A Study on Purchase Pattern of Cosmetics among Consumers in Kerala

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Introduction

Understanding behaviour of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and why people buy. Consumer behavior can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services." (Loudon and Della Bitta, 1980). Nowadays, this phenomenon, can also be illustrated in the following way: "activities people undertake when obtaining, consuming, and disposing of products and services" (Blakwell, Minard and Engel, 2001).

A study by **Voss and Parasuraman (2003)** suggests that the purchase preference is primarily determined by price than quality during pre-purchase evaluation. Given explicit quality information, price had no effect on pre-purchase or post-consumption quality perceptions. Instead, post consumption quality evaluations had a favorable impact on price evaluations. Another study by **Chernev (1997)** analyzed the effect of common features on brand choice and the moderating role of attribute importance. It is argued that when brand attributes differ in importance, with the best value on the most important attribute, thus further polarizing brands' choice shares. In contrast, when attributes are similar in their importance, common features are likely to have an opposite effect, equalizing brands share.

Russo and France (1994), studied the nature of the choice process for commonly purchased non-durables by tracking eye fixations in a laboratory simulation of supermarket shelves. The findings are fully compatible with the general view that the choice process is constructed to adapt to the immediate purchase environment.

While describing about shopping orientation, **Sinha (2003)** reports that Indian Shoppers seek emotional value more than the functional value of shopping. Their orientation is based more on the entertainment value than on the functional value. The orientation is found to be affected primarily by the type of store, the frequency of buying and to some extent by the socio-economic classification. The retailers need to experiment with a format that attracts both types of shoppers.

Research suggests that beauty consciousness among people in general is changing. **Vigneron and Johnson** (1999) reported that people's needs for appearances and materialism were increasing. That is human beings wanted to satisfy the need to look and feel good. This created a boom in the cosmetic and toiletries sector across the world. Chambers Encyclopedia defines cosmetics as (a) articles intended to be rubbed, poured, sprinkled or sprayed on, introduced into or otherwise applied to the human body or any part thereof for cleaning, beautifying, promoting attractiveness or altering the appearance and (b) articles intended for use as a component of such articles. Now a variety of cosmetic and toiletries ranging from natural to sophisticated items are available in the market. The pattern and preference of use of these items vary according to different segments of gender, age and socio-economic class. When we review the literature on the cosmetic and toiletry industry, not many studies are available especially about Indian scenario. The present study is an attempt to analyse the purchasing pattern of cosmetic consumers in Kerala.

Cosmetics and Toiletries: Global Scenario

In 2003, the world market for cosmetics and toiletries (C&T) was valued at US$201 billion, up 4.8% from 2002 (in fixed exchange rate terms). Though mature, hair care maintains its position as the most valuable sector in global cosmetics and toiletries, with global sales amounting to US$42.4 billion in 2003. (Briney, 2004b). According to **Global Cosmetic Industry report (August, 2004)** the advanced education provided by brands about the products' ingredients and

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benefits have made today's consumer more aware of what they're putting on their bodies, and making them more willing to pay.

Indian Cosmetic Industry

The Indian cosmetics 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. In 2005, sales of cosmetics and toiletries rose by 6% in current value terms in India. **Monteiro (2003)** also predicts the huge potential for cosmetics in India. The average annual spending of Indian consumers on cosmetics and toiletries in 2005 is just over US$3. India in cosmetics and toiletries, which saw its value share rising from 27% in 1999 to 31% in 2005 and is likely to continue to surge ahead over the forecast period.

The entry of many multinationals into the Indian cosmetics and toiletries industry in 2005 has made it an extremely challenging and dynamic market. Foreign players have focused more on product innovation; re-launches and brand extensions spread across multiple price points, and enhanced product penetration by extending their distribution networks. The leading players have streamlined their ad spend to effect savings that has allowed them revamp their pricing strategies as well as offer free gifts to retain consumers. **Briney** (2004a) describes an interesting trend among Indian cosmetic consumers, while other global countries are taking to the traditional Indian herbal and ayurvedic applications for beauty solutions, Indian consumers are increasingly looking to international personal care brands as lifestyle enhancement products, in the belief that the association with and use of an international brand confers one with a sophisticated and upper class image.

The projected sales in 2010 at constant 2005 prices is Rs. 195.6 billion, the main reasons being a greater ability to purchase personal grooming products among a larger base of financially independent women, frequent relevant product launches and growing beauty consciousness and awareness, especially among the younger population. Despite the huge nascent potential in India, cosmetics and toiletries is expected to grow at a relatively slow pace in constant value terms over the 2005-2010 forecast periods. The probable reason being lackluster performance of products which have already thorough household penetration, such as bath and shower products and oral hygiene, which represent together over half of the value sales of cosmetics and toiletries in India.

However the Growth was affected by low product awareness or lack of inclination to spend on cosmetics and toiletries especially in rural areas. The aggressive price competitions from local and regional players, which seized volumes with better trade margins and heavily discounted offerings, have also contributed to the same.

Malhotra (2003) describes the main reasons for boom in cosmetic industry as increasing fashion and beauty consciousness coupled with rising incomes and focus on health and fitness. To complement this, beauty culture or cosmetology has emerged as a major occupational avenue with significant commercial potential. New scientific developments, techniques, products and media hype, has contributed the Indian fashion industry in generating mega revenues and this has in turn added to the growth of cosmetic industry. Rising hygiene and beauty consciousness due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reasons reported by (Euromonitor International, 2006). Over recent years, India has seen increasing literacy levels, penetration of satellite television, growing urbanization and greater beauty awareness among women, which has resulted in rewarding growth opportunities to cosmetics and toiletries manufacturers.

