

International Multidisciplinary
Research Journal

Golden Research
Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

Publisher
Mrs.Laxmi Ashok Yakkaldevi

Associate Editor
Dr.Rajani Dalvi

Honorary
Mr.Ashok Yakkaldevi

Welcome to GRT

RNI MAHMUL/2011/38595

ISSN No.2231-5063

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

International Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Mohammad Hailat Dept. of Mathematical Sciences, University of South Carolina Aiken	Hasan Baktir English Language and Literature Department, Kayseri
Kamani Perera Regional Center For Strategic Studies, Sri Lanka	Abdullah Sabbagh Engineering Studies, Sydney	Ghayoor Abbas Chotana Dept of Chemistry, Lahore University of Management Sciences[PK]
Janaki Sinnasamy Librarian, University of Malaya	Ecaterina Patrascu Spiru Haret University, Bucharest	Anna Maria Constantinovici AL. I. Cuza University, Romania
Romona Mihaila Spiru Haret University, Romania	Loredana Bosca Spiru Haret University, Romania	Ilie Pinteau, Spiru Haret University, Romania
Delia Serbescu Spiru Haret University, Bucharest, Romania	Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Xiaohua Yang PhD, USA
Anurag Misra DBS College, Kanpur	George - Calin SERITAN Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, IasiMore
Titus PopPhD, Partium Christian University, Oradea,Romania		

Editorial Board

Pratap Vyamktrao Naikwade ASP College Devrukh,Ratnagiri,MS India	Iresh Swami Ex - VC. Solapur University, Solapur	Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur
R. R. Patil Head Geology Department Solapur University,Solapur	N.S. Dhaygude Ex. Prin. Dayanand College, Solapur	R. R. Yalikal Director Managment Institute, Solapur
Rama Bhosale Prin. and Jt. Director Higher Education, Panvel	Narendra Kadu Jt. Director Higher Education, Pune	Umesh Rajderkar Head Humanities & Social Science YCMOU,Nashik
Salve R. N. Department of Sociology, Shivaji University,Kolhapur	K. M. Bhandarkar Praful Patel College of Education, Gondia	S. R. Pandya Head Education Dept. Mumbai University, Mumbai
Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai	Sonal Singh Vikram University, Ujjain	Alka Darshan Shrivastava Shaskiya Snatkottar Mahavidyalaya, Dhar
Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College, Indapur, Pune	G. P. Patankar S. D. M. Degree College, Honavar, Karnataka	Rahul Shriram Sudke Devi Ahilya Vishwavidyalaya, Indore
Awadhesh Kumar Shirotriya Secretary,Play India Play,Meerut(U.P.)	Maj. S. Bakhtiar Choudhary Director,Hyderabad AP India.	S.KANNAN Annamalai University,TN
	S.Parvathi Devi Ph.D.-University of Allahabad	Satish Kumar Kalhotra Maulana Azad National Urdu University
	Sonal Singh, Vikram University, Ujjain	

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.aygrt.isrj.org



GRT THE MARKETING OF SELECTED COSMETICS IN CUDDALORE DISTRICT

N. Madhavan

Assistant Professor, Business Administration Wing, DDE, Annamalai University

Abstract:- The present study aims to marketing of selected cosmetics in Cuddalore district. Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research i.e. the method of gathering information and the method of sampling. Using questionnaire method the primary data were collected. All the respondents were asked the same questions in the same fashion and they were informed the purpose of study. The data required for the study was collected through a questionnaire. The data collected through such filled-in questionnaires have been used for further analysis. A standardized questionnaire to collect data on beliefs, feelings and attitudes from the respondents is being used and also the researcher have contributed this efforts in framing the questionnaire. The purpose of study is explained clearly to the respondents. So, nothing about the purpose of study is concealed from the respondents. The findings and observations are the result and outcome of the interpretations made during the study of analysis.

Keywords : Marketing of Cosmetic

INTRODUCTION

Both men and women, educated and uneducated, literate and illiterate use cosmetics. Such cosmetics are used for cleaning the human body. Indian marketing scenario is vibrant and expensive. This is evident from the emerging trends and changing pattern of demand. The demographic factor pushing India's population more than a billion coupled with the various effects of state governments and central government affording and supporting education women and children have led to a greater awareness for modern living and comforts. India's Five-Year plans have generated higher income and in little more affluence to the middle income group. Special measures for alleviating poverty through anti-poverty measures and massive rural investments and infrastructure development have generated rural revenue assurance. This has included and accentuated in opening up active rural markets as well.

The break down of traditional joint family system and the prevalence of nuclear family is yet another factor for the growth of the consumer market.

The international marketing situation arising out of globalization and the acceptance of the dictums of the World Trade Organisation has opened up the floodgates for foreign companies and foreign goods and services into India. Of course Indian marketers are also enjoying opportunities for reaching overseas markets as well. In India, various studies reveal that it is an excellent paradise for consumer marketing.

The present study aims to investigate the demand pattern of cosmetics in select places of Tamilnadu. The subsequent section of second chapter explains the origin and development of cosmetics from ancient period to early modern and modern period.

