GLOBAL RESEARCH ANALYSIS

ISSN No 2277 - 8160

Listed & Indexed with

ISSN Directory, Paris



Multi-Subject Journal

Volume : 1 | Issue : 1 | June 2012 | ₹ 250/-

GLOBAL RESEARCH ANALYSIS

ISSN No 2277 - 8160

GLOBAL RESEARCH ANALYSIS

Editor In-Chief :

Dr. Khansa Memon
SARA Publishing Academy

Dr. Ashok S. Pawar Associate Professor, Dept. of Economic Dr. Babaasaheb Ambedkar Marathwada.University, Aurngabad.(MS-India)-431004	**Dr.(Prof) Vijay Kumar Soni** Principal, Jai Meenesh College, Phagi, Jaipur, Rajasthan	**Dr. A.R. Saravankumar** Assistant Professor in Education DDE, Alagappa University, Tamilnadu
Dr. R. Ramachandran Commerce DDE Annamalai University Tamilna	**Dr. R Ganpathy** Assistant Professor in Commerce Directorate of Distance Education Alagappa University Karaikudi.	**Dr. Amit Bandyopadhyay** Assistant Professor Department of Physiology University of Calcutta
Dr. V. Kumaravel Professor and Head Vivekanandha Business School for Women Tiruchengode, Namakkal Dist	**Dr. K. Prabhakar** Professor, Department of Management Studies, Velammal Engineering College, Chennai - 600 066.	**Dr. Sunita J. Rathod** Maharashtra Education Service Group-B DIET Dist. Jalna

SUBSCRIPTION DETAILS

Period	Rate	Discount	Amount Payable
One Year (12 issues)	3000/-	Nil	3000/-
Two Years (24 issues)	6000/-	200/-	5800/-
Three Years (36 issues)	9000/-	300/-	8700/-
Five Years (60 issues)	15000/-	600/-	14400/-

You can download the Subscription form from website www.theglobaljournals.com. You will require to print the form. Please fill the form completely and send it to the Editor, GLOBAL RESEARCH ANALYSIS along with the payment in the form of Demand Draft/Cheque at Par drawn in favour of GLOBAL RESEARCH ANALYSIS payable at Ahmedabad.

- Thoughts, language, vision and examples in published research paper are entirely of author of research paper. It is not necessary that both the editor, and editorial board agrees with the author. The responsibility of the matter of research paper/article is entirely of author.
- Editing of the Global Research Analysis is processed without any remittance. The selection and publication is done after recommendations of atleast two subject expert referees.
- In any condition if any National/International University denies accepting the research paper published in GRA, then it is not the responsibility of Editor, Publisher and Management
- Only the first author is entitle to receive the copies of all co-authors
- Before re-use of published paper in any manner, it is compulsory to take written permission from the Editor-GRA unless it will be assumed as disobedience of copyright rules
- All the legal undertaking related to Global Research Analysis is subject to Ahmedabad Jurisdiction.
- The research journal will be send by normal post. If the journal is not received by the author of research paper then it will not be the responsibility of the Editor and publisher. The amount for registered post should be borne by author of the research paper in case of second copy of the journal.

Editor,
GLOBAL RESEARCH ANALYSIS
3, SUHANA, Near. Ruby Apartment, B/h NID, Rajnagar Road, Paldi Ahmedabad – 380007. Gujarat (INDIA)
Cell : +91 98247 02127, 8866 00 3636

INDEX

Sr. No.	Title	Author	Subject	Page No.
1	Vat And Accounting and Emerging Financial Services	Dr.Kishor V. Bhesaniya	Accountancy	1-2
2	Regulations for Alternative Investment Funds – A Primer	Dr. Bheemanagouda	Commerce	3-4
3	Financial Inclusion in India: A Real Effort for Growth	Dr. Jyotindra M. Jani, Manish B. Raval	Commerce	5-6
4	Tourism Industry and Medical Tourism in India – An Analysis	Dr. M. K. Maru	Commerce	7-8
5	Enhancing Supply Chain Performance through Effective Transportation	Dr. Vipul Chalotra	Commerce	9-10
6	Growth of Consumer Co-Operatives in J&K- A Study	Tarsem Lal	Commerce	11-12
7	Uses of College Funds in Assam-With Reference to Lakhimpur District	Dr. Niranjan Kakati	Commerce	13-14
8	LIC –A Modle Employer	Dr.J.K.Sehgal	Commerce	15-16
9	A study of the use of Information technology enabled banking services by Indian Customers	Dr Sunny Thomas, MsWaheeda Sheikh	Economics	17-18
10	The Role of Women Entrepreneurs in The Emerging Economic Force	Dr.Sangappa.V. Mamanshetty	Economics	19-21
11	Trade-off Between Inflation and Unemployment for BRICS Countries – Dead or Alive?	Krunal K Bhuva, Ashok R. Bantwa	Economics	22-23
12	Urbanisation and its Impact on Poverty	Dr. K.J. Thankachan, Mrs. Nazia Ansari	Economics	24-25
13	Food Security- Issues and Concerns	Munisha Gaur	Economics	26-27
14	Teaching Strategies : A Model Approach	Dr. Mujibul Hasan Siddiqui	Education	28-29
15	School Curriculum in Terms of Life Skills and its Implications for Teacher Education	Ramesh B. Sakhiya	Education	30-31
16	Edge Detection using live video acquisition	Patel Janakkumar Baldevbhai, R.S. Anand, Patel Nilam J.	Engineering	32-34
17	Topological Characteristics of Dynamics of Heart in Various Pathological Cases using Lyapunov Exponent and RBF Network	Abinash Dahal, Deepashree Devaraj, Dr. N. Pradhan	Engineering	35-37
18	Implementation of Digital Logic Method for Selection of Material of Automotive Brake Disc	Mr. Keval J. patel, Tushar M. Patel, Ankit A. Darji	Engineering	38-40
19	Initial and after Market Performance of Indian IPOs	Dr. Ashvin H. Solanki	Finance	41-43
20	Facilitation of Collateral Free Loan to Improve Financial Linkages For Start Up & Growth – A Case Study	D M Parikh	Finance	44-46
21	Impact of Maternal Nutrition Education Module on Nutritional Knowledge And Status in Rural Pregnant Women	Dr. Anjali A. Rajwade	Home Science	47-49
22	Trends and Challenges in Indian Insurance Industry	Dr Mahalaxmi Krishnan	Insurance	50-51
23	(Raksha Patrakarita : Dayra Badhae Media Sansthan)	Dr. Subodh Kumar	Journalism	52-53
24	NATIONAL WAGE POLICY VIZ-A-VIZ CORRELATION BETWEEN WAGES, PRICE AND TAX	Manish Parshuram Pawar, Dr. Ashok Shankarrao Pawar	Law	54-55