Around 44% of value sales (2005) of cosmetics & toiletries market in India are with two market leaders i.e. Hindustan Lever & Colgate Palmolive. The rest is very fragmented with hundreds of companies trying to get into the market. The presence of a large grey market and many counterfeits also enhanced this trend.

Price & Indian Cosmetic Consumers

There is high maturity and price competition in established mass market toiletries such as bar soap and toothpaste. Since the average Indian household continues to be highly price sensitive, these popular mass-market products will have the lion's share of cosmetics and toiletries sales. This will offer high growth prospects of the overall market over the coming years. The cosmetics and toiletries market are also facing competition from other consumer durables (computers, mobile phones, home theatres and automobiles) as well as the housing sector. The drop in interest rates has led to a boom in housing loans and real estate purchases. Being value conscious, there is a limit to the amount that the average consumer will spend on luxury items such as fragrances.

Urban & Rural Cosmetic Consumers

India's spending on cosmetics and toiletries is relatively small, with rural and suburban areas concentrating on basic toiletries and cosmetics. The purchasing power of Indian consumers is increasing thereby shaping the aspirations and lifestyles of consumers, who are upgrading to good value products at affordable prices. The Cosmetic Companies have invested heavily on promoting product visibility among rural folk, which has increased the demand for bar soap, talcum powder, lipstick, tooth powder and hair oil in these areas. This has also increased the demand for essential everyday items like bath and shower products, hair care, oral hygiene and skin care. Another strategy followed by companies to promote cosmetics in rural areas was sachets' approach.
While rural India contributed to growth in volume terms, the urban population contributed 69 % of value sales in 2005 especially for sophisticated products. These high-quality added-value niche products include mascara, toners, body wash/shower gel, depilatories, sun care and deodorants, amongst others which are unaware to the rural users. Sales are almost completely generated from the urban pockets, concentrated within the key metropolitan areas of New Delhi, Chennai, Mumbai and Calcutta. Due to Western influences, men's grooming products are used more predominantly in urban population compared to their counterparts in rural areas.

Income Households

Cosmetics and toiletries have witnessed a growing demand from the low and lower middle-income households. The premium labels are being used in urban areas, whereas regional and national brands in the rural areas, where close to 70% of the Indian population resides and price determines purchasing decisions.

Indian Men & Women Cosmetic Users

Both male and female consumers form a major segment of buyers of beauty products in India. (**Monteiro, 2003).** Indian women are becoming increasingly more beauty conscious. Reports of Consumer Graphics revealed that in 2003, Indian women aged 15-24 years accounted for 29.8% of all Indian makeup sales (http://www.cosmeticsandtoiletries.com/onlineexclusives/1689497.html). The increased purchasing ability of women households helped them to spend more on personal grooming. Colour cosmetics emerged as the fastest growing area of the cosmetics and toiletries market over the review period. Experimentation among teen and young adult Indian women was one reason cited for the increase in makeup use. According to **Monteiro (2003),** there is a tremendous increase in the female cosmetic consumers. This is due to increasing number of women becoming the earning members of the family due to their increased level of literacy and growing influence of the media
More males in India are becoming conscious about the way they look and are increasingly looking to grooming products to spruce up their physical appearance. This newfound male grooming consciousness was encouraged by men's active participation in prominent fashion shows, such as the popular Fashion TV channel, and in beauty pageants exclusively for men

especially in the forward-looking and cosmopolitan cities of Mumbai, Bangalore and New Delhi. The demand for men's hair care and deodorants has gone up and razors and blades have contributed to the men's grooming value sales. This particular segment which is at its early stage of its development with a growth of only 6% remains a nascent niche. **Barson, (2004)** suggests that men cannot simply be classified as *metro-sexuals* or *non-metrosexuals*. There are other categories in between those two ends of the spectrum. Motivations and type of products purchased should be different depending upon the segment of guys targeted.

Cosmetic Industry in South India

The demand for cosmetics and toiletries in South India is expected to remain concentrated mainly on essential items where 80% of the population belongs to the lower- and lower middle- income groups. Consumers in this region expect good quality products. The urban population in South India is expected to witness rapidly changing aspirations and lifestyles, which will result in increase in demand for cosmetics and toiletries. South Indian market is dominated by sale of baby care products. In 2005, South India was accounted for over 27% value share within cosmetics and toiletries in India.
The Consumption pattern of consumers in Kerala is changing **(The Hindu dated 5th July 2005, Mangalore Edition).** The probable reasons being more spending power, better education and access to various brands and products, due to migration abroad and the TV boom. The readiness to experiment is reported to be growing among the consumers in Kerala. The consumers have also become globalized in their thinking and are ready to indulge in some impulsive shopping.

General Objective of the study

The main objective of the study is to analyze the purchase pattern of cosmetic consumers in Kerala.

Specific Objectives

1) To describe the demographic profile of cosmetic consumers.
2) To study the style of purchase of cosmetics.
3) To assess how brand influences the purchasing pattern.
4) To analyze the different factors involved in purchase decision of cosmetics.
5) To study the spending pattern of cosmetic consumers and its influence on society.