Koz-met'iks is preparation which men and women use to enhance their physical attractiveness. As defined by the

United States Federal Trade Commission they are “articles intended to be rubbed, poured, sprinkled or sprayed on introduced into or otherwise applied to the human body for cleansing, beautifying, promoting, attractiveness, or altering the appearance, and articles intended for use as a component” of such products, with the exception of soap, thus toothpaste, deodorants and shampoos are cosmetics, as also perfumes, powders, mascara and many other preparations.

Cosmetics or Koz-met'iks are primarily manufactured preparations for beautifying the wearer. The United States Food Drug and Cosmetic Act of 1939 in U.S.A. defines cosmetics as follows: “articles intended to be rubbed, poured, sprinkled or sprayed on introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting, attractiveness or altering the appearance, and articles intended for use as a component of any such articles” except that such term should not include soap, while cosmetics may clean the skin or change its colour, they do not prevent or cure any dermal condition.

IMPORTANCE OF THE STUDY

Cosmetics as defined in the Indian Drugs and Cosmetics Act, 1940 mean “articles meant to be rubbed, poured, sprinkled, or sprayed or introduced into or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness or altering the appearance. In the last few years the consumption of cosmetics has touched new heights and the curve is shooting upwards and hence the controls sought to be exercised on the drugs have been extended to a certain extent to the cosmetics”.

In the modern world beauty is more than skin deep – it is feeling good as well as looking good. A healthy diet, with plenty of fresh fruits and vegetables and lot of mineral water to drink, regular exercise, fresh air sleep though gives a foundation for beauty routine, the sprawling beauty parlors for ladies and also men, and not speak of the change of times and emulation of other countries and Miss Universe contests have heightened craze for cosmetics.

Cosmetics generate beauty, fragrance, pleasant look and love as well. Every marketer should look into more and more of new opportunities. Cosmetics offer a lot of opportunity to producers to upgrade their technology, to innovate, to diversify and to increase their market share. In the service sector particularly to enterprising ladies, opening of beauty parlors give lot of income, in a country like India with various family functions and for bridal make-ups in marriages. The influence of media on beauty generation is great. College students and even middle-aged people, men and women, want to look beautiful and go over different cosmetics. They do not mind even a little more spending on cosmetics. Wholesalers and retailers make good earnings in their cosmetic dealings. A marketer should know to take advantage of the changes taking place all around.

CONCEPTUALIZATION

In the theory of the demand, the decision making unit is the household. The demand pattern of cosmetics is explained by the theory of customer behaviour with reference to both economic and non-economic (socio-psychological) factors. In the context of analysis of demand pattern of cosmetics, family budget survey provides samples from cross section data showing family expenditure together with information on family income, family composition and other demographic, social or financial characteristics during a fixed interval of time.

The number of persons in the family, their age, their type of work, their social status and regional distribution of families has independent effects demand for cosmetics apart from income difference. Demographic or population groups can be defined in terms of educational background, sex, age, income, social status, geographical location, etc.,

Demand pattern of cosmetics is indicated by per capita expenditure and percentage share of expenditure in both urban and rural areas.

Use of Cosmetics in Early Modern Period

During the early Christian era, cosmetics disappeared along with other cultural niceties in Europe. A revival occurred when the Crusaders returned from the Holy Land with cosmetic scents from the East. By the beginning of the renaissance, the Italians led in the development of skin care and beautifiers, with lotions, creams, powders and pastes. In France both men and women of rank used make up the blue bloods painted the veins on their temples a bright blue to contrast with skin, which was carefully whitened with almond paste.

In England, Queen Elizabeth was noted as an amateur perfumer and cosmetician. Beauty aids of her era included white lead face powder mixed with ground ores, rouge made from red ocher Vermilion or cochineal and blemish cures made of the powdered sulfur and turpentine. Both sexes at court used powder and wore beauty patches. The ladies patches were of various shapes such as stars or crescents and were frequently worn to hide blemishes. Cosmetics were used in the southern colonies in America but were frowned on by the puritans in New England as well as in old England.

By the end of the 19th century the lavish use of cosmetics was confined to the demimonde. Most Victorian women in both England and the United States restricted themselves to discreet use of white rice powder, cucumber cream, lemon juice, rose water and such less sophisticated aids as powdered chalk or fresh beetroot to enhance their complexions.

Modern Cosmetics

An important step towards modern cosmetics occurred in the mid-19th century when aniline dyes were developed, greatly broadening the colour range available for beauty aids. To day cosmetics industry increased its growth not only in technical advancements and to the emancipation of women but also to the availability of mass media to inspire and instruct, television, films and popular publications bring new cosmetic practices to the attention of every woman. The introduction of new products such as pancake make up, and of convenient packaging such as the make up stick have greatly increased sales in this highly competitive market. Since the early 1920's, the idea of colour harmony in make up has taken hold, with major cosmetics company's bringing out seasonal lines of new colours in every phase of make up including lipsticks and finger nail lacquers as well as foundations. The ideal of the "Total look" trying in cosmetics with culture is important today and 'war drops' of make up colors for different occasions and seasons are now available. Basic cosmetics include products that care for the skin, enhance good grooming, and provide adornment.

