INFLUENCE OF PROMOTIONAL MIX ON CONSUMER BUYING BEHAVIOUR OF COSMETIC PRODUCTS- A STUDY WITH SPECIAL REFERENCE TOTHENI DISTRICT

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Abstract

Generally cosmetic products are referred as care substances which can be made of chemicals compounds or natural substances to enhance appearance and odour of human body. These cosmetic products beautify human appearance, today cosmetic products are in great demand because of self-consciousness and self-personality aspects which are closely linked with human life. The purpose of this study is to investigate factors influences on consumers purchase decision on cosmetic products in Theni District. The questionnaires were given 500 consumers who are all using cosmetics. Out of 300 consumers were selected with required coverage and details.

The instruments of this study involved two parts: The first section of the instruments consisted of forced choice questions about demographic characteristics. Age, gender, education, occupation, monthly income level and no of members in the family. The second section variables chosen for this study in order to measure the influence of consumer buying behaviour in cosmetic products. The statistical package for the social science (spss) software was used to complete the analysis of the collected data. Random sampling and convenience sampling are used for the study. Tools and techniques used are simple percentage, factor analysis, garret ranking technique were implemented in order to investigate the buying behaviour of cosmetic respondents, chi-square analysis were used to determine whether any significant relationship exists among respondents. In addition ,the 5% level of statistical significance was set at all the statistical test in the present study. In the end of the study implications and conclusion were provided.

Keywords: purchase decision,customer satisfaction, problem of cosmetic product users.

I. Introduction

Indian cosmetic industry is growing in terms of product development and marketing .The preference of Indian consumers is changing from the merely "functional" products to more' advanced and specialized, cosmetic items. The average annual spending of Indian consumers on cosmetics in2011 is just over us$3.India in cosmetics, saw its value share rising from 27%in 2005 to 31% in 2014 and are likely to continue to surge ahead over the forecast period.

Generally, cosmetic products are referred as care substances which can be made of chemical compounds or natural substances to enhance appearance and odour of human body. These cosmetic products beautify human appearance. Today, cosmetic products are in greater demand because of self-consciousness & self-personality aspects which are closely linked with human life. As per the US Food and Drug Administration, cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions.".

Consumers buy products according to their needs, preferences and buying power. Consumer buying behavior depends on his perception, self-concept, social and cultural background and their age and family cycle, their attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external specifically, the attitudes of consumers can have a significant effect on buying behaviour.

II . Statement of Research Problem

Flourishing cosmetic industry necessitates a marketer to know the current trend of Indian cosmetic brands among youth. As per the recent survey by RNCOS, cosmetic industry is really doing well and at the boom stage due to the influence of western philosophy, cultures, aggressive marketing of cosmetic brand, concern for own beauty and personality. The Indian Cosmetic market is likely to register a compound annual growth rate (CAGR) of around 17% during 2011-15. It is estimated that male cosmetic brands constitute 1/3rd of total cosmetic market in India and this gives rise to the emergence of special male cosmetic brands in India. It's been also forecasted that such segment is likely to grow at CAGR more than 18% (RNCOS report).The fore said reason has inspired the researcher to make out a study above the consumer buying behaviour and their costiveness in choosing the particular brand of cosmetic product. The researcher is an attempt to find out consumer need and level of satisfaction in the cosmetic product under study area.

III. Review Of Literatures
Sproles& Kendall (1986) in their study defined fashion consciousness as an awareness of new designs, changing fashions and attractive styling, as well as the desire to buy something exciting and trendy. They also observed that brands that supply stylish packages of features can attract loyal consumers who are fashion conscious. Fashion leaders or followers usually purchase or continue repeatedly to purchase their products in stores that are highly fashionable. They gain satisfaction from using the latest brands and designs which also satisfy the consumer's ego.

Asiya Faisalkhan (2015) made "a study on impact of advertising and sales promotion on women skin care consumer in the city of Jabalpur". The objectives are to identify the important factors affecting and influencing sales promotion on the purchase of skin care products by women. Buyer data is collected to125 respondents women both the working and non-working. The tools are percentage and ranking are used in the data analysis. To find out the skin care indicated there is no significant relationship between the sale and purchase of products. To conclude the important factor of skin care product and protect from the sun .