Scope of the Study

The study analyses the purchase patterns and spending styles of people belonging to different segments of Cosmetic consumers in Kerala. The major variables selected for the study are as follows:
Demographic Profile of Consumers
Area- Wise (Urban & Sub Urban), Gender Wise (Male & Female), Age Wise, Monthly Income Education, Qualification and Occupational status.
Major Factors identified for detailed study includes
Purchase Style, Brand Selection, Point of Purchase, Location Preference
Brand Loyalty, Brand Awareness, Factors in Purchase Decision, and Spending Pattern.

Relevance of the Study

The state of Kerala is known for its consumerism. The present study will be helpful in understanding the customer attitude of the different strata of people in the Kerala society. The classification of the different strata of the people are area wise, gender wise, occupational, income wise etc. The study will also be helpful in analyzing the customer attitude towards the different factors identified after the focus group discussions. It will also help in studying the effect of cosmetic purchase on the society specifically among the segments under consideration.

Research Methodology

This study was carried out in two stages.

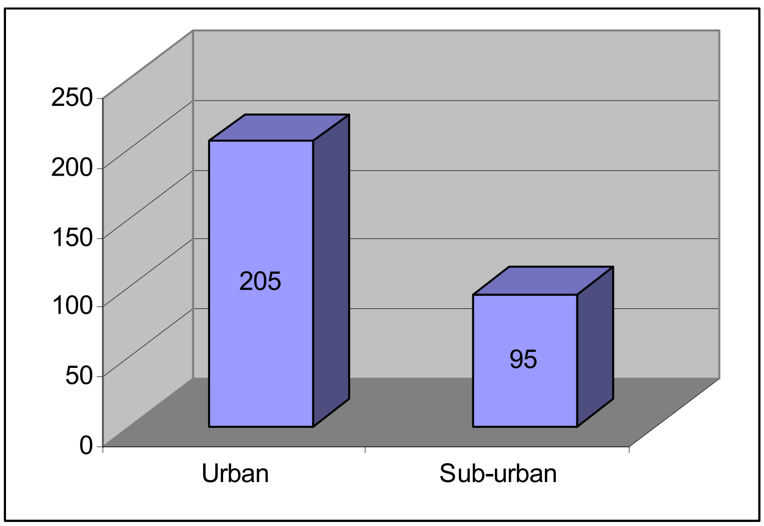
Stage 1: This stage of the research was exploratory in nature. This was done in two phases. The initial phase was to undertake detailed secondary search about cosmetic industry in India, its characteristics, major players in the market, market segmentation and purchase patterns. It was followed by a set of focus group discussions among cosmetic costumers to assess the consumer preferences, perceptions, cosmetic use and purchase patterns. The from this exploratory search was the basis for preparing the interview schedule for the next stage.

Stage 2: A descriptive research was carried out at the second stage by applying a survey method. Data for the study were collected from cosmetic shops belonging to the three main cities in Kerala viz. Thiruvananthapuram, Ernakulam and Kozhikode. The tool used for data collection is an interview schedule, which covered the demographic profile of consumers, details about purchase patterns, and various factors considered for buying cosmetics. The consumers were interviewed at the leading cosmetic shops and convenient sampling was applied to select samples. The sample size for the study is 300.

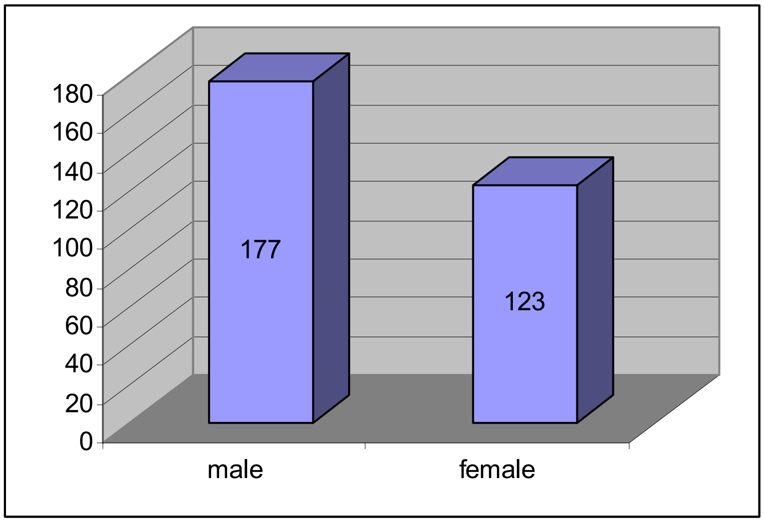
Primary Data Analysis

Profile of the Respondents

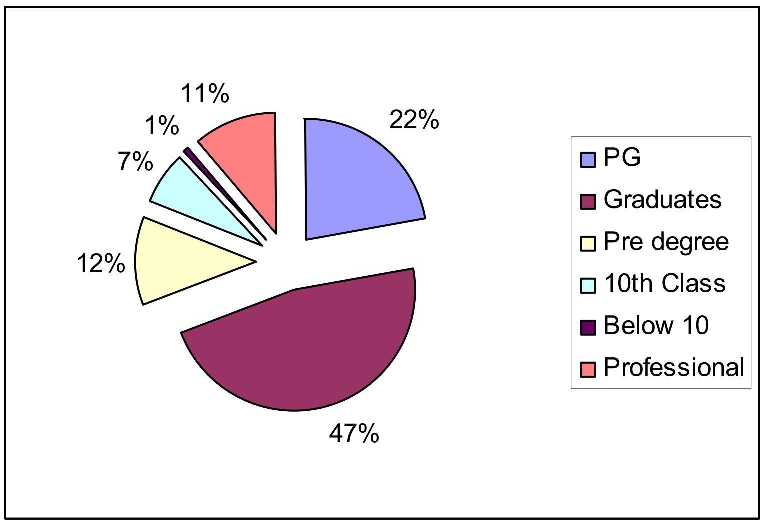
Around 68 per cent of the respondents of the study were residents within the town (urban) while the remaining belongs to the outskirts (suburban areas) of towns.



