

# A Study Of Branding Strategies Towards Cosmetic Industry- An Indian Women Centric Approach

Key Words: *Branding, Gender Centricity, Marketing Appeal, Consumer Purchase Behaviour.*

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*The branding strategy is all the more relevant in an ethnic culture, where the usage of western cosmetics is growing. Unnoticed or can be noticed, picked up and treasured by a customer. Brand custodians call it the moment of truth. Marketing is a measure of the growth of civilization and an indication of the striving of human race for betterment and perfection. India is an developing economy which provide a better market for multinational organizations and the biggest advantage is that India is combination of various group, regions, economically richer and poor people group. So In India different types of consumer lived such as High income, Low income and Middle class income people. Stereotype and generalizations continue to objectify women, and place stress solely on their appearance, thus devaluing their innate worth. Gender is one such astrictive characteristic that blocks girls and women both socially and academically from realizing their fullest potential.*

*The study aims to discover 'new facts' and 'verify the old' regarding the contemporary trends of Branding of consumer non-durables. An effort has been made to expose the impact of Branding on consumer behaviour, regarding purchases of cosmetics by women in major cities of U.P.*

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A marketing message is much like a feathers journey. It drifts from the company's nest, floats with the wind and hovers on the minds of middlemen and consumers and finally lands on the lap of the ultimate user. For a marketer, the retailer's aisle is the last leg of a products' journey. It's an abode where a Marketing message can end up consumer education as a brand marketing strategy is an important weapon to expand the market and build a credible brand.

This branding strategy is all the more relevant in an ethnic culture, where the usage of western cosmetics is growing. Unnoticed or can be noticed, picked up and treasured by a customer. Brand custodians call it the moment of truth. Marketing is a measure of the growth of civilization and an indication of the striving of human race for betterment and perfection.

Marketing has both forward and backward linkages are the process of satisfaction across the entire spectrum of needs. On Branding also lies the onus, at least marginally of motivating prospects to strive for creation of resources for fulfilling the news needs or alternatively, to aid reallocation of available resources. Branding is not merely directed at selling or for that matter, at achieving the object of gaining acceptance for a worthwhile idea or program. It may also be an instrument for developing basic motivation for creating resources, for buying goods and services or generating favorable conditions for the acceptance of an idea.

## **Impact Of Branding On Society Specially On Womens-**

On the basis of researches it is found that Branding of any product or organizations has a stronger impact for shaping the images of gender other than any books or experiments on gender equality. It is also found that gender is an one of the important characterstics that blocks womens and girl both academically and socially in the society.

Branding simply transforms the want into the motive that motivates the buyer to purchase the product.

Modern Branding calls for firms to develop a new product, price it attractively, making it accessible to target customers and more importantly communicate (advertise) with their customers. We are witnessing a strong trend where brands are utilizing issues that surround the consumer immediate environment and addressing them through main stream ads.

**The Changing Profile Of Indian Women-**

In 2002 a Research International survey on the Indian Women highlighted some interesting regional differences. It found that the eastern states are western in their thinking, but averse to consumerism. But Delhi, Punjab, Haryana, Gujarat and Maharashtra are just the opposite. And the south resists a westernized appearance for women.

This lot is on the periphery of the Hindi belt and at fore front of economic change. Traditional Practices are respected but new influences like beauty parlours, celebration of birthday and wedding anniversaries are influences. According to Age group here, while the young seek pleasure and enjoyment in different ways, the old put family and tradition first. And then there is psychographics per region of country. The north and west show a mix of contradictory attitudes they are conservative, worried about western and consumerist influences. The picture is more please seeking and carefree in these regions. In east, we see signs of boredom and discontent.

**Indian Shoppers (Women) Women Segment-**

The Indian women is - In India category of women can be classified in some category like -

1. Archetypal type - Most of women are housewife and this one is very important segment for the MNC's. The women of this segment are very conservative and they remain happy with her life style. Archetypal believes that the role this segments women is to provide a healthy environment to the family.
2. Anxious Rebels- On the other hand anxious rebel which is a class of working women are not happy with present state of affair
3. Tight-Fisted traditionalist - It is class of traditional women who generally believes in the saving of money and other things for future prospective so that they can fulfill her desire in future from this saving amount.
4. Sophisticate Class - The women of this group are generally comfortable from the life and its ups and down. They are generally happy with their present life style.

