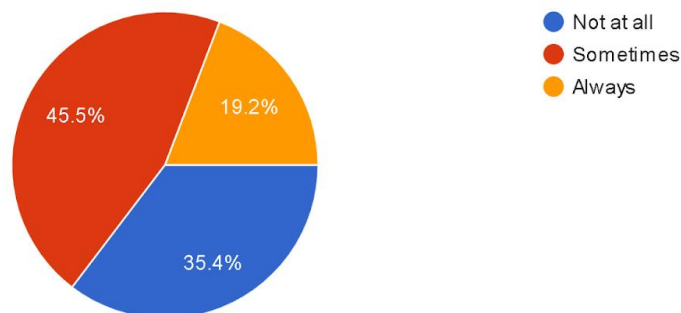
Do you collect information	No of respondents	percentage
Not at all	35	35.4
sometimes	45	45.5
always	19	19.2

Interpretation: from the above table interpreted at 35 percent of not at all , 45 percent of sometimes , 19 percent of always. the majority of respondents are 45 percent of sometimes

CHART 4.18

Do you collect information before purchasing the product ?

99 responses



4.2 STASTICAL ANALYSIS :

TEST (CHI - SQUARE) :

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.

HYPOTHESIS 1

HO: There is a significant difference between age and frequency of buying of cosmetic.

H1: There is no significant between age and frequency of buying of cosmetic

Crosstabs						
Case Processing Summary						
		Valid		Cases Missing		Total
		N	Percent	N	Percent	N
Age * VAR00002		102	100.0%	0	0.0%	102

Age * VAR00002 Crosstabulation						
		VAR00002				Total
		Once a month	Once a year	once in six months	Twice a month	
Age	17.00	Count	0	0	0	1
		% within Age	0.0%	0.0%	0.0%	100.0%
18.00	Count	2	0	1	1	4
	% within Age	50.0%	0.0%	25.0%	25.0%	100.0%
19.00	Count	2	0	1	2	5
	% within Age	40.0%	0.0%	20.0%	40.0%	100.0%
20.00	Count	7	2	3	2	14
	% within Age	50.0%	14.3%	21.4%	14.3%	100.0%
21.00	Count	0	1	3	3	7
	% within Age	0.0%	14.3%	42.9%	42.9%	100.0%
22.00	Count	0	0	1	0	1
	% within Age	0.0%	0.0%	100.0%	0.0%	100.0%
23.00	Count	1	0	0	2	3
	% within Age	33.3%	0.0%	0.0%	66.7%	100.0%
24.00	Count	3	0	1	4	8

	% within Age	50.0%	0.0%	50.0%	0.0%	100.0%
43.00	Count	1	0	0	1	2
	% within Age	50.0%	0.0%	0.0%	50.0%	100.0%
45.00	Count	0	1	0	0	1
	% within Age	0.0%	100.0%	0.0%	0.0%	100.0%
46.00	Count	0	0	0	2	2
	% within Age	0.0%	0.0%	0.0%	100.0%	100.0%
47.00	Count	1	0	0	0	1
	% within Age	100.0%	0.0%	0.0%	0.0%	100.0%
48.00	Count	1	0	0	1	2
	% within Age	50.0%	0.0%	0.0%	50.0%	100.0%
52.00	Count	0	1	0	1	2
	% within Age	0.0%	50.0%	0.0%	50.0%	100.0%
Total	Count	37	8	18	39	102
	% within Age	36.3%	7.8%	17.6%	38.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	78.156 ^a	90	.809
Likelihood Ratio	81.259	90	.734
N of Valid Cases	102		

a. 122 cells (98.4%) have expected count less than 5. The minimum expected count is .08.

The alpha value is 0.05 and then the p value is .809. Hence the p value is greater than the alpha value . Therefore null hypothesis cannot be rejected , therefore the significant difference between age and frequency of buying of cosmetic .

