

A study on Consumer perception and Brand Personality traits for making Cosmetic purchase decisions

**Vandana Gupta*

Abstract

Cosmetic companies' needs to understand the changing environment in the industry as it can actually influence the purchase decision, as of now there are many points of purchases in the current cosmetic market. Various point of purchases are the company's owned retail outlets, company's dealers and distributors, different parlors and salons, due to which the big cosmetic brands need to know what kind of distribution strategy will best suit their product. This research will help the cosmetic manufacturers to know the perception of the cosmetic consumers towards different point of purchases. As well as what brand personality traits, consumers look for in their preference of cosmetic brands. Study will also give in depth knowledge about the importance of packaging in cosmetic industry. Theoretical frame work of the research revolves around the consumer's perception as how cosmetics consumers based on brand personality association, differ in their perceptions towards brands. The research helps cosmetic companies to know the factors that revolve around the potential consumers while making the cosmetic purchase decisions. According to the research, products physical qualities, price, advertisement and promotion plays an important role. Significance of the Study, is to understand how different segment of consumers, based on consumer involvement type, hold different impressions of brands based on brand personality traits, to understand consumer's perception regarding different point of purchase (POP) third, to check how does brand personality and brand attitude leads to purchase decision. Fourth, to check whether packaging plays a role in influencing the consumer to purchase cosmetics. This study also tried to know, how the male buyer of the cosmetics gets influenced, and for that what cosmetics companies and retailers are doing to target the male buyer for their cosmetics.

Keywords: Cosmetics, Consumer Perception, Brand Personality

**Assistant Professor, Amity Business School*

Introduction

The history of ancient cosmetics can be traced back to the cultures of ancient Greece and Roman Empire, where people used herbal concoction with components like henna, sage and chamomile to darken their hair. At present in India, the demand for cosmetics products are so high that it could become the world's largest cosmetic consuming country in the next few decades, due to the rising demand a large number of local as well as international manufacturers have gradually extended their ranges and product lines in different provinces of India.

Cosmetic industry in India came into limelight immediately after the globalization of 1991 which was followed by the crowning of many Indian women at the international beauty pageants. These events led to the change in the cosmetic consumption in India. In the Indian Cosmetic Industry, electronic as well as print media have played an astonishing role in spreading awareness about the cosmetic products and developing fashion consciousness among the Indian consumers. As a result of which Indian cosmetic Industry had a rapid growth in the last couple of years, growing at a CAGR of around 7.5% between 2006 and 2008. While this is due to the improving purchasing power and increasing fashion consciousness, the industry is expected to maintain the momentum growth during the period 2009-2012.

With the coming up of the satellite television, number of television channels as well as the Internet in the today's scenario, the Indian consumers are constantly being updated about all the new cosmetic products and are translated into the desire to purchase them. In addition to all this, the flourishing Indian fashion/film industry also plays a very fruitful role in fuelling the growth into the Cosmetic industry by making Indians to realize the importance of having good looks and appearances. Today most of the cosmetics manufacturers, in India cater to the domestic market but they are gradually establishing their footholds in overseas markets as well.

The Indian Cosmetics Industry, basically constitute of skin care, hair care, color cosmetics, fragrances and oral care segments which stood at an estimated \$2.5 billion in 2010. Also the herbal cosmetics industry is providing full support to the beauty business in India and is expected to grow at a rate of 7% as more people use chemical products in favor of organic ones. According to a new research report, the Indian Cosmetics Industry is expected to witness impressive growth rate in the near future, owing to rising beauty concern of both men and women. Currently the industry holds promising growth prospects for both existing and new players.

The Indian Cosmetic market which is traditionally a stronghold of a few major Indian players like Godrej Consumer Care, Hul, Emami, ITC and a lot many, have seen foreign entrants into the market within the last decade. As India is a very price sensitive market of the cosmetics and personal care products, considering this in mind, the new foreign entrants had to work out new innovative strategies that suited the Indian preferences, for this they budgeted themselves to establish a hold onto the Indian market and finally are able to established a “niche market” for themselves. On the other part, the Indian players, counter attacked the foreign entrants by going in for rural expansion and are offering specialized products to generate revenues from all the corners of the country.

