

A STUDY ON CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS

Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

By

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BACHELOR OF COMMERCE

SCHOOL OF BUSINESS ADMINISTRATION

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC I 12B Status by UGC I
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of DANUSHA. P (39740077) who has done the Project work entitled **"A STUDY ON CONSUMER BEHAVIOUR TOWARD COSMETIC PRODUCTS"** under my supervision from December 2021 to February 2022.

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Internal examiner

External examiner

DECLARATION

I **DANUSHA. P** (39740077) hereby declare that the Project Report entitled “**A STUDY ON CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS**” done by me under the guidance of **Dr.S.JOYCE** Department of Management Studies is submitted in partial fulfillment of the requirements for the award of a Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

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ABSTRACT

The Cosmetic industry has been growing at the rate of 20% per annum approximately and is currently standing at US\$950 million in India. It comes under the sustainable development goals 2030 laid by the UNDP under the industry, innovation and infrastructure. The purpose of this paper to analyze the factors which influence the purchase of cosmetic products among Indian consumers. The objective of the study is to find the correlation among the factors and income and to find the extent of dependence between the significant factors and purchase of cosmetic products (the explanatory variable). Snowball sampling method has been adapted for the study and primary data from 100 respondents has been collected in this regard, from the cosmetic product users of Delhi-NCR which was returned with a response rate of 100%. Demographic features like age, gender, income, occupation are used and various statements to find the awareness and attitudes are analyzed using pie charts and bar graphs. The findings of the paper focus on the decision-making of the consumers. It has been seen that social factors majorly influence the consumers purchase decision regarding cosmetic products.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Consumer behaviour is a process in its early stages of development, the field was often referred to as buyer behavior, reflecting an emphasis on the interaction between consumers and producers at the time of purchase. Marketers now recognize that consumer behaviour is an ongoing process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or service. If marketer wants concrete positioning than the priority is to identify the consumers' buying behavior and marketer will be in better position to target that products and services to consumer. Buying behavior is focused towards the needs of individual, group and organization. So, requirement is to have proper understanding related to relevance of those needs with consumers buying behavior. It is important to determine the interaction of consumer with the marketing mix to understand the consumer buying behavior. The reason behind that is the psychology of each individual towards products and services differ according to the culture, attitude, past learning and perception. On the basis of that consumers make further decision regarding whether to purchase or not and from where to buy the product that the consumer prefers. Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. If marketer wants concrete positioning than the priority is to identify the consumers' buying behavior and marketer will be in better position to target that products and services to consumer. Buying behavior is focused towards the needs of individual, group and organization. So, requirement is to have proper understanding related to relevance of those needs with consumers buying behavior. It is important to

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1.2 OBJECTIVE OF THE STUDY:

- To study the demographic profile of the Women Consumers and their preference for cosmetics.
- To study factors affecting buyers decision for purchasing cosmetic products.
- To study the attitudes towards the usage of cosmetics.
- To study purchase pattern of consumer for cosmetic products.

1.3 SCOPE OF THE STUDY:

- The present study focuses on the behaviour of cosmetic consumers, which includes the factors influencing the cosmetic buyers, the attitude of the users of cosmetic products and reason for using cosmetic products.
- This study covers all types of women consumers who use the three types of cosmetics that are eye care, skincare and hair care. The study also focuses on the behaviour of women who purchase cosmetics and use them in the geographical area of Chennai district, without discrimination of age, income, education, occupation and place of residence.
- The study analyses the purchase patterns and spending styles of people belonging to different segments of Cosmetic consumers in Chennai City.

1.4 LIMITATIONS OF THE STUDY:

- Time is the major limitation, which has affected the inferences drawn in the study.
- Some of the respondents were reluctant to share the information with the researcher.
- The study covers only the Chennai city
- The study is limited to 100 responses of Cosmetic consumers in Chennai city.
- The study has been conducted based on the responses of the selected respondents of Chennai city.
- The study covers three broad areas – skin care, hair care, eye care products. An array of cosmetic products that flood the market comes under these three categories. But this study covers only three categories under cosmetics. These skin care, eye care and hair care products were exclusively used by the women population only, so men were not included in this study.

1.5 STATEMENT OF THE PROBLEM:

Consumer behaviour refers to the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect to satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. It is the fundamental ingredient in the modern marketing methodology. The behavioural aspect of a human being is linked with many factors like personal thinking, social expectations, constraints, motivations and so on. Since the parameters are very wide, the buying behaviour keeps on changing. Several studies have been made on consumer behaviour towards many products Since Vellore has people following different religions, speaking different languages and pursuing different life styles, it has no unique feature to represent as a whole, regarding consumer behaviour. Some studies have been made in Vellore on consumer behaviour

on cosmetics categorizing all the cosmetic products under one roof. So far no study has been done in the Consumer buying behavior of Cosmetics for Women.