Cosmetic manufacturing has become a multibillion-dollar industry in 20th century. In 1914, just before World War I and suffrage movement gave women increased social freedom; total sales of beauty aids in the United States were slightly under \$40 million. By the mid 1950s sales increased thirty fold and another 15 years saw estimated sales of nearly \$4 billion annually.

Lipstick was the most important item in any woman's cosmetic bag-and no one felt dressed without bright red lips during 1960s, when lips paled almost to insignificance beneath hugely emphasized eyes. Black eye liner has often three layers of it. Underlining upper and lower lashes and marketing the crease of the eyelid, it was supported by hard, brightly coloured eye shadow and enormously long false lashes.

In the 1970s the hippie movement encouraged a back to nature trend and many women threw away their makeup and let their hair grow long and untamed. But even the most beautiful women benefits from having her looks enhanced and her hair styled to suit her face, and the results were pale and uninteresting.

With the advent of 1980s, came a revival of enthusiasm for natural beauty products such as lanolin, oatmeal, witch-hazes and herbs, cucumber and avocado came to be prized amongst vegetables, and lemon and strawberries amongst fruit. Looking and feelings good, with glassy, well cut hair and a clear fresh skin are a tremendous boost to any woman's ego.

Now a number of technical developments have been made in cosmetic products. Among the most important are serosal system which made possible such products as hair sprays and spray deodorants, deodorant soaps, into perpetration and the development of effective dandruff controlling agents.

Today's cosmetics industry showed its growth not only in traditional advancements to the anticipation of women, but also the availability of mass media like television, films and popular publication being new cosmetics practices to the attraction of every woman. The introduction of new products, such as purchase make up and convenient purchasing, such as the make up sticks, have greatly used, in the highly competitive market. The ideal of the "total look" trying in cosmetics with culture, is important today and wardrobes of make up colours for different occasional and seasons are now available. Basic cosmetics include products that are for skin, enhance good grooming and provide adotement.

An important factor for increasing sales of cosmetics industry has been the increasing use of cosmetics by human beings. The semi-urban and rural areas also have more men and women using cosmetics. Such preparations as facial mashes and skin moisturized where use was once confirmed almost exclusively to women, have been adopted by men.

Consumer protection in the United States is provided by the Federal Trade Commission, which is permissible for regulations aimed at preventing adulteration, misbranding, or false advertising.

Cosmetics in India

India used to pay homage to the body cosmetics and perfumes which were used by the Indian women, whose duty was to appear alluring to her lover. In the famous Indian treatise on love, the Kama Sutra (Compiled between 100 and 600 A.D) women were advised to learn the arts of colouring the garments, hair, nails and body. Cosmetics also served as emblem of class, rank or caste, the placement of facial adornments separated the upper castes from the lower. They used kohl to blacken their lashes, lids, and eye brows. A status from the Konark temple, India depicts a women applying kohl to darken her eyes. It still remains as evidence for women applying kohl since very earlier times.

Cosmetics and Science

Towards the late 1800s, science was applied to the cosmetic industry and the business has flourished ever since. Chemists have eliminated the harmful substances from cosmetics and great attention was paid to the effects of all ingredients. In the early part of this century, rouge, powder and eye pencil have become popular. Since then beauty masks, tissue creams, foundation creams, skin lotions, lipstick, manicure preparation and perfumes have an appeared in the market. Thus cosmetic business has become very important, particularly in western society where young girls start to take an interest in make up and cosmetics, even before their teen age years.

STATEMENT OF THE PROBLEM

Cosmetics preparations are intended to promote the health and beauty of the complexion, hair, hands and nails. It is the recognition of the dual role of health and beauty that has built cosmetics into a major industry. It can be said that the use of cosmetics is as old as civilization itself. Today the introduction of scientific methods, accurate measurements, uniform procedures, specifications for raw materials and the testing of finished products have made cosmetology as a new science.

In India natural products like musk, cosus, sandal, saffron, etc., were extensively used and are still being used in cosmetics, creams, oils, pastes, lotions, and betel and toilet powder. Modern cosmetics have been becoming more sophisticated and are sold under different labels. Cosmetics produced by Indian Companies as well as imported varieties are now available in the Indian market.

In fact the cosmetics industry has grown to such gigantic proportions that it is possible for more people to use cosmetics as compared to the privileged few in the past. In India, there are about 30 units, manufacturing cosmetics products in the organized sector, with an annual production of 30,000 tones. They cater to 60% of the cosmetic market. Small units of unorganized sector meet the rest of the demand. The growth rate of the cosmetic product in India is about 5% to 10% on an average with some products growth at even less than 2 percent. So far the researchers have not attempted a study of this nature. So it is hoped that this type of research will throw light on the consumption and demand aspects of cosmetic products.