Top leading Companies in Indian Market

India has now become a developed market for cosmetic players since the last decade. Currently there are several cosmetic manufacturing companies, who are operating in all kinds of cosmetics. In the entire range of products that fall within the territory of the Indian cosmetic, the most popular items are color cosmetics, of which nail varnish, lipsticks and lip glosses account for the most sales. In this area, popular local brand names include Lakme and Revlon. Skin-care cosmetics have experienced a slower growth and products such as anti-wrinkle creams, cleansers and toners, for instance are not as popular as facial creams, moisturizers and fairness creams in this genre. Companies like Ponds and Fair and Lovely rule the roost in this segment.

Unilever and Procter & Gamble are major players in the Indian cosmetic sector of shampoos and hair products. However, the Indian hair-care cosmetic sector now has a few foreign brands to compete with these giants as well. Finally, one of the most popular cosmetic produced in India are herbal cosmetics which have gained popularity internationally in recent years, Emami and Ayur herbal products are the most well-known in this area

Literature Review

Guthrie, M. & Jung, J. (2008) in their study examine women's perceptions of brand personality with respect to women's facial image and cosmetic usage, they had found that the brand personality of competence was most important across all the brands, consumer perceptions pertaining to the brand personality traits differed. For these findings they conducted an electronic survey which was administered to a sample of 225 female participants in the USA. The survey included items measuring facial image, cosmetic usage, brand personality, and brand attitude. By examining how facial image and cosmetic usage both of them determined that companies can

improve their marketing strategies to enhance customer satisfaction and increase their customer base. Moreover, by identifying the brand personalities that attract consumers, companies can pinpoint the characteristics that customers look for in a product, which in turn can be used to enhance brand image. Krugman, H.E. (1966/1967). was one of the first scholars to apply ego involvement theory to a marketing context, examined a person's involvement with advertising. Since his work, several involvement conceptualizations have emerged. He described involvement as a combination of needs, values, interests and situational variables. Houston, M. J.(1978).Houston defines involvement as 'a state of interest, motivation or arousal' and Bloch as an 'unobservable state reflecting the amount of interest, arousal, or emotional attachment a consumer has with a product ' Houston classifies involvement into three types: Situational, Enduring and Response. Situational involvement (SI) describes temporary arousal and interest induced by current environmental factors (for example per perceived risk, price and durability of goods) and accompanied by a decrease in involvement- related behaviors once the situation ends. Enduring involvement (EI) represents the stable and long-term arousal and interest with a product. EI occurs with few products and is based on past experience with the product and important relevant values (for example self-image and pleasure). Wysong, S. (2002) found that brand personality perceptions varied based on consumers' Enduring Involvement EI with beer products. Participants with high EI (versus low EI participants) desired down-to-earth and honest beers, both Sincerity traits, as well as outdoorsy beers. Wysong et al believe that high EI consumers differ from their low EI counterparts because they possess prior brand and product knowledge that allows them to identify with a brand's personality.

Kapferer, J. and Laurent, G. (1985/1986) in their study described involvement as the state of motivation or arousal induced by factors such as Interest, pleasure, sign value and risk. In an extensive study, Kapferer and Laurent identified five antecedents of involvement– Interest, Pleasure, Sign, Risk importance and Probability of error – to create the consumer involvement profile (CIP). Interest refers to the interest and importance in a product category, while pleasure is the enjoyment derived from the product purchase. Sign value is the character, personality and identity communicated through the product class or brand. Risk importance is the importance placed on the outcome of a miss purchase. It represents how the consumer would feel if he / she purchases the wrong product, for example, upset, irritated or annoyed. Probability of error

measures feelings of uncertainty, based on the likelihood of a miss purchase. These five dimensions combine aspects of both EI and SI.

Aaker, J. L. (1999) his study was based on Tupes' and Christal's and Norman's five human personality dimensions, Aaker created a five dimensional brand personality framework to identify the traits consumers associate with a brand, and developed the brand personality scale (BPS) to measure how consumers use brands symbolically and emotionally. Aaker identified five dimensions of brand personality: Sincerity, Excitement, Competence, Sophistication and Ruggedness.

