# SECTION 1 : SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

**4.4 PERCENTAGE ANALYSIS**

**LIVING AREA OF THE RESPONDENTS**

An attempt has been made to know the living area of the respondents. For the purpose of this study, it has been classified into two categories viz., urban and rural. The details are furnished in the following table.

# TABLE NO. 4.1

**LIVING AREA OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Living area** | **No. of Respondents** | **Percentage** |
| 1. | Urban |  | 71.4 |
| 2. | Rural |  | 28.6 |
|  | **Total** | **186** | **100.0** |

It is inferred from the above table that 71.4 percent of the respondents lived in urban area and 28.6 percent of the respondents lived in rural area. It is found from the analysis that majority (71.4%) of the respondents lived in urban area.

**LIVING AREA OF THE RESPONDENTS**

**AGE OF THE RESPONDENTS**

An attempt has been made to know the age of the respondents. For the purpose of this study, it has been classified into four categories viz., upto 20 years, 21- 25 years, 26- 30 years and above 30 years. The details are furnished in the following table.

# TABLE NO. 4.2

**AGE OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Age** | **No. of Respondents** | **Percentage** |
| 1. | Upto 20 years |  | 24.5 |
| 2. | 21 - 25 years |  | 27.8 |
| 3. | 26-30 years |  | 33.1 |
| 4. | Above 30 years |  | 14.6 |
|  | **Total** |  | **100.0** |

It is examined from the above table that 24.5 percent of the respondents belong to upto 20 years age category, 27.8 percent of the respondents belong to the age group of 21-25 years, 33.1 percent of the respondents belong to the age group of 26-30 years and 14.6 percent of the respondents with the age group of above 30 years. It is found from the analysis that majority (33.1%) of the respondents belong to the age group of 26-30 years.

**AGE OF THE RESPONDENTS**

**GENDER OF THE RESPONDENTS**

An attempt has been made to know the gender of the respondents. For the purpose of this study, it has been classified into two categories viz., male and female. The details are furnished in the following table.

# TABLE NO. 4.3 GENDER OF THE RESPONDENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Gender** | **No. of Respondents** | **Percentage** |
| 1. | Male |  | 34.5 |
| 2. | Female |  | 65.5 |
|  | **Total** |  | **100.0** |

It is noted from the above table that 34.5 percent of the respondents are male and

65.5 percent of the respondents are female. It is found from the analysis that majority (65.5%) of the respondents are female.

**EDUCATIONAL STATUS OF THE RESPONDENTS**

An attempt has been made to know the educational status of the respondents. For the purpose of this study, it has been classified into three categories viz., school level, college and professional. The details are furnished in the following table.

# TABLE NO. 4.4

**EDUCATIONAL STATUS OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Educational status** | **No. of Respondents** | **Percentage** |
| 1. | School level |  | 16.4 |
| 2. | College |  | 52.9 |
| 3. | Professional |  | 30.7 |
|  | **Total** |  | **100.0** |

It is stated from the above table that 16.4 percent of the respondents are educated till school level, 52.9 percent of the respondents are qualified with college level and 30.7 percent of the respondents are qualified with professional degree. It is found from the analysis that majority (52.9%) of the respondents are qualified with college level.

**PRESENT STATUS OF THE RESPONDENTS**

An attempt has been made to know the present status of the respondents. For the purpose of this study, it has been classified into five categories viz., housewife and agriculturist, business, private employee, govt. employee and student. The details are furnished in the following table.

# TABLE NO. 4.5

**PRESENT STATUS OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Present status** | **No. of Respondents** | **Percentage** |
| 1. | Housewife and  Agriculturist |  | 15.0 |
| 2. | Business |  | 6.4 |
| 3. | Private Employee |  | 27.9 |
| 4. | Govt. Employee |  | 17.8 |
| 5. | Student |  | 32.9 |
|  | **Total** |  | **100.0** |

It is analyzed from the above table that 15.0 percent of the respondents are housewife and agriculturist, 6.4 percent of the respondents are businessmen, 27.9 percent of the respondents are private employee, 17.8 percent of the respondents are government employee and 32.9 percent of the respondents are student. It is found from the analysis that majority (32.9%) of the respondents are student.