Meaning of market

The ward "MARKET" is derived from the Latin word "MARCATUS" which means "to trade" market is the place where goods are brought and sold. Before proceeding further, one should know the centre around which the marketing activities are undertaken. This centre is commonly referred as Market. But the concept of market is also not free from confusion. For example, there is a bullion market, a fruit, retail or wholesale market, and a local or a national market.

A market, in general, may be described as a place or geographical area where buyers and sellers meet and function, goods or services are offered for sale, and transfers of ownership of title occur. This idea on market is

supported by many. Clark and Clark define it as “an area in which the forces leading to exchange of title to a particular product operate, and from which the actual goods tend to travel.” This obviously means that a market is a geographical area and is found where a commodity is concentrated for sale.

A market may also be defined as an aggregate of the potential buyers for a product or service. This idea is based on economic concept of the term and is beyond comprehension for practical purposes. However, the term has undergone many changes. Today market means “any body or persons who are in intimate business relations and carry on extensive transactions in any commodity. REVIEW OF LITERATURE

The researcher has made an attempt to review the previous studies pertaining to the marketing of cosmetics and other studies related to them. The growth of female working population is a factor emphasized by Professor Rennick (1957), who pointed out that “Women are employed outside the home not only making them more conscious of appearance and of cosmetics and putting her in a better financial position to buy more and better grades of the cosmetics she wants”. (Sarg in Edward, *Cosmetics Science and Technology*, New York, Inter Science and Publisher Inc. 1957. pp. 3-11.)

Every exposable part of the human anatomy is subject to cosmetic attraction. But the face and hair are the most conspicuous parts of the human body. A great variety of cosmetics aids have been designed especially to make these parts of the body more attractive. The main reason is that “pleasant appearance can open the doors to new opportunities whereas an attractive appearance may help the same doors Closed”. Besides by nature women want to be more beautiful and since they pay more attention to cosmetic items. (Arumugam. S.P. *Crimetic Surgery Women's Era*, New Delhi, Putra Prakash Private Limited. Volume–15, 1988, p.88.)

Mr.V.Arunagiri (1990) in his study entitled, “A study on consumer attitude towards advertisements in Chidambaram Town- With reference to selected cosmetics products”. The researcher has emphasized that advertisement influences very much for increasing the sale of cosmetics.

Ms.S.Anitha (1994) has made an attempt to study the consumer attitude pertaining to cosmetics in her study entitled “Attitude and behaviour of consumer towards cosmetics, a study with reference to Madurai Kamaraj University Hostel students”. In her findings she has stated that the most prominent reason for using the cosmetics by men and women is to enhance their appearance. Not only cosmetics help to beautify their face and help them to maintain personal cleanliness.

Mr.A.Ubakaraselvam (1997) has made an attempt to study the marketing of select cosmetics in Nilakottai Taluk. In his findings he has stated that the majority of the consumers to buy only a particular brand of cosmetics for their entire family.

Another article in “*Indian Journal of Marketing* (1999)” entitled “Cosmetology – A new science”, states that “cosmetics” covers not only decorative preparations such as lipsticks, ranges and powders but also such articles as dentifrices and shaving preparations, which are very necessary for personal hygiene and cleanliness. The author has stated that there are three types of cosmetics available to the users. They are (i) Skin Care Cosmetics (ii) Hair Care Cosmetics and (iii) Make up cosmetics. All the three cosmetics are having good markets. So the personal care industry will be having a bright future. It is likely that many more small and big companies will be started.

Another article in “*Indian Journal of Marketing* (2000)” entitled “Homemakers Awareness about cosmetics,” has stated that, most of the cosmetics were known to majority of the homemakers. All the homemakers were fully aware of bath soap, hair oil, shampoo, cream, body talc, nail polish, toothpaste as these have become the necessities of life, instead of being basis for beautification. There is well awareness which attributes to the fact that these toiletries are the part and parcel of our daily hygiene. The awareness regarding advertising effectiveness has increased in India because of economic and social development and competition among different products vendors.

Carter, W.G. (2000) has observed all the important psychological motives for advertising the cosmetics products. He listed the various psychological motives such as money, variety, acquisitiveness, rivalry, comfort, adornment, cleanliness, companionship, amusement, sensual, gratification, construction, aggrandizement, mental culture, affection, social achievement, ambition, inhibitiveness, reverence, romance, aesthetic taste, sex, imitations, curiosity, self preservation, sympathy, gratitude patriotism and so on. These motives will naturally induce consumers to purchase more cosmetics and the demand will be increased.

Another article entitled “Deodorants and Antiperspirants are necessary evils” published in “*Insight*”

Consumer Magazine (2001) has revealed that how the deodorants occupy an important role in our daily life. It is told that the sweat glands of human body cause perspiration and odor problems. Deodorants are useful for removing these problems in human body. Deodorants and antiperspirants are almost interchangeable and they are actually two different types of products which rely on different chemical reactions to achieve user's purposes. While antiperspirant reduces perspiration and body wetness, deodorants help to remove body odor. Both men and women use body sprays and deodorant sticks. So the demand for these products is increasing year after year.