Hartmann, P. & Diehl, S. (2010), suggested that the exposure to pictures of good-looking and even slightly above-average-looking females lowers the self-image of exposed women and increases dissatisfaction with their own appearance. They had analyzed the effect of perceived instrumental/utilitarian and hedonic/emotional brand benefits on women's satisfaction with cosmetic brands, focusing on their relief from dissatisfaction with one's self-image as one of four identified emotional brand experiences. A survey of 355 women was carried out, assessing instrumental and hedonic brand benefits of the brand used by each interviewed participant, as well as the degree of satisfaction with the surveyed brand. The collected data was modeled using structural equation analysis. Results indicated that utilitarian and hedonic brand benefits had both contributed to the satisfaction with the cosmetic brands – with an overall stronger influence of emotional consumption experiences.

Hill, A. (2011), has given few tips, considering the important role that packaging plays in displaying a brand. Hill believes that it is typically the first thing a consumer interacts with in a brand experience. In fact, packaging can be the sole influencer in a consumer's purchase decision. Hill said even for this reason, small companies will often invest heavily in their product packaging when compared to other parts of a brand campaign. She wrote in her work that strongest packages are authentic expressions of the brand personality and speak clearly to the audience or consumer. This is the key to the target customer by picking up a package and feeling as if it is speaking directly to them.

Methodology:

The purpose of the research was to;

- Understand how different segment of consumers, based on their consumer involvement type hold different perception about cosmetic brand and it's the brand personality association.
- To know, whether the purchase of cosmetic by the consumers is actually affected by the different point of purchase (POP) or not. This would help the research to know, what factors of in store marketing play an important role in outlet selection.
- This study also focuses on the part whether the packaging of the cosmetic products actually plays a role or not in the mind of the consumers while making the cosmetic purchase decision.
- This study will try to know, how the male buyer of the cosmetics gets influenced, and for that what cosmetics companies and retailers are doing to target the male buyer for their cosmetics.

This research was carried out in phases:

- 1.) In the initial phase, detailed secondary search was conducted to know about the cosmetic industry in India, its characteristics, major players in the market, market segmentation.
- 2.) Exploratory research will be conducted among different cosmetic shops, companies own outlets, various parlors and salons and different organized retail outlets in the Delhi/NCR by applying a survey method. This will not only help in keeping the sampling size least biased but also in providing a broader insight on the in store marketing, factors that plays an important role in stimulating the consumers to buy a particular brand, in knowing the most loyal customer segments, their purchasing power, the preferred product line of the companies, which segment of the customers, are usually open to the trail of a brand or a product, then measures are taken to retain the male customers.
- 3.) Thirdly a Descriptive research design was used to conduct the research further after knowing the potential and regular buying cosmetic segment, as this guided the research in knowing their actual perception towards different point of purchase and the importance of packaging in an organized way. As this research demanded perception of the regular cosmetics buyers which in turn leads to buying decisions.

Research Questions:

Before preparing the questionnaire, following issues were considered

- What are the different cosmetic buyers in terms of involvement types?
- Which are the factors which lead to formation of positive perception towards cosmetic brands?
- On which personality traits do a cosmetic buyer, evaluate and considers a particular brand.
- What are the specific reasons to use the cosmetic products?
- Among the various point of purchases, which will be the most preferred? And why? As what factors goes in the selection of a retail outlet.
- What measures are taken by the cosmetic retailers to retain the male cosmetic buyers? And how consumers are stimulated to try a cosmetic product.
- To what extend does packaging plays an important role in stimulating the buyer to make a purchase.

1. Does purchase involvement type has great influence on the brand personality association?

H₀: Consumer Involvement is not influenced by the brand personality trait.

H₁: Consumer Involvement type is affected with the brand personality trait.

2. Does point of purchase plays an important role in making cosmetic purchase decision?

H₀: Point of purchase does not play an important role in making cosmetic purchase decision.