**FAMILY INCOME OF THE RESPONDENTS**

An attempt has been made to know the family income of the respondents. For the purpose of this study, it has been classified into four categories viz., upto Rs.10000, Rs.10001-15000, Rs.15001-20000 and above Rs.20000. The details are furnished in the following table.

# TABLE NO. 4.6

**FAMILY INCOME OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Family Income** | **No. of Respondents** | **Percentage** |
| 1. | Upto Rs.10000 |  | 23.5 |
| 2. | Rs.10001-15000 |  | 26.8 |
| 3. | Rs.15001-20000 |  | 35.9 |
| 4. | Above Rs.20000 |  | 13.8 |
|  | **Total** |  | **100.0** |

It is found from the above table that 23.5 percent of the respondents are earning upto Rs.10000, 26.8 percent of the respondents are earning Rs.10001-15000, 35.9 percent of the respondents are earning Rs.15001- 20000 and 13.8 percent of the respondents are earning above Rs.20000. It is found from the analysis that majority (35.9%) of the respondents are earning Rs.15001 - 20000.

**FAMILY INCOME OF THE RESPONDENTS**

**MARITAL STATUS OF THE RESPONDENTS**

An attempt has been made to know the marital status of the respondents. For the purpose of this study, it has been classified into two categories viz., married and single. The details are furnished in the following table.

# TABLE NO. 4.7

**MARITAL STATUS OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Marital status** | **No. of Respondents** | **Percentage** |
| 1. | Married |  | 55.6 |
| 2. | Single |  | 44.4 |
|  | **Total** |  | **100.0** |

It is divulged from the above table that 55.6 percent of the respondents are married and 44.4 percent of the respondents are single. It is found from the analysis that majority (55.6%) of the respondents are married.

**MARITAL STATUS OF THE RESPONDENTS**

**FAMILY SIZE OF THE RESPONDENTS**

An attempt has been made to know the family size of the respondents. For the purpose of this study, it has been classified into three categories viz., upto 3 members, 4-5 members and above 5 members. The details are furnished in the following table.

# TABLE NO. 4.8

**FAMILY SIZE OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Family Size** | **No. of Respondents** | **Percentage** |
| 1. | Upto 3 members |  | 41.5 |
| 2. | 4-5 members |  | 46.1 |
| 3. | Above 5 members |  | 12.4 |
|  | **Total** |  | **100.0** |

It is suggested from the above table that 41.5 percent of the respondents having upto 3 members, 46.1 percent of the respondents having 4-5 members in their family and

12.4 percent of the respondents having above 5 members in their family. It is found from the analysis that majority (46.1%) of the respondents having 4-5 members.

**FAMILY SIZE OF THE RESPONDENTS**

**TYPE OF FAMILY OF THE RESPONDENTS**

An attempt has been made to know the type of family of the respondents. For the purpose of this study, it has been classified into two categories viz., nuclear family and joint family. The details are furnished in the following table.

# TABLE NO. 4.9

**TYPE OF FAMILY OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Type of family** | **No. of Respondents** | **Percentage** |
| 1. | Nuclear family |  | 61.1 |
| 2. | Joint family |  | 38.9 |
|  | **Total** |  | **100.0** |

It is surmised from the above table that 61.1 percent of the respondents are in nuclear family and 38.9 percent of the respondents are in joint family. It is found from the analysis that majority (61.1%) of the respondents are in nuclear family.

**4.3 SECTION 2 : CONSUMER BEHAVIOUR OF THE RESPONDENTS**

**TYPE OF CONSUMER BEHAVIOUR PUCHASED OF THE RESPONDENTS**

An attempt has been made to know the type of buying behaviour purchased of the respondents. For the purpose of this study, it has been classified into three categories viz., herbal, non herbal and both. The details are furnished in the following table.