Cosmetics have been used since even early times to enhance the appearance of the wearer. The use of cosmetics is very ancient. Evidence of the use of eye make-up and aromatic ointments has been found in Egyptian tombs dated to 3500 B.C. Perfumes of natural origin were greatly prized and hence associated with priest at shrines and in houses. Mixture of fragrant gum, resins and woods were burned as incense and others. During the middle age, eye lips and eye brows were still stained and early Britain's were said to use a crude type of face paints". (New Knowledge Library Volume – 7. 1978 p.658)

The researcher has made an attempt to the previous studies pertaining to the marketing of cosmetics and other studies related to them. The growth of female working population is a factor emphasized by Professor Rennick (1957), who pointed out that "Women are employed out side the home not only making them more conscious of appearance and of cosmetics and putting her in a better financial position to buy more and better grades of the cosmetics she wants". (Surgin, Edward, Cosmetics Science and Technology, New York, Inter Science and Publisher Inc. 1957. p.3-11.).

Objectives

The following are the important objectives of the study.

- 1.To trace the evolution and development of cosmetics.
- 2.To focus on the existing channels of distribution of cosmetics.
- 3.To ascertain the marketing of cosmetics in selected of Cuddalore district.
- 4.To know the customers preferences of cosmetic products.
- 5.To identify the factors that the customers preferred
- 6.To summarise the findings of the study with some suggestions and conclusion.

Research design

Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research i.e. the method of gathering information and the method of sampling

Data collection

Using questionnaire method the primary data were collected. All the respondents were asked the same questions in the same fashion and they were informed the purpose of study.

Research instrument

The data were collected by using questionnaire as an instrument.

About the questionnaire

The data required for the study was collected through a questionnaire. The data collected through such filled-in questionnaires have been used for further analysis.

Questionnaire Design

A standardized questionnaire to collect data on beliefs, feelings and attitudes from the respondents is being used and also the researcher have contributed this efforts in framing the questionnaire. The purpose of study is explained clearly to the respondents. So, nothing about the purpose of study is concealed from the respondents.

Closed Ended Questions

In this questions the respondents are give 5 choices in which he has to select one. For this questions are we can apply statistical tools like Chi square and Anova in order to relate the results to the universe.

Sampling plan

Sampling plan is to be decided about the sampling unit, sample size, sampling Method.

Sampling method

The sampling method adopted for the present research is random sampling method.

Analysis of the data

The data collected through questionnaires have been tabulated. By using the above mentioned statistical tools, the data have been analysed. Interpretations have been drawn based on the analysis. The findings and observations are the result and outcome of the interpretations made during the course of analysis.

Presentation of the report

Tables and figures have been used wherever necessary to facilitate the analysis and interpretation. Explanations for the tables were given for the tables wherever necessary.

Limitations of the study

- 1.The responses from the respondents could be casual in nature. This may be due to lack of interest or time on their part.
- 2.The correctness of information provided by the respondents in the personal data could not be established.
- 3.Some of the information provided by the respondents might not be correct.
- 4.Getting timely responses from the respondents was a difficult task.
- 5.The reason for this may be attributed to their busy schedules.

RESULT AND DISCUSSION RETAILERS

Table 1 Distribution of retailers on the basis of selling cosmetics

It is seen from the table that 78% of retailers selling of cosmetic and 22% of them not selling of cosmetic. So majority of them selling of cosmetic.

Opinion	N	Percentage
Yes	39	78.0
No	11	22.0
Total	50	100.0

Table 2 Opinion about the cosmetics selling

Opinion	N	Percentage
Very well	22	44.0
Moderate	17	34.0
Poor	11	22.0
Total	50	100.0

It is inferred from table that 44% of retailers say very well opinion, 34% of them say moderate opinion and 22% of them say poor opinion about cosmetics selling. So majority of them satisfied about cosmetics selling.

Table 3 Opinion about prospects of higher sales of cosmetics

Opinion	N	Percentage
Yes	37	74.00
No	13	26.00
Total	50	100.00

It is inferred from table that 74% of retailers feel prospects of higher sales of cosmetics and 26% of them not satisfied about prospects of higher sales of cosmetics. So majority of the retailers feel prospects of higher sales of cosmetics

Table 4 Opinion about the regular purchase in cosmetics

Opinion	N	Percentage
Yes	39	78.00
No	11	22.00
Total	50	100.00

It is inferred from table that 78% of retailers purchased cosmetics regularly and 22% of them occasionally purchase cosmetics. So majority of the retailers purchase cosmetics regularly.

Table 5 Opinion about the fast moving size of products

Size of products	N	Percentage
Large size	14	28.0
Medium size	19	38.0
Small size	17	34.0
Total	50	100.00

It is inferred from table that 28% of retailers say large size, 38% of them say medium size and 34% of them say small size of fast moving products. So majority of retailers opinion about fast moving size are medium.

