**Case – Revlon Cosmetics** –

An international cosmetics company wants to know what kind of women be interested in their range of products. The purpose is to determine what personal grooming means most to women.

Ten statement are made in order to assess the lifestyle and attitude of urban women. The statements were designed on the Likert scale and require the person to indicate her level of agreement with these ( 1 = strongly agree, 2 = agree, 3 = neither agree nor disagree, 4 = disagree and 5 = strongly disagree). (Data stores in SPSS)

1. I do not buy products that are not from the established brands.
2. I buy new product only when they have been tried and tested as safe.
3. I know the names of most cosmetic brands in the market.
4. I do not think one company can provide a complete personal care solution.
5. I plan my shopping trips very carefully.
6. Personal care product companies need to do lot of research before coming up with a product.
7. It is very important to look good and presentable in today’s times.
8. I like experimenting with the new trends and styles.
9. I always go by what the film starts endorse.
10. I believe that what I wear reflects who I am.