**Table 1**  
**Life Style Trends**

Lifestyle Trends	Implication for Marketers
Woman becoming assertive	* Depiction of women in Marketing * Women-oriented durables
Time Pressure on Women	* Time saving durables * Food products that save time * Specialty services that save time

Working Couples	* Quick fix meals * Holiday packages * Creches/had day-care centers
Looks Oriented Career Females	* Female accessories * Readymade Garments * Self-help book

**Table 2**  
**Emerging Market Characteristics And Brand Development**

Emergent market Characteristics	Implication On Branding
Low level of income and purchasing Power	Rethink price-performance and value, allow customers to define value limited market.
Weak intellectual property protection	Fakes, imitations, lower price copies of brands
Under developed infrastructure	Difficulties in distribution and market coverage
Communication Challenges	Difficulty in communicating product information due to language diversity and low literacy level

A strong brand can forge a durable psychological bond between a company and various groups of people, and is a very effective form of strategic control available in a wide variety of business. Hence, companies should target four constituencies:

- 1) Customers
- 2) Investors
- 3) Employees (prospective and current)
- 4) Those who affect a company's ability to do business in their brand building efforts.

In emerging markets, the fourth group is extremely important. This group includes policy makers such as politician, bureaucrats, bankers, regulators, media persons, various influencers and public interest organizations.

**Hypothesis-**

1. The hypothesis is in the present study that the impact of Branding Strategies has a significant impact on demand creation towards cosmetic products for women in major cities of U.P.
2. There is no impact of Marketing appeals on point of purchase (POP)

These hypotheses have been tested on the basis of data collected from four hundred women respondents.

**Research Methodology-**

Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research and to control variance. The plan is an outline of the research, on which the researcher

has to work. The structure of the research is more specific outline or the scheme and the strategy shows how the research will be carried out, specifying the methods to be used in the collection of the analysis of data. Decision regarding what, when where, how much and by what means concerning an enquiry or a research study constitutes 'Research Design'. It is a blue print for collection, measurement and analysis of data.

For the purpose of data collection a survey was conducted in U.P. having geographical area of 2,94,000 sq. km., literacy rate 7, 77,70,275 gender ratio 916Fha1000 M, population of 16,60,52,859 (approx.). The survey was conducted by adopting accidental method of sampling along with questionnaire method. The respondents are taken intentionally 'women' as Cosmetics market in India is a big market for women shoppers. The women respondents, who were at least graduate and above the age of 18 years were selected for the study.

#### **Objectives Of The Study-**

The study aims to discover 'new facts' and 'verify the old' regarding the contemporary trends of Branding of consumer non-durables. An effort has been made to expose the impact of Branding on consumer behaviour, regarding purchases of cosmetics by women in major cities of U.P. The study makes an effort to explore, examine and analyze the various facts of BRANDING. Another objective is to analyze the Branding and consumer behavior towards cosmetic products of consumers in major cities of U.P.

#### **Review Of Literature-**

GHODESWAR B.M. in their Article-'An approach to Brand Building in Indian Markets' - highlighted that-today business have to think of new strategies for building sustainable brands, as markets are rapidly changing. Consumers perceive a brand as consisting of a set of values which they can specify functionally and emotionally. The brand is a combination of different values as perceived by the consumers. MULKY. AVINASH In his study-"Brand Power in the Indian Context : An evolutionary Perspective has revealed that- The power and impact of strong brands in emerging markets such as India, extends to several areas other than the market space and consumer choice. Branding in emerging markets is closely related to the over all business environment.

#### **The central hypothesis of the study is that-**

- i. Brand power in the emerging market has a wide ranging impact and.
- ii. Brand development is a revolutionary process which is influenced by the characteristics of the

country's business environment, the way the company has evolved and the top-management's attitude towards corporate reputation and branding.