Sr. No.	Title	Author	Subject	Page No.
25	Shobha De's treatment of sex in Starry Nights	Chetan J. Marakana	Literature	56
26	A Catalyst to Promote Teaching and Learning English Grammar	Elsamma Sebastian	Literature	57-58
27	A Study on Effectiveness of Employee Training in Health Care Industry in a Private Multi-Speciality Organization	Dr C Swarnalatha, TS Prasanna	Management	59-61
28	Insights in to the Tomorrow Retailing in India: A Point of View and Method	Anuradha Averineni	Management	62-63
29	A Study on the Excellence of Worklife Among the Employees of it Sector in Coimbatore	G. Murali Manokari, R.Kanaka Rathinam	Management	64-65
30	Socio Cultural Issues in Marketing	Kavita A. Trivedi	Management	66-67
31	Organised Multi Brand Retailing: Opportunity For Sustainable Development	Rachita Sambyal	Management	68-69
32	Investors Perception for Mutual Fund Investment in 21st Century	Dr. Deepak H. Tekwani	Management	70-71
33	FDI in India	Dr. M Venkata Subba Reddy, Mr.udaya Banu	Management	72-73
34	Global Crisis and Indian Economy, A Comparative Analysis with World Economy	Dr. Pankaj K. Trivedi	Management	74-76
35	Practical Utility of Intellectual Capital Approach-A Critical Analysis	Dr. Shilpa Trivedi	Management	77-78
36	An In-depth study of Consumer Preference towards Personal Care Products	Dr.Sharif Memon	Management	79-81
37	Consumer Awareness and Preferences towards Ayurvedic Cosmetic Products in Coimbatore City	Mrs. B. Menaka, Dr. T. Ramasamy, Dr. R. Ganapathi	Management	82-90
38	Miracle combination of five herbs Methi, Kalongi, saunf, jeera and Rai	Dr. Sneh Harshendra Sharma	Management	91-93
39	Social Marketing: Towards a new horizon	Dr Partha Sarkar	Marketing	94-95
40	Epidemiological Transition and Emerging Conflicts in Health Care	Dr. Pawan Kumar, Dr. Abdul Majeed Khan	Public Health	96-97
41	Knowledge, Attitude and Practice of Reproductive Health Care Services among the Members and Non-members of Self Help Groups (SHGs)	Dr.K.Jothy	Social Sciences	98-100

Volume : 1 | Issue : 1 | June 2012 • ISSN No 2277 - 8160

Research Paper | Management

Consumer Awareness and Preferences towards Ayurvedic Cosmetic Products in Coimbatore City

Mrs. B. Menaka Assistant Professor, Bonsecours College for Women, Thanjavur, Tamil Nadu

Dr. T. Ramasamy Associate Professor, Government Arts College, Paramakudi, Tamil Nadu

Dr. R. Ganapathi Assistant Professor, Alagappa University , Karaikudi, Tamil Nadu

ABSTRACT

Today, everybody is interested in showing their physical appearance as beauty. Moreover, they prefer to safeguard themselves from health hazards by using various cosmetic items. The reason is that number of companies is manufacturing both chemical and ayurvedic based cosmetic products. Initially, herbal products have low market. Then, the acceptance of herbal products is increasing in India and international markets also. This was happened after realizing the side effects of chemical based cosmetic products. In this context, the researchers have decided to conduct the field study relating to consumer awareness and preferences towards ayurvedic cosmetic products in Coimbatore city. In order to improve the quality of the research, the researchers have decided to compare the awareness and preferences of consumers towards ayurvedic and non-ayurvedic cosmetic products. The statistical tools like chi-square test and rank analysis are used to find the significant relationship prevailing between personal factors of respondents and various aspects of the products. The main findings of the study in that occupation is significantly influence to buy ayurvedic cosmetic. Hence, the researchers suggested that the manufacturers of cosmetic products showed conduct a survey for knowing the consumers need. If so, the manufacturers can improve their product and sales also.

KEYWORDS:

INTRODUCTION

In ancient days people spent a lot of time in search of herbs to extract their benefits in order to safeguard themselves from various health hazards. In those days, they relied only upon natural herbs for healing. But today, people are leading a very busy life. They do not even find enough time to spend more than five minutes to grab a bite of their daily food. In addition, when it comes to health care and fitness they do not really have time to spend on their external appearances. There are a thousand varieties of herbals that are being used for beauty care purpose. Very good examples of such herbs are Neem, Amala, Thulsi, Gooseberries, Sandal Wood, Hibiscus and Saffron. People used these herbs as their cosmetics to cure skin disorders. Since we are living in a fast moving world, no one has enough time to go for these natural herbal remedies, even though they know the benefits of these herbs. As we have the time constraints, no one prefers to spend their time in making these herb mixtures.

Considering these facts and to satisfy the needs of the consumers, now there are a number of cosmetic companies in the market which produce both chemical as well as ayurvedic based cosmetic products. There is also a huge variety of brands available in the market. As per a survey conducted by the cosmetic industry it is said that, age factor does not influence the consumption pattern of these cosmetic products. Due to the technical advancement and other industrial development in the country, there is also lots of pollution causing harm to internal and external parts of the body. The skin is the most affected part in the human body due to environmental pollution. Eventhough there are many chemical based cosmetics, people feel that these types of products cause more harm to the skin. Therefore they have started switching over to the ayurvedic cosmetic products. This is because; in ayurveda, products are usually made of natural herbs with very minimum amount of chemicals used and are less harmful to the skin, which reduces the side effects.

Cosmetics, in general, are not only used for improving their beauty, they are also used to safe guard their skin and beauty from the external hazards. Considering all these factors, then, they started to use the ayurvedic products. The herbal cosmetic segment is witnessing a growth rate of 60% and that is compare to 20-25% of the total cosmetic industry. Pure herbal cosmetic segments constitute around 11% of the total cosmetic industry market of size of Rs.20 billion. There are many ayurvedic cosmetic companies in the market. The competition among the Indian companies has increased rapidly. Besides these Indian companies, MNC companies have interested in to our market, where both are competing heavily. This induces the cosmetic companies to provide the best products to the consumers to attract the customers. The aim of the study is to know about the awareness of the consumers regarding ayurvedic cosmetic products and to know their preferences regarding these ayurvedic cosmetics.

STATEMENT OF THE PROBLEM

Consumption of ayurvedic cosmetics is no longer perceived as luxurious and these are consumed daily as personal care products. As ayurveda is well known for permanent cure for ailments, it is likely that as evident from the present market, the products will be successful. Increasing preferences by consumers for herbal / natural cosmetic products than the chemical based products, increasing acceptance of Indian made herbal products in the international markets, greater health awareness, changing trends of self-grooming, changing lifestyles and increasing numbers of mythological factors, all the factors have led to boom in the herbal product industry. Cosmetic companies after knowing the consumers', preferences, started to manufacturing soaps, shampoos, face packs with herbal combinations. This created a boom in the cosmetic market. After realizing the side effects of chemical based cosmetic, people started switching over to ayurvedic cosmetic. Big companies like Hindustan Lever, Cavin Care and the like started to manufacturing herbal-based cosmetics. In the cosmetic market, the herbal cosmetics segment is witnessing a growth rate of 60% and more compared to the total industry. Even MNC's are playing along with herbal and natural tune. Considering the above factors, the researchers had undertook a study in order to know the consumer awareness and preferences towards ayurvedic cosmetic products with the following objectives.

OBJECTIVES OF THE STUDY

The following are the specific objectives of the study.

1. To study the trend of ayurvedic cosmetic products manufacturing companies in India.
2. To study the consumer awareness about the ayurvedic cosmetic products.
3. To study the sources of awareness about the ayurvedic cosmetic products.
4. To study the factors influencing the consumer to use the ayurvedic cosmetic products and
5. To study the consumer preferences for the ayurvedic cosmetic products and offer suggestions.

SCOPE OF THE STUDY

This study will enable to find out the consumer awareness, preferences, brand loyalty, expectations, attitude and perception. The study deals

with consumer satisfaction and the media, which influences them, the most. In the current scenario, where the competition is tough, the consumers are allowed to make the choice. The company can frame the objectives and compete in the market only if they satisfy the needs of the customers by taking into account their suggestions and complaints. The findings and suggestions of this survey will help the companies to formulate marketing strategy in order to satisfy the consumer's needs in the best way.