Table 6 Opinion about the total monthly sales

Monthly sales	N	Percentage
Below 50,000	26	52.0
Above 50,000	24	48.0
Total	50	100.00

It is inferred from table that 52% of retailers earn monthly sales of Rs. Below 50,000 and 48% of them earn above Rs.50,000. So majority of them earn below Rs 50,000/-

Table 7 Opinion about the total monthly sales of cosmetics

Monthly sales	N	Percentage
Below 10000	18	36.0
10001 – 20000	16	32.0
Above 20000	16	32.0
Total	50	100.00

It is inferred from the table that 36% of retailers earn from the monthly sales of cosmetics below Rs. 10000 and 32% of them each sales Rs. 10001-20000 and above 20,000Rs. of sales in cosmetics products only.

Table 8 Showing the chi-square test for selling of cosmetics on the basis of experience.

Experience	Yes	No	Total	X ²	DF	LS
Below 10 years	25	2	28	6.50	2	0.05
11 to 20 years	7	6	13			
Above 20 years	7	2	9			
Total	39	11	50			

Ho: There is no association between selling of cosmetics on the basis of experience.

It is inferred from the table that, the obtained chi-square value, which is significant at 0.05 level. Hence, the stated hypothesis is rejected. So, it is concluded that there is an association between selling of cosmetics on the basis of experience.

Table 9 Showing the chi-square test for selling of cosmetics on the basis of experience.

Experience	Very well	Moderate	Poor	Total	X ²	DF	LS
Below 10 years	20	6	2	28	25.76	4	0.01
11 to 20 years	0	9	4	13			
Above 20 years	2	2	5	9			
Total	22	17	11	50			

Ho: There is no association between selling of cosmetics on the basis of experience.

It is inferred from the table that, the obtained chi-square value, which is significant at 0.05 level. Hence, the stated hypothesis is rejected. So, it is concluded that there is an association between selling of cosmetics on the basis

of experience.

Table 10 Showing the chi-square test for prospects of higher sales of cosmetics on the basis of experience.

Experience	Yes	No	Total	X ²	DF	LS
Below 10 years	25	3	28	7.74	2	0.05
11 to 20 years	7	6	13			
Above 20 years	5	4	9			
Total	37	13	50			

Ho: There is no association between prospects of higher sales of cosmetics on the basis of experience.

It is inferred from the table that, the obtained chi-square value, which is significant at 0.05 level. Hence, the stated hypothesis is rejected. So, it is concluded that there is an association between prospects of higher sales of cosmetics on the basis of experience.

Table 11 Showing the chi-square test for regular purchasing of cosmetics on the basis of experience.

Experience	Yes	No	Total	X ²	DF	LS
Below 10 years	25	3	28	6.50	2	0.05
11 to 20 years	7	6	13			
Above 20 years	7	2	9			
Total	39	11	50			

Ho: There is no association between regular purchasing of cosmetics on the basis of experience.

It is inferred from the table that, the obtained chi-square value, which is significant at 0.05 level. Hence, the stated hypothesis is rejected. So, it is concluded that there is an association between regular purchasing of cosmetics on the basis of experience.

Table 12 Showing the chi-square test for opinion about selling fast size of product on the basis of experience.

Experience	Large size	Medium size	Small size	Total	X ²	DF	LS
Below 10 years	10	12	6	28	5.30	4	NS
11 to 20 years	2	5	6	13			
Above 20 years	2	2	5	9			
Total	14	19	17	50			

Ho: There is no association between opinion about selling fast size of product on the basis of experience.

It is inferred from the table that, the obtained chi-square value, which is not significant. Hence, the stated hypothesis is accepted. So, it is concluded that there is no association between opinion about selling fast size of product on the basis of experience.

Table 13 Showing the chi-square test for monthly total sales on the basis of experience.

Experience	Below 50,000	Above 50,000	Total	X ²	DF	LS
Below 10 years	17	11	28	10.23	2	0.01
11 to 20 years	2	11	13			
Above 20 years	7	2	9			
Total	26	24	50			

Ho: There is no association between monthly total sales on the basis of experience.

It is inferred from the table that, the obtained chi-square value, which is significant at 0.01 level. Hence, the stated hypothesis is rejected. So, it is concluded that there is an association between monthly total sales on the basis of experience.

Table 14 Showing the chi-square test for monthly sales of cosmetics on the basis of experience.

Experience	Below 10,000	10,001-20,000	Above 20,000	Total	X ²	DF	LS
Below 10 years	13	6	9	28	5.60	4	NS
11 to 20 years	3	7	3	13			
Above 20 years	2	3	4	9			
Total	18	16	16	50			

Ho: There is no association between monthly sales of cosmetics on the basis of experience.

It is inferred from the table that the obtained chi-square value, which is not significant. Hence, the stated hypothesis is accepted. So, it is concluded that there is no association between monthly sales of cosmetics on the basis of experience.

CONSUMER

Table 15 Showing the chi-square test for monthly expenditure on cosmetics on the basis of monthly income (Rs.).

Monthly income	Below 500	501-1000	Above 1000	Total	X ²	DF	LS
Below 10,000	27	12	0	39	15.73	4	0.01
10,001 - 20,000	21	19	11	51			
Above 20,000	16	17	27	60			
Total	64	48	38	150			

Ho: There is no association between monthly expenditure on cosmetics on the basis of monthly income.