# TABLE NO. 4.10

**TYPE OF BUYING BEHAVIOUR PURCHASED OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Type of Cosmetics purchased** | **No. of Respondents** | **Percentage** |
| 1. | Herbal |  | 63.8 |
| 2. | Non Herbal |  | 25.1 |
| 3. | Both |  | 11.1 |
|  | **Total** |  | **100.0** |

It is stated from the above table that 63.8 percent of the respondents are purchased herbal cosmetics, 25.1 percent of the respondents are purchased non herbal cosmetics and

11.1 percent of the respondents are purchase both herbal and non herbal cosmetics. It is found from the analysis that majority (63.8%) of the respondents are purchased herbal cosmetics.

**SOURCE OF PURCHASE DECISION**

An attempt has been made to know the source of impact of purchase decision of the respondents. For the purpose of this study, it has been classified into seven categories viz., beauticians, doctors, magazines and newspapers, shopkeepers, cosmetologist, relatives or family members and window display. The details are furnished in the following table.

# TABLE NO. 4.11

**SOURCE OF PURCHASE DECISION**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Source** | **No. of Respondents** | **Percentage** |
| 1. | Beauticians |  | 19.1 |
| 2. | Doctors |  | 29.4 |
| 3. | Magazines and  Newspapers |  | 14.5 |
| 4. | Shopkeepers |  | 3.6 |
| 5. | Cosmetologist |  | 2.0 |
| 6. | Relatives / Family  Members |  | 29.0 |
| 7. | Window Display |  | 2.4 |
|  | **Total** |  | **100.0** |

It is stated from the above table that 19.1 percent of the respondents are purchased through the impact of beauticians, 29.4 percent of the respondents are purchased through the impact of doctors, 14.5 percent of the respondents are purchased from the impact of magazines and newspapers, 3.6 percent of the respondents are purchased from the impact of shopkeepers, 2.0 percent of the respondents are purchased through the impact of cosmetologist, 29.0 percent of the respondents are purchased through the impact of relatives or family members and 2.4 percent of the respondents are purchased through the impact of window display. It is found from the analysis that majority (29.4%) of the respondents are purchased through the impact of doctors.

**TYPE OF PRODUCTS USED OF THE RESPONDENTS**

An attempt has been made to know the type of products used of the respondents. For the purpose of this study, it has been classified into three categories viz., branded, local and both. The details are furnished in the following table.

# TABLE NO. 4.12

**TYPE OF PRODUCTS USED OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Type of product** | **No. of Respondents** | **Percentage** |
| 1. | Branded |  | 54.5 |
| 2. | Local |  | 27.4 |
| 3. | Both |  | 18.1 |
|  | **Total** |  | **100.0** |

It is discussed from the above table that 54.5 percent of the respondents are using the branded products, 27.4 percent of the respondents are using the local products and

percent of the respondents are utilizing both branded and local products. It is found from the analysis that majority (54.5%) of the respondents are using the branded products.

# PREFERENCE OF THE RESPONDENTS TO BUY PERSONAL CARE PRODUCTS ONLY OR WITH PROMOTIONAL OFFERS

An attempt has been made to know the preference of the respondents to buy personal care products only or with promotional offers. For the purpose of this study, it has been classified into seven categories viz., discount offer, price cut, rebate, free gift, special offer, exchange offer and without promo offer. The details are furnished in the following table.

# TABLE NO. 4.14

**PREFERENCE OF THE RESPONDENTS TO BUY PERSONAL CARE PRODUCTS ONLY OR WITH PROMOTIONAL OFFERS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Offers** | **No. of Respondents** | **Percentage** |
| 1. | Discount offer |  | 13.4 |
| 2. | Price cut |  | 23.8 |
| 3. | Rebate |  | 8.4 |
| 4. | Free gift |  | 13.7 |
| 5. | Special offer |  | 20.3 |
| 6. | Exchange offer |  | 12.1 |
| 7. | Without promo offer |  | 8.3 |
|  | **Total** |  | **100.0** |

It is examined from the above table that 13.4 percent of the respondents prefer to buy personal care products only with discount offer, 23.8 percent of the respondents prefer to buy personal care products by price cut, 8.4 percent of the respondents prefer to buy personal care products only by rebate, 13.7 percent of the respondents prefer to buy personal care products by free gift, 20.3 percent of the respondents prefer to buy personal care products only by special offer, 12.1 percent of the respondents prefer to buy personal care products only by exchange offer and 8.3 percent of the respondents are prefer to buy personal care products without promo offer. It is found from the analysis that majority (23.8%) of the respondents prefer to buy personal care products by price cut.