Ms. Sangeeta Gupta (2013) made an explanatory study on "Impact of Promotional Activities on Consumer Buying Behaviour: A Study of Cosmetic Industry" she examined the objectives to identify the various factors that influence consumer buying behaviour and purchase decision, To find out the different modes of promotional activities and their importance in motivating consumer buying behaviour and purchase decision of consumers in cosmetic industry. Data is collected from 200 respondents It is one of the fastest growing industries in India. Cosmetics are mixtures of surfactants, oils and other ingredients. Only percentage tool is used in the data analysis. Findings have also been made in theoretical analysis in order to provide in-depth analysis into the way different promotional factors influence consumers' decision-making processes. To conclude, the promotional activities of a consumer, they believe in its positive impact of assisting in improvement of brand awareness, brand equity, and even financial returns.

IV. Objectives of the Study
The following objectives are presented in the study.
- To study and understand the cosmetic products under study area.
- To identify the factors motivating to purchase the cosmetic products.
- To assess socio economic factors of the respondents and their level of satisfaction towards cosmetic products.
- To give suitable suggestion on the basis of findings.

V. Hypotheses
The following hypotheses were framed for the purpose of analysis:
- There is no significant relationship between **age** of the respondents and their consumer satisfaction.
- There is no significant relationship between **gender** of the respondents and their consumer satisfaction.
- There is no significant relationship between **education** of the respondents and their consumer satisfaction
- There is no significant relationship between **occupation** of the respondents and their consumer satisfaction
- There is no significant relationship between **income** of the respondents and their consumer satisfaction
- There is no significant relationship between **size of family** of the respondents and their consumer satisfaction

VI. Research Methodology
Research Design
A descriptive study was undertaken in order to know the satisfaction level of the customers to cosmetic products in Theni districts.

Questionnaire of the Study
The questionnaire formed an integral part of this research. It is as a mix of both closed ended and open ended questions. The questions about taking the choices of the respondent were also included. The first part of the questionnaire was designed to obtain information about the personal details. The second part was framed by using the type scale to examine the satisfaction of customers regarding related cosmetic product in Theni district.

Sampling Techniques
The selection criteria were based the data availability, convenience and the level of participation. Hence, the investigator chose convenience sampling for the study among the various sampling methods.

Data Collection
This study was covered with both primary and secondary data. The primary data were collected from 300 respondents relating to the selected source in theni district and secondary data were collected from the magazines, journals, newspaper and websites.

Sample Size
The research investigator has adopted a convenience sampling method from the collected information of 300 respondents. In theni district the researcher selected five taluks namely from Theni, Periyakulam, Bodinakkanur, Uththmapalayam and Aundipatti districts. From each taluk, 60 respondents have been selectes for this study it know the satisfaction level of the customer regarding cosmetic products in Theni district.

Tools for Analysis
The analysis for the study is done on the basis of data collected through observation, questionnaire, and discussions with officials. The data collected were of qualitative nature. For extracting meaningful information from the data collected, the following tools were used.
- Simple percentage method
- Chi-square method(x2)
- Factor method
- Garrett ranking method

VII. Period of the Study
Field work for this study was carried out by the researcher himself. It was conducted during the month of March toApril 2017.The researcher used interview schedule for collection of data from customer. (Interview schedule) checked duty edited. His omissions and commissions were rectified during by revisits.

VIII. Results and Discussion
(I)Factors Motivating to use Cosmetic Products
Consumer preference means impressing consumer to buy cosmetic product. Consumer preference is important towards buying of products.

An attempt has been made to extract specific factor and define variables, which constitute each factor, based on the strength and direction of factor loading in buying behavior In total 16 variables have been included to analyze the buying behavior of cosmetic products. Variables have been factorized towards consumer preference.