1.6 NEED FOR THE STUDY:

- The primary objective of the study is to identify the factors that affect the consumer's behavior towards cosmetic products so that it could help the Industry to maintain their place in the market and can meet the required demands of the consumer regarding a particular product. In this way, they could retain their existing customers and can even increase their customers.
- This study identifies not only the factors that affect the consumers behavior for the purchase of cosmetics but also provides an answer to the question that who are the users of such products by taking into account the demographic variables like age, gender, income and occupation and also examines the influence of various factors on the consumer while purchasing cosmetic products.

1.7 RATIONALE OF THE STUDY:

- The primary objective of the study is to identify the factors that affect the consumer's behavior towards cosmetic products so that it could help the Industry to maintain their place in the market and can meet the required demands of the consumer regarding a particular product. In this way, they could retain their existing customers and can even increase their customers.
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1.8 INDUSTRY PROFILE:

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.sume.

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 companies are Johnson & Johnson, L'Oreal Paris, Gillette, Neutrogena, Nivea and Chanel, Inc.[citation needed] 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 Eurostaf – May 2007)

CHAPTER 2

REVIEW OF LITERATURE

Studies on consumer behavior are reviewed below:

Kumar, S. (2003) revealed that the majority of the consumers were highly enlightened and were concerned about the quality of the products. He also revealed that the consumers, uniformly in urban and rural areas, desired to have quality products at reasonable prices and trusted more on the advice of the retailers.

Vikas Saraf (2003), in his study has found that brands are successful because the people prefer branded products to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgments. Customers can then rely on chosen brands to guarantee standard quality and services. People believe that the brand itself is something that changes consumer behaviour.

Gaur, S.S and Vaheed, K.A. (2002) observed that consumers' buying behaviour normally included the less observable decision process that accompany consumption including where, how often and under what conditions consumers made their purchase of desired goods and services.

Rodge T.R. (2001) in his study, "Influence of advertisement on consumers of different age groups and areas" found that rural consumers attached more importance to the advertisement and its impact, as compared to urban consumers. He also point out that rural consumers are more influenced by electronic media than print media. Cosmetics Industry.

Gilaninia et al. (2013), According to him, consumer behavior has seven key points:

1. Consumer behavior is stimulated: Consumer behavior is driven to achieve a specific purpose. Satisfying needs is the goal.
2. Consumer behavior comprises of many activities: activities such as searching for, purchasing, using, evaluating, and disposing of products and services.

3. Consumer behavior is a process: Process of selection, acquisition, utilization, and withdrawal of goods or services indicates the procedures of consumer behavior. Consuming process entails three steps: pre-purchase activities, purchasing activities and the post-purchase activities.
4. Consumer behavior includes various roles: In any specific situation, a consumer can play multiple roles. Also, for any particular purchase, there may be more than one person involved in one or more roles.
5. Consumer behavior is different in terms of time and complexity: The “number of activities” increase the complexity. Time and complexity associated together translates to decision being more complex and time consuming.
6. Consumer behavior is influenced by external factors: Some of the external factors that influence consumer behavior include culture, social class, family, reference groups etc.
7. Different people have different behavior: Marketers utilize market segmentation according to the unique behaviors of different people.

Sivagami T. (2016) studied consumer purchase decision behavior towards cosmetic marketing. The aim of the study was to study consumer behavior marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. Sample size was 200. Direct Interview method was adopted to collect data. Simple and bi-variety tables were prepared from information collected. Percentage Analysis was used for analysing data. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufactures need to identify the need before marketing the

Khandagale A (2015) studied consumer buying behavior towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase

pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision.

Tamizhjyothi K(2014) studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behavior and to identify the important factors that determine the buying behavior.

Dr. S Anandrajan and T. Sivagami 2003,the study was done to find out the influence of various media in motivating the consumers particular brand of cosmetics and to know how the marketing strategy influences the buying behavior of the consumers. The results showed that consumers are aware about the cosmetic products and are slowly shifting towards organic/ ayurvedic based cosmetics.

Kruti Bhatt and Peenal Sankhla 2010,the study aimed at identifying the major factors motivating consumer buying decision toward cosmetic products and to study the attitude, preference and intentions of consumers while deciding for their purchase. Lastly, the researcher aimed to identify the most preferred cosmetic brand by respondents. The results showed that people consider quality as the most important factor to purchase cosmetics and majority of people do not prefer paying high amount to buy such products.

P. Rameshwari, R. Mathivanan and M. Jeganathan 2004,the study aimed at investigating the various factors that have impact on buying decisions of consumers. The results showed that marketers were required to look for buying habits, preferences, tastes, likes and dislikes of consumers and then the policies should be made. Lastly, the consumers were found to be more quality conscious and brand loyal.

M. Banu Rekha and K. Gokila 2000,the research aimed at studying the awareness of consumers towards herbal products and find out the factors influencing their purchase of herbal products. The results showed that there is a positive correlation between the 2 factors i.e., family income (per annum) and spending cosmetics per month. Also, majority of the consumers were found to be brand loyal and quality specific.

