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ASSESSING THE IMPACT OF POPULATION EXPLOSION ON GLOBAL ENVIRONMENT

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ABSTRACT

Historically, the world population used to grow very slowly from about 2.5 million at the beginning of urbanization and it grew to some 50 million around the time of the black plague of the middle ages. It is only with the industrial, scientific and medical revolution and during the era of colonial expansion of the western powers that the number of the population risen as unmanageable thereby climbing to the dizzying heights. During the 20th century, the world's population increased almost fourfold, from 1.6 to 6 billion. Until very recently, there were fears that in the next century, if the explosion is not checked by wise leaders of the world, the world population would explode to some 12 billion leaving little room for wilderness areas to preserve wildlife and putting extreme pressure on food production, water and non-renewable resources. The increase of population increases the demand for more food, cars and energy. To satisfy their food requirement, they will have to clear forests in order to grow crops for food. Deforestation may result in destruction of homes of the most diverse wild-animals and plants again resulting in the extinction of many species, possibly including hundreds that are yet unidentified by scientists. It also adds to the problem of global warming, because trees naturally absorb carbon dioxide from the atmosphere. When there are trees, they take in carbon dioxide from the air and turn it into oxygen and release it back into the air again. When the trees are cut down, the carbon dioxide is released back into the air and helps trap heat near the earth and raises the temperature which may contribute in global warming. Therefore, the explosion of population should be checked in such a way the resources on the earth may be used sufficiently and economically preserving some non-renewable resource even for the future use.

KEYWORDS

Carbon dioxide, deforestation, global warming, non-renewable resources, population explosion, wild animals and plants.

INTRODUCTION

In these days, the number of world population is enormously increasing more than ever before. Most of poor countries overpopulated in such a way there could arise striking food shortage. Overpopulation is defined as the condition of having more people than can live on the earth in comfort, happiness and health and still leave the world a fit place for future generations. A population explosion occurs when there is a significant increase in numbers of people in a location in such a way it is difficult to supply necessary resources to maintain and sustain the existence of life of all living things including human being. Some effects include a pressure upon resources as there are more people (e.g. Food has to be distributed among more people), prices of goods will increase as the demand for the products increase (higher demand means higher prices, ecological disturbance will take place when more people go for more use of resources. According to some scientists, the greatest threat to the future may come from overpopulation.

During this century, the world's population has grown rapidly, doubling from 2 to 4 billion between 1925 and 1976, and reaching 5.3 billion by 1990 (Paul, 1993, p.22). Much of this growth occurred after World War II.

Some of the possible reasons for rapid growth of population after 1945 were peace, using fertilizers for mechanization farming, urbanization, industrialization, more income generation and medical facilities. In the 1950s and '60s, authors and policy makers who worried about rapid population growth noted that improved sanitation and health care in the postwar period helped more children survive infancy and enabled adults to live longer. It was common in nineteenth-century Europe for one-quarter of all infants to die before the age of 2.5 years, and one-half of adults by age 37.5. But a century later, one-fourth had not died until age 62.5, and one-half had not died until age 72.5 (Hauser, 1971, p. 107). Consequently, the rapid growth of the world's population over the past hundred years is believed as resulted from a difference between the rate of birth and the rate of death. As it may be known by all of us, in the past, infant and childhood deaths and short life spans used to limit population growth. In today's world, thanks to improved nutrition, sanitation and medical care, more babies survive their first few years of life. The combination of a continuing high birth rate and associated low death rate is creating a rapid population increase in many countries such as Asia, Latin America and Africa. The rapid explosion of human population around the world affects all people through its impacts on the economy and environment. The current growth rate of population is now a significant burden to human well-being.

Improved sanitation and health care in the postwar period helped more children survive infancy and enabled adults to live longer and fueled the explosion of population after the World War II. For instance, while the world's population increased annually by 20 million people during the 1940s, it increased by more than 50 million every year in the 1950s, 65 million a year in the 1960s (My T., 1975). In 1966, the United Nations estimated that world population would reach 7.5 billion by the end of the century (Philip M., 1971). These projections persuaded government officials around the world that rapid population growth was a serious problem and that steps should be taken to slow it down. In 1969, President Nixon announced that the U.S. government would "give population control and family planning a high priority," and called on other governments to take "prompt action" to slow population growth (Bonnie). And in 1974, the United Nations convened its first world population conference in Bucharest, Romania. At the time, government officials expected that population growth would lead to a series of problems: food shortages and hunger, conflict and war, environmental destruction, and the depletion of natural resources. Events in the mid-1970s initially seemed to confirm their worst fears.

Widespread public recognition of population growth as a global social problem emerged slowly in the 1950s and '60s. It was assisted by the publication of two books with the same title: *The Population Bomb*. In 1954, T. O. Greissimer published a pamphlet with this title that was widely distributed by the Hugh Moore Fund, a private foundation started by the Dixie Cup Corporation. In it, Greissimer argued that "the population bomb threatens to create an explosion as disruptive and dangerous as an explosion of the atom bomb, and with as much influence on prospects for progress or disaster, war or peace (Ibid, p.40). Then in 1968, Paul Ehrlich published a book with the same title that borrowed some of Greissimer's ideas and extended them to explore the environmental consequences of population growth. These two books, and the work of private philanthropic groups like the Hugh Moore Fund, and the Population Council, a group organized in 1952 by John D. Rockefeller III, helped bring rapid population growth to the attention of policy makers and the public (Ibid, p.37).