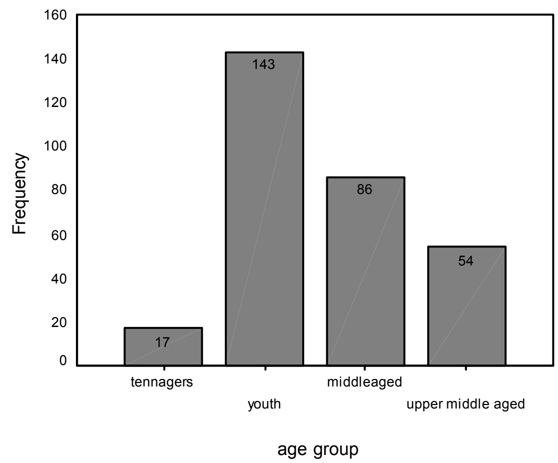
The percentage of males in the sample is slightly high (59%).



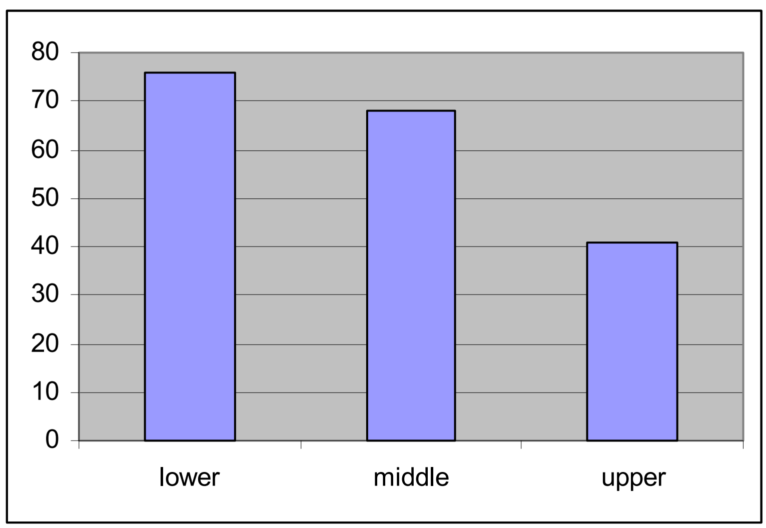
About half of (47%) the respondents were graduates. The percentage of post graduates is 22 while 12 per cent are 12th pass. Eleven per cent of the respondents are professionals.



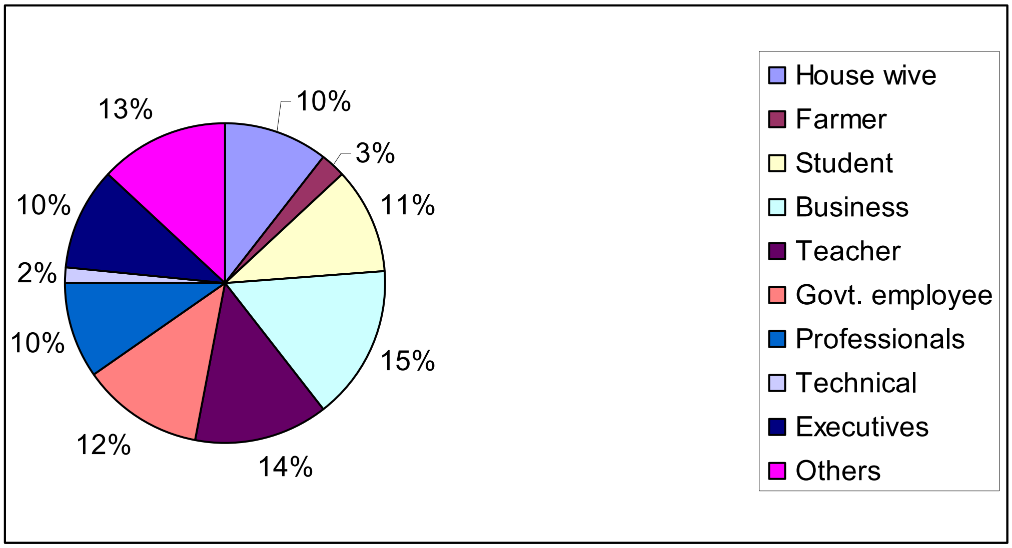
Age wise, the respondents were classified as teenagers, youth, middle aged and upper middle aged. About 47 per cent of the total respondents were youth, 29 per cent middle aged and 18 per cent belonged to the upper middle aged category. Only 5.78 per cent were teenagers. Minimum age is 15 and maximum 68. Mean age of the respondents in the sample is 36.



Around 41 per cent of the respondents belong to lower income category, another 37% are in the middle income and 21.55 per cent are upper income group. The median income of the sample is Rs.15, 000. Based on the medium income, the total respondents were classified as lower, middle and upper income category.



Largest single occupational category among the respondents is businessmen (15%). Around 14 per cent were teachers and 12 per cent were government employees. About 11 per cent of the respondents were students. Nearly 10 per cent each of the respondents were professionals (like doctors, engineers, and lawyers), executives and .housewives.