# MODE OF BUYING PERSONAL CARE PRODUCTS OF THE RESPONDENTS

An attempt has been made to know the mode of buying personal care products of the respondents. For the purpose of this study, it has been classified into two categories viz., cash / debit card and credit card. The details are furnished in the following table.

# TABLE NO. 4.15

**MODE OF BUYING THE PERSONAL CARE PRODUCTS OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Mode of buying** | **No. of Respondents** | **Percentage** |
| 1. | Cash / Debit card | 638 | 61.9 |
| 2. | Credit card | 392 | 38.1 |
|  | **Total** | **1030** | **100.0** |

It is stated from the above table that 61.9 percent of the respondents are buying the personal care products through cash or debit card and 38.1 percent of the respondents are buying the personal care products through credit card. It is found from the analysis that majority (61.9%) of the respondents are buying the personal care products through cash or debit card.

**OPINION OF THE RESPONDENTS TOWARDS PRICE OF THE PRODUCT AS MOST IMPORTANT FACTOR IN PURCHASE DECISION**

An attempt has been made to know the opinion of the respondents towards price of the product as most important factor in purchase decision. The details are furnished in the following table.

# TABLE NO. 4.16

**OPINION OF THE RESPONDENTS TOWARDS PRICE OF THE PRODUCTS AS MOST IMPORTANT FACTOR IN PURCHASE DECISION**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Opinion** | **No. of Respondents** | **Percentage** |
| 1. | Yes |  | 52.4 |
| 2. | No |  | 47.6 |
|  | **Total** |  | **100.0** |

It is noted from the above table that 52.4 percent of the respondents opined that price of the products as most important factor in purchase decision and 47.6 percent of the respondents opined that price of the products as most important factor in purchase decision. It is found from the analysis that majority (52.4%) of the respondents opined that price of the products as most important factor in purchase decision.

# OPINION OF THE RESPONDENTS TOWARDS HIGHLY PRICED BRAND AS BETTER IN QUALITY COMPARED TO OTHERS

An attempt has been made to know the opinion of the respondents towards highly priced brand as better in quality compared to others. The details are furnished in the following table.

# TABLE NO. 4.17

**OPINION OF THE RESPONDENTS TOWARDS HIGHLY PRICED BRAND AS BETTER IN QUALITY COMPARED TO OTHERS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Opinion** | **No. of Respondents** | **Percentage** |
| 1. | Yes |  | 59.7 |
| 2. | No |  | 40.3 |
|  | **Total** |  | **100.0** |

It is inferred from the above table that 59.7 percent of the respondents opined that highly priced brand as better in quality compared to others and 40.3 percent of the respondents opined that highly priced brand as not better in quality compared to others. It is found from the analysis that majority (59.7%) of the respondents opined that highly priced brand as better in quality compared to others.

# OPINION OF THE RESPONDENTS TOWARDS THE STORES OF NORMALLY BUYING THE PRODUCTS

An attempt has been made to know the opinion of the respondents towards the stores of normally buying the products. For the purpose of this study, it has been classified into eight categories viz., general stores, exclusive cosmetics stores, beauty parlors, on the manufacturer‟s website, supermarkets, at the chemists, at fairs, shows, exhibitions and others. The details are furnished in the following table.