METHODOLOGY

In order to study the "Consumer Awareness and Preference towards Ayurvedic Cosmetic Products", Coimbatore city is taken as the area of study. To get necessary information from the respondents, interview schedule was prepared with 25 questions relating to personal details, the respondents awareness and preference towards ayurvedic cosmetics. A sample of 250 consumers is selected for the study using simple random sampling method. The collected information is processed, classified and tabulated and analyzed through percentage analysis, chi-square analysis, average rank analysis and average score analysis. All the statistical tests are conducted at 5% level of significance and calculations are done using SPSS (Statistical Package for Social Science) 10.0 Student version.

RESULTS AND DISCUSSION

The demographic and physiological composition of the data obtained from the survey regarding the respondents is presented in the Table - 1.

TABLE 1
COMPOSITION OF THE SAMPLE OF RESPONDENTS

Sl. No.	PROFILE OF THE RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE
1.	**GENDER**		
	Male	73	29.20
	Female	177	70.80
2.	**AGE GROUP**		
	Below 20 years	44	17.60
	20 – 30 years	177	46.80
	30 – 40 years	52	20.80
	Above 40 years	37	14.80
3.	**EDUCATIONAL QUALIFICATION**		
	No Formal Education	8	3.20
	School Level	35	14.00
	College Level	201	80.40
	Others	6	2.40
4.	**OCCUPATION**		
	Housewives	37	14.80
	Agriculture	6	2.40
	Business	33	13.20
	Professional	25	10.00
	Employed	45	18.00
	Students	104	41.60
5.	**MONTHLY INCOME**		
	Below Rs.2,500	18	7.20
	Rs.2,500 – Rs.5,000	38	15.20
	Rs.5,000 – Rs.10,000	46	18.40
	Rs.10,000 – Rs.20,000	78	31.20
	Above Rs.20,000	70	28.00
6.	**MARITAL STATUS**		
	Married	110	44.00
	Unmarried	140	56.00
7.	**TYPE OF FAMILY**		
	Joint	75	30.00
	Nuclear	175	70.00
8.	**FAMILY SIZE**		
	Upto 2	13	5.20
	3 – 4	218	87.20
	Above 4	19	7.60

Source: Primary Data

Socio-economic profile of the respondents is of utmost importance in determining the psychographic and demographic features of the respondents. Age group, gender wise distribution, educational qualification, occupation, monthly income, marital status, type of family and family size depicts the role of socio-economic variables in determining their living standards, their awareness and their preferences towards ayurvedic cosmetic products level.

HYPOTHESIS - 1

The personal factors of respondents have number of significant influence over the brand of ayurvedic cosmetic products.

TABLE 2
PERSONAL FACTORS AND AWARENESS OF AYURVEDIC COSMETICS

Personal factors	Chi-square value	Table Value	S / NS
Gender	6.775	0.561	NS
Age Group	14.357	0.983	NS
Educational Qualification	16.887	0.857	NS
Occupation	40.778	0.436	NS
Annual Income	24.591	0.822	NS
Marital Status	18.547	0.229	NS
Type of Family	9.194	0.326	NS
Family Members	19.383	0.731	NS

S = Significant, NS = Not Significant

It is evident from the table that the hypothesis is accepted (Not Significant) in all the cases. It is concluded that the personal factors have influence over the awareness of ayurvedic cosmetics.

HYPOTHESIS - 2

The personal factors of respondents have number of significant influence over the awareness of ayurvedic cosmetic products.

TABLE 3
PERSONAL FACTORS AND AWARENESS OF THE BRAND OF AYURVEDIC COSMETICS

Personal factors	Chi-square value	Table Value	S / NS
Gender	14.794	0.540	NS
Age Group	49.353	0.419	NS
Educational Qualification	62.807	0.074	NS
Occupation	11.030	0.012	S
Annual Income	36.638	0.998	NS
Marital Status	16.013	0.452	NS
Type of Family	16.137	0.443	NS
Family Members	41.319	0.741	NS

S = Significant, NS = Not Significant

It is clear from the table that the hypothesis is rejected (Significant) only in the case of Occupational Status and in all other cases it is accepted (Not Significant). It is concluded that occupational status of the respondent has significant influence over the awareness of brand of ayurvedic cosmetics.

HYPOTHESIS - 3

The personal factors of respondents have number of significant influence over the sources of awareness of ayurvedic cosmetic product.

TABLE 4
PERSONAL FACTORS AND SOURCES OF AWARENESS

Personal factors	Chi-square value	Table Value	S / NS
Gender	5.986	0.308	NS
Age Group	13.805	0.540	NS
Educational Qualification	11.375	0.726	NS
Occupation	35.887	0.073	NS
Annual Income	26.774	0.142	NS
Marital Status	5.788	0.327	NS
Type of Family	4.153	0.528	NS
Family Members	9.091	0.873	NS

S = Significant, NS = Not Significant

It is evident from the table that the hypothesis is accepted (Not Significant) in all the cases. It is concluded that the personal factors have

insignificant influence over the source of awareness of ayurvedic cosmetics.

HYPOTHESIS - 4
The personal factors of respondents have number of significant influence over the media of advertising of ayurvedic cosmetic product.

TABLE 5
PERSONAL FACTORS AND MEDIA OF ADVERTISING

Personal factors	Chi-square value	Table Value	S / NS
Gender	0.445	0.979	NS
Age Group	11.015	0.528	NS
Educational Qualification	9.118	0.693	NS
Occupation	11.237	0.940	NS
Annual Income	16.124	0.444	NS
Marital Status	3.559	0.486	NS
Type of Family	1.334	0.856	NS
Family Members	18.390	0.104	NS

S = Significant, NS = Not Significant

It is evident from the table that the hypothesis is accepted (Not Significant) in all the cases. It is concluded that the personal factors have insignificant influence over the awareness of media of advertising.

HYPOTHESIS - 5
The personal factors of respondents have number of significant influence over the frequency of purchase of ayurvedic cosmetic product.

TABLE 6
PERSONAL FACTORS AND FREQUENCY OF PURCHASE

Personal factors	Chi-square value	Table Value	S / NS
Gender	1.346	0.510	NS
Age Group	6.723	0.347	NS
Educational Qualification	6.627	0.357	NS
Occupation	11.495	0.320	NS
Annual Income	18.919	0.015	NS
Marital Status	2.177	0.337	NS
Type of Family	0.958	0.619	NS
Family Members	3.593	0.732	NS

S = Significant, NS = Not Significant

It is clear from the table that the hypothesis is accepted (Not Significant) in all the cases. It is concluded that the personal factors have insignificant influence over the frequency of purchase of ayurvedic products.

HYPOTHESIS - 6
The personal factors of respondents have number of significant influence over the place of purchase of ayurvedic cosmetic product.

TABLE 7
PERSONAL FACTORS AND THE PLACE OF PURCHASE

Personal factors	Chi-square value	Table Value	S / NS
Gender	0.555	0.968	NS
Age Group	17.278	0.139	NS
Educational Qualification	11.923	0.452	NS
Occupation	15.617	0.740	NS
Annual Income	16.500	0..419	NS
Marital Status	6.702	0.512	NS
Type of Family	1.649	0.800	NS
Family Members	13.336	0.345	NS

S = Significant, NS = Not Significant

It is evident from the table that the hypothesis is accepted (Not Significant) in all the cases. It is concluded that the personal factors have insignificant influence over the place of purchase of ayurvedic products.

AVERAGE RANK ANALYSIS
The average rank analysis is carried on to determine the priority of respondents on various factors considered in the study. In this section, the consolidated opinion of the respondents is used to determine the average rank and final rank for the different category of respondents on the different issues. The results are given in a following table with suitable interpretations. The table 8 describes the Average Ranking and Final Ranking of sex-wise on their reason to use ayurvedic cosmetics.

