



Consumer Attitude Towards Cosmetic Products- A Study of Rewari District

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ABSTRACT

Indian retail beauty and cosmetic industry showing good annual growth last few years. Due to increase in income and change in lifestyle, attitude toward cosmetic is also changing. This study is attempted to measure the customer attitude towards cosmetic. Researcher design a questionnaire to measure the customer attitude toward cosmetic and distributes 125 questionnaires among the people of Rewari District in Haryana, 115 filled in questionnaire were returned. Out of 115 questionnaires, 100 were found valid and results are interpreted on 100 questionnaires. The study found that, most of respondents having positive attitude towards cosmetic and mostly purchased from beauty saloons and departmental stores. Further most of respondents consult with friends while purchasing the cosmetic products except married respondents who belongs to 35 and above age.

Key Words: Attitude, Cosmetics, Consumer Attitude, Behaviour and Cosmetic Marketing.

INTRODUCTION

Indian retail beauty and cosmetic industry, currently estimated at 950 million U.S. Dollar, is likely to almost treble to 2.68 billion by 2020, according to industry experts. Annual growth in the Indian beauty and cosmetics markets is estimated to remain in the range of 15-20 percent

in the coming years, twice as fast as that of the US and European markets.

Although the beauty and personal care market continued to register good growth in 2015-16 due to improving economic conditions and falling inflation, growth was lower than the previous financial year due to sluggish consumer expenditure on demand for mass products sales. However, within premium product categories, demand remains high and consumers in urban area with higher disposable income are trading up to more expensive brands.

The demand for natural, herbal products was on the rise in 2015 due to strong promotion campaigns by the concerned companies in 2015-16, Indian beauty and personal care sales continued to be dominated by international players such as Hindustan Unilever, Colgate Palmolive India, Reckitt Benckiser and Gillett India. Domestic players such as Dabur India, Godrej Consumer Products and Patanjali Ayurved appealed to regional needs and trends among Indian consumers by launching new products during 2015 and managed to perform well.

The beauty and personal care market also called the cosmetic industry in India has huge growth potential as a large number of products still have only limited penetration in the country. Rising

disposable income, increasing product penetration, the growth of modern retailers, increasing awareness of beauty and personal care products, the rising aspirations of consumers and strong economic growth would be driving the growth of the Indian cosmetic industry to new levels in the years to come.

REVIEW OF LITERATURE

Study on consumer attitude towards cosmetic products particularly in the Indian context are limited some of such studies are briefly review **According to Shahzad khan (2012)** attitude is the conduct, nature, temperament, thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a product. **Lars Perner (2010)** defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. **Noel (2009)** defined attitude that is a powerful and long term assessment for which the customers are having well-built way of thinking and it can be an individual, entity, announcement or a matter. Attitudes are formed through experience and learning and that attitudes influence buying behaviour (Kotler and Keller, 2009). Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm (ws.elance.com).

A1-Ashban and Burney (2001) found that cosmetics buying behaviour literature in developing countries in general is inadequate and ambiguous. As it is known from Theory of Reasoned Action and Theory of Planned Behaviour, attitudes have considerable impact on behaviour (Ravikumar, 2012). When examining the influence of attitude on behavioral intention; the results indicate that attitude positively affects behavioral intention. (Shih-I Cheng, Hwai-Hui fu,

Le Thi Cam Tu, 2011). Choo, chung & pysarchik, (2004) have argued that there is a direct causal relationship between attitudes and behaviour. **J. Vidhya Jawahar and K. Tamizhthyothi (2013)**, in his study "Consumer Attitude Towards Cosmetic Products" observed that, age, occupation, marital status have positive influence towards cosmetic products, but income does not have any influence on the attitude towards the cosmetic products. **Kisan Shivajirao Desai (2014)**, observed in his study "A Study on Consumer Buying Behaviour of Cosmetic Products in Kolhapur", that the various factor like price, quality, attributes, brand image etc. are significant factor to while purchase the cosmetic brand apart from this the study helps the cosmetic companies to understand the buying habits of the consumers. **SanandaRajan and T. Sivagami (2016)**, in his study "Consumer Purchase Decision Behavior Towards Cosmetic Marketing", found that most of respondents are aware about the cosmetic products and the are not considering the cosmetic as luxury. Further they feel that there were chemicals in the cosmetics which cause many side effects and started switching over to ayurvedic based cosmetic.