Dr. T Nagananthi and M. Mahalakshmi 2006,the study aimed at building a relationship between the demographic factors with the brand preference of respondents towards branded cosmetic products. The results showed that consumers prefer purely herbal or non-chemical make-up and care cosmetics. And the study concluded that there is no relationship between income and spending on cosmetic per month by consumers.

Dr. Vibhuti, Dr. Ajay Kumar Tyagi and Vivek Pandey 2003,the research was carried out to understand the concept and scope of FMCG products for better marketing and identifying the factors influencing consumer behavior. The results showed that consumer is largely influenced by place, product, price, promotion and physiological factors but the effect varies form product to product.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN:

The research is descriptive in nature. This research identifies the factors affecting and consumer behaviour towards cosmetic products.

3.2 SOURCES OF DATA:

The study is based on primary data & secondary data has been collected by using a questionnaire and the secondary data has been collected from books, journals, magazines and the internet etc.

3.3 STRUCTURE OF QUESTIONNAIRE:

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains Direct questions Close end questions Dichotomous questions Multiple choice questions

3.4 SAMPLE SIZE:

Nearly 100 respondents from Chennai District were selected for the study.

3.5 SAMPLING TECHNIQUE:

The convenience survey method has been followed for collecting responses from the respondents.

3.6 PERIOD OF THE STUDY:

The study was conducted for a period of 3 months starting from December 2021 to February 2022.

3.7 HYPOTHESIS:

- Advertisement and buying decision have significant relationship
- Cosmetic brand and buying decision have a significant relationship
- Need for the product and buying decision have a significant relationship
- Internet and buying decision have significant relationship

CHAPTER 4

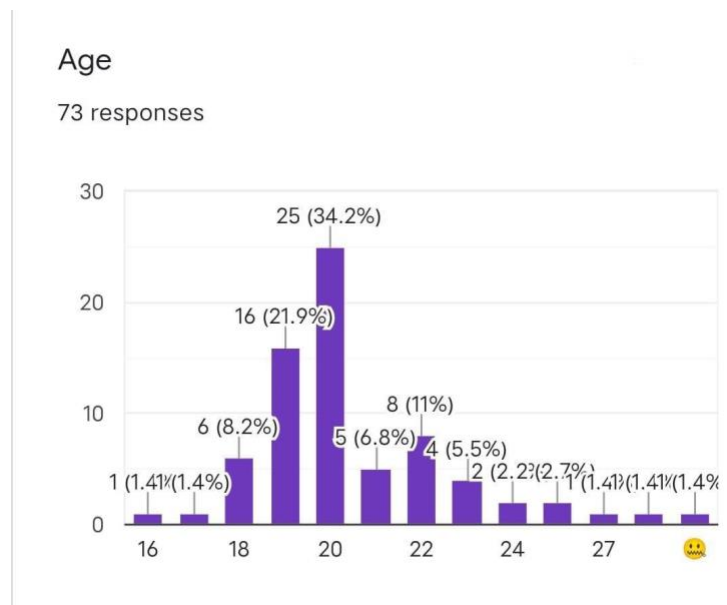
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 Table showing age of the respondents