TABLE 8
RANKING OF AYURVEDIC COSMETICS – GENDER

Gender		Dependable	Less Hair	Purity of Ingredients	Less Chemicals	Suitable for all Ages	Multi Purpose	Others
Male	Average	3.808	2.164	3.014	2.740	4.205	5.068	7.000
	Rank	4	1	3	2	5	6	7
Female	Average	3.944	2.209	3.164	2.508	3.983	5.198	6.994
	Rank	4	1	3	2	5	6	7

It is found from the table both the male and female respondent had given rank 1 to less harm to skin and rank 2 to less chemicals. It is concluded that three is no differe nce in ranking by male and female respondents. The table 9 describes the AR and FR of different age-wise respondents on their reason to use ayurvedic cosmetics.

TABLE 9
RANKING OF AYURVEDIC COSMETICS - AGE GROUP

Age Group		**Dependable**	**Less Hair**	**Purity of Ingredients**	**Less Chemicals**	**Suitable for all Ages**	**Multi Purpose**	**Others**
Below 20 years	Average	4.545	2.227	3.159	2.864	3.636	4.568	7.000
	Rank	5	1	3	2	4	6	7
20 – 30 years	Average	3.752	2.462	3.137	2.350	4.162	5.137	7.000
	Rank	4	2	3	1	5	6	7
30 – 40 years	Average	3.558	1.750	3.135	2.731	4.269	5.557	6.981
	Rank	4	1	3	2	5	6	7
Above 40 years	Average	4.108	1.946	3.000	2.730	3.865	5.351	6.996
	Rank	5	1	3	2	4	6	7

It is found from the table, the age below 20 years, 30-40 years and 40 & above have given rank 1 to less harm to skin and rank 2 to less chemicals. The age 20-30 years have given rank 1 to less chemicals and 2nd rank to less harm to skin. It is concluded that major portion of the respondents have given rank 1 to those products which are less harmful to the skin. The table 10 describes the AR and FR of different education-wise respondents on their reason to use ayurvedic cosmetics.

TABLE 10
RANKING OF AYURVEDIC COSMETICS – EDUCATIONAL QUALIFICATION

Educational Qualification		**Depend-able**	**Less Hair**	**Purity of Ingredients**	**Less Chemicals**	**Suitable for all Ages**	**Multi Purpose**	**Others**
No formal Education	Average	3.875	1.125	2.875	2.750	4.500	6.000	6.875
	Rank	4	1	3	2	5	6	7
School Level	Average	3.800	1.914	2.771	2.886	4.886	4.086	7.000
	Rank	4	1	3	2	5	6	7
College Level	Average	3.950	2.269	3.204	2.502	4.020	5.055	7.000
	Rank	4	1	3	2	5	6	7
Professional	Average	3.000	2.833	2.667	3.000	4.167	5.333	7.000
	Rank	3	2	1	4	5	6	7

It is found from the table, the respondents having school level or col-

lege level education given rank 1 to less harm to skin following rank 2 to less chemicals. The respondents having professional education given rank 1 to purity of the ingredients and the rank 2 to less harm to skin as the reason for using ayurvedic cosmetics. It is concluded that major portion of the respondents have given rank 1 to less harmful to the skin. The table 11 describes the AR and FR for having different Occupational Status.

TABLE 11
RANKING OF AYURVEDIC COSMETICS - OCCUPATIONAL STATUS

Occupational Status		Dependable	Less Hair	Purity of Ingredients	Less Chemicals	Suitable for all Ages	Multi Purpose	Others
Housewives	Average	3.514	2.000	3.189	2351	4.378	5.595	6.973
	Rank	4	1	3	2	5	6	7
Business / Professional	Average	4.500	2.500	2.667	1.833	4.167	5.333	7.000
	Rank	5	2	3	1	4	6	7
Employed	Average	3.909	2.061	2.939	2.606	4.182	5.303	7.000
	Rank	4	1	3	2	5	6	7
Students	Average	4.058	2.442	3.115	2.548	3.904	4.933	7.000
	Rank	5	1	3	4	4	6	7

It is found from the table that Housewives, business / professionals, Employed and Students have given rank 1 to less harm to skin and rank 2 to less chemicals. It is concluded that major portion of the respondents have given rank 1 to less harmful to the skin. The table 12 describes the AR and FR of respondents having different monthly income to use ayurvedic cosmetics.

TABLE 12
RANKING OF AYURVEDIC COSMETICS - MONTHLY INCOME

Monthly Income		Dependable	Less Hair	Purity of Ingredients	Less Chemicals	Suitable for all Ages	Multi Purpose	Others
Below Rs.2,500	Average	4.500	2.444	3.444	2.389	3.167	5.056	7.000
	Rank	5	1	3	2	4	6	7
Rs.2,500 – Rs.5,000	Average	4.184	2.632	2.868	2.526	3.842	4.974	6.974
	Rank	5	2	3	1	4	6	7
Rs.5,000 – Rs.10,000	Average	4.348	2.435	2.239	2.217	4.000	4.761	7.000
	Rank	5	2	3	1	4	6	7
Rs.10,000 – Rs.20,000	Average	3.577	2.013	3.000	2.756	4.244	5.410	7.000
	Rank	4	1	3	2	5	6	7
Above Rs.20,000	Average	3.671	1.943	3.229	2.686	4.200	5.271	7.000
	Rank	4	1	3	2	5	6	7

It is found from the table that monthly earners below Rs.2500, Rs.10,000 – Rs.20,000 and above Rs.20,000 have given rank 1 to less harm to skin and rank 2 to less chemicals and Rs.2500 – Rs.5000 and Rs.5000 – Rs.10,000 have give rank 1 to less chemicals and rank 2 to less harm to skin. It is concluded that there is not much difference in ranking by their monthly income. The table 13 describes the AR and FR of respondents having different marital status on their reason to use ayurvedic cosmetics.

TABLE 13
RANKING OF AYURVEDIC COSMETICS - MARITAL STATUS

Marital Status		Dependable	Less Hair	Purity of Ingredients	Less Chemicals	Suitable for all Ages	Multi Purpose	Others
Married	Average	3.882	1.927	3.127	2.691	4.018	5.364	6.991
	Rank	4	1	3	2	5	6	7
Unmarried	Average	3.921	2.407	3.114	2.486	4.071	5.000	7.000
	Rank	4	1	3	2	5	6	7

It is found from the table that both married and single have given rank 1 to less harm to skin and rank 2 to less chemicals. It is concluded that there is no much difference in ranking between the married and unmarried respondents. The table 14 describes the AR and FR of respondents having different type of family on their reason to use ayurvedic cosmetics.

TABLE 14
RANKING OF AYURVEDIC COSMETICS - TYPE OF FAMILY

Type of family		Dependable	Less Hair	Purity of Ingredients	Less Chemicals	Suitable for all Ages	Multi Purpose	Others
Joint	Average	4.000	2.17	3.387	2.360	4.107	4.987	6.987
	Rank	4	1	3	2	5	6	7
Nuclear	Average	3.863	2.21	3.006	2.669	4.023	5.234	7.000
	Rank	4	1	3	2	5	6	7

It is found from the table that both nuclear and joint family have given rank 1 to less harm to skin and rank 2 to less chemicals. It is concluded that there is a similarity in ranking by both joint and nuclear family respondents. The table 15 describes the AR and FR of respondents having different Family Size.