#### **Chavan N. And Nayak N.d.-**

In their Article- Understanding The Psychology of Branding: have conveyed- As the manufacturer and the consumer became enlightened with the concept of quality, demand for a specific product manufactured by a unit increased. S.yavana Rani And Jeykumaran S.n. in their article 'Brand communication strategies for Indian Market' elucidated that: - Today's market is very dynamic and increasingly competitive. In a market over crowded with brands, models and multiple options, how could one create a difference- this was the challenge faced by many companies in the Indian market. BINA T in her Article- " Brand extension- a blind optimism or Sheer Faith revealed that : In the latter quarter of the 20th century organizations had become increasingly convinced that brand names are a company's invaluable assets. The cost of establishing a new brand name in international markets required more than \$ 100 millions. The escalating cost of establishing brands in a competitive market coupled with the costs of maintaining brand equity, brand differentiation and brand identity have forced companies to retain and leverage on their existing brand equity. MANDAL NILMADhB in the Article- 'Extending Brands Indian Markets'- conveyed that: - A structural change in the economy with unprecedented growth in service sector has been a recent trend in the world economy, in general and in particular in the Indian economy. The traditional manufacturing companies are recognizing the necessity and importance of getting closer to the customers to provide better service. A quick review of Indian market reveals that brands like TATA (from Iron & steel, Automobile, Cement, Salt to Software, Telephony, and Insurance), RELIANCE (from polymer, Petroleum, Tetile products to telephony and fuel retailing), WIPRO (from Vegetable oil, Lighting to software service) and WILLS (Cigarette to lifestyle retailing) are changing their product portfolios. NARAYANAN R. SATHYA in his Article-" Brand Pricing, Value and Consumer Psyche"- highlighted the emerging price value proposition and the involved consumer psyche. This article also suggested strategies, how not-so-successful marketers in Indian market can reorient themselves to face the new level of competition and yet became successful.

#### **Data Interpretation & Analysis**

##### **ANALYSIS 1:**

Analysis Of The Relationship Between Marketing Appeal And Purchase Decision. Statistical

test applied: chi-square.

**H0** : different MARKETING APPEAL and PURCHASE DECISION have same perception or impact on the consumer.

**H1** : different MARKETING APPEAL and PURCHASE DECISION do not have same perception or impact on the consumer.

**Table 3**

**Marketing appeal \* Purchase decision Cross-tabulation Count**

	Purchase decision				Total
	1	2	3	4	
Marketing appeal 1	5	2	0	0	7
2	86	16	43	24	169
3	5	2	18	22	47
4	101	22	18	36	177
Total	197	42	79	82	400

**Table 4**  
**Chi-square Tests**

	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-square	63.080(a)	9	.000
Likelihood Ratio	68.132	9	.000
Linear-by-Linear Association	.050	1	.823
N of Valid Cases	400		

On the basis of chi square test analysis, we can infer that on marketing appeal, purchase decision the value is significant at .05 levels with the level of confidence at 95%

Hence on the basis of Asymptomatic significance value H0 hypothesis stands rejected and Hi hypothesis is accepted.

**ANALYSIS 2:**

Analysis Of The Relationship Between Marketing Appeal And Buying Behaviour. Statistical test applied: Chi-square.

**H0** : Different family Marketing Appeal and Buying behavior have same perception or impact on the consumer.

**H1** : Different Marketing Appeal and Behaviour do not have same perception or impact on the consumer.

**Table 5**  
**Crose Processing Summary**

Count	Buying behavior	Total

		1	2	3	4	1
Marketing Appeal	1	7	0	0	0	7
	2	65	78	19	7	169
	3	9	26	9	3	47
	4	89	59	21	8	177
Total		170	163	49	18	400

**Table 6**

Chi-Square Tests	Value	Df	Asymp.sig. (2-sided)
Pearson Chi-Square	27.126(a)	9	.001
Likelihood Ratio	30.638	9	.000
Linear-by-Linear Association	.207	1	.649
N of Valid Cases	400		

On the basis of chi-square test analysis, we can infer that on Marketing appeal on buying behavior the value is significant at .05 levels with the level of confidence at 95%

Hence, on the basis of Asymptomatic. Significance value Ho hypothesis stands rejected and H1 hypothesis is accepted.

**ANALYSIS 3:**

Analysis of the Relationship between MARKETING PRODUCT AND BRAND AWARENESS.

Statistical test applied: chi-square.

**H0** : Different Marketing product and brand awareness have same perception or impact on the consumer.

**H1** : Different Marketing product and brand awareness does not have same perception or impact on the consumer.

**Table 7**

**Marketing Product \* Brand awareness Cross tabulation Count**

	Brand awareness		Total
	1	2	
Marketing 1 Product	89	126	215
2	26	68	94
3	10	53	63
4	10	18	28
Total	135	265	400

**Table 8**  
**Chi-Square Tests**

Value	Value	Df	Asymp.Sig.(2-sided)



Pearson Chi-Square	16.233(a)	3	.001
Likelihood Ratio	17.341	3	.001
Linear-by-Linear Association	8.602	1	.003
N of Valid Cases	400		

On the basis of chi square test analysis, we can infer that on brand awareness and Marketing product the value is significant at .05 levels with the level of confidence at 95%

Hence on the basis of Asymptomatic Significance value H0 hypothesis stands rejected and H1 hypothesis is accepted.