CHAPTER-5

5. FINDINGS , SUGSESSION , CONCLUSION :

5.1 FINDINGS :

- The majority of 70 percent respondents are male .
- The majority of 89 percent are yes .
- The majority of 60 percent respondent are shopping mall .
- The majority of 39 percentage are twice a month .
- The majority are 52 percent of agree to make sense.
- The majority of 45 percent are agree to make a part of social circle's fashion .
- The majority of respondents are 47 percent of strongly agree to stimulate their curiosity .
- The majority of respondents are 46 of strongly agree to result in physical experience.
- The majority of 44 are strongly agree that revlon is an emotional brand
- The majority of 43 percent respondents are agree that revlon appeal to their senses .
- The majority of respondents are 58 percent of yes to intend to use this brand in future .
- The majority of the respondents are 55 percent of yes will buy another brand if revlon is not available in the store .

- The majority of respondents are 50 percent of yes will recommend this brand to others.
- The majority of the respondents are 37 percent of agree .that brand is value for money .
- The majority of respondents are both 40 percent of agree and strongly agree that royal to the brand .
- The majority of respondents are 43 percent of strongly agree that buying the brand is good decision .
- The majority of respondents are 55 percent of price to buy a cosmetic product .
- The majority of respondents are 45 percent of sometimes have agreed to buy information before buying the product .
- The majority of respondents are 51 percent of discount motivates to purchase cosmetics in revlon .

5.2 SUGGESTIONS :

- The knowledge about the revlon and impact about the product should be grown .
- The online shopping should be encouraged .
- The advertisement of the product should be done in large level
- The prices of the product can be reduced.
- I recommend to reduce the amount of chemical present in the product.

5.3 CONCLUSION:

- After studying the study on consumer perception of retail business - Revlon i have came to know about every product may had some problem like skin irritation , Burning of skin , pimples , because of this problems some people are afraid to buy this product, at the same time the prices of the product are too high so some people can't able to afford it .
- And the same time the advertisement of the Revlon products should be done in larger level in order to attain the achievement of the company .

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APPENNDIX:

QUESTIONNAIRES :

1. EMAIL :

2 . NAME

3. AGE

4.GENDER

- (a)Male
- (b)Female
- (c) Others

6. Are you a cosmetic brand user ?

- (a)Yes
- (b)No

6.Where do you purchase cosmetics ?

- (a) Shopping mall
- (b) Cosmetic showroom

(c) Online shopping

7 . What is your frequency of shopping ?

- (a) Once a month
- (b) Twice a month
- (c) Once in six month
- (d) Once a year

8 . Does Revlon makes a strong on your sense ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

9. Is Revlon is a part of social circle's fashion choices?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

10. Does Revlon stimulates your curiosity ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

11.Does Revlon helps in result in physical experience ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

12. Is Revlon is an emotional brand (eg. Clinique happy)?

- (a)strongly Agree
- (b) Agree
- (C) Neutral

- (d) Disagree
- (e) Strongly Disagree

13. Does Revlon appeal to your senses ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

14. Would you intend to use this brand in future ?

- (a) Yes
- (b) No
- (c) May be

15. Will you buy another brand if Revlon is not available to the store ?

- (a) Yes
- (b) No
- (c) May be

16. Would you recommend this brand to others ?

- (a) Yes
- (b) No
- (c) May be

17. Is this brand is value for the money ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

18. Would you consider yourself loyal to this brand ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

19. Are you satisfied with this brand ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

20. Do you think buying this brand is a good decision ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

21. What do you look first when you buy a cosmetic product ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

22. Do you collect information before purchasing the product ?

- (a)strongly Agree
- (b) Agree
- (C) Neutral
- (d) Disagree
- (e) Strongly Disagree

23. Which factor influence the most while choosing the cosmetic product ?

- (a) Family
- (b) Advertisemnt
- (c) Habit

24. What motivates you to purchase cosmetics in Revlon ?

- (a) Discount
- (b) Trend
- (c) Advertisement