H₁: Point of purchase plays an important role in making cosmetic purchase decision.

3. Does packaging of the cosmetic products plays an important role in influencing the cosmetic buyer to make a purchase?

H₀: Packaging of the cosmetic products does not influence the cosmetic buyer to make a purchase.

H₁: Packaging of the cosmetic products does influence the cosmetic buyer to make a purchase.

4. Who influences the male cosmetic user the most and what retailers do to retain them.

Participation / Samples

Sampling Elements: Various colleges as well as housing societies of south Delhi.

Sample Size: 124. Out of which 25 were males and 99 were females 81 people were married and 43 were unmarried.

Sampling methods used:

Convenience sampling in selecting the different cosmetic shops, companies own outlets, various parlors and salons and different organized retail outlets in the Delhi/NCR.

Stratified random sampling method, is used as the data collected from the exploratory research will be divided into the age brackets of the respondents as Teenagers (13 to 19), Young men / women (20 to 40), Middle Aged men / women (40 to 60), Old men / women (above 60)

Age of the persons

Age groups	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 13 - 19	6	4.8	4.8	4.8
20 - 40	41	33.1	33.1	37.9
40 - 60	73	58.9	58.9	96.8
Above 60	4	3.2	3.2	100.0
Total	124	100.0	100.0	

Data collection procedures:

Personal interviews is conducted with the potential customer segments after knowing about them from the exploratory research is conducted among different cosmetic shops, company’s own outlets, various parlors and salons and different organized retail outlets in the Delhi/NCR by applying a survey method. After knowing the regular cosmetic buying segments, personal interviews played an effective role.

Data Analysis and Findings:

COMPARATIVE OF MEAN: ANOVA

ANOVA

Factors forming positive perception towards a brand		Sum of Squares	df	Mean Square	F	Sig.
Brand's Marketing share	Between Groups	20.614	1	20.614	41.933	.000
	Within Groups	58.992	120	.492		
	Total	79.607	121			
Past Experience	Between Groups	19.460	1	19.460	28.117	.000
	Within Groups	26.073	120	.317		
	Total	26.533	121			
Family and Reference group	Between Groups	35.723	1	35.723	114.141	.000
	Within Groups	37.556	120	.313		
	Total	73.279	121			
Good will of the parent company	Between Groups	30.049	1	30.049	109.084	.000
	Within Groups	69.787	120	3.582		
	Total	69.836	121			
T.V. Ads	Between Groups	25.392	1	25.392	26.931	.000

	Within Groups	50.502	120	3.421		
	Total	50.893	121			
Promotional Activities adopted	Between Groups	13.479	1	13.479	167.705	.000
	Within Groups	9.644	120	3.080		
	Total	23.123	121			
Word of mouth	Between Groups	3.756	1	3.756	25.293	.000
	Within Groups	17.818	120	.148		
	Total	21.574	121			
Expert’s reviews	Between Groups	.000	1	3.320	24.545	.000
	Within Groups	.000	120	.000		
	Total	.000	121			

Table 1.1 Factors forming positive perception towards a cosmetic brand.

Null Hypothesis: Consumer Involvement type has no impact on factors forming positive perception towards a cosmetic brand.

Factors considered in the above output, (Table 1.1), were “Brand’s Marketing share”, “Past Experience”, “Family and Reference group”, “Good will of the parent company” , “ T.V. Ads”, “ Promotional Activities adopted”, “word of mouth”, “Expert’s reviews”. Whereas independent variable was the consumer involvement type. If F probability is less than 0.05, we reject null hypothesis at 95% confidence level. From the above output, (**Table 1.1**), of one way ANOVA, significance is 0.000 which is less than 0.05 therefore, null hypothesis is rejected. Hence, significant differences exist between consumer involvement type and factors forming positive

perception towards cosmetic product. We can also conclude that Consumer Involvement type is affected by positive perception towards the brand.