Table 1: Rotated Factors Matrix for the Variables Involved in Purchase Decision of Cosmetic Products

Variable	Components			
	Factor1	Factor2	Factor3	Factor4
Word of mouth	.846	.145	.091	-.004
Price discount	.825	.181	-.195	-.104
Loyalty reward programme	.765	.327	.198	.027
Discount coupon	.714	.166	.018	-334
Guarantee	.676	.305	.111	.033
Advertisement	673	.335	.058	.196
Offer	.635	165	-.137	-.111
gift	.187	.881	.039	.120
Samples	.287	.813	.008	.109
New product	.476	.702	-.027	.160
Easy availability	.390	.625	-.020	100
Make on feel on top of the world	.105	-.005	.769	-.241
Avoid pimple black spots	-.008	.065	.739	-.371
Protect from sun uv rays	-.058	-.015	-.639	-.314
Clear and growing skin problem	-.126	.135	.012	.799
Strength the layers of skin	.019	-.172	-.218	.660

Rotation Method : Varimax with Kaiser Normalization; Source: Primary Data

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Table 2
Factor 1 Marketing of Cosmetic Product

S. No	Variable	Factor loading	Communality (H^7)	Cronbach Alpha
1	Word of mouth	0.846	0.746	
2	Price discount	0.825	0.765	
3	Loyalty reward programme	0.765	0.733	
4	Discount coupon	0.714	0.649	0.783
5	Guarantee	0.676	0.564	
6	Advertisement	.673	0.607	
7	Offer	0.635	0.467	

Source: Primary data

It is observed from the above table that the variable market of cosmetic products such as Word of mouth , Price discount , Loyalty reward programme , Discount coupon , Guarantee , advertisement, and Offer is constituted in factor 1 with higher factor loading. The higher value of communality for seven variables indicate that higher amount of variance is explained by the extracted factors. The included seven variables explain this factor to the extent of 78.3percent.

The variable defining factor 2 with their factor loading and communality for the cosmetic products towards consumer preference in Theni district.is given below.

Table 3
Factor 2: Awareness Programme

S. No	Variable	Factor loading	Communality (H^7)	Cronbach Alpha
1	gift	0.881	0.827	
2	Samples	0.813	0.756	
3	New product	0.702	0.745	0.731
4	Easy availability	0.625	0.553	

Source: primary data

Among the variables of consumer preference, the variables such as gift, samples, new product, and easy availability with effective consumer preference constituted factor 2with higher factor loading.

The higher factor loading of the variables indicate that factor 2 underlies that variable. The higher value of communality for four attributes indicate that the variables with in the factor 2 have very high association among them. This included four variables explain this factor to the extent of 73.1.

The variable defining factor 3 with their factor loading and communality for the cosmetic product towards consumer preference in Theni district.

Table 4
Factor 3: Improving Personality

S. No	Variable	Factor loading	Communality (H^7)	Cronbach Alpha
1	Make on feel on top of the world	0.769	0.661	
2	Avoid pimple black spots	0.739	0.687	0.682
3	Protect from sun uv rays	0.639	0.511	

Source: primary data

Among the variables of consumer preference, the variables such as Make on feel on top of the world , Avoid pimple black spots , and Protect from sun uv rays with effective consumer satisfaction constituted factor 2 with higher factor loading.

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The higher factor loading of the variables indicates that factor 3 underlies the above three variables. The high communality value of the variable indicates that variables three with in the factor 3 have very high association among them. The Four variables explain this factor to the extent of 68.2.

The variable defining factor 4 with their factor loading and communality cosmetic product towards consumer preference in Theni district.Is given below.

Table 5
Factor 4: Face Appearance

S. No	Variable	Factor loading	Communality (H^7)	Cronbach Alpha
1	Clear and growing skin problem	0.799	0.672	
2	Strength the layers of skin	0.660	0.513	0.615

Source: primary data

The two variables such as clear and growing skin problem, and strengthof the layer of skin constituted factor 4 with higher factor loading. It is important because, consumer preference leads to high improvement. The higher communality value is0.672. The included two variables explain the factor to the extent of 61.5 percent.