The availability of sufficient food and sanitation facilities lowered death rates in countries around the world. As a result, people continued to have children at pre-1950 rates. Because people adjusted their behavior slowly to changed circumstances, healthier babies and longer lives contributed to world population grew rapidly. Policy makers concerned about population growth worried that it would result in a series of social, political, and environmental problems. First, they thought that the growing population had or would soon outstrip the amount of food available to eat, resulting in a Malthusian crisis: *too many people, too little food*. "The battle to feed all of humanity is over," Ehrlich argued. "Sometime around 1958, the stork passed the plow." He expected this to lead to widespread hunger and starvation. "In the 1970s," Ehrlich predicted in 1968, "the world will undergo famines hundreds of millions of people are going to starve to death. . . ." Ehrlich and others who supported this view were often called "Malthusians" because this argument relies on Robert Malthus's 1798 *Essay on Population*, which proposed that "the power of population is indefinitely greater than the power in the earth to produce subsistence [food] for man."

The growing gap between population and food supply would lead first to starvation, population control advocates expected. And the onset of starvation would lead to a second problem: war. As one population control group explained in a 1967 newspaper ad, "There can be no doubt that unless population is brought

under control at an early date, the resulting human misery and social tensions will inevitably lead to chaos and strife to revolutions and wars, the dimensions of which it would be hard to predict." During the 1960s, many U.S. government officials viewed social unrest, communist insurgency, and guerrilla warfare in poor countries as the likely political product of "overpopulation."

Third, the new Malthusians argued that a growing population would increase levels of pollution and waste, which would result in environmental degradation. As Ehrlich wrote, "The causal chain of [environmental] deterioration is easily followed to its source. Too many cars, too many factories, too much detergent, too much pesticide . . . inadequate sewage treatment plants, too little water, too much carbon dioxide all can be easily traced to *too many people*." But in 1990 he still maintained that "Global warming, acid rain, depletion of the ozone layer, and exhaustion of soils and ground water are all related to population size."

And fourth, the new Malthusians believed that the growing population would consume finite natural resources such as minerals and oil at an accelerated rate, resulting in raw material shortages and rising prices for the goods produced by industrial societies. As the Club of Earth argued in 1988, "Overpopulation and rapid population growth are intimately connected with . . . [the] rapid depletion of non-renewable resources. . . ." Because they expected rapid population growth to lead to starvation, war, environmental degradation, and the depletion of natural resources, private groups and government officials began advocating population control in the late 1960s and early 1970s. And they urged governments to adopt programs that would slow population growth. These included the creation of educational family planning programs, the distribution of contraceptives, and sometimes the provision of clinics that performed abortions and sterilizations, usually on a voluntary but sometimes on an involuntary basis. Population control advocates in government and the private sector believed that rapid population growth was such an urgent problem that drastic steps needed to be taken quickly. Some even advanced the concept of triage as a way to address the problem.

STATEMENT OF THE PROBLEM

Now-a-days, the number of world population is increasing at an alarming and astonishing rate. According to some scientists, the greatest threat to the future may come from overpopulation. Overpopulation and rapid population growth are intimately connected with the rapid depletion of non-renewable resources. Some effects include a pressure upon resources as there are more people (e.g. Food has to be distributed among more people), prices of goods will increase as the demand for the products increase (higher demand means higher prices, ecological disturbance will take place when more people go for more use of resources. To mitigate food shortage, the simplest solution is to increase the area of cultivation land and plant it with the food crops. To this effect, they cleared forests and planted food crops. When forests are cut down, they released carbon dioxide gases into the air which highly contributed for global warming. In 1974, scientists discovered that man-made gases called chlorofluorocarbons (CFCs) that were used in aerosol sprays, solvents, and Styrofoam destroyed the ozone layer, which protects people and plants from the sun's damaging rays. They also observed that the increase of populations contributed to most of the atmospheric pollution resulting from CFC use. The same is true of global warming. During the mid-1980s, scientists discovered that the burning of fossil fuels and forests had increased the level of carbon dioxide in the atmosphere. They predicted that high carbon dioxide levels would trap heat in the atmosphere and make the planet warmer. Rapidly rising temperatures could create serious problems for people in different settings, scientists argue. Rising temperatures could melt polar ice and raise sea levels, inundating islands and low-lying coastal plains where millions live. A one-meter rise would flood deltas on the Nile, Po, Ganges, Mekong, and Mississippi Rivers, displacing millions of people and swamping the croplands now used to feed them. Higher sea levels could drown coral reefs, destroying the fish and ruining the livelihood of people who depend on reefs in the Caribbean and the Pacific. And warmer water could increase the strength of hurricanes and typhoons, causing greater damage for people living along their path in the Western Atlantic and Western Pacific. The insurance industry is