OBJECTIVE OF THE STUDY

1. To identify the factors influenced the buyers to prefer different brands.
2. To study the attitude of women towards use of cosmetics.

HYPOTHESES

H01: Factors influencing the buyers of cosmetic is same according to age, marital status and residential status.

H02: Attitude is same towards the cosmetic according to age, marital status and residential status.

METHODOLOGY

The research design adopted for the study is **Descriptive** in nature. To collect the required **primary** data, a well structured questionnaire has been personally administered and collected from the people who are residing in Rewari District (Haryana). For measuring the basic information and attitude about the use of cosmetic products multiple choice questions have been asked in the questionnaire. The purposive sampling method

were used to collect the data, 125 questionnaires have been issued to the female respondents who are using cosmetic products. Out of 125 questionnaires distributed, 115 filled-in questionnaires were returned from the respondents in which 15 questionnaires are found to be invalid. Hence, 100 valid questionnaires were taken for the study. The questionnaire distributed among the respondents according to their age, education level, income level and residential status etc. Further data were analyzed with the help of Frequency, Mean, S.D. and Chi-Square test. The statements use in questionnaire are as:

Label	Statement Regarding Attitude Towards Cosmetics.
S1	You think cosmetics help you to be more popular amongst friends.
S2	You feel out of place at a party if you are not wearing cosmetics.
S3	In favor of heaving makeup.
S4	Use of cosmetics prevents aging of skin and look after your complexion.
S5	Your family members object to your using cosmetics.
S6	You think the use of cosmetics is in keeping with Indian Tradition.
S7	You think good cosmetics are available in India.
S8	In your opinion ladies who do not use cosmetics are unfashionable.
Label	Statement Regarding Factors Affecting Consumer Attitude
F1	Who recommend the proper use of cosmetics to you?
F2	Where do you generally buy your cosmetics from?
F3	Whom do you generally consult when purchasing new cosmetics?
F4	Do you generally go in for expensive cosmetics?
F5	Do you think that costliest cosmetics are the best cosmetics?

Table 1

Recommendation Towards the Use of Cosmetics (Age wise)

Statements	Your Mother	Your Husband	Your Friends	Ad. in Magazines	Beauty column	Total	Significance value of chi square at 1df	Result
F	15-19	5	1	13	3	4	.018<0.05	Sig.
	20-25	3	2	17	0	2		
	26-35	1	7	14	4	0		

1	Above 35	3	8	9	4	0	24		
	Total	12	18	53	11	6	100		

Table 1 revealed that, cosmetic products are recommended by their friend. There is significant difference among the respondents toward the recommendation by mother, husband,

friends, beauty column and ad in magazines according to different age group at 5% significant level.

Table-2

Shopping of Cosmetic (Age wise)

Statements	Departmental store	Beauty Salons	Grocers	Total	Significance value of chi square at 1df	Result /Conclusion
F2	15-19	6	14	6	.059<0.05	Not Significant
	20-25	15	8	1		
	26-35	7	14	5		
	Above 35	9	13	2		
	Total	37	49	14		

Table 2 revealed that, mostly respondents are purchase the cosmetics from beauty salon. But, between 20-25 age group

respondents are purchase from departmental stores. Where as purchase from grocery are least preferred by customer.