The following session covers a detailed analysis of the main variables namely Mode of Purchase, Brand Selection, Point of Purchase, Shop Preference, Brand Preference, Brand Awareness, Factors in Purchase Decision, and Spending Pattern. These factors are analyzed across the demographic variable viz. Gender, Occupation, Income, Place of Residence, Qualification and Age respectively.

1. Mode of Purchase

Around 51 per cent of the respondents have purchased cosmetics individually. About a third of the consumers purchased cosmetics with their spouses. Percentage of respondents who purchased cosmetics with friends comes to 12. Seven per cent of the respondents purchased it with their children.

1.1 Purchasing cosmetics individually seems to be the prevailing practice among both males (54%) and females (47%). The practice of purchasing cosmetics with their friends seems to be more prevalent (10.7) among females compared to their counter parts (4.7%).

1.2 A good number of respondents belonging to all occupational groups except housewives purchased cosmetics individually. Among the housewives (43%) there was a customary practice of purchasing cosmetics with the help of their spouses. Forty six per cent of the professionals had to take the help of either their children or spouses for purchasing cosmetics. Among the executives 32 per cent purchased cosmetics with the help of spouses. Another 24 per cent of them had to depend on their children for purchasing cosmetics.

1.3 Around 57 per cent each of the respondents belonging to the lower income category, 46 per cent each of those in the middle and upper income groups purchased cosmetics individually. Spouses were involved in the purchasing of cosmetics in the case of about a third each of the respondents belonging to all the three income categories. Percentage of people who purchase cosmetics individually is bit high in the case respondents belonging to the lower income group.

1.4 It can be observed that around 50% of the urban respondents and 53.3% of those belonging to the sub urban areas made their purchases individually. While 32 per cent of urban consumers purchased cosmetics with their spouses, the corresponding percentage among sub-urban category came to 27.

1.5 A reasonably large number of respondents irrespective of their qualifications did their shopping individually. About 38 per cent of post graduates, 34 per cent of the graduates, and a third of the pre degree qualified respondents purchased cosmetics with their spouses.

1.6 About 83 per cent of the teenagers, 55 per cent each of youth and upper middle aged consumers purchased cosmetics individually. Forty per cent of the middle aged respondents did their cosmetic purchase with the help of their spouses. The results of the Chi-square test (at 1 per cent level of significance) substantiates that there is a significant association between mode of purchase and age of the respondents. Pearson's Chi-square value is 32.04 for 9 degrees of freedom.

2. Brand Selection

Fifty eight per cent of the respondents selected the specific brands of cosmetics individually by themselves. Around 22 per cent of the respondents entrusted the brand selection to their spouse. About 18 per cent of the respondents did the brand selection together with their spouses.

2.1 The percentage of respondents who selected the brands by themselves is slightly high among females (61.3) compared to those among the males (56). Selecting the brand exclusively by the spouses or together by both the spouses seems to be enjoyed by the men compared to women.

2.2 A good number of respondents belonging to all occupational categories purchased cosmetics individually. Spouses were involved in the purchase for 37 per cent of the teachers, 30 per cent of executives, 29 per cent of housewives, and 23 per cent of businessmen. Both the spouses together did the cosmetic purchase in the case of 30 per cent of government employees and 23 per cent of the professionals.

2.3 About 64 per cent of respondents belongs to the upper income group, 60 per cent of those in the lower income group and 52 per cent in the middle income group selected their brands of cosmetics individually by themselves. More than a quarter of those in the middle income group respondents involved their spouses for selecting the brands while only a smaller percentage (less than 15) among other income categories did so.

2.4 Around 58.3% of the respondents living in urban areas and 58.6% of the respondents who live in the sub-urban regions select their brand themselves.

2.5 All the respondents irrespective of their qualifications select the brand of products themselves when they go for shopping cosmetic products

2.6 Eighty eight per cent of the teenagers did their brand selection individually. The corresponding percentages among other age groups are youth (63.8 %), upper middle aged (52%) and middle aged (46%). Spouses were involved in the brand selection for 36 per cent of those in the upper middle aged category, 26 per cent of the middle aged group. Both the spouses were involved in the case of 28 per cent of the middle aged respondents. Chi-square test substantiates that there is significant association between brand selection and age of the respondents at 1 per cent level of significance. Pearson chi-square value is 41.709 for 9 degrees of freedom.

3. Point of Purchase

There is no specific shop of preference for 62 per cent of the respondents in purchasing cosmetics. But 38 per cent of the total respondents purchased it from a particular shop.

3.1 Women consumers preferred to purchase from any shop compared to their counterparts (men enjoyed shopping from a particular shop). The relationship between shop preference and gender is not statistically significant at 5 per cent level. Pearson chi-square value is 1.0899 and p value is 0.297

3.2 More than three fourth each of professionals and students, 71 per cent of the government employees, 61 per cent of housewives, 58 per cent of the farmers and 68 per cent of the other category employees purchased from any shop of convenience. Around 56 per cent of businessmen and 52 per cent of teachers shopped cosmetics from specific shop. The tendency of shopping from any shop is more prevalent among professionals, students, government employees and farmers while businessmen and teachers preferred to shop from specific shop.