TABLE 15
RANKING OF AYURVEDIC COSMETICS - FAMILY SIZE

Family Size		Dependable	Less Hair	Purity of Ingredients	Less Chemicals	Suitable for all Ages	Multi Purpose	Others
Below 2 members	Average	3.769	2.154	3.385	2.154	3.923	5.615	7.000
	Rank	4	1	3	2	5	6	7
2 - 4 members	Average	3.843	2.112	3.045	2.731	4.090	5.179	7.000
	Rank	4	1	3	2	5	6	7
4 – 6 members	Average	3.869	2.393	3.190	2.429	3.964	5.167	6.988
	Rank	5	1	2	3	4	6	7
Above 6 members	Average	4.579	1.947	3.158	4.211	4.211	4.684	7.000
	Rank	5	1	2	3	4	6	7

It is found from the table that all family size have given rank 1 to less harm to skin. But, the family size of below 2 members and 2 – 4 members have given rank 2 to less chemicals and family size of 4 – 6 members and above 6 members have given rank 2 to purity of ingredients. It is concluded that there is s similarity in ranking by all family size respondents. The table 16 describes the ranking of ayurvedic and non-ayurvedic cosmetics by male and female respondents.

TABLE 16
RANKING OF AYURVEDIC AND NON-AYURVEDIC COSMETICS – GENDER WISE

Factors	Ayurvedic				Non-Ayurvedic			
	Male		Female		Male		Female	
	AR	FR	AR	FR	AR	FR	AR	FR
Quality of ayurvedic product is good	7.274	9	7.045	9	6.726	8	6.571	9
Price of the product is reasonable	5.397	6	5.260	5	6.932	9	6.469	8
Advertisement is Effective	4.712	3	4.266	2	6.603	7	5.599	6
Packing is attractive	5.301	5	5.102	4	2.781	1	3.684	2
Ingredients are purely herbal	4.247	2	4.684	3	2.918	2	3.571	1
More outlets for the product	6.438	8	6.791	8	5.123	4	4.768	3
Multi use of the product	3.507	1	3.559	1	5.384	6	5.056	4

More variety of Fragrance	5.767	7	5.627	7	4.438	3	5.164	5
No side effects	7.438	10	7.254	70	5.137	5	5.734	7
Impact of the product is good	4.973	4	5.328	6	8.671	10	8.328	10

This table describes that male and female respondents have given rank 1 to multi use of the product for ayurvedic cosmetics, rank 2 to is given to ingredients are purely herbal and rank 3 to Advertisement is effective by male respondents, rank 2 is given to advertisement is effective and rank 3 is given to ingredients are purely herbal by female respondents.

For non-ayurvedic, rank 1 is given to packing is attractive, rank 2 to ingredients are purely herbal, rank 3 to more variety of fragrance by male respondents and female respondents have given rank 1 to ingredients are purely herbal, rank 2 to packing is attractive, rank 3 to more outlets for the product and so on. It is concluded that there is difference in ranking of ayurvedic and non- ayurvedic cosmetics by male and female respondents.

TABLE 17
RANKING OF AYURVEDIC AND NON-AYURVEDIC COSMETICS – AGE GROUP

Factors	Ayurvedic								Non-Ayurvedic							
	Below 20 years		20-30 years		30-40 years		Above 40 years		Below 20 years		20-30 years		30-40 years		Above 40 years	
	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR
Quality of the ayurvedic products is good	6.623	8	6.880	10	7.962	9	7.946	10	5.750	8	6.573	8	7.250	9	6.892	8
Price of the products is reasonable	5.523	3	4.803	3	5.423	6	6.432	8	5.591	6	6.624	9	6.981	8	7.216	9
Advertisement is effective	4.445	2	4.376	2	4.423	3	4.351	3	5.545	5	5.803	6	6.135	7	6.243	7
Packing is attractive	5.818	7	8.316	5	4.692	5	4.541	4	4.818	3	3.638	2	2.615	1	2.614	1
Ingredients are purely herbal	5.568	5	4.838	4	3.481	1	3.973	2	4.500	1	3.325	1	2.981	2	2.784	2
More outlets for the products	6.841	10	6.932	9	6.692	8	5.730	7	5.727	7	4.538	3	4.885	4	4.892	5
Multi use of products	2.750	1	3.573	1	4.038	2	3.703	1	4.523	2	5.504	5	5.019	5	4.973	3
More variety of fragrance	5.682	6	5.991	7	5.500	7	4.865	6	5.295	4	4.965	4	4.846	3	4.649	4
No side effects of the products	6.705	9	6.692	8	8.269	10	8.622	9	6.250	9	5.598	7	5.019	5	5.378	6
Impact of the product is good	5.545	4	5.521	6	4.635	4	4.730	5	7.023	10	8.436	10	8.962	10	9.234	10

From the Table 17, it is clear that rank1 is given to multiuse of product by below 20 years, 20-30 years and above 40 years old respondents and 30-40 years old respondents have given rank 1 to ingredients are purely herbal for ayurvedic cosmetics. Rank 1 is given to ingredients are purely herbal by below 20years and 20-30 years old respondents 30-40 years and above 40 years old respondents have given rank 1 to packing is attractive. It is clear that there is a meager difference in ranking between ayurvedic and non- ayurvedic cosmetics by age wise.

TABLE 18
RANKING OF AYURVEDIC AND NON-AYURVEDIC COSMETICS - EDUCATIONAL QUALIFICATION

Factors	Ayurvedic								Non-Ayurvedic							
	No formal Education		School level		College level		Others		No formal Education		School level		College level		Others	
	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR
Quality of the ayurvedic products is good	9.125	9	7.943	9	6.915	9	6.167	6	7.625	8	7.143	8	6.502	9	6.00	6
Price of the products is reasonable	6.250	7	6.371	8	5.114	4	4.000	3	8.375	9	7.257	9	6.418	8	6.667	9
Advertisement is effective	4.625	4	3.771	2	4.522	2	3.500	1	4.750	5	6.886	7	5.786	7	5.167	5
Packing is attractive	3.375	2	4.257	4	5.403	6	4.667	5	3.125	2	2.200	1	3.617	2	4.333	1
Ingredients are purely herbal	3.250	1	3.943	3	4.741	3	3.667	2	3.000	1	2.743	2	3.562	1	1.500	1
More outlets for the products	3.500	6	6.000	7	6.841	8	7.167	9	5.125	7	4.514	4	4.930	3	4.667	3
Multi use of products	4.000	3	3.543	1	3.507	1	4.167	4	4.125	4	4.057	5	5.174	5	6.333	8
More variety of fragrance	4.750	5	4.971	5	5.791	7	6.833	6	4.000	3	4.114	3	5.134	4	5.000	4
No side effects of the products	9.500	10	8.886	10	6.925	10	8.000	10	5.000	6	5.371	6	5.602	6	6.000	6
Impact of the product is good	6.625	8	5.143	6	5.241	5	6.833	6	9.875	10	9.571	10	8.154	10	9.000	10

From the table 18, it is clear that rank1 is given to ingredients are purely herbal by no formal education respondents. School level and college level respondents have given rank 1 to multi use of product for ayurvedic cosmetics. No formal education, college level, and others respondents have given rank 1 to ingredients are purely herbal, school level respondents have given rank 1 to packing is attractive for non-ayurvedic cosmetics. It is inferred that there is a meager difference in ranking between the factors for ayurvedic and non-ayurvedic cosmetics.