Table-3

Consult While Purchase the Cosmetic (Age wise)

Statements	Your friend	Your mother	Your husband	Nobody	Total	Significance value of chi square at 1df	Result /Conclusion
F3	15-19	16	7	1	2	.006<0.05	Significant
	20-25	12	0	6	6		
	26-35	7	5	8	6		
	Above 35	11	5	8	0		
	Total	46	17	23	14		

Table 3 revealed that, most of the respondents get consultation from friends while purchasing the cosmetics. But age groups between 26-35 and above 35 consult

with her husband. There is a significance difference between age group and various consulted pear group at 5% level of significance.

Table 4

Opinion Towards Expensive Cosmetic are Best (Age wise)

Statements		Yes	No	Total	Significance value of chi square at 1df	Result /Conclusion
F4	15-19	9	17	26	.102>0.05	Not Significant
	20-25	5	19	24		
	26-35	8	18	26		
	Above 35	13	11	24		
	Total	35	65	100		
F5	15-19	8	18	26	.006<0.05	Significant
	20-25	0	24	24		
	26-35	9	17	26		
	Above 35	10	14	24		
	Total	27	73	100		

Table 4 revealed that, most of the respondents are not in favor that the costlier products are best product but above 35 year age group have opinion that costlier product

are best at 5% level of significance. Respondents having different opinion regarding the quality of the product according to their different age group.

Table 5

Recommendation Towards the Use of Cosmetics (Marital Status)

Statements		Your Mother	Your Husband	Your Friends	Advertisement in Magazines	Beauty columns	Total	Significance value of chi square at 1df	Result
F1	Married	4	18	26	6	0	54	.00<0.05	Sig.
	Unmarried	8	0	27	5	6	46		
	Total	12	18	53	11	6	100		

Table 5 revealed that most of the respondents get recommendation from friends while the purchasing the cosmetic product. But they have different opinion

according to marital status. There is significance difference between married and unmarried respondents towards the recommendation at 5% level of significance.

Table 6

Shopping of Cosmetic (Marital Status)

Statements		Departmental store	Beauty Salons	Grocers	Total	Significance value of chi square at 1df	Result
F2	Married	22	25	7	54	.529<0.05	Not Significant
	Unmarried	15	24	7	46		
	Total	37	49	14	100		

Table 6 revealed that most of the respondents purchase the cosmetics from beauty salons and departmental store and

they have not significant difference between married and unmarried respondents at 5% level of significance.

Table 7

Consult While Purchase the Cosmetic (Marital Status)

Statements		Your friend	Your mother	Your husband	Nobody	Total	Significance value of chi square at 1df	Result
F3	Married	15	8	23	8	54	.000<0.05	Sig.
	Unmarried	31	9	0	6	46		
	Total	46	17	23	14	100		

Table 7 revealed that, most of the respondent consult with their friends before purchase the cosmetic products. There is significance difference between married and

unmarried respondents as far as consult from friends, mother, and husband is concern at 5% level of significance.

Table 8

Opinion Towards Expensive Cosmetic are Best (Marital Status)

Statements		Yes	No	Total	Significance value of chi square at 1df	Result
F4	Married	22	32	54	.303>0.05	Not Significant
	Unmarried	14	32	46		
	Total	36	64	100		
F5	Married	19	35	54	.096>0.05	Not Significant
	Unmarried	8	38	46		
	Total	27	73	100		

Table 8 revealed that most of the respondent opinion that it is not necessary that costlier product are best product. There is no

significance difference between the respondent of married and unmarried at 5% level of significance.

Table 9

Recommendation Towards the Use of Cosmetics (Residential Status)

Statements		Your Mother	Your Husband	Your Friends	Ad. in Magazines	Beauty column	Total	Significance value of chi square at 1df	Result
F1	Rural	9	11	24	5	1	50	.130<0.05	Significant
	Urban	3	7	29	6	5	50		
	Total	12	18	53	11	6	100		

Table 9 revealed that most of the respondent get recommendation from friends while purchasing the cosmetics. But there is a significance difference as far as

recommendation is concerned according to their residential status at 5% level of significance.