3.3 Sixty three per cent of the respondents in the middle income group, 59 per cent each of those in the lower and upper income categories purchased cosmetics from any shop of their convenience. That is, only 37 per cent in the middle income, 41 per cent each in the upper and lower income categories purchased cosmetics from a specific shop.
3.4 About 61 % of the respondents who live within the town and 64.4% of the respondents who live in sub-urban areas make their purchase from any convenient shop and not from any particular shop.
3.5 All the respondents, except the people who have SSLC as their qualification irrespective of their qualifications purchase cosmetic products from any convenient shop and do not depend on a particular shop. It has been observed that people who have SSLC as their qualification tend to purchase cosmetic products from a particular shop.
3.6 Seventy one per cent of the teenagers, 67 per cent of the youth, 56 per cent of the middle aged and 52 per cent of the upper middle aged respondents prefer to purchase from any shop of their convenience. Percentage of people purchasing from a particular shop is relatively high among those in the middle aged (44%) and upper middle aged (48%) group. But the relationship between point of purchase and age is not statistically significant at 5 per cent level.

4. Shop Preference

About two thirds of the respondents purchased the variety cosmetics from different shops whereas a third did it from a single shop.
4.1 The percentage of female consumers is high among those who purchase it from variety shops compared to males. But men preferred to purchase it from a single shop. That means male consumers enjoyed purchase of all their cosmetic requirements from a single shop. This may be because the variety and types of cosmetics available for men are less compared to women.
4.2 Around 82 per cent of students, 73 per cent of government employees, 77 per cent of the other categories, around 60 per cent each of housewives, professionals, technical employees and executives shopped from the variety shops. Fifty seven per cent of the farmers, 62 per cent of teachers were so particular about shopping from the single shop. That is farmers and teachers restricted their shopping of cosmetics from a single shop while majority among all other occupational groups did it from different shops. The results of Chi-square test substantiates that there is a significant relationship (at 5 per cent level of significance) between occupation of the respondents and shop preference. Pearson chi-square value is 20.934 and p value 0.013.
4.3 Around three fourths of the respondents belonging to the middle income group, 68 per cent in the upper income category and 59 per cent in the lower income group had the habit of purchasing from multiple shops. Compared to the upper and middle income groups, respondents in the lower income category preferred to purchase from a single shop.
4.4 Around 63 per cent of the respondents living within the town and 69.2% of the sub-urban respondents do not make all their purchase from a single shop. While 34 per cent of those residing within the town did shopping from a single shop, only 31 per cent of those in the outskirts did so.
4.5 All the respondents, except the people who have 10th standard as their qualification irrespective of their qualifications purchase cosmetic products from a single shop. It has been observed that people who have 10th as their qualification tend to purchase cosmetic products from multiple shops
4.6 Around 82 percent of the teenagers, 64 per cent each among the youth, middle aged and upper middle aged category purchased cosmetic products from a multiple shop. The difference in shop preference is not statistically significant at 5 per cent level.

5. Brand Preference

Among the total, 60 per cent of the respondents were very strict about their specific brand.

5.1 Male respondents purchase some other brands if they do not get the specific brand of cosmetics but the percentage of females doing same is less. Restricting to a single brand has been more prevalent among females compared to male consumers (brand loyalty high among the females compared to males).
5.2 About two thirds of the executives and 56 per cent of the professionals were not very keen about the brands they purchase. But three fourths of the housewives, 71 per cent of the government employees, 70 per cent of the businessmen, and 60 per cent of the teachers stick to their specific brands. That is professionals and executives dominantly were not very strict to the brands while respondent belonging to all other occupational groups restricted themselves to specific brands.
5.3 Around 59 per cent of the respondents in the middle income category, 57 per cent in the lower income category and 51 per cent in the upper income groups were brand specific in selecting cosmetics. The remaining respondents had the habit of purchasing any brand.
5.4 About 62.8% of the respondents who live within the town and 52.9% of the respondents who live in the sub-urban areas do not purchase some other brand if they don't get their brand.
5.5 All the respondents, except the people who have qualification less than 10th Class do not purchase some other brand if they don't get their brand. It has been observed that people who have qualification less than 10th Class tend to purchase other brand of cosmetics if they are not able to get a particular brand.
5.6 Sixty two per cent of the youth, 60 per cent of the middle aged and 56 per cent of the upper middle aged do not purchase some other brand if they don't get their brand. Half of the teenagers and 44 per cent of the upper middle aged consumers were willing to purchase some other brand if they are not able to get a particular brand. The corresponding percentage among youth and middle aged are 38 and 40 respectively.

6. Brand Information

Advertisement serves as the major source in providing information about brands of cosmetics to the respondents. Another major source of information was friends group.
6.1 Percentage of females consumers are high in the category of those who received the information from family and friends compared to their male counterparts. But more men consumers depended on advertisement compared to women.
6.2 The source of information of brands for 44 per cent of the housewives was advertisement, 28 per cent got it through friends and another 20 per cent through family members. The main source of information of brands among the student groups was friends when 30 per cent got it through advertisement. Around 60 per cent of businessmen, 50 per cent of professionals and 57 per cent of executives got information about new brands though advertisement.
6.3 A half of the respondents belonging to the lower income category and 45 per cent in the upper income category got the information about the brands through advertisement. The corresponding percentage among the middle income group was only 34. Friends groups served as the sources of brand information in the case of 36 per cent of the respondents in the middle income, a third of the upper income group and more than a quarter of those in the lower income groups.
6.4 About 47% of the respondents living within the town and 50.6% of the respondents living in the sub-urban get the information about new brands from the advertisements. Friends group served as the main source of information about a new brand for 32 per cent of the respondents living within town whereas the corresponding percentage among those living it the sub-urban region came to only 24.
6.5 Majority of the respondents except for people who have qualification less than 10th Class, when they purchase a new brand get the information from the advertisements. Family members are the major source of information for the respondents who have qualification less than 10th Class. Thirty eight per cent of the respondents who have passed 10th class got the information about a new brand though friends.