ANOVA

Personality traits that cosmetic users expects from a cosmetic brand		Sum of Squares	df	Mean Square	F	Sig.
Caring Qualities	Between Groups	12.536	1	12.536	83.775	.000
	Within Groups	17.956	120	.150		
	Total	30.492	121			
Glamorous	Between Groups	11.559	1	11.559	51.538	.000
	Within Groups	43.605	120	.363		
	Total	44.164	121			
Dependability/ Responsibility	Between Groups	1.878	1	1.878	11.141	.001
	Within Groups	20.229	120	.169		
	Total	22.107	121			
Youthfulness	Between Groups	5.774	1	5.774	2.551	.000
	Within Groups	36.406	120	.303		
	Total	37.180	121			
Strength/ Ruggedness	Between Groups	7.724	1	7.724	11.593	.001
	Within Groups	79.956	120	.666		
	Total	87.680	121			

Table 1.2 Personality traits that cosmetic users expects from a cosmetic brand

Null Hypothesis: Consumer Involvement type has no impact on Personality traits that cosmetic users expect from a cosmetic brand.

Through, One way ANOVA, where dependent variable were the personality traits that cosmetic users expects from a cosmetic brand, personality traits considered were “ Caring Qualities”, “Glamorous”, “Dependability/ Responsibility”, “ Youthfulness” , “ Strength/Ruggedness”. Whereas independent variable considered was the consumer involvement type. If F probability is

less than 0.05, we reject null hypothesis at 95% confidence level. From the above output, (Table 1.2), of one way ANOVA, significance is 0.000 which is less than 0.05 therefore, null hypothesis is rejected. Hence, significant differences exist between cosmetic purchase involvement type and personality traits expected from a cosmetic brand. Therefore Consumer Involvement type is affected with the brand personality association.

ANOVA

Place of purchasing the cosmetic products		Sum of Squares	df	Mean Square	F	Sig.
Company Owned retail outlet	Between Groups	54.473	2	27.237	38.563	.000
	Within Groups	85.462	121	.706		
	Total	139.935	123			
Company's Authorized Dealers	Between Groups	18.045	2	9.023	29.646	.000
	Within Groups	36.826	121	.304		
	Total	54.871	123			
Local cosmetic shops	Between Groups	11.625	2	5.812	8.678	.000
	Within Groups	81.045	121	.670		
	Total	92.669	123			
Organized Retail Outlets	Between Groups	20.196	2	10.098	32.136	.000
	Within Groups	38.022	121	.314		
	Total	58.218	123			
Parlor and Salons	Between Groups	18.226	2	9.113	7.955	.001
	Within Groups	138.613	121	1.146		
	Total	156.839	123			
Direct from Internet	Between Groups	3.679	2	1.840	11.096	.000
	Within Groups	20.063	121	.166		
	Total	23.742	123			

Table 1.3 Place of purchasing the cosmetic products

Null Hypothesis: Cosmetic point of purchase has no significant impact on frequent cosmetic buyer.

One way ANOVA has been used, where dependent variable were cosmetic point of purchase “company owned outlets”, “company authorized dealers”, “local cosmetic shops”, “organized retail outlets”, “salons & parlors”, “direct from internet”. Whereas independent variable considered were the frequent cosmetic purchasers. If F probability is less than 0.05, we reject null hypothesis at 95% confidence level. From the above output, (Table 1.3), of one way ANOVA, significance is 0.000 which is less than 0.05 therefore, null hypothesis is rejected. Hence, significant differences exist between cosmetic point of purchase and frequent cosmetic purchasers or we could conclude that Point of purchase plays an important role in making cosmetic purchase decision.