Table 6: Factors Motivating To Purchase Cosmetic Products

S. No	Factors	Eigen value	Percentage of variance	Cum. percentage of variance
1	FACTOR 1	5.841	36.506	36.51
2	FACTOR 2	1.978	12.365	48.87
3	FACTOR 3	1.499	9.371	58.24
4	FACTOR 4	1.130	7.064	65.31

Kaiser-Meyer-olkin measure of sampling Adequacy : 0.713
Bartlett's Test of sphericity Chi-Square : 2655.3
Degrees of freedom : 120
Significance : 0.000.

It is observed from Table 4.15 that FOUR factors were extracted out of sixteen variables. These factors account for 65.31 percentage variance in the data. Eigen value for the first factor is 5.841, which indicates that the factor contains very high information than other factors. Marketing of cosmetic products variables clearly indicate the consumers towards awareness of buying of cosmetic product.

The second factor accounts for 12.365 percent of variance. The information from gift sample ,new product and easy availability satisfaction induce the consumer towards buying products. The Eigen value of this factor is 1.978.

The third factor accounts for 9.371 percent variables. Its Eigen value is 1.499 variable in makes one feel on top of the world is highlighted. The fourth factor accounts for 7.064 percentage variance and its Eigen value is 1.130. It observed clear and glowing skin and hair is highlighted.

Satisfactions of the Customers towards Cosmetic Products
The sample respondents were classified accordingly at different levels of satisfaction furnished Table 7.

Table 7: Level of consumer satisfaction towards cosmetic products

S. No	Level of satisfaction	No of respondents	Percentage
1	High level	96	32
2	Medium level	156	52
3	Low level	48	16
	Total	**300**	**100**

Source: primary data

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Table 7 shows the level of consumer satisfaction on consumer buying behavior of cosmetic products. and the number of respondents. Out of the total respondents 156 respondent have medium level of satisfaction in consumer buying behavior of cosmetic product and their strength comes to 52percent to the total 96 respondents have high level in satisfaction of consumer buying behavior of cosmetic product and their strength comes to 32 percent .and the remaining 48 respondents have low level of satisfaction in buying behavior of cosmetic products. and their strength comes to 16percent to the total.

Factors Influencing Level of Satisfaction of the Consumers
In this study presents the various demographic factors of the sample respondents like age, gender, education, occupation, income and size of family. The researcher has examined the relationship between the factors and consumer satisfaction for this purpose. Chi square test has been applied.

Age and the Level of Satisfactions
The chi-square test is used to know whether the age of respondents has any influence on consumer satisfaction of consumer buying behavior of cosmetic products.

Table 8: Agewise Classification and Consumer Satisfaction

S. No	Age/ years	Level of satisfaction			Total
		High	**Medium**	**low**	
1	Below 25	38 (12.66)	84 (28)	26 (8.66)	148 (49.33)
2	26-35	40 (13.33)	36 (12)	12 (4)	88 (29.33)
3	Above 35	18 (6)	36 (12)	10 (3.33)	64 (21.34)
Total		96 (32)	156 (52)	48 (16)	300 (100)

Source: primary data

Figures in Parentheses denote Percentage

$X^{2\ value}$: 10.617

Table Value   : 9.49

Df   : 4

From table 8 it is observed that out of 300 respondents 148(49.33percent) 88 (29.33 percent) and 64 (21.34%) belong to the age category below 25, 26-35 and above 35 respectively, among the sample respondents the age category of respondents below 25 dominated the sample.

In order to examine the null hypothesis that there is no association between the age of the respondents and their consumer satisfaction, **chi-square** test has been applied.

At5% level of significance, with the calculated x2 value being 10.617 which is more than its corresponding table value 9.49, the null hypothesis is **rejected**. Therefore, it is concluded that there is **significant** relationship between age wise classification of the consumers and their level of satisfaction towards cosmetic products.

Gender and the Level of Satisfaction
The chi-square test is used to know whether the gender of the respondents has any influence on consumer satisfaction of consumer buying behavior of cosmetic products.