It is inferred from the table that, the obtained chi-square value, which is significant at 0.01 level. Hence, the stated hypothesis is rejected. So, it is concluded that there is an association between monthly expenditure on cosmetics on the basis of monthly income.

Table 16 Showing the chi-square test for opinion about preference of cosmetics on the basis of occupation.

Occupation	Yes	No	Total	X ²	DF	LS
Officers	43	7	50	4.88	4	NS
Businessman	30	4	34			
Professional	17	8	25			
Retired	18	4	22			
Others	15	4	19			
Total	123	27	150			

Ho: There is no association between opinion about preference of cosmetics on the basis of occupation.

It is inferred from the table that, the obtained chi-square value, which is not significant. Hence, the stated hypothesis is accepted. So, it is concluded that there is no association between preference of cosmetics on the basis of occupation.

Table 17 Opinion about always purchase a particular brand only

Opinion	N	Percentage
Yes	135	90.0
No	15	10.0
Total	150	100.00

90% of the respondents always purchase a particular brand only and 10% of them not always purchase a particular brand only. So majority of them always purchase a particular brand only.

Table 18 Opinion about consider cosmetics necessary one.

Opinion	N	Percentage
Yes	135	90.00
No	15	10.00
Total	150	100.00

It seen from the table that 90% of the customers consider cosmetics necessary one and 10% of them not consider cosmetics necessary one. So majority of them consider cosmetics necessary one.

Table 19 Opinion about use by foreign made cosmetics

Opinion	N	Percentage
Yes	100	66.7
No	50	33.3
Total	150	100.00

It inferred from table that 66.7% of the customers used foreign made cosmetics and 33.3% of them not used foreign made cosmetics. So majority of them used foreign made cosmetics.

Table 20 Opinion about better Indian cosmetics

Opinion	N	Percentage
Yes	119	79.3
No	31	20.7
Total	150	100.00

79.3% of respondents agreed and 20.7% of them not agreed about that better Indian cosmetics. So majority of them agreed that Indian cosmetics are better.

Table 21 People use cosmetics

Opinion	N	Percentage
Yes	123	82.0
No	27	18.0
Total	150	100.00

82% of respondents use cosmetics products and 18% not use of cosmetics products. So majority of them used cosmetics.

FINDINGS

- 1.78% of retailers selling of cosmetic and 22% of them not selling of cosmetic
- 2.44% of retailers say very well opinion, 34% of them say moderate opinion and 22% of them say poor opinion about cosmetics selling.
- 3.74% of retailers feel prospects of higher sales of cosmetics and 26% of them not satisfied about prospects of higher sales of cosmetics.
- 4.78% of retailers purchased cosmetics regularly and 22% of them occasionally purchase cosmetics.
- 5.28% of retailers say large size, 38% of them say medium size and 34% of them say small size of fast moving products.
- 6.52% of retailers earn monthly sales of Rs. Below 50,000 and 48% of them earn above Rs.50,000.
- 7.36% of retailers earn from the monthly sales of cosmetics below Rs. 10000 and 32% of them each sales Rs. 10001-20000 and above 20,000Rs. of sales in cosmetics products only.
- 8.It is concluded that there is an association between selling of cosmetics on the basis of experience.
- 9..It is concluded that there is an association between selling of cosmetics on the basis of experience.
- 10.It is concluded that there is an association between prospects of higher sales of cosmetics on the basis of experience.
- 11.It is concluded that there is an association between regular purchasing of cosmetics on the basis of experience.
- 12.It is concluded that there is no association between opinion about selling fast size of product on the basis of experience.
- 13.It is concluded that there is an association between monthly total sales on the basis of experience.
- 14.It is concluded that there is no association between monthly sales of cosmetics on the basis of experience.

Consumers

- 1.It is concluded that there is an association between monthly expenditure on cosmetics on the basis of monthly income.
- 2.It is concluded that there is no association between preference of cosmetics on the basis of occupation.
- 3.90% of the respondents always purchase a particular brand only and 10% of them not always purchase a particular

brand only.

4.90% of the customers consider cosmetics necessary one and 10% of them not consider cosmetics necessary one.

5.66.7% of the customers used foreign made cosmetics and 33.3% of them not used foreign made cosmetics.

6.79.3% of respondents agreed and 20.7% of them not agreed about that better Indian cosmetics.

7.82% of respondents use cosmetics products and 18% not use of cosmetics products.

SUGGESTIONS

From this research it was identified that most of the consumers purchase the cosmetics products due to quality and price. The company should try to improve quality and price, so that they will satisfy their consumers and also they will improve their market potential. Thus they can compete with other companies. Some of the consumers are not satisfied regarding the price and availability. Therefore the company must take steps to reduce the price and increase their stock. Further the companies must also take steps to change their variety and try to introduce some special smell of products to attract the consumers. In order to create brand awareness among the consumers, the company should give more advertisement in the popular medias like T.V, Radio and Newspaper.