**ANALYSIS 4:**

Analysis of the Relationship between BRAND AWARENESS and PURCHASE DECISION.

Statistical test applied: chi-square.

**H0 :** Different brand awareness and purchase decision have same perception or impact on the consumer.

**H1 :** Different brand awareness and purchase decision does not have same perception or impact on the consumer.

**Table 9**

**Purchase decision \* Brand awareness Cross tabulation**

	Brand awareness		Total
	1	2	3
Purchase 1	70	127	197
Decision 2	21	21	42
3	25	54	79
4	19	63	82
Total	135	265	400

**Table 10**  
**Chi-Square Tests**

	Value	Df	Asymp.sig. (2-sided)
Pearson Chi-square	9.501(a)	3	0.23
Likelihood Ratio	9.500	3	0.23
Linear-by-Linear Association	3.781	1	.052
N of Valid Cases	400		

On the basis of chi square test analysis, we can infer that on brand awareness and on purchase decision the value is significant at .05 levels with the level of confidence at 95%

Hence on the basis of Assumption, Significance value Ho hypothesis stands rejected and H1

hypothesis is accepted.

**ANALYSIS 5:**

Analysis of the Relationship between BRAND RECOGNITION and BUYING BEHAVIOUR.

Statistical test applied: chi-square.

**H0 :** Different Brand Recognition and Buying behavior have same perception or impact on the consumer.

**H1 :** Different Brand Recognition and Buying Behavior do not have same perception or impact on the consumer.

**Table 11**

**Brand recognition \* buying behavior Cross tabulation**

Count	Buying behavior				Total
	1	2	3	4	1
Brand 1	32	35	2	3	72
Recognition 2	99	66	28	1	194
3	39	62	19	14	134
Total	170	163	49	18	400

**Table 12**  
**Chi-Square Tests**

	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-square	37.125(a)	6	.000
Likelihood Ratio	41.418	6	.000
Linear -by-Linear Association	15.197	1	.000
N of Valid Cases	400		

On the basis of chi square test analysis, we can infer that on brand recognition and on buying behavior the value is significant at .05 levels with the level of confidence at 95%

Hence on the basis of Asymptomatic significance value H0 hypothesis stands rejected and H1 hypothesis is accepted.

**ANALYSIS 6:**

Analysis Of The Relationship Between Media Channel And Purchase Decision.

Statistical test applied: chi-square.

**H0 :** Different Media channel and purchase decision has same perception or impact on the consumer.

**H1 :** Different Media channel and purchase decision does not have same perception or impact on the consumer.

**Table 13**

**Media Channel \* Purchase decision Cross tabulation**

Count	Purchase decision				Total
	1	2	3	4	1

Media channel 1	137	24	16	24	201
2	16	0	10	5	31
3	4	3	5	5	17
4	13	0	4	1	18
5	0	0	12	4	16
6	0	0	3	3	6
7	6	0	6	11	23
8	7	2	17	15	41
9	4	0	4	6	14
10	8	2	2	1	13
11	2	11	0	7	20
Total	197	42	79	82	400

**Table 14**  
**Chi-Square Tests**

	Value	Df	Asymp.Sig. (2-sided)
Person Chi-Square	193.191(a)	30	.000
Likelihood Ratio	192.881	30	.000
Linear-by-Linear Association	51.957	1	.000
N of Valid Cases	400		

On the basis of chi square test analysis, we can infer that on channel and on purchase decision the value is significant at .05 levels with the level of confidence at 95%

Hence on the basis of Asymptomatic Significance value H0 hypothesis stands rejected and H1 hypothesis is accepted.

**ANALYSIS 7:**

Analysis of the Relationship between Disposable Income and Compulsive Buying.

Statistical test applied: chi-square.

**H0** : Different Disposable Income and Compulsive Buying have same perception or impact on the consumer.

**H1** : Different Disposable Income and Compulsive Buying do not have same perception or impact on the Marketing.

**Table 15**

**Association With compulsive buying \* Association with**

**disposable income Cross tabulation**

Count	Association with disposable income				Total
	1	2	3	4	
Association with 1	11	6	4	5	26
compulsive buying 2	3	17	36	10	66
3	4	17	95	32	148
4	2	6	37	115	160
Total	20	46	172	162	400

**Table 16**  
**Chi-SquareTest**

	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-quare	203.617(a)	9	.000
Likelihood Ratio	162.007	9	.000
Linear-by-Linear Association	109.046	1	.000
N of Valid Cases	400		

On the basis of chi square test analysis, we can infer that on disposable income and on compulsive buying the value is significant at .05 levels with the level of confidence at 95%

Hence on the basis of Asymptomatic Significance value H0 hypothesis stands rejected and H1 hypothesis is accepted.