ANOVA

Factors of in store marketing playing role in point of purchase selection	Sum of Squares	df	Mean Square	F	Sig.
Factors of in store marketing playing role in outlet selection					
Between Groups	14.440	3	4.813	24.560	.000
Within Groups	23.519	120	.196		
Total	37.960	123			
Factors of in store marketing playing role in outlet selection					
Between Groups	36.602	3	12.201	54.075	.000
Within Groups	27.075	120	.226		
Total	63.677	123			
Factors of in store marketing playing role in outlet selection					
Between Groups	4.066	3	1.355	27.295	.000
Within Groups	5.958	120	.050		
Total	10.024	123			
Factors of in store marketing playing role in outlet selection					
Between Groups	17.126	3	5.709	77.553	.000
Within Groups	8.833	120	.074		
Total	25.960	123			

Factors of in store marketing playing role in outlet selection	Between Groups	7.354	3	2.451	12.595	.000
	Within Groups	23.356	120	.195		
	Total	30.710	123			
Factors of in store marketing playing role in outlet selection	Between Groups	3.603	3	1.201	8.810	.000
	Within Groups	16.357	120	.136		
	Total	19.960	123			
Factors of in store marketing playing role in outlet selection	Between Groups	23.159	3	7.720	17.827	.000
	Within Groups	51.962	120	.433		
	Total	75.121	123			

Table 1.4 Factors of In-store marketing playing role in point of purchase selection

Null Hypothesis: Factors of In-store marketing plays no significant role in point of purchase selection

One way ANOVA has been used, where dependent variable were in store marketing factors that play an important role in selecting the point of purchase. Whereas independent variable considered is the cosmetic buyers. If F probability is less than 0.05, we reject null hypothesis at 95% confidence level. From the above output, (Table 1.4), of one way ANOVA, significance is 0.000 which is less than 0.05 therefore, null hypothesis is rejected. Hence, in store marketing factors that play an important role in selecting the point of purchase has significant influence on cosmetic purchasers

Importance of packaging

1.) Eye catching Appearance

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	52	41.9	41.9	41.9
very important	72	58.1	58.1	100.0
Total	124	100.0	100.0	

(Table 2.1)

58.1 % of the cosmetic users consider packaging of the cosmetic products to be very important as they believe packaging attracts human eye balls towards it catching appearance.

2.) Expression of product personality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid important	36	29.0	29.0	29.0
very important	88	71.0	71.0	100.0
Total	124	100.0	100.0	

(Table 2.2)

71.1 % cosmetic users believe packaging of the cosmetic products to be very important as they consider packaging as the expression of the cosmetic product’s personality.

3.) Details of Ingredients

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid important	56	45.2	45.2	45.2
very important	68	54.8	54.8	100.0
Total	124	100.0	100.0	

(Table 2.3)

54.8% cosmetic users believe packaging is very important as it gives detail information about the ingredients used in the cosmetic product.

4.) Direction of usage

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid important	34	27.4	27.4	27.4
very important	90	72.6	72.6	100.0
Total	124	100.0	100.0	

(Table 2.4)

72.6 % people consider packaging to be very important as it shows direction of usage, which is important from consumer point of view, before using a cosmetic product.

5.) Easy usage and Storage

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid important	58	46.8	46.8	46.8
very important	66	53.2	53.2	100.0
Total	124	100.0	100.0	

(Table2.5)

53.2% people consider packaging to be very important as it helps in usage and storage.

Who influences the male cosmetic purchase decisions?