6.6 Advertisement was the main source of information about brands among 57 per cent of the middle aged and a half of the youth. Among teenagers, 53.3 per cent came to know about the different brands of cosmetics through their friends. Forty two per cent of the upper middle aged consumers came to know about the brands through friends.

7. Criteria for Purchase

Around 53 per cent of the respondents considered quality as the most important criteria for selection of purchase of cosmetics. About a quarter each of the respondents considered the factors like price (23.7%) and brand (23%) for determining the purchase of cosmetics.

7.1 About 49 per cent of males and 59 per cent of the female respondents considered quality as the main criterion for purchase of cosmetics**.** Price seems to be a concern for men (27%) for selecting cosmetics compared to their women counterparts (19%). There is no substantial gender difference among the respondents considered brand as the main criterion (males 24% and females 22%).

7.2 Quality was considered as the major criterion for brand selection among the students (71 %), teachers (67 %), businessmen (58%), housewives (52 %), professionals (50 %), and executives (43 %). Price was the main concern while purchasing cosmetics among government employees (45%). This may be because of the limited source of income available to these people to purchase cosmetics.

7.3 Sixty per cent of the respondents in the lower income group, 55 per cent in the upper income group and 48 per cent in the middle income category were quality conscious while selecting the cosmetics items. Brand was considered to be a main concern among a third of the respondents belonging to the middle income group. That, is relatively a larger per cent in the middle income respondents were brand conscious compared to lower and upper income categories.

7.4 Quality was considered as the most important criterion for selection of purchase of cosmetics by respondents than price and brand by the people who live within the town and also by the people who live in the sub-urban areas.

7.5 Quality was considered as a more important criterion for purchase of cosmetics by respondents than price and brand by the people across all the qualifications. Respondents who possess SSLC consider Price also as one of the important criterions. Whereas 35 percent of the PDC qualified respondents thought of brand as a criterion for purchase the corresponding percentages among other educational groups found to be relatively less. The criterion for purchase is significantly different among respondents having different qualifications. Pearson Chi-square value is 20.150 for 10 degrees of freedom at 5 per cent level of significance.

7.6 Quality was considered as a more important criterion for purchase of cosmetics by 60 per cent of the youth, 5 6per cent of the teenagers, 49 per cent of upper middle aged and 45 per cent of middle aged respondents. Around 29 per cent of the middle aged consumers were brand conscious. About a third of the teenagers, 29 per cent of the upper middle aged and 26 per cent of the middle aged people were price conscious in selecting cosmetics.

8. Spending Patterns

About 57.6 per cent of the respondents spend about Rs.101 to 300 for purchasing cosmetics. The rest of the respondents spent an amount in the range of 301-500.

8.1 Percentages of females are high in the categories of consumers who spent an amount in the range of Rs.101-200 whereas percentages of males are high in the categories of 301-400 and 401-500.

8.2 A quarter each of the housewives and executives spent more than Rs. 500 per month for cosmetics. Thirty two per cent of the respondents belonging to the student community had expenditure in the range of Rs.301-400. Around 35 per cent of the teachers, a quarter of businessmen, 23 per cent of the govt. employees, more than 20 per cent of the housewives spent an amount in the range of Rs.201-300 per month for cosmetics. Twenty three percent each of businessmen, government employees and teacher used to spend between Rs. 101 and 200. No substantial variation in spending patterns is found among different occupational groups**.**

8.3 About 72 per cent of the respondents in the lower income group had an expenditure of less than Rs.300 per month for their cosmetic purchase while 66 per cent in the middle income and 47 per cent in the upper income respondents spent the same amount. More than half of the respondents belonging to the upper income group, 43 per cent of those in the middle income group spent a higher amount (more than Rs.300) for purchasing cosmetics. That is respondents belonging to the lower income categories spent a lesser amount compared to those in the upper income group. Chi-square test substantiates the relationship between income and spending pattern as significant at 1 per cent level of significance. Pearson Chi-square value is 34.822 for 10 degrees of freedom.

8.4 About 46.6 per cent of the respondents living within town spend about Rs.201 to 300 for purchasing cosmetics and about 45 per cent of the respondents living in the sub-urban spend between Rs. 101-200. When 21 per cent of those in the sub-urban spend an amount less than 100 for cosmetic purchase, only 8 per cent of those within the town did so. That is the respondents living within the town had a higher expense for cosmetics compared to those in the sub-urban areas.

The relationship between place of residence and spending pattern is significantly related at 5% level for 5 degrees of freedom (Pearson Chi-Square Value is 12.964).

8.5 Spending pattern among all the of respondents having, below 10th class education about half of those qualified 10th standard and 48 per cent of post graduation seems to be less (up to Rs.300 per month) compared to respondents having other educational qualifications. Around half of the graduates, and 41 per cent of 12th class spent an amount in the range of Rs.301-500 per month for cosmetics.

8.6 Seventy per cent of teenagers, 58 per cent of youth, 57 per cent of the upper middle aged, and 56.6 per cent of the middle aged had a monthly expenditure up to Rs.300 for purchasing cosmetics. Around 45 per cent of middle aged, 43 per cent among the upper middle aged, and 42 per cent of youth spent an amount of more than Rs.300 per month for cosmetics.