TABLE 19
RANKING OF AYURVEDIC AND NON-AYURVEDIC PRODUCTS - OCCUPATIONAL STATUS

Factors	Ayurvedic												Non-Ayurvedic											
	Housewives		Agriculture		Business		Professional		Employed		Others		Housewives		Agriculture		Business		Professional		employed		Others	
	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR
Quality of the ayurvedic products is good	7.459	9	7.167	9	7.818	9	6.920	9	7.600	10	6.596	9	7.000	9	6.667	7	7.121	9	6.280	9	6.800	8	6.317	9
Price of the product is reasonable	5.216	6	6.333	8	5.818	7	4.800	4	5.000	5	5.356	4	6.973	8	6.833	8	7.030	8	6.560	8	7.222	9	6.067	8
Advertisement is effective	3.919	1	5.333	6	4.727	3	4.600	3	4.000	2	4.529	2	6.189	7	7.000	9	6.879	7	5.640	6	6.022	7	5.413	6
Packing is attractive	4.757	5	4.000	2	4.818	4	5.600	5	5.200	6	5.356	4	2.730	1	3.167	1	3.000	1	3.200	1	3.400	2	4.087	2

Ingredients are purely herbal	4.405	4	5.167	5	3.091	1	4.160	2	4.578	3	5.125	3	2.865	2	4.333	4	2.606	2	0.600	2	2.867	1	3.923	1
More outlets for the products	7.315	8	5.333	6	6.424	8	5.920	7	7.089	9	6.625	10	4.297	3	3.833	3	4.879	4	4.240	3	5.111	4	5.183	4
Multi use of products	4.378	3	3.167	1	3.970	2	3.200	1	3.511	1	3.231	1	4.946	6	4.500	5	5.030	5	4.920	4	5.111	4	5.019	3
More variety of fragrance	5.432	7	4.500	3	5.394	6	6.440	8	6.156	7	5.510	6	4.622	4	3.333	2	4.606	3	5.560	5	4.489	3	5.327	5
No side effects of the products	7.946	10	9.167	10	7.939	10	7.800	10	6.889	8	6.837	8	4.919	5	5.500	6	5.333	6	6.080	7	5.289	6	5.856	7
Impact of the product is good	3.946	2	4.833	4	4.909	5	5.880	6	4.978	4	5.750	7	9.351	10	9.833	10	8.848	8	8.600	10	8.644	10	7.750	10

From the table 19, it is clear that housewives have given rank 1 to advertisement is effective. Agriculture, professional, employed and others have given rank 1 to multiuse of products for ayurvedic cosmetics. Businessmen have given rank 1 to ingredients are purely herbal. Housewives, Agriculture, Businessmen and professional have given rank 1 to packing is attractive. It is inferred that there is a meager difference in ranking between the factors for ayurvedic and non-ayurvedic products by the respondents on the basis of occupational status.

TABLE 20
RANKING OF AYURVEDIC AND NON-AYURVEDIC PRODUCTS - MONTHLY INCOME

Factor	Ayurvedic										Non-Ayurvedic									
	Below Rs.2,500		Rs.2,500 - Rs.5,000		Rs.5,000 - Rs.10,000		Rs.10,000 - Rs.20,000		Above Rs.20,000		Below Rs.2,500		Rs.2,500 - Rs.5,000		Rs.5,000 - Rs.10,000		Rs.10,000 - Rs.20,000		Above Rs.20000	
	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR
Quality of the ayurvedic products is good	5.949	8	6.421	7	7.413	9	7.500	9	7.157	9	4.611	2	6.474	9	6.739	9	6.603	7	7.143	9
Price of the product is reasonable	6.889	10	5.000	4	5.457	6	5.628	7	4.586	4	5.389	6	6.211	8	6.152	8	6.936	8	7.057	8
Advertisement is effective	4.389	2	4.895	3	4.565	2	4.397	3	4.014	1	5.722	8	4.684	3	5.870	7	6.179	6	6.286	6
Packing is attractive	5.889	6	5.526	6	4.957	3	4.769	4	5.343	6	4.778	3	4.763	4	3.478	1	8.244	9	2.500	1
Ingredients are purely herbal	5.056	3	4.711	2	5.239	4	3.789	2	4.757	5	5.111	4	4.211	1	3.891	2	3.051	1	2.514	2
More outlets for the products	5.889	6	6.421	7	6.457	8	6.487	8	7.414	10	5.500	7	5.526	5	5.457	5	4.731	2	4.129	3
Multi use of products	2.944	1	3.105	1	2.864	1	3.603	1	4.357	3	4.111	1	4.211	2	5.087	4	4.808	4	6.357	7
More variety of fragrance	5.722	5	5.263	5	5.478	7	4.902	5	6.786	8	5.111	4	5.684	7	5.022	3	4.756	3	4.650	4
No side effects of the products	6.611	9	6.789	10	7.435	10	8.432	10	6.443	7	6.722	9	5.579	6	5.674	6	5.833	5	4.871	5
Impact of the product is good	5.667	4	6.605	9	5.261	5	5.372	6	4.171	2	8.056	10	7.500	10	7.478	10	8.833	10	89.200	10

From the table 20, it is clear that the respondents who have earned monthly income below Rs.2,500, Rs.2,500 - Rs.5,000, Rs.5,000 - Rs.10,000 and Rs.20,000 and above have given rank 1 to multi use of products and the respondents who have earned above Rs.20,000, have given rank 1 to advertisement is effective for ayurvedic cosmetics. Packing is attractive gets rank 1 from the respondents who have earned monthly income of Rs.5,000 – Rs.10,000, and above Rs.20,000, ingredients are purely herbal gets 1 from the respondents who have earned monthly income of Rs.2,500 - Rs.5,000 and Rs.10,000 – Rs.20,000. Multiuse of product gets rank 1 from the respondents who have earned monthly income of below Rs.2,500 and Rs.2,500 – 5,000 for non-ayurvedic cosmetics. It is inferred that there is a meager difference in ranking between the factors for ayurvedic and non-ayurvedic products by the respondents who have classified on the basis of monthly income.

TABLE 21
RANKING OF AYURVEDIC AND NON-AYURVEDIC COSMETICS – MARITAL STATUS

Factors	Married		Unmarried		Married		Unmarried	
	FR	AR	FR	AR	FR	AR	FR	AR
Quality of ayurvedic product is good	7.609	9	6.721	9	6.782	8	6.486	9
Price of the product is reasonable	5.291	6	5.307	4	6.891	9	6.379	8
Advertisement is Effective	4.009	2	4.700	2	6.082	7	5.743	7
Packing is attractive	4.873	5	5.386	5	2.809	1	3.900	2
Ingredients are purely herbal	4.264	3	4.786	3	2.973	2	3.760	1
More outlets for the product	6.745	8	6.643	8	4.873	3	4.871	3
Multi use of the product	3.936	1	3.236	1	5.155	5	5.150	5
More variety of Fragrance	5.627	7	5.700	7	4.964	4	4.943	4
No side effects	7.800	10	6.921	10	5.400	6	5.886	6
Impact of the product is good	4.855	4	5.514	6	8.900	10	8.057	10

From the above table it is clear that both married and unmarried respondents have given rank 1 to multi use of product, rank 2 to advertisement is effective for ayurvedic cosmetics. For non-ayurvedic cosmetics, rank 1 is given to packing is attractive by married respondents and unmarried respondents have given rank 1 to ingredients are purely herbal. It is inferred that there is a meager difference in ranking between ayurvedic and non- ayurvedic cosmetics by the respondents who have classified on the basis of marital status.