Age	Respondents	Percentage
0-20	23	31%
20-100	50	69%

4.1.1 Chart depicting the Age of the respondents:



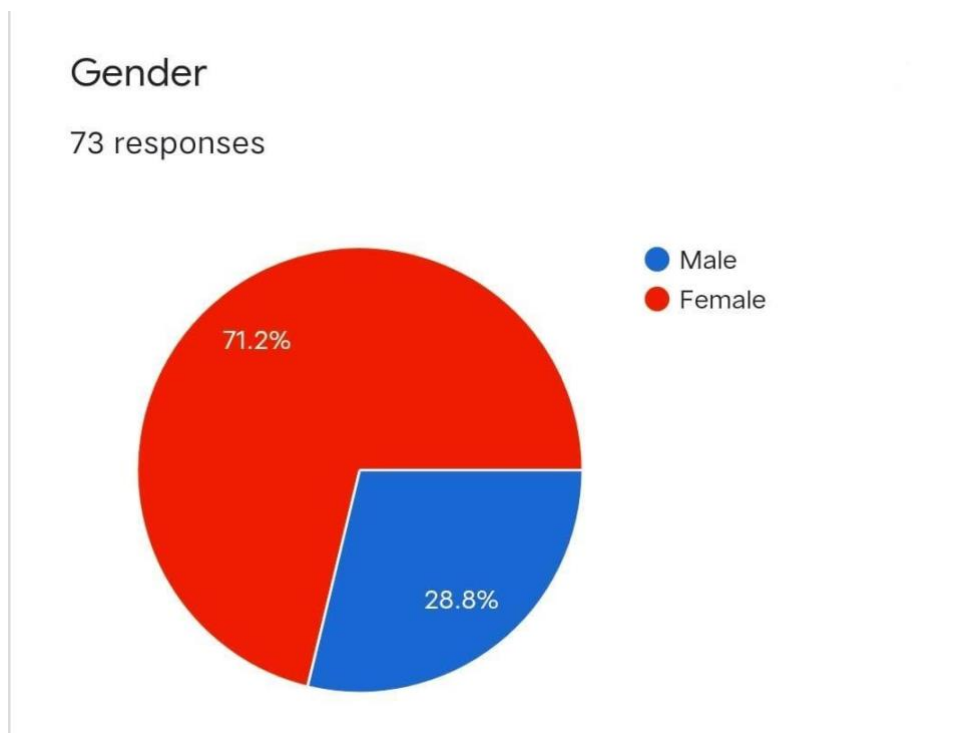
Interpretation

From the above table it is interpreted that the 25% of the respondents age lies on 20.

4.1.2 Table showing gender of the respondents:

Gender	Respondents	Percentage
Male	53	71%
Female	20	28%

4.1.2 Chart showing gender of the respondents



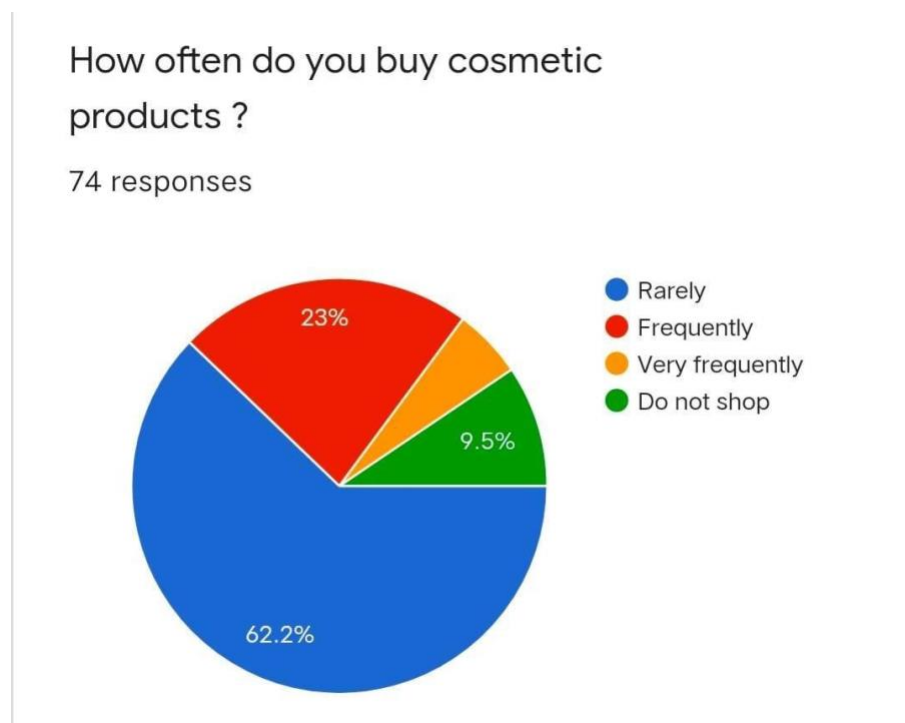
Interpretation

From the above table it is interpreted that 71% of the respondents are female and 28.8% are female.

4.1.3 Table showing the frequency buying of respondents

Frequency of buying	Respondents	Percentage
Rarely	47	62%
Frequently	18	23%
Very frequently	0	0%
Do not shop	9	9.5%