# TABLE NO. 4.18

**OPINION OF THE RESPONDENTS TOWARDS THE STORES OF NORMALLY BUYING THE PRODUCTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Type of stores** | **No. of Respondents** | **Percentage** |
| 1. | General stores |  | 39.6 |
| 2. | Exclusive cosmetics  Stores |  | 10.5 |
| 3. | Beauty parlors |  | 3.6 |
| 4. | On the  manufacturer‟s website |  | 12.9 |
| 5. | Supermarkets |  | 14.8 |
| 6. | At the chemists |  | 4.6 |
| 7. | At fairs, shows,  exhibitions |  | 8.0 |
| 8. | Others |  | 6.0 |
|  | **Total** |  | **100.0** |

It is identified from the above table that 39.6 percent of the respondents are normally buying the products in general stores, 10.5 percent of the respondents are buying the products in exclusive cosmetics stores, 3.6 percent of the respondents are buying the products in beauty parlors, 12.9 percent of the respondents are buying on the manufacturer‟s website, 14.8 percent of the respondents are normally buying the products in supermarkets, 4.6 percent of the respondents are buying the products at the chemists,

8.0 percent of the respondents are normally buying the products at fairs, shows, exhibitions and 6.0 percent of the respondents are buying the products in other stores. It is found from the analysis that majority (39.6%) of the respondents are normally buying the products in general stores.

# OPINION OF THE RESPONDENTS TOWARDS PREFERRED SHOP

An attempt has been made to know the opinion of the respondents towards preferred shop for purchase of personal care products. For the purpose of this study, it has been classified into two categories viz., same shop and any shop. The details are furnished in the following table.

# TABLE NO. 4.19

**OPINION OF THE RESPONDENTS TOWARDS PREFERRED SHOP**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Preferred Shop** | **No. of Respondents** | **Percentage** |
| 1. | Same shop |  | 77.9 |
| 2. | Any shop |  | 22.1 |
|  | **Total** |  | **100.0** |

It is suggested from the above table that 77.9 percent of the respondents are preferred the same shop and 22.1 percent of the respondents are preferred any shop. It is found from the analysis that majority (77.9%) of the respondents are preferred the same shop for purchase of personal care products.

**AMOUNT SPEND FOR PURCHASE OR MAINTAINING OF PERSONAL CARE PRODUCTS PER MONTH**

An attempt has been made to know the opinion of the respondents regarding the amount spend for purchase or maintaining of personal care products per month. For the purpose of this study, it has been classified into four categories viz., upto Rs.500, Rs.501 to 1000, Rs.1001 to 2000 and above Rs.2000. The details are furnished in the following table.

# TABLE NO. 4.20

**AMOUNT SPEND FOR PURCHASE OR MAINTAINING OF PERSONAL CARE PRODUCTS PER MONTH**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Amount spent for purchase** | **No. of Respondents** | **Percentage** |
| 1. | Upto Rs.500 |  | 14.5 |
| 2. | Rs.501 to 1000 |  | 24.7 |
| 3. | Rs.1001 to 2000 |  | 55.0 |
| 4. | Above Rs.2000 |  | 5.8 |
|  | **Total** |  | **100.0** |

It is examined from the above table that 14.5 percent of the respondents are purchased or maintaining of personal care products for upto Rs.500 per month, 24.7 percent of the respondents spent Rs. 501 to 1000 per month, 55.0 percent of the respondents spent for purchase of personal care product as Rs. 1001 to 2000 and 5.8 percent of the respondents spent above Rs. 2000 per month. It is found from the analysis that majority (55.0%) of the respondents spent Rs. 1001 to 2000 for purchased or maintaining of personal care products per month.

# CHART NO. 4.14

**AMOUNT SPEND FOR PURCHASE OR MAINTAINING OF PERSONAL CARE PRODUCTS PER MONTH**

**RESPONDENTS’ OPINION TOWARDS REGULARLY USE THE SAME BRAND OF PERSONAL CARE PRODUCTS OR CHANGE THE BRAND FREQUENTLY**

An attempt has been made to know the opinion of the respondents towards regularly using the same brand of personal care products or change the brand frequently. The details are furnished in the following table.