Major Findings and Discussions

Gender

Male Consumers

Male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop of their convenience. It is also observed that male consumers buy all their cosmetic items from one shop.

Female Consumers

It has been observed from the study that female cosmetic consumers prefer to purchase cosmetics individually. It also reveals that one of the main sources of information among the females about different brands of cosmetics is friends group. Even though friends play a very important role in women cosmetic purchases, the specific brand selection is most of the times done individually. Women consumers tend to buy cosmetic items from any shop of their convenience rather than a single shop. They buy all their cosmetic items from different shops rather than a single shop. Quality is given utmost preference by the women consumers and they tend to spend Rs.101- 300 per month on cosmetics.

Male consumers tend to spend more on cosmetics i.e. Rs. 301- 500 per month when compared to females. The findings of Barson (2004) suggest that men's spending on cosmetics is increasing and that is mainly due to the demand for men's hair care, deodorants, razors and blades.

Selecting the brand exclusively by the spouses or together by both the spouses seems to be enjoyed by the men compared to women. Women are found to be more, brand specific when compared to male consumers.

Age

Mode of purchase among teenagers, youth and aged respondents is dominantly individual. Among the middle aged the practice of purchasing with spouse is prevalent. This difference in mode of purchase among different age groups is statistically significant. The selection of brand by the respondents across all the age groups is done individually by themselves. Spouses were involved in the brand selection among middle aged and upper middle aged cosmetic consumers.

The cosmetic consumers irrespective of their age groups tend to purchase from different shops. However purchasing all their cosmetics from a particular shop is prevalent among middle aged and upper middle aged groups compared to youth and teenagers. Youth, middle aged and upper middle aged respondents do not purchase other brands if they don't get a specific brand and half of the teenagers are found to be brand specific. Youth and middle aged dominantly depend on advertising as a source of brand information. But teenagers and aged people got the information through friends. Age and source of brand information is statistically significant. Quality is the main criterion for purchase of cosmetics among all the age groups while some of the teenagers and upper middle aged were price conscious. When compared to respondents belonging to other age groups a higher number of middle aged were brand conscious. No substantial difference is observed in the spending pattern of the respondents belonging to different age groups.

Place of Residence

Urban & Suburban Consumers

Urban & Suburban consumers purchase & select their brands individually. Respondents belonging to both the categories do not have any specific shop of preference for purchase and they purchase in multiple shops for their cosmetic needs. Both the types of consumers are found to be brand specific and Advertisement is the major source of brand information. Quality is the most important criterion for the purchase of cosmetics for both urban and suburban consumers.

Urban consumers tend to spend more on cosmetics, whereas Suburban consumers tend to spend less. This might be due to rural and suburban areas concentrating on basic toiletries and cosmetics (Euromonitor, 2006)

Qualification

Majority of the respondents irrespective of their educational qualification tend to purchase individually and they consider quality as the most important criterion for purchasing cosmetics. The main mode of brand selection among the respondents is individual. Respondents with 10^{th} class education are not so brand specific and tend to purchase all their cosmetics from a single shop. They also take into consideration the price as one of the factors for purchase of cosmetics. The study also reveals that respondents with 10^{th} class education tend to spend less on cosmetics and rest all categories of respondents spend more on the same this can be mainly because it has been observed from the study that respondents belonging to the lower income categories spent a lesser amount compared to those in the upper income group.

Occupation

Housewives tend to purchase with their spouse, while most of the respondents in all other occupational categories purchase cosmetics individually. Respondents belonging to all occupational groups except teachers and businessmen make their purchase of cosmetics from any shop of convenience, but these two categories had specific shop for their purchase. Farmers and teachers were particular in purchasing from a single shop whereas majority of the respondents in all other occupational groups purchased from multiple shops.

Respondents in all the occupational groups select their brand of cosmetics individually but Teachers, Government. Employees and Executives make their purchases along with their spouses. Executives and professionals were not particular about their brands of cosmetics. Rest of the respondents belonging to other occupational categories was brand specific. The main source of brand information among students was friends. Most of the respondents belonging to other categories got the brand information through advertisements.

A good number of Government Employees were observed to be price conscious and rest of the respondents considered quality as the main factor for cosmetic purchase. Some of the housewives, businessmen and executives were reported to be brand conscious. And it was also found that executives and housewives tend to spend more on cosmetics per month. The monthly expenditure for cosmetics among students seems to be marginally high. No substantial variation in spending pattern is found among other occupational groups.

The chi-square test substantiates the relationship between occupation and the shop preference i.e. shop preference of cosmetic consumers differ according to the occupation.

Income (upper, middle and lower income consumers)

The number of respondents who purchase cosmetics individually is more in the case of respondents belonging to the lower income group and when compared to the upper and middle income groups, respondents in the lower income category preferred to purchase all their cosmetics from a single shop. More than half of the respondents in the upper income, middle income, and in the lower income category were brand specific in selecting cosmetics. The remaining respondents had the habit of purchasing any brand.

The main source of information about the brands among the lower and upper income category is advertisement, whereas advertisement and friends groups were found to be the major sources of brand information in the case of the respondents in the middle income category. Quality seems to be the predominant criterion for cosmetic selection among all the three income categories. However, brand was also considered to be a main concern among a third of the respondents belonging to the middle income group. Respondents belonging to the lower income categories spent a lesser amount compared to those in the upper income group. Chi-square test substantiates the relationship between income and spending pattern as significant at 1 per cent level of significance.

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