Table 10: Gender -Wise Classification and the Consumer Satisfaction

S. No	Gender	Level of satisfaction			Total
		High	**Medium**	**Low**	
1	Male	36 (12)	48 (16)	30 (10)	114 (38)
2	Female	60 (20)	108 (36)	18 (6)	186 (62)
	Total	96 (32)	156 (52)	48 (16)	300 (100)

Source: primary data

Figures in Parentheses denote Percentage
X2 value   **: 15.701**
Table Value   **: 5.99**
Df   **: 2**

From table 10 it is observed that out of 300 respondents ,114 (38 percent) and 186 (62 percent) belong to the gender category of male and female respectively, among the sample respondents the gender of female dominated the sample.

In order to examine the null hypothesis that there is no association between the gender of the respondents and their consumer satisfaction, **chi-square** test has been applied.

At 5% level of significance, with the calculated x2 value being 15.701.which is more then its corresponding table value 5.99, the null hypothesis is **rejected**. Therefore, it is concluded that there is **significant** relationship between gender wise classification of the consumer and their level of satisfaction towards cosmetic products.

Education and the Level of Satisfaction
The chi-square test is used to know whether the education of respondents has any influence on consumer satisfaction of consumer buying behavior of cosmetic products.

Table 11: Educationwise Classification And Level Of Consumer Satisfaction

S. No	Education	Level of satisfaction			Total
		High	**Medium**	**Low**	
1	Up to 8th	12 (4)	18 (6)	9 (3)	39 (13)
2	10th	10 (3.33)	30 (10)	15 (5)	55 (18.33)
3	12th	50 (16.66)	66 (22)	14 (4.6)	130 (43.32)
4	Degree	24 (8)	42 (14)	10 (3.3)	76 (25.34)
	Total	96 (32)	156 (52)	48 (16)	300 (100)

Source: primary data

Figures in parentheses denote percentage
X2 value   **: 13.715**
Table Value   **: 12.6**
Df   **: 6**

From table 11 it is observed that out of 300 respondents, 39(13percent),55(18.33 percent), 130(43.32 percent) and 76(25.34 percent) belong to the educational qualification category of up to 8th, up to 10th ,+2 and degree respectively, among the sample respondents the education category of 12th qualification dominated the sample.

In order to examine the null hypothesis that there is no association between the education of the respondents and their consumer satisfaction, **chi-square** test has been applied

At 5% level of significance, with the calculated x2 value being 13.715.which is more then its corresponding table value 12.6,the null hypothesis is **rejected.** Therefore, it is concluded that there is **significan**t relationship between education wise classification of the consumer and their level of satisfaction towards cosmetic products.

Occupation and the Level of Satisfaction
The chi-square test is used to know whether the religion of respondents has any influence on consumer satisfaction of consumer buying behavior of cosmetic products.

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Table 12: Level of Consumer Satisfaction of Occupationswise Classification and Level of Consumer Satisfaction

S. No	Occupation	Level of satisfaction			Total
		High	**Medium**	**Low**	
1	Employed	20 (6.67)	60 (20)	19 (6.33)	99 (33)
2	Business	22 (7.33)	18 (6)	9 (3)	49 (16.33)
3	House wife	24 (8)	42 (14)	10 (3.33)	76 (25.33)
4	Student	30 (10)	36 (12)	10 (3.33)	76 (25.33)
	Total	96 (32)	156 (52)	48 (16)	300 (100)

Source: primary data

Figures in parentheses denote percentage
X2 value   **: 13.829**
Table Value   **: 12.6**
Df   **: 2**

From table 12 it is observed that out of 300 respondents, 99(33percent), 49(16.33 percent), 76(25.33 percent) and 76(25.33 percent) belong to the occupation category of employed, business, housewife and student respectively, among the sample respondents the occupation category of employed group dominated the sample.

In order to examine the null hypothesis that there is no association between the occupation of the respondents and their consumer satisfaction, **chi-square** test has been applied.

At 5% level of significance, with the calculated x2 value being 15.701.which is more then its corresponding table value 5.99, the null hypothesis is **rejected**. Therefore, it is concluded that there is **significant** relationship between the, occupation classification of the consumer and their level of satisfaction towards cosmetic product.