Table 10

Shopping of Cosmetic (Residential Status)

Statements	Departmental store	Beauty Salons	Grocers	Total	Significance value of chi square at 1df	Result	
F2	Rural	20	18	12	50	.004<0.05	Sig.
	Urban	17	31	2	50		
	Total	37	49	14	100		

Table 10 revealed that most of the respondents purchase from beauty salons and departmental store. But there is a significance difference between the respondents to purchase the cosmetic

products according to residential status at 5% level of significance. People who belongs to urban area mostly purchase from beauty salons and the people belongs to rural are purchase from departmental store.

Table 11

Consult While Purchase the Cosmetic (Residential Status)

Statements	Your friend	Your mother	Your husband	Nobody	Total	Significance value of chi square at 1df	Result /Conclusion	
F3	Rural	16	10	16	8	50	.035<0.05	Significant
	Urban	30	7	7	6	50		
	Total	46	17	23	14	100		

Table 11 revealed that most of the respondents consult with friends while purchase the cosmetic products. There is a significance difference between urban and rural respondents as far as consult with pear

groups at 5% level of significance. The people from urban are mostly consult with friends, where as people from rural area consult with friends and her husband.

Table 12

Opinion Towards Expensive Cosmetic are Best (Residential Status)

Statements	Yes	No	Total	Significance value of chi square at	Result

					1df	/Conclusion
F4	Rural	12	38	50	.021>0.05	Significant
	Urban	23	27	50		
	Total	35	65	100		
F5	Rural	13	37	50	.822>0.05	Not Significant
	Urban	14	36	50		
	Total	27	73	100		

Table 12 revealed that, most of the respondents are in the opinion that it is not necessary the costlier products are best at 5% level of significance.

Table 13

Customer Attitude Towards the Cosmetic (Age Wise)

Statements	Yes	No	Total	Significance value of chi square at 1df	Result	
S1	15-19	15	11	26	.333>0.05	Not Sig.
	20-25	8	16	24		
	26-35	13	13	26		
	Above 35	13	11	24		
	Total	49	51	100		
S2	15-19	8	18	26	.170>0.05	Not Sig.
	20-25	6	18	24		
	26-35	9	17	26		
	Above 35	13	11	24		
	Total	36	64	100		
S3	15-19	7	19	26	.005<0.05	Sig.
	20-25	2	22	24		
	26-35	14	12	26		
	Above 35	10	14	24		
	Total	33	67	100		
S4	15-19	13	13	26	.924>0.05	Not Sig.
	20-25	14	10	24		
	26-35	13	13	26		
	Above 35	13	11	24		
	Total	53	47	100		

S5	15-19	7	19	26	.923>0.05	Not Sig.
	20-25	5	19	24		
	26-35	7	19	26		
	Above 35	7	17	24		
	Total	26	74	100		
S6	15-19	8	1	26	.267>0.05	Not Sig.
	20-25	10	14	24		
	26-35	12	14	26		
	Above 35	14	10	24		
	Total	44	56	100		
S7	15-19	24	2	26	.001<0.05	Sig.
	20-25	11	13	24		
	26-35	21	5	26		
	Above 35	20	4	24		
	Total	76	24	100		

Table 13 revealed that, customer are not think that after using cosmetic they are popular among the friends, not out of place, keep in with Indian tradition, where as customers are in favour of that good

cosmetic are available in India and cosmetic prevent aging of skin. But as far as S7 and S3 customer are having different opinion at 5% level of significance.

Table 14

Opinion Towards Cosmetic (Age Wise)

Statements	Natural	Old Fashioned	Conservative	Shy	Total	Significance value of chi square at 1df	Result /Conclusion
S8	15-19	12	5	4	5	.607>0.05	Not Sig.
	20-25	14	5	0	5		
	26-35	8	6	4	8		
	Above 35	12	4	2	6		
	Total	46	20	10	24		

Table 14 revealed that, most of the respondents are at neutral position (46), 24 are feel shy, 20 are feel old fashion and 10

are feel conservative and not significant at 5% level of significance.