CONCLUSION

The title of the study was The marketing of selected cosmetics in Cuddalore district. For this study the researcher selected area in an around of Cuddalore district. 50 retailers and 150 consumers samples were selected for the study. The samples were selected according to the convenience of the researcher. To know the consumers' preference certain objectives and hypothesis were formulated by the researcher. To test the hypothesis certain statistical tools such as Percentage and Chi-square test were used. From the analysis certain findings, suggestions and conclusions were drawn and are presented at the end of the report. It is concluded from this research findings, most of the consumers prefer fairness cream products. Further the consumers are more aware of price and smell. So the company should try to improve these factors so that they can improve their sales.

REFERENCES

- ♦Agarwal, P.K. "Marketing Management", Pragati Prakasam Meerut, 1976 p.88-95
- ♦Amarchand, D and Varadharajan, B : A Text Book of Marketing, Konark Publishers, Delhi, 1989.
- ♦Arumugam. S.P. Crimetic Surgery Womens Era, New Delhi, Putra Prakash Private Limited. Volume-15, 1988, p.88.
- ♦Ditcher Earnest, Hand book of Consumer Motivations, Mc-Graw Hill Book Company, New York, 1964.
- ♦Donald Syngg and Arther W. Combs, Individual Behaviour, Harper & Row, New York, 1979.
- ♦George H. Brown, "Brand Loyalty factor fiction" – Advertising Age 23 (1952-53).
- ♦Indian Journal of Marketing (April-June, 1999).
- ♦Insight (January-February, 1997), Consumer Magazine.
- ♦James H. Myers and William H. Reynolds, Consumers Behaviour and Marketing Management, Houghtan Mifflin Company, Boston, 1986.
- ♦Junior Vikatan (Tamil Magazine)
- ♦Letita, L Sage, Beauty Fashion Magazine, The encyclopedia American Grolier Incorporated, and International Head Quarters, Danburg, Connecticut, 06816, 1829.
- ♦Linda Sonntag, The Hair style, Hair care and Beauty Book-Tiger Books International, London, 1992.
- ♦Memoria, C.B. and Joshi, R.L. Principles and Practice of Marketing in India, Kital Mahal, Allahabad, 1983.
- ♦Musselman A. Vernon and John H. Jackson, Introduction to Modern Business, Prentice Hall of India Private Limited, New Delhi, 1982.
- ♦New Encyclopedia, Volume- 7. p.231.
- ♦New Knowledge, Library Volume – 7, p.658. 1978
- ♦Philip Kotler, Marketing Management, Prentice Hall of India Private Limited, New Delhi, 1970.
- ♦Pillai R.S.N and Mrs. Bagavathi, Marketing Management S. Chand & Co Ltd. Ram Nagar New Delhi-110055.
- ♦Pradeep Kumar, Elements of Marketing Management- Kedeer Nath Ram Nath & Co. Publishers, Meerut, 1990.
- ♦Probe India (Magazine)
- ♦Rajan Nair. N, Sanjith R.Nair, "Marketing", Sultan & Sons, New Delhi 2000, p. 453-459.
- ♦Ramasamy, V.S and Namakumari, S, Marketing Management-in Indian Environment, Mac Millan India Limited, 1983.
- ♦Robin Peterson, Marketing, A Cotemporary Introduction, a Wiley Hamilton Publication, New York, 1977.

- ♦Sarg in Edward, Cosmetics Science and Technology Inter-science Publisher Inc., New York, 1957.
- ♦Schiffman, Kanuk. "Consumer Behaviour". Op.Cit-p258.
- ♦Sherlekur, S.A., Trade Practice and Consumerism, Himalaya Publishing House, Bombay, 1984.
- ♦Subhash C.Mehta. Indian Consumers Studies and cases for Marketing Decisions. Tata Mc-Graw Hill Publishing Company Limited, New Delhi. 1974.
- ♦Suja R. Nair. Consumer Behaviour. Text and cases-Himalaya Publishing House, Bombay, 2000.
- ♦The American Educator Encyclopedia. The Required Educators, IWC, Publishers, Late Bluff. ILL, Chicago, New York TORUN TO, 1967.
- ♦The Economic Times, "Brand Equity," 12-18 February, Chennai, 1997.
- ♦The Encyclopedia American, Vol. 30, Grolier Incorporated, International Head quarters, Danbary Connecticut, 1829.
- ♦The Hindu-Business Line, "Catalyst," Vol. 4, No.169, June-19. Chennai. 1997.
- ♦The Manorama Year Book, 38th Year Publication, 2003.
- ♦William J. Stanton, Fundamentals of Marketing. Mc-Graw Hill Limited New Delhi, 1981.
- ♦William, A. Pretences Cosmetics and Soaps, Puches Chapman and Hall Limited, London, 1950.
- ♦Woman's Era (Women's Magazine)
- ♦Yojana (Magazine)



N. Madhavan

Assistant Professor, Business Administration Wing, DDE, Annamalai University

Publish Research Article

International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ International Scientific Journal Consortium
- ★ OPEN J-GATE

Associated and Indexed, USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Golden Research Thoughts
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.aygrt.isrj.org