4.1.3 Chart depicting the frequency buying of respondents



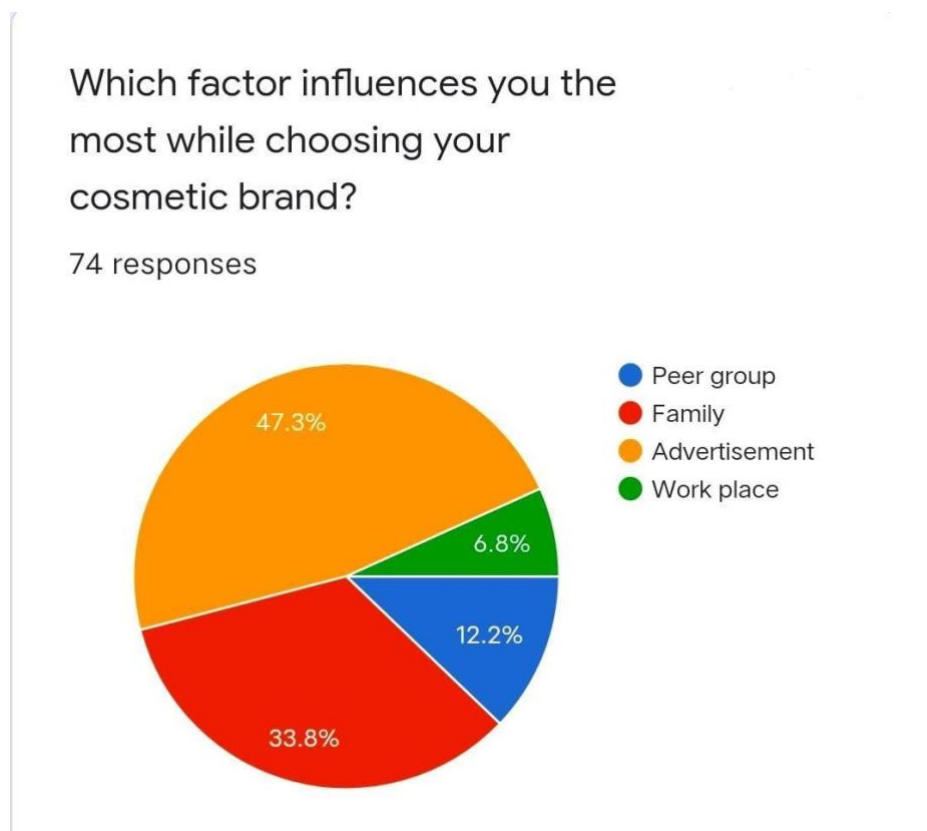
Interpretation

From the above table, it is interpreted that 62.2% of the respondents buy products rarely and 23% of the respondents buy frequently.

4.1.4 Table showing factors influencing the consumers

Factor influencing	Respondents	Percentage
Peer group	9	12.2%
Family	24	33.3%
Advertisement	35	47%
Workplace	6	6.8%

4.1.4 Chart depicting factors influencing the consumers



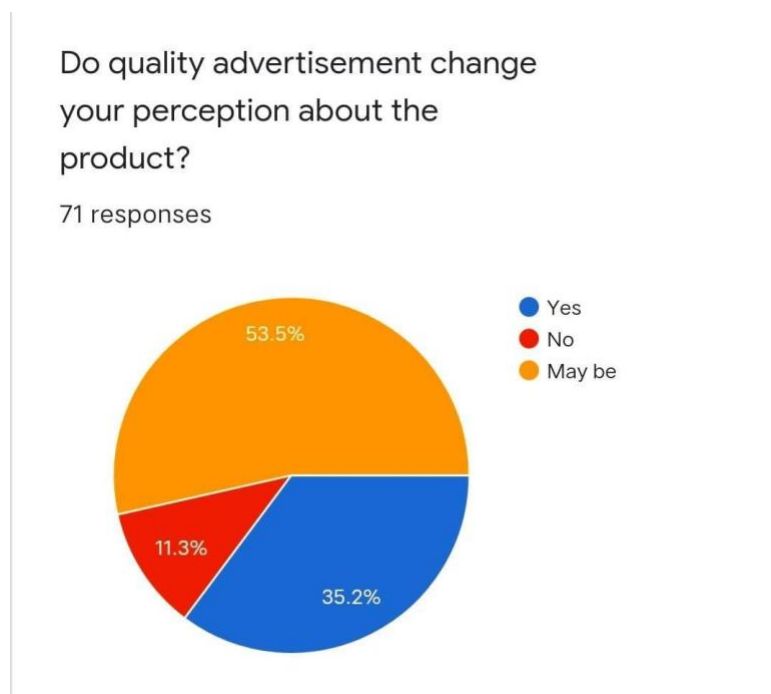
Interpretation

From the above table it is interpreted that 47.3% stated that advertisement influences them to buy cosmetics and 33% of the respondents stated that family influences them to purchase.

4.1.5 Table showing advertisement perception

Advertisement perception	Respondents	Percentage
Yes	25	35%
No	8	11.3%
Maybe	38	53.5%