# TABLE NO. 4.21

**RESPONDENTS’ OPINION TOWARDS REGULARLY USE THE SAME BRAND OF PERSONAL CARE PRODUCTS OR CHANGE THE BRAND FREQUENTLY**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Opinion** | **No. of Respondents** | **Percentage** |
| 1. | Yes |  | 59.9 |
| 2. | No |  | 40.1 |
|  | **Total** |  | **100.0** |

It is suggested from the above table that 59.9 percent of the respondents opined that regularly using the same brand of personal care products and 40.1 percent of the respondents are opined that not using the same brand and changing the brand frequently. It is found from the analysis that majority (59.9%) of the respondents are opined that regularly using the same brand of personal care products.

# REASONS FOR CHANGING THE PRODUCTS OF THE RESPONDENTS

An attempt has been made to know the reasons for changing the products of the respondents. For the purpose of this study, it has been classified into six categories viz., price change, new brand introduction, product introduction, package style changes, advertising intensity and other reason. The details are furnished in the following table.

# TABLE NO. 4.22

**REASONS FOR CHANGING THE PRODUCTS OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Reasons** | **No. of Respondents** | **Percentage** |
| 1. | Price change |  | 19.8 |
| 2. | New brand introduction |  | 45.2 |
| 3. | Product introduction |  | 9.4 |
| 4. | Package style changes |  | 3.6 |
| 5. | Advertising intensity |  | 14.6 |
| 6. | Other |  | 7.4 |
|  | **Total** |  | **100.0** |

It is discussed from the above table that 19.8 percent of the respondents are changing the product for price change, 45.2 percent of the respondents are changing the product changing for new brand introduction, 9.4 percent of the respondents are changing the brand for product introduction, 3.6 percent of the respondents are changing the product for package style changes, 14.6 percent of the respondents are changing the product for advertising intensity and 7.4 percent of the respondents are changing the product for other reason. It is found from the analysis that majority (45.2%) of the respondents are changing the product for new brand introduction.

# OPINION OF THE RESPONDENTS REGARDING PREFERENCE TO ISI, ISO PRODUCTS

An attempt has been made to know the opinion of the respondents regarding preference to ISI, ISO products. For the purpose of this study, it has been classified into four categories viz., always, frequently, sometimes and never. The details are furnished in the following table.

# TABLE NO. 4.23

**OPINION OF THE RESPONDENTS REGARDING PREFERENCE TO ISI, ISO PRODUCTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Preference** | **No. of Respondents** | **Percentage** |
| 1. | Always |  | 44.6 |
| 2. | Frequently |  | 28.4 |
| 3. | Sometimes |  | 10.5 |
| 4. | Never |  | 16.5 |
|  | **Total** |  | **100.0** |

It is stated from the above table that 44.6 percent of the respondents are always preferred ISI and ISO products, 28.4 percent of the respondents are frequently preferred ISI and ISO products, 10.5 percent of the respondents are sometimes preferred ISI and ISO products and 16.5 percent of the respondents are never preferred ISI and ISO products. It is found from the analysis that majority (44.6%) of the respondents are always preferred ISI and ISO products.

**OPINION OF THE RESPONDENTS TOWARDS UNAVAILABILITY OF PARTICULAR BRAND OF COSMETICS**

An attempt has been made to know the opinion of the respondents towards unavailability of particular brand of cosmetics. For the purpose of this study, it has been classified into three categories viz., post pone the purchase, buy the available brand and drop the purchase idea. The details are furnished in the following table.

# TABLE NO. 4.24

**OPINION OF THE RESPONDENTS TOWARDS UNAVAILABILITY OF PARTICULAR BRAND OF COSMETICS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.**  **No.** | **Opinion** | **No. of Respondents** | **Percentage** |
| 1. | Post pone the purchase |  | 25.6 |
| 2. | Buy the available brand |  | 56.9 |
| 3. | Drop the purchase idea |  | 17.5 |
|  | **Total** |  | **100.0** |

It is explored from the above table that 25.6 percent of the respondents are post pone the purchase, 56.9 percent of the respondents are buying the available brand and

17.5 percent of the respondents are drop the purchase idea. It is found from the analysis that majority (56.9%) of the respondents are buying the available brand.