TABLE 22
RANKING OF AYURVEDIC AND NON-AYURVEDIC - COSMETICS TYPE OF FAMILY

Factors	Ayurvedic				Non-Ayurvedic			
	Joint		Nuclear		Joint		Nuclear	
	AR	FR	AR	FR	AR	FR	AR	FR
Quality of ayurvedic product is good	6.773	8	7.259	9	6.773	8	7.257	9
Price of the product is reasonable	4.613	3	5.594	7	4.613	3	5.594	7
Advertisement is Effective	4.107	2	4.520	3	4.107	2	4.520	3
Packing is attractive	5.227	6	5.131	4	5.227	5	5.131	4
Ingredients are purely herbal	4.827	4	4.440	2	4.827	4	4.440	3
More outlets for the product	7.367	10	6.423	8	7.307	10	6.423	8
Multi use of the product	3.733	1	3.463	1	3.733	1	3.463	1
More variety of Fragrance	6.533	7	5.297	5	6.533	7	5.297	5
No side effects	6.867	9	7.497	10	6.867	9	7.497	10
Impact of the product is good	4.893	5	5.300	6	4.893	5	5.366	6

From the table 22, it is clear that rank 1 is given to multiuse of product by both joint and nuclear family respondents, rank 2 to advertisement is effective by joint family respondents, and ingredients are purely herbal by nuclear family respondents for ayurvedic cosmetics. Rank 1 is given to multiuse of product by both joint and nuclear family respondents, rank 2 to advertisement is effective by joint family respondents, and ingredients are purely herbal by nuclear family respondents for non-ayurvedic cosmetics. It is inferred that there is no much difference in ranking between joint and nuclear family respondents for the factors of ayurvedic and non-ayurvedic cosmetics.

AVERAGE SCORE ANALYSIS

The average score analysis is performed in this section. The level of opinion / preference / satisfaction of the different category of respondents on various aspects is to be determined. This tool is applied after converting quality information in to quantity information. The results are given in the following table with suitable interpretations. The following table 23 shows the level of agreeability of ayurvedic cosmetics by sex wise.

TABLE 23
LEVEL OF AGREEABILITY GENDER WISE FOR AYURVEDIC COSMETICS

Factors	Male		Female	
	AR	FR	AR	FR
Quality of ayurvedic product is good	3.164	10	3.096	10
Price of the product is reasonable	2.521	3	2.514	3
Advertisement is effective	2.808	8	2.599	7
Packing is attractive	2.384	2	2.571	6
ingredient are purely herbal	2.548	4	2.531	5
Multi use of the product	2.712	7	2.554	4
More variety of Fragrance	2.658	5	2.458	2
No side effects	2.699	6	2.740	8
Impact of the product is good	2.863	9	2.831	9

The table describes the level of agreeability of ayurvedic cosmetics by gender wise. The rank 1 is given to ingredients are purely herbal by male and female respondents, rank 2 is given to packing is attractive by male respondents, rank 2 is given to more variety of fragrance and so on. It is concluded that rank 1 to ingredients are purely herbal by male and female respondents. The following table 24 shows the level of agreeability of ayurvedic cosmetics by age wise.

TABLE 24
LEVEL OF AGREEABILITY AGE WISE FOR AYURVEDIC COSMETICS

Factors	Below 20 years		20-30 years		30-40 years		Above 40 years	
	AR	FR	AR	FR	AR	FR	AR	FR
Quality of ayurvedic product is good	3.136	10	3.085	10	3.135	10	3.162	9
Price of the is reasonable	2.545	6	2.598	4	2.442	3	3.324	10
Advertisement is effective	2.545	6	2.624	6	2.654	6	2.919	8
Packing is attractive	2.386	2	2.581	3	2.423	2	2.595	3
Ingredients are purely herbal	2.432	3	2.427	1	2.308	1	2.324	2
More outlets for the product	2.386	1	2.436	2	2.654	6	2.865	7
Multi use of the product	2.477	4	2.632	7	2.615	5	2.262	4
More variety of Fragrance	2.550	5	2.607	5	2.538	4	2.216	1
No side effects	2.705	8	2.726	8	2.769	9	2.703	5
Impact of the product is good	2.705	8	2.940	9	2.750	8	2.757	6

The table describes the level of agreeability of ayurvedic cosmetics by age wise. Rank 1 is given to ingredients are purely herbal by the age 20-30 and 30-40 years and below 20 years respondents and above 40 respondents years have given rank 1 to more variety of fragrance. It is concluded that ranking differs by age group. The following table 25 shows the level of agreeability of ayurvedic cosmetics by educational qualification.

TABLE 25
LEVEL OF AGREEABILITY EDUCATIONAL QUALIFICATION FOR AYURVEDIC COSMETICS

Factors	No formal Education		School Level		College Level		Others	
	AR	FR	AR	FR	AR	FR	AR	FR
Quality of ayurvedic product is good	3.125	10	30171	10	3.110	10	3.333	10
Price of the product is reasonable	2.000	1	2.371	3	2.552	4	2.833	7
Advertisement is effective	2.750	8	2.829	7	2.637	7	2.333	2
Packing is attractive	2.500	3	2.571	4	2.502	3	2.667	5
Ingredients are purely herbal	2.500	3	2.257	3	2.413	1	2.167	1
More outlets for the product	2.500	3	2.714	9	2.498	2	2.833	7
Multi use of the product	2.500	3	2.543	5	2.612	6	2.667	5
More variety of Fragrance	2.250	2	2.229	1	2.577	5	2.500	3
No side effects	2.750	8	2.686	8	2.741	8	2.500	3
Impact of the product is good	2.500	3	2.571	6	2.981	9	3.167	9

The table describes the level of agreeability of ayurvedic cosmetics by educational qualification wise. Rank 1 is given to ingredients are purely herbal by college level and others category respondents, no formal education respondents have given rank 1 to price of the products is reasonable and school level educated respondents have given rank 1 to more variety of fragrance. It is concluded that college level and higher education respondents have similarity in ranking. The following table 26 shows the level of agreeability of ayurvedic cosmetics by occupation wise.

TABLE 26 LEVEL OF AGREEABILITY OCCUPATION WISE FOR AYURVEDIC COSMETICS

Factors	Housewife		Agriculture		Business		Professional		Employed		Others	
	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR
Quality of ayurvedic product is good	3.081	10	3.167	10	3.152	10	3.120	10	2.978	10	3.173	10
Price of the product is reasonable	2.459	4	2.500	3	2.303	1	2.840	6	2.333	1	2.606	6
Advertisement is effective	2.549	4	3.000	9	2.848	9	2.560	2	2.711	7	2.654	7
Packing is attractive	2.432	3	2.500	3	2.455	3	2.600	4	2.400	2	2.596	5
Ingredients are purely herbal	2.108	1	2.333	2	2.303	1	2.480	1	2.400	2	2.490	2
More outlets for the product	2.676	8	2.667	6	2.636	6	2.560	2	2.511	4	2.452	1
Multi use of the product	2.622	6	2.667	6	2.545	5	2.840	6	2.689	6	2.510	4
More variety of Fragrance	2.324	2	2.167	1	2.515	4	2.680	5	2.667	5	2.500	3
No side effects	2.649	7	2.667	6	2.636	6	2.920	8	2.778	8	2.721	8
Impact of the product is good	2.703	9	2.500	3	2.758	8	3.080	9	2.911	9	2.846	9

The above table describes that housewives, business people and professional have given rank 1 to ingredients are purely herbal, agriculturist have given rank 1 to more variety of fragrance, employed have given rank 1 to price of the product is reasonable and others i.e. students have given rank 1 to more outlets of the product. It is concluded that housewives, professional and business people have similarity in ranking. The following table 27 shows the level of agreeability of ayurvedic cosmetics by monthly income wise.