**ANALYSIS 8:**

Analysis of the Relationship between Disposable Income and Impulse Buying. Statistical test applied: chi-square.

**H0** : Different disposable income and impulse buying have same perception or impact on the consumer.

**H1** : Different disposable income and impulse buying does not have same perception or impact on the consumer.

**Table 17**

**Association with impulse buying \* Association with disposable income Cross tabulation**

Count	Association with disposable income				Total
	1	2	3	4	
Association with 1	6	1	0	10	17
Impulse buying 2	9	24	26	12	71
3	1	17	114	40	172

4	4	4	32	100	140
Total	20	46	172	162	400

**Table 18**  
**Chi-Square Tests**

	Value	Df	Asymp. Sig.(2-sided)
Pearson Chi-Square	187.669(a)	9	.000
Likelihood Ratio	170.983	9	.000
Linear-by-Linear Association	72.791	1	.000
N of Valid Cases	400		

On the basis of chi square test analysis, we can infer that on disposable income and on impulse buying the value is significant at .05 levels with the level of confidence at 95%

Hence on the basis of Asymptomatic significance value H0 hypothesis stands rejected and H1 hypothesis is accepted.

**ANALYSIS 9:**

Analysis of Relationship between Impulse Buying and Marketing Appeal. Statistical test applied: chi-square.

**H0 :** Different Marketing Appeal and Impulse buying have same perception or impact on the consumer.

**H1 :** Different Marketing Appeal and Impulse Buying does not have same perception or impact on the consumer.

**Table 19**  
**Marketing appeal \* Association with impulse buying cross tabulation**

Count	Association with impulse buying				Total
	1	2	3	4	
Marketing 1	0	0	5	2	7
Appeal 2	1	42	94	32	169
3	3	13	20	11	47
4	13	16	53	95	177
Total	17	71	172	140	400

**Table 20**  
**Chi-Square Tests**

	Value	Df	Asymp.Sig.(2-sided)
Pearson Chi-square	72.900(a)	9	.000
Likelihood Ratio	77.865	9	.000

Linear-by-Linear Association	14.639	1	.000
N of Valid Cases	400		

On the basis of chi square test analysis, we can infer that on impulsive buying and on Marketing appeal the value is significant at .05 levels with the level of confidence at 95%

Hence on the basis of Asymptomatic significant value H0 hypothesis stands rejected and H1 hypothesis is accepted.

**ANALYSIS 10:**

Analysis of the Relationship between purchase Decision and brand Loyalty.

Statistical test applied: chi-square.

**H0 :** Different Purchase Decision and Brand Loyalty have same perception or impact on the consumer.

**H1 :** Different Purchase decision and Brand Loyalty do not have same perception or impact on the consumer

**Table 21**  
**Impact on purchase decision \* brand loyalty Cross tabulation**

Count	Brand loyalty				Total
	1	2	3	4	
Impact on purchase decision 1	10	5	5	0	20
2	19	9	11	1	40
3	49	23	20	7	99
4	2	5	12	10	29
5	3	3	0	1	7
6	3	1	0	0	4
7	94	8	98	1	201
Total	180	54	146	20	400

**Table 22**  
**Chi-Square Tests**

	Value	Df	Asymp.sig.(2-sided)
Pearson Chi-square	124.489(a)	18	.000
Likelihood Ratio	113.048	18	.000
Linear-by-Linear Association	1.151	1	.283
N of Valid Cases	400		

On the basis of chi-square test analysis, we can infer that on purchase decision and on brand loyalty the value is significant at .05 levels with the level of

confidence at 95%

Hence on the basis of Asymptomatic significance value H0 hypothesis stands rejected and H1 hypothesis is accepted.

#### Conclusion And Suggestion-

"over all .there is a growing desire visible for keeping up the latest trend and possessing new and trendy prouduct which is further fuelled by peer pressure, thus making it a lucrative segment for marketer.'