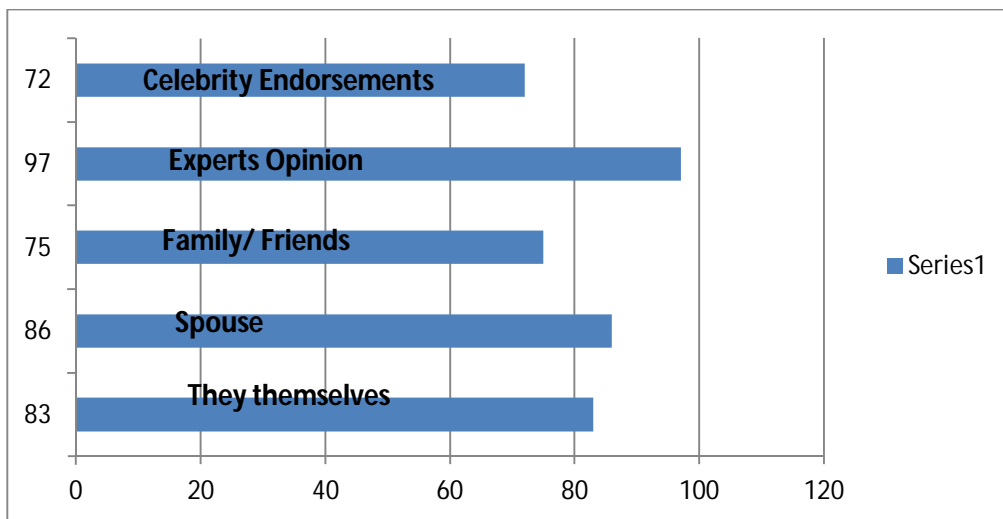


Figure 3.1

The above figure (**figure 3.1**) depicts who influences the male cosmetic purchase decision the most, when asked from the cosmetic users with the given options, “They themselves”, “Spouse”, “ Family / Friends”, “ Experts opinion”, “ Celebrity Endorsements”. Maximum of the people selected the option “Experts opinion” as they believed that the male cosmetic purchase decisions are majorly influenced by the opinion of the cosmetic industry experts than the Celebrity Endorsements. Second they believed that for the most of the married men, their spouse plays an important role in making the cosmetic purchase decisions.

Factors for retaining the male cosmetic users.

Bonus Packs for retaining the male segment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid neutral	9	7.3	7.3	7.3
agree	24	19.4	19.4	26.6
strongly agree	91	73.4	73.4	100.0
Total	124	100.0	100.0	

(Table 4.1)

From the (Table 4.1), for retaining the male cosmetic users. 73.4% of the people strongly agree to the fact that retailers has to come up with some kind of bonus packs, so that the male cosmetic users gets to use more of a quantity at a given price. As the price of the cosmetics in the male cosmetic market is moderate and packaging too is steady, moderate and simple.

Cross Tabulation

Cross Tabulation between age of the cosmetic users and frequency of their purchase in six months.

	How often do you purchase cosmetic products for yourself			Total
	twice	thrice	above thrice	
Age of the person				
13 - 19	6	0	0	6
20 - 40	16	13	12	41
40 - 60	10	31	32	73
Above 60	0	0	4	4
Total	32	44	48	124

Table (4.2)

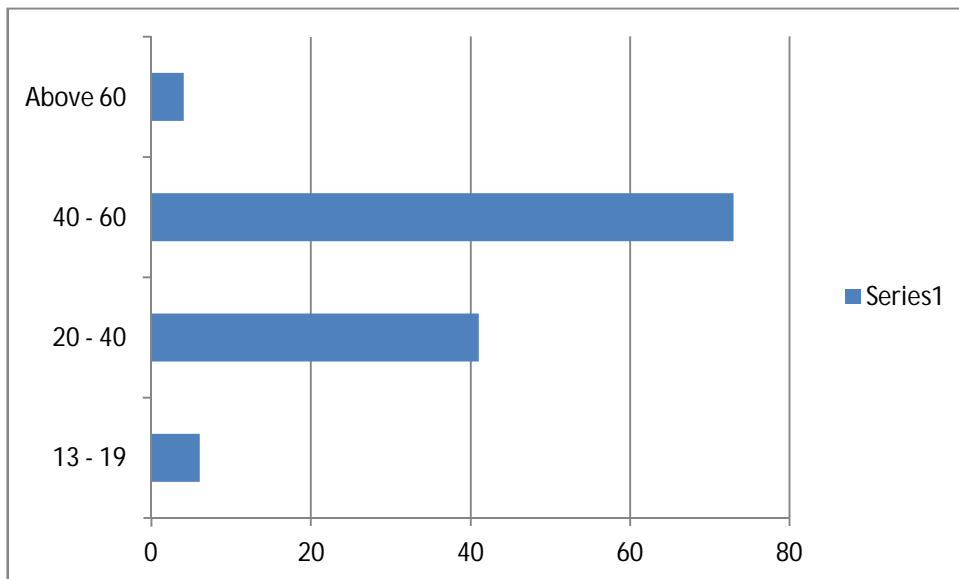


Figure 4.3

It can be easily seen from the (Figure 4.3) and (Table 4.2) that the age group 40 - 60 are the heavy cosmetic users, as they buy cosmetics above three times in a given period of six months, thus we can conclude that people belonging to the age group 40-60 spend most on the cosmetic products.