Table 15

Cosmetic Help You Look Beautiful, Young, Charming and Fresh

Statements		Rank 1	Rank2	Rank3	Rank4	Total	Significance value of chi square at 1df	Result
Beautiful	15-19	12	11	2	1	26	.627>0.05	Not Sig.
	20-25	12	6	6	0	24		
	26-35	13	10	2	1	26		
	Above 35	13	7	4	0	24		
	Total	50	34	14	2	100		
Young	15-19	8	10	6	2	26	.778>0.05	Not Sig.
	20-25	5	12	5	2	24		
	26-35	10	12	3	1	26		
	Above 35	5	15	3	1	24		
	Total	28	49	17	6	100		
Fresh	15-19	4	3	16	3	26	0.15>0.05	Not Sig.
	20-25	6	5	13	0	24		
	26-35	0	3	14	9	26		
	Above 35	5	0	14	5	24		
	Total	15	11	57	17	100		
Charming	15-19	2	2	3	19	26	.132>0.05	Not Sig.
	20-25	1	1	0	22	24		
	26-35	3	1	7	15	26		
	Above 35	0	3	3	18	24		
	Total	6	7	13	74	100		

Table 15 revealed that most of the respondents use cosmetics for looking beautiful (Rank1st), Looking young (Rank 2nd), Looking fresh(Rank 3rd) and looking charming(Rank 4th). There is no significance

difference according to different age group as far as looking beautiful, young, fresh and charming is concerned at 95% level of significance.

Table 16

Customer Attitude Towards Cosmetic (Marital Status)

Statements		Yes	No	Total	Significance value of chi square at 1df	Result /Conclusion
S1	Married	26	27	53	.990>0.05	Not Significant
	Unmarried	23	24	47		
	Total	49	51	100		
S2	Married	24	29	53	.040>0.05	Not Significant
	Unmarried	12	35	47		
	Total	36	64	100		
S3	Married	24	29	53	.006<0.05	Significant
	Unmarried	9	38	47		
	Total	33	67	100		
S4	Married	29	24	53	.715>0.05	Not Significant
	Unmarried	24	23	47		
	Total	53	47	100		
S5	Married	13	40	53	.722>0.05	Not Significant
	Unmarried	13	34	47		
	Total	26	40	100		
S6	Married	30	23	53	.007<0.05	Significant
	Unmarried	14	33	47		
	Total	44	56	100		
S7	Married	42	11	53	.420>0.05	Not Significant
	Unmarried	34	13	47		
	Total	76	24	100		

Table 16 revealed that as far as marital status is concerned there is no significance difference about the statement S1,S2,S4,S5,S6,S7 but there is significance

difference between the respondent of married and unmarried regarding S3 at 5% level of significance.

Table 17

Customer Attitude Towards Cosmetic (Marital Status)

Statements	Natural	Old Fashioned	Conservative	Shy	Total	Significance value of chi square at 1df	Result /Conclusion	
S8	Married	24	9	6	14	53	.802>0.05	Not Significant
	unmarried	22	11	4	10	47		
	Total	46	20	10		100		

Table 17 revealed that most of the respondents feel that after not using the cosmetic they are looking natural. There is no significance difference between the

married and unmarried respondents opinion towards the use cosmetic at 95% level of significance.

Table 18

Customer Attitude Towards Cosmetic(Marital Status)

Statements	Rank 1	Rank2	Rank3	Rank4	Total	Significance value of chi square at 1df	Result /Conclusion	
Beautiful	Married	29	18	6	0	53	.343>0.05	Not Significant
	Unmarried	21	16	8	2	47		
	Total	50	34	14	2	100		
Young	Married	15	29	7	2	53	.450>0.05	Not Significant
	Unmarried	13	20	10	4	47		
	Total	28	49	17	6	100		
Fresh	Married	6	3	30	11	53	.020<0.05	Significant
	Unmarried	9	8	37	3	47		
	Total	15	11	57	17	100		
Charming	Married	2	4	10	37	53	.237>0.05	Not Significant
	Unmarried	4	3	3	37	47		
	Total	6	7	13	74	100		

Table 18 revealed that most of the respondents use cosmetics for looking beautiful (Rank1st), Looking young (Rank

2nd), Looking fresh(Rank 3rd) and looking charming(Rank 4th). There is no significance difference according to marital status as far

as looking beautiful, young, fresh and charming is concerned at 95% level of significance.