Income and the Level of Satisfaction
The chi-square test is used to know whether the income of respondents has any influence on consumer satisfaction of consumer buying behavior of cosmetic products

Table 13: Level of Consumer Satisfaction on Income Wise Classification

S. no	Income level	Level of satisfaction			Total
		High	**Medium**	**Low**	
1	Up to 5000	36 (12)	45 (15)	15 (5)	96 (32)
2	5000-10000	10 (3.33)	30 (10)	9 (3)	49 (16.33)
3	10000-15000	36 (12)	72 (24)	14 (4.66)	122 (40.66)
4	Above 15000	14 (4.67)	9 (3)	10 (3.33)	33 (11)
	Total	96 (32)	156 (52)	48 (16)	300 (100)

Source: primary data

Figures in parentheses denote percentage
X2 value   **: 16.605**
Table Value   **: 12.6**
Df   **: 6**

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From table 13 it is observed that out of 300 respondents, 96(13percent), 49(16.33 percent), 122(40.66 percent) and 33(11 percent) belong to the income level of up to 5000,5000-10000,10000-15000 and above 15000 respectively, among the sample respondents the income level Rs 10000-15000 dominated the sample.

In order to examine the null hypothesis that there is no association between the Income of the respondents and consumer satisfaction, **chi-square** test has been applied.

At 5% level of significance, with the calculated x2 value being 16.605.which is more then its corresponding table value 12.6, the null hypothesis is **rejected**. Therefore, it is concluded that there is **significant** relationship between income wise classification of consumer and their level of satisfaction towards cosmetic product.

Size of Familyand Level of Satisfaction
The chi-square test is used to know whether the size of family of respondents has any influence on consumer satisfaction of consumer buying behavior of cosmetic products.

Table 14: Level of Consumer Satisfaction and of Familywise Classification

S. No	Size of family	Level of satisfaction			Total
		High	**Medium**	**Low**	
1	Less than 3	24 (8)	30 (10)	12 (4)	66 (22)
2	3-5	60 (20)	66 (22)	26 (8.67)	152 (50.67)
3	Above 5	12 (4)	60 (20)	10 (3.33)	82 (27.33)
	Total	96 (32)	156 (52)	48 (16)	300 (100)

Source: primary data

Figures in parentheses denote percentage
X2 value   : 21.591
Table Value   : 9.49
Df   : 4

From table 14 it is observed that out of 300 respondents, 66(22percent), 152(50.67 percent) and 82(27.33percent) belong to the size of family category of less than 3, 3-5 and above 5 respectively, among the sample respondents 3-5 members dominated the sample.

In order to examine the null hypothesis that there is no association between the size of family of the respondents and their consumer satisfaction, chi-square test has been applied.

At 5% level of significance, with the calculated x2 value being 21.591.which is more then its corresponding table value 9.49, the null hypothesis is **rejected**. Therefore, it is concluded that there is **significant** relationship between the family wise classification of the consumer and their level of satisfaction towards cosmetic products.

iii. Problems Faced by Consumers
In this study the problem has been analysed by garret ranking techniques. In this analysis, the respondents were asked to rank the factors which mainly opinion about the problem of particular product.

Table 15: Problems of Using Cosmetic Product

S. No	Factor	Garret mean score	Rank
1	Dark spots	46	I
2	Allergy	47	II
3	Rashes	48	III
4	Itching	49	IV
5	Scars	50	V
6	More chemical usages	51	VI
7	Fake claims	52	VII

It is inferred from the table 15 that the greater proportion of the respondents are induced to use the problem faced by the cosmetic product user. Hence it is dark spots factor is the 1st rank position, 2nd rank is allotted to allergy factor, followed by 3rd is rank allotted to rashes, 4th rank is allotted to itching,5th rank is allotted to scars,6th rank is allotted to more chemical usages, and 7th rank is allotted to fake claims.