Cross Tabulation between gender of the cosmetic users and frequency of their purchase in six months

		How often do you purchase cosmetic products for yourself			Total
		twice	thrice	above thrice	
Gender of the person	male	20	4	1	25
	female	12	40	47	99
Total		32	44	48	124

(Table 4.4)

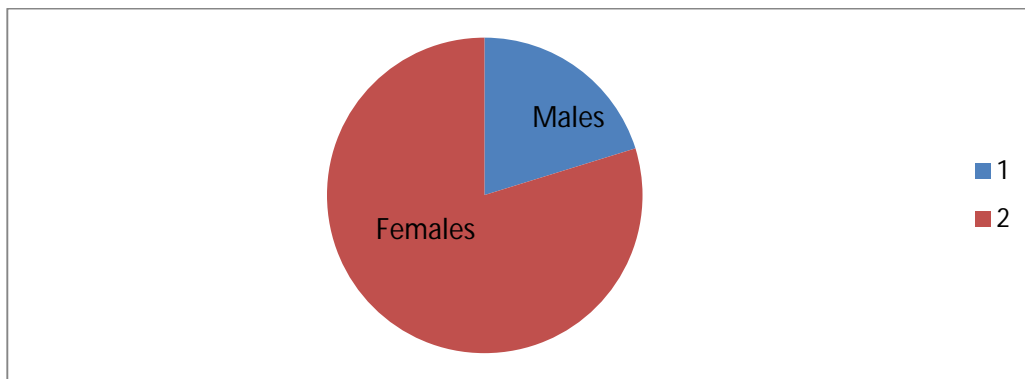


Figure 4.5

It can be easily seen from the (Figure 4.5) and (Table 4.4) that the age group of females are the heavy cosmetic users, as they buy cosmetics above three times in a given period of six months, thus we can conclude that female spend most on the cosmetic products compared with men

Conclusion:

Consumer Involvement type is affected by positive perception towards the brand. Significant differences exist between consumer purchase involvement type and personality traits expected from a cosmetic brand. Therefore Consumer Involvement type is influenced by the brand personality association. Significant differences exist between point of purchase and frequent cosmetic purchasers or we could conclude that Point of purchase plays an important role in making cosmetic purchase decision among the frequent cosmetic purchasers. In store marketing factors that play an important role in selecting the point of purchase and has significant influence on cosmetic purchasers. Factors stimulating trail purchase of the cosmetic products has significant influence on cosmetic purchasers. 58.1 % of the cosmetic users consider packaging of the cosmetic products to be very important as they believe packaging attracts human eye balls towards it catching appearance. 71.1 % cosmetic users believe packaging of the cosmetic products to be very important as they consider packaging as the expression of the cosmetic product's personality. 54.8% cosmetic users believe packaging is very important as it gives detail information about the ingredients used in the cosmetic product. 72.6 % people consider packaging to be very important as it shows direction of usage, which is important from consumer point of view, before using a cosmetic product. 53.2% people consider packaging to be very important as it helps in usage and storage. Maximum of the people selected the option "Experts

opinion” as they believed that the male cosmetic purchase decisions are majorly influenced by the opinion of the cosmetic industry experts than the Celebrity Endorsements. Second they believed that for the most of the married men, their spouse plays an important role in making the cosmetic purchase decisions on their behalf. 73.4% of the people strongly agree to the fact that retailers has to come up with some kind of bonus packs, so that the male cosmetic users gets to use more of a quantity at a given price. As the price of the cosmetics in the male cosmetic market is moderate and packaging too is steady, moderate and simple. People from the age group 40 - 60 are the heavy cosmetic users, as they buy cosmetics above three times in a given period of six months, thus we can conclude that people belonging to the age group 40-60 spend most on the cosmetic products. Females are the heavy cosmetic users; as they buy cosmetics above three times in a given period of six months, thus we can conclude that female spend most on the cosmetic products compared with men.

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