TABLE 27
LEVEL OF AGREEABILITY MONTHLY INCOME FOR AYURVEDIC COSMETICS

Factors	Below Rs.2,500		Rs.2,500 – Rs.5,000		Rs.5,000 – Rs.10,000		Rs.10,000-Rs.20,000		Above Rs.20,000	
	AR	FR	AR	FR	AR	FR	AR	FR	AR	FR
Quality of ayurvedic product is good	3.278	10	3.132	10	3.087	9	3.141	10	3.057	10
Price of the product is reasonable	2.556	2	2.658	7	2.500	3	2.385	2	2.586	5
Advertisement is effective	2.772	5	2.526	1	2.783	8	2.731	8	2.557	4
Packing is attractive	2.889	9	2.737	5	2.348	10	2.538	5	2.386	2
Ingredients are purely herbal	2.722	5	2.632	4	2.304	1	2.385	2	2.229	1
More outlets for the product	2.222	1	2.579	3	2.522	4	2.654	6	2.472	3
Multi use of the product	2.667	3	2.658	5	2.478	2	2.551	4	2.686	7
More variety of Fragrance	2.611	4	2.526	1	2.578	5	2.308	1	2.671	6
No side effects	2.778	7	2.737	8	2.652	6	2.718	7	2.771	8
Impact of the product is good	2.778	7	2.947	9	2.761	7	2.782	9	2.914	9

The table descries that the monthly earners of Rs.5,000-Rs.10,000 and Rs.20,000 and above have given rank 1 to ingredients are purely herbal, below Rs.2,500 have given rank 1 to more outlets for the products, Rs.10,000-Rs.20,000 have given rank 1 to more variety of fragrance. It is concluded that there is no much similarity in ranking by monthly earning of the respondents. The following table 28 shows the level of agreeability of ayuevedic cosmetics by marital status.

TABLE 28
LEVEL OF AGREEABILITY- MARITAL STATUS FOR AYURVEDIC COSMETICS

Factors	Married		Unmarried	
	AR	FR	AR	FR
Quality of ayurvedic product is good	3.109	10	3.096	10
Price of the product is reasonable	2.445	3	2.514	3
Advertisement is effective	2.691	8	2.599	7
Packing is attractive	2.436	2	2.571	6
Ingredients are purely herbal	2.300	1	2.407	1
More outlets for the product	2.655	4	2.531	5
Multi use of the product	2.609	7	2.554	4
More variety of Fragrance	2.436	5	2.458	2
No side effects	2.700	6	2.740	8
Impact of the product is good	2.700	9	2.831	9

The table descries level of agreeability of ayurvedic cosmetics by marital status, the rank 1 is given to ingredients are purely herbal by both marred and unmarred respondents, rank 2 to packing is attractive by marred, rank 2 to more variety of fragrance by unmarred and so on. It is concluded that rank 1 is given to ingredients are purely herbal by both marred and unmarred respondents. The following table 29 shows the level of agreeability of ayuevedic cosmetics by type of family.

TABLE 29
LEVEL OF AGREEABILITY – TYPE OF FAMILY FOR AYURVEDIC COSMETICS

Factors	Joint		Nuclear	
	AR	FR	AR	FR
Quality of ayurvedic product is good	3.107	10	3.120	10
Price of the product is reasonable	2.520	3	2.514	3
Advertisement is effective	2.560	8	2.730	7
Packing is attractive	2.467	2	2.537	4
Ingredients are purely herbal	2.440	1	2.366	1
More outlets for the product	2.413	4	2.589	6
Multi use of the product	2.747	7	2.537	4
More variety of Fragrance	2.627	5	2.469	2
No side effects	2.747	6	2.720	8
Impact of the product is good	2.808	9	2.823	9

The table descries level of agreeability of ayurvedic cosmetics by type of family, the rank 1 is given to ingredients are purely herbal by both joint and nuclear family respondents, rank 2 is given to packing is attractive by marred, rank 2 is given to more variety of fragrance by nuclear family and so on. It is concluded that rank 1 is given to ingredients are purely herbal by both joint and nuclear family respondents. The following table 30 shows the level of agreeability of ayurvedic cosmetics by family size.

TABLE 30
LEVEL OF AGREEABILITY FAMILY SIZE FOR AYURVEDIC COSMETICS

Factors	Below 2 members		2 – 4 members		4 – 6 members		Above 6 members	
	AR	FR	AR	FR	AR	FR	AR	FR
Quality of ayurvedic product is good	3.154	10	3.104	10	3.119	10	3.158	10
Price of the product is reasonable	2.462	2	2.507	3	2.500	3	2.516	2
Advertisement is effective	2.385	1	2.672	7	2.702	7	2.579	3
Packing is attractive	2.538	4	2.485	4	2.500	3	2.789	6
Ingredients are purely herbal	2.538	4	2.321	1	2.417	1	2.632	5
More outlets for the product	2.538	4	2.522	4	2.512	2	2.737	7
Multi use of the product	2.500	3	2.552	6	2.643	6	2.579	3
More variety of Fragrance	2.846	7	2.537	5	2.440	5	2.474	1
No side effects	2.846	7	2.701	8	2.714	8	2.895	8
Impact of the product is good	2.923	9	2.873	9	2.774	9	2.842	9

The table descries level of agreeability of ayurvedic cosmetics by number of family numbers wise. The rank 1 is given to ingredients are purely herbal by two-four and four-six members, below two members have given rank 1 to advertisement is effective and six and above members family have given rank 1 to more variety of fragrance. It is concluded that there is some similarity in ranking by the size family.

SUGGESTIONS

The ayurvedic cosmetic manufacturers can consider the following suggestions of the researcher.

1. The price of the ayurvedic products can be reduced, which would attract more customers.
2. The manufacturers could reduce the chemical combination in the ayurvedic cosmetics.
3. The manufacturers can conduct a survey for knowing the consumers need.
4. The manufacturers can manufacture all quantities of cosmetics in sachet cover, which is preferred by customers.
5. The ayurvedic manufacturing company can follow attractive sales promotional activities.

CONCLUSION

The study reveals that most of the respondents are aware about ayur-

vedic cosmetics. The people, now, are not considering the cosmetics as luxury. Most of the consumers feel that there were more chemicals in cosmetics, which cause many side effects, and started switching over to ayurvedic based cosmetics. The cosmetic manufacturing company after realizing the need of the costumers started ayurvedic based cosmetics. Many respondents feel that there is more chemical combination in the ayurvedic cosmetic, which can be reduced by the manufacturers, which would increase the costumers for their products. This study enabled the manufacturers to know the need and preference of the costumer, which can be implemented by the manufacturers to improve their product and sales also.

REFERENCES

Ajay Prasher "Marketing Practises and Marketing Strategy", Kalyani Publishers, Ludhiana, 2002. | Leon g. Schiffman, and Leslie Laszer kanuk "Consumer Behaviour", Prentice-Hall of India Private Limited, New Delhi, 1998. | Mc Daniel, and Jr. Roger Gates "Contemporary Marketing Research", West Publishing Company, New Delhi, 1996. | Philip Kotler "Marketing Management the Millennium Edition", Prentice-Hall of India Private Limited, New Delhi, 2002. | Ramasamy V. S. and Namakumari S. "Marketing Management", Rajive Beri for Macmillan India Limited, New Delhi, 1995. | www.cavinkare.com. | www.ingca.nic.in/ks. | www.dabur.com | www.magindia.com | www.ayush.com. | www.ayurveda.com | www.mouthshut.com | www.himalyanherbs.com | www.hll.com | www.indianexpress.com/ie/daily.html | www.businessworldindiacom/archive/990430/mktg7.htm



Sara Publishing Academy
GLOBAL RESEARCH ANALYSIS
Multi-Subject Journal

Editor,
GLOBAL RESEARCH ANALYSIS
3, SUHANA, Nr. Ruby Apartment,
B/h NID, Rajnagar Circle, Paldi, Ahmedabad - 380007

Printed at Unique Offset, Novatsing Rupam Estate, Opp. Abhay Estate, Tavdipura, Shahibaug, Ahmedabad

Designed By : AdVoice Inc. +91 9824484447