4.1.5 Chart depicting advertisement perception



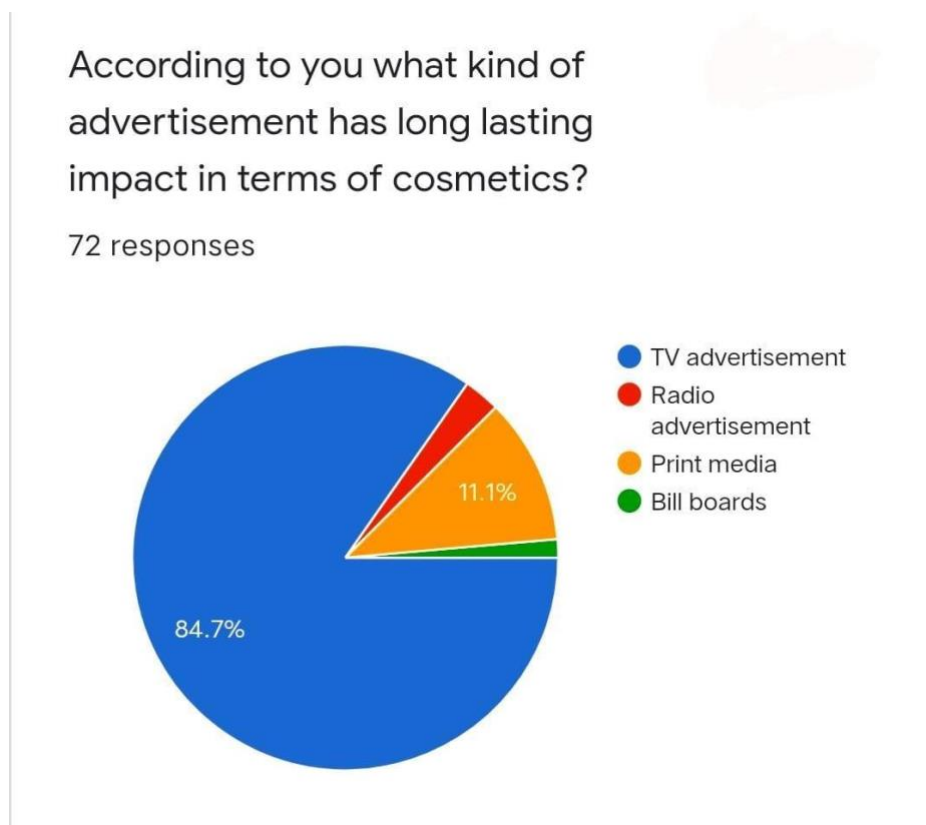
Interpretation

It is interpreted that 35.2% of the respondents prefer to buy the products after watching quality advertisements.

4.1.6 Table showing lasting impacts

Lasting impacts	Respondents	Percentage
TV advertisement	61	84%
Radio	0	0%
Print media	8	11%
Billboards		0%

4.1.6 Chart depicting lasting impacts



Interpretation

Nearly 84% of the respondents stated that Tv advertisement has long lasting in terms of cosmetics

4.1.7 Table showing first impression while purchasing

First impression	Respondents	Percentage
Price	22	29.9%
Features	19	26.4%
Brand	32	44.4%

4.1.7 Chart depicting the first impression while purchasing



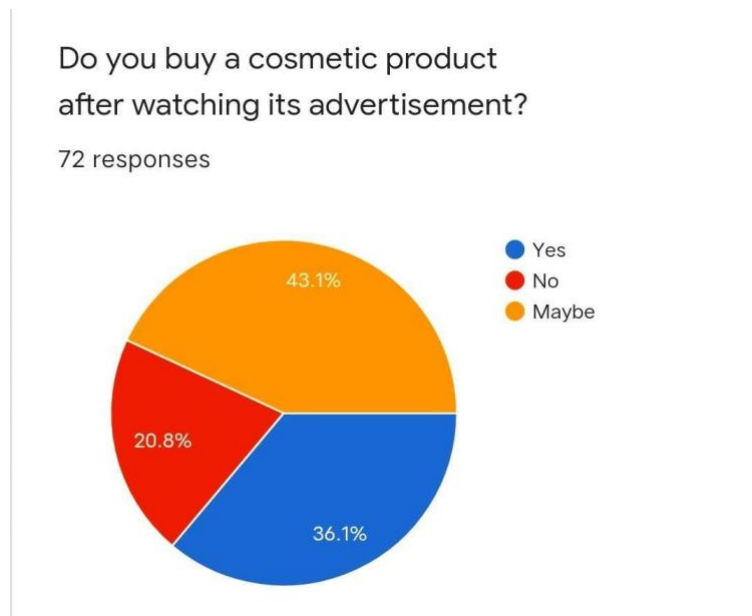
Interpretation

From the above table it is interpreted that 44% of the respondents will look the brand first while purchasing and 29% of the respondents will look price first while purchasing.

4.1.8 Table showing purchasing products after watching it's advertisement

Purchasing after advertisement	Respondents	Percentage
Yes	26	36.1%
No	14	20.8%
Maybe	31	43.1%

4.1.8 Chart depicting purchasing products after watching its advertisement



Interpretation

From the about table that is interpreted that 36.1 % of the respondents buy the products after watching it advertisement and 20.8% will never buy after watching its advertisement.

4.1.9 Table showing motivates the purchasing process:

Motivation	Respondents	Percentage
Discount	16	21.9%
Latest trend	17	23.3%
Need for the product	38	50.7%

4.1.9 chart depicting what motivates the purchasing process



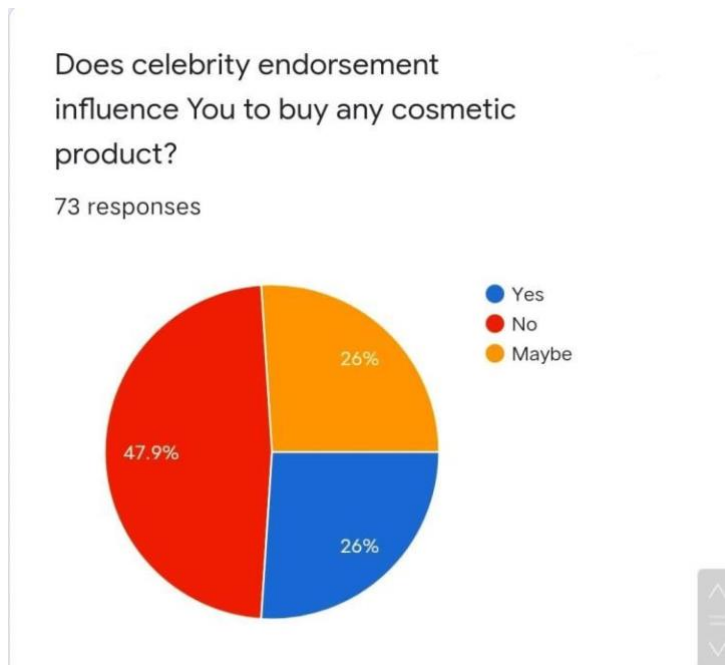
Interpretation

From the above table it is interpreted that nearly half of the percentage of the respondents stated that need for the product is the reason for them to purchase and 23 percentage of the respondent stated that they will purchase according to the trend

4.1.10 Table showing celebrity endorsement

Celebrity endorsement	Respondents	Percentage
Yes	19	26%
No	35	47.9%
Maybe	19	26%

4.1.11 Chart depicting celebrity endorsement



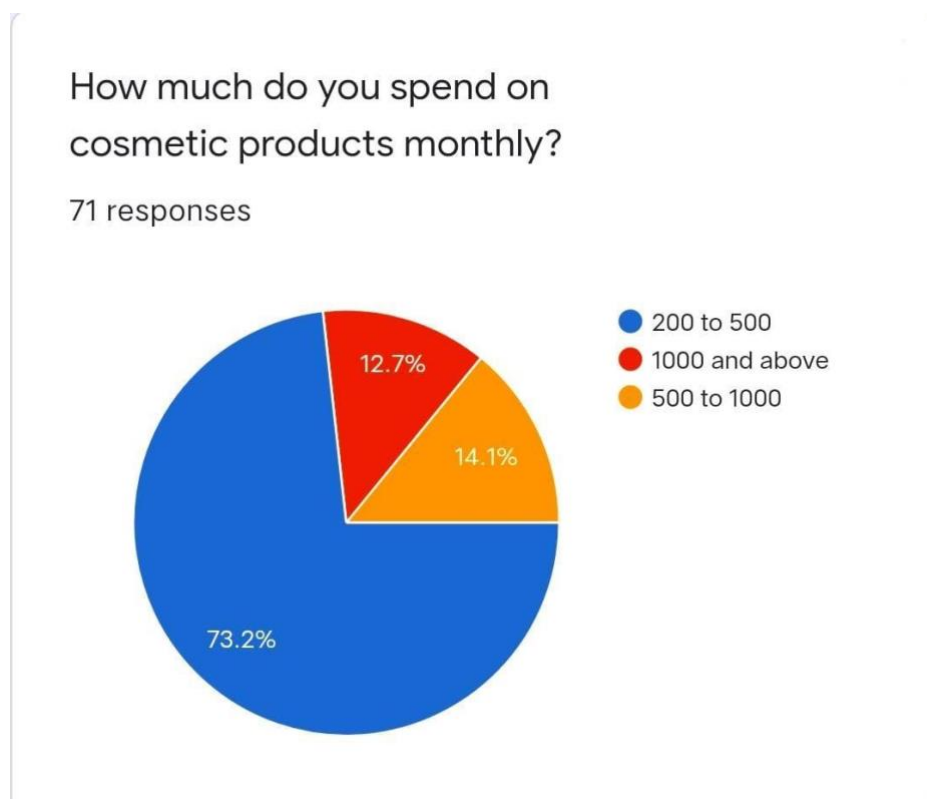
Interpretation

From the above table it is interpreted that 47% of the respondents never buy the products because of celebrity endorsement influence and 26% of the respondents stated that they will buy after celebrity endorsement influence

4.1.12 Table showing expenses on products

Expenses on products	Respondents	Percentage
200-500	52	73.2%
1000 and above	9	12.7%
500 to 1000	10	14.1%

4.1.12 depicting expenses on products



Interpretation

73% of the respondents will buy the products from 200-500 and 12% of the respondents will buy above 1000

4.1.13 Table showing purchasing places

Purchasing places	Respondents	Percentage
Internet	26	35.6%
Shopping mall	17	23.3%
Permanent shop	25	34.2%