IX. Findings

- A majority of the respondents come under 26-35 age group with high level satisfaction and 84(28.1%) and 26(8.66%)respondents come under below 25 years age group with medium and low level satisfaction respectively.
- A majority of the respondent are of female category with high level satisfaction and 108(36%) and 30(10%) respondents come under of male category with medium and high level satisfaction respectively.
- 50(16.16%) and 66(22%) respondents have 12th standard qualification with high and medium level of satisfaction respectively and 15(5%) respondents have 10th standard qualification with low level satisfaction.
- A majority of the respondents belong to student category with high level satisfaction and 60(20%) and 19(6.33%) respondents come under employed category with medium and low level satisfaction respectively.
- 36(12%) and 72(24) respondents have income level up to 5000 and 10000 to 15000 category with high, medium level satisfaction respectively and 15(5%) respondents come under up to 5000 income category with low level satisfaction respectively.
- 60(20%) , 66(22%) , 26(8.67%) respondents have 3 to 5 member in their family with high, medium and low level satisfaction respectively.

Chi Square Analysis

There is **significant** relationship among gender, education, occupation, level of income and family size respondents and their level of significance towards consumer buying behaviour of cosmetic products.

There is **no significant** relationship between age wise Respondents and their level of satisfaction towards consumer buying behaviour of cosmetic products.

Problem faced by the Consumers

Dark sports factor is the 1st rank position and 7th rank is allotted to of fake claims towards using of cosmetic products.

Factor Analysis

The important factors motivating buying decision behaviour of cosmetic product are marketing of product, awareness programme, improving personality and face appearance during under study period.

An analysis of explanation of higher factor loading revealed that the above said variables recorded factor to the extent of 78.3%, 73.1 %, 68.2%, and 61.5 percent respectively during the study period.

X. Suggestions

On the basis of findings of the present study, the following suggestions are made which may contribute to the customers satisfaction of cosmetic products which in turn enhances the brand loyalty of cosmetic products.

Businessmen should take steps to bring down the prices of cosmetics, as all the consumers are influenced by price. There is no doubt such reduction in price would be compensated by increase in the volume of sales.

Traders and manufacturers earn huge profit by creating brand loyalty among consumers by means of repetitive advertising and effective sales promotion. At the same time they should think about the consumers' welfare and produce quality goods at cheaper prices, because "consumer is the king" of the market.

Advertisement has a significant influence in the demand inducement of cosmetics. Advertisements in urban areas are made through media like radio, TV, newspapers etc. Internet facilities are also available to find out the latest cosmetic products. But in villages advertisements are not sufficient. So steps should be taken to popularize the new cosmetic products there. FM broadcasting facilities should be extended to all rural areas where every house has a radio set.

Friends are the major buying influencer of cosmetic products for women customers and therefore, the manufacturers should make appropriate efforts to popularize their cosmetic products and their brands among the various peer groups.

The retailers should sell various brands of the same product category, therefore it helps different customers to purchase their favourable brands of the same product category because they show strong loyalty to their brands. The retailers should make an effort to retain the regular and the new customers by the upgraded products to them.

XI. Conclusion
Thus cosmetic is a preparation extremely applied to change or enhance the beauty of skin, hair, nails, lips and eyes. Every exposable part of the human anatomy is subject to cosmetic attraction. So cosmetics have been used from ancient times to modern times; It is used not only by females but also by males; It becomes part and parcel of human-beings from cradle to grave. The Mushroom growth of beauty parlours is a testimony for the importance of cosmetics. Cosmetics have created several Miss Worlds and Miss Universes. Its application in cine world or film industry is tremendous. It has occupied a significant place in human life in one way or other.

The ever increasing population makes use of cosmetics multiply considerably. So marketing of cosmetics becomes competitive. Advertisements through mass media like radio, TV, newspapers etc., promote the sale of cosmetics in a larger scale. Research has been carried out to improve its quality and new kinds of cosmetic products are coming to the market. Consumers expect quality cosmetics at reasonable price. So it is the duty of the Government, manufacturers and middlemen to supply these necessaries of life available at a fair price.

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1. Microsoft Excel
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