The significant finding of the study are given as under

1. The study reveals that 7 women respondents are affected by fear appeal ,169. are affected by fashion appeal, 47 are affected by fantasy appeal and 177 are affected by emotional appeal I.e., women respondents perceive different Marketing appeals in which 'emotional appeal, in the advertisement is more relied for purchase decision while 'fear appeal, is least relied for purchase decision to by cosmetic product.

2. The study shows that 197 respondents are in favour of purchase decision , 42 women respondent are not in favour , 79, respondents are moderately convinced while 82 respondents go for such decision sometimes i.e., women respondents take purchase decision on the basis of Marketing ,the majority says "infavour while Marketing is concerned and very few says "not in favour ' for the purchase of cosmetic produvts.

3. The present study shows that 170 women respondents are predetermined before going for purchase, 163 respondents decide at the point of purchase , 49 people rely on retailer's advices while 18 makes unplanned purchase I.e; women by on the basiss of Marketing appeal ,majority by decisions are 'pre determined or decide at the point of purchase ; while minority buying decision are 'unplanned purchase for cosmetic products.

4. The study explains that 215 women consumer s buy products when they require them, 49 during festivals, 63 are influenced ny Marketing at the point of purchase (pop) while 28 other advertisement media sources i.e, women purchase decision is influened by product advertisement ,majority says 'buy a products when it is required and a few of the women respondents says 'buy when influenced by other 'for cosmetic products.

5. Women purchase decision is affected by advertisement, majority says 'yes ' and minority says 'no' i. e. negligible number of women purchase products sans its advertisement for cosmetic product.

6. The study show that 72 women consumer are well aware about brand, 194 are not aware while 134 are aware sometimes i.e. impact of brand recognition

on women buying behavior, majority says 'no; and minority says 'yes; for cosmetic product.

7. The study shows that 26 women consumer are very largely associated between fashion involvement and compulsive buying ,66 women consumer have large involvement ,whereas 148 women consumers have moderate involvement and 160 at involvement i.e. Women consumer association with compulsive buying and disposable income majority says 'low involvement towards fashion and compulsive buying ;minority says ;large involvement ; for cosmetic products.

8. The show that 20 women consumer are very largely associated between disposable income and impulse buying, 46 women consumer are at large, 172 are at moderately involvement and 162 are at low involment. Women consumer associated with disposable income majority says 'moderate involvement towards disposable income' minority says 'very large involvement' for cosmetic product.

9. It show that 20 women consumer are very largely associated between disposable income and impulse buying ,46 women consumers are largely involve in impulse buying ,172 women consumer moderately involved in impulse buying. women consumer association with disposable income and impulsive buying ,majority says 'moderate involvement towards disposable income and impulsive buying' minority says ' very large involvement' for cosmetic products.

10. It reveals that 21 women consumer visit grocery once a day ,184 women consumer visit once a week ,136 consumer visit once a month while 46 consumer visit infrequently and 13 occasionally impact of frequency on women consumer purchase is influenced by majority says 'once a week' and minority says 'once a day' in advertisement for cosmetic product.

11. It show that 17 women consumers are largely associated between fashion involvements in impulse buying, 71 are at large, 172 are at moderate and 140 are at low involvement. Women consumer association between fashion involvement and impulse buying majority says 'moderate involvement' and largely involvement ' for cosmetic products.

12. The study reveals that 20 women consumer have great impact of Marketing on them '40 consumer depend on brand value ,99 in product quality ,29 on price and 7 on availability ,and 4 on giftshaschemes but 201 make purchase decision on all above entire factors. Impact of variables on purchase decision by women 'all variable responsible for maximum influence in purchase decision' is giftshaschemes 'there is minimum impact of advertisement on women consumer purchases decision on the basis of giftshaschemes.



Though marketers often use the term customer satisfaction and consumer loyalty interchangeably, the definitions in several dictionaries tell that satisfaction relates to the result of a process. On the other hand; consumer loyalty does not occur 'it is to be earned .like all successful relationship; we have to invest and work upon it .loyal costumer often continue to purchase from a company even though they may have a bad service experience. A recent report on why costumers do not give a brand a repeat was because business attribute 68%to employee attitude while the next highest rating was 14%for dissatisfaction. Thus, for sustainable growth, it is crucial that brand across business examine the cost value equation of customer width versus consumer depth given that today, the consumer is ready and willing to pay for it .Significant shift in consumer spending will be seen in other consumption categories too as the value and preference of India's consumer change .Most interesting are the categories upon which Indian consumer have historically shown a greater propensity to spend as income rises.

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