4.1.13 Chart depicting purchasing places



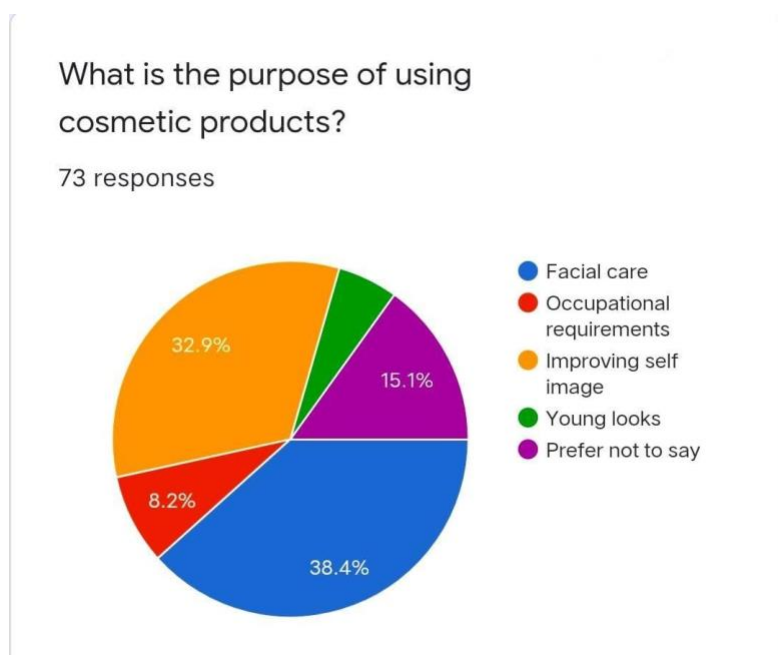
Interpretation

35% of the respondents are prefer to buy the products from internet and 32% of the respondents prefer to buy from permanent shops

4.1.14 Table showing purpose of using products

Purpose	Respondents	Percentage
Facial care	28	38.4%
Improving self image	23	32.9%
Prefer not to say	11	15.1%
Occupational	6	8.2%

4.1.14 Chart depicting purpose of using products



Interpretation

38% of the respondents use cosmetic products for facial care and 32 percentage of the respondents use for improving self image.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- It was found that majority of the respondents age lies on 20
- It was found that 71% of the respondents are male and 28% of the respondents are female
- It was found that 62% of the respondents purchase products rarely and 23% of the respondents purchase products frequently and 9.5% of the respondents do not shop
- It was found that 33.3% of the respondents get influence by family and 47.1% of the respondents by advertisement
- It was found that 84% of the respondents stated that TV advertisement have long lasting impacts and 11% of the respondents stated that print media have long lasting impacts
- It was found that majority of the people look the brand first while purchasing
- It was found that 36% of the respondents purchase products after watching it advertisement
- It was found that 50% of the respondents have need for the product
- It was found that 47.9% of the respondents didn't get the celebrity endorsement
- It was found that 73% of the respondent spend 200 to 500 and 14% spend 500 1000
- It was found that 35% of the respondents purchase products from internet and 34.2% of the respondents purchase from permanent shops

5.2 SUGGESTIONS:

- A company should market exclusive cosmetic products for male consumers.
- A marketer should build up a prompt distribution channel to avoid the
- problem of non – availability of products.
- A proper communication should be created with doctors, and beauticians and should involve in advertisement to make them more attractive, affective and reliable.
- Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own

5.3 CONCLUSION:

- The Cosmetic Industry forms a major portion of the entire market in the world.
- Indian cosmetic industry includes all kinds of make –up products, soaps, tooth-paste etc. and since 1990s after liberalization; this industry has gained the momentum, touching the mountains and the clouds.
- The growth is expected to grow at 20% per annum and this growth is majorly expected from increased demand of the herbal or the organic
- products (with the introduction of Patanjali Products).
- Many new companies are building their new role and finding a new place in this industry and the old ones are trying to increase their respective shares in the market.

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QUESTIONNAIRE

1)NAME

2)AGE

3)GENDER

4)How often do you buy cosmetic products

- Rarely
- Frequently
- Very frequently
- Do not shop

5)Which factor influences you the most while choosing your brand?

- Peer group
- Advertisement
- Family
- Work place

6)Do quality advertisement change your perception about the product

- Yes
- No
- Maybe

7)According to you what kind of advertisement has long lasting impacts?

- TV advertisement
- Radio advertisement
- Print media

Bill boards

8)What do you look first when you buy a product?

- Price
- Advertisement
- Features
- Packaging
- Brand

9) Do you buy products after watching advertisement?

- Yes
- No
- Maybe

10)What motivates your purchasing process?

- Discount
- Latest trend
- Advertisement
- Need for the product

11) Does celebrity endorsement influence You to buy any cosmetic product?

- Yes
- No
- Maybe

12)How much do you spend on cosmetic products monthly?

- 200-500
- 500-1000
- 1000 and above

13) From which place you prefer to purchase the cosmetic product?

- Permanent shops
- Cooperative bazars
- Internet
- Permanent shops

14)How frequently you purchase the cosmetic products?

- Daily
- Weekly
- Monthly
- Never

14)What is the purpose of using cosmetic products?

- Facial care
- Occupational requirements
- Prefer not to say
- Improving self image
- Young looks