Table 19

Customer Attitude Towards Cosmetic (Residential Status)

Statements		Yes	No	Total	Significance value of chi square at 1df	Result /Conclusion		
S1	Rural	20	30	50	.072>0.05	Not Significant		
	Urban	29	21	50				
	Total	49	51	100				
S2	Rural	13	37	50	.037<0.05	Significant		
	Urban	23	27	50				
	Total	36	64	100				
S3	Rural	14	36	50	.288>0.05	Not Significant		
	Urban	19	31	50				
	Total	33	67	100				
S4	Rural	30	20	50	.161>0.05	Not Significant		
	Urban	23	27	50				
	Total	53	47	100				
S5	Rural	16	34	50	.171>0.05	Not Significant		
	Urban	10	40	50				
	Total	26	74	100				
S6	Rural	16	34	50	.016<0.05	Significant		
	Urban	28	22	50				
	Total	44	56	100				
S7	Rural	42	8	50	.061>0.05	Not Significant		
	Urban	34	16	50				
	Total	76	24	100				
Statements		Natural	Old Fashioned	Conservative	Shy	Total	Significance value of chi square at 1df	Result /Conclusion
S8	Rural	23	6	6	15	50	.165>0.05	Not Significant
	Urban	23	14	4	9	50		
	Total	46	20	10	24	100		

Table 19 revealed that as far as residential area is concerned there is no significance difference regarding statement S1,S3,S4,S5,S7 and S8, but there is

significance difference regarding the statement S2 and S6 as far as residential

status is concerned at 95% level of significance.

Table 20

Customer Attitude Towards Cosmetic (Residential Status)

Statements		Rank 1	Rank2	Rank3	Rank4	Total	Significance value of chi square at 1df	Result /Conclusion
Beautiful	Rural	24	19	7	0	50	.466>0.05	Not Significant
	Urban	26	15	7	2	50		
	Total	50	34	14	2	100		
Young	Rural	17	21	7	5	50	.140>0.05	Not Significant
	Urban	11	28	10	1	50		
	Total	28	49	17	6	100		
Fresh	Rural	7	7	30	6	50	.473<0.05	Not Significant
	Urban	8	4	27	11	50		
	Total	15	11	57	17	100		
Charming	Rural	2	3	6	39	50	.776>0.05	Not Significant
	Urban	4	4	7	35	50		
	Total	6	7	13	75	100		

Table 18 revealed that most of the respondents use cosmetics for looking beautiful (Rank1st), Looking young (Rank 2nd), Looking fresh(Rank 3rd) and looking charming(Rank 4th). There is no significance difference according to residential area as far as looking beautiful, young, fresh and charming is concerned at 95% level of significance.

CONCLUSION

The people of rewari district have positive opinion towards the use of cosmetic. Most of the respondents get information and recommendation from their friends , but above 26 year age respondents get recommendation from their husband.

Further mostly respondents are not in favor of purchase of costlier product and they are also in the opinion that the costlier product are not good products. Mostly respondents purchase the cosmetics from beauty salon and departmental stores.

As far as attitude towards use of cosmetic is concerned most of the respondents irrespective of their Age, Residential status and Marital status are in the opinion that cosmetic help to become popular amongst the friends, they are not feel out of place, cosmetics prevent aging of skin and look after the complexion, family member have no objection to use cosmetic, good cosmetic products are available in India and most of



the respondents feel that if they are not using cosmetic they are looking natural. Therefore, researcher is the opinion that the cosmetic sellers use personal selling and advertise the cosmetic products in television and print media specifically in newspaper and special interest magazine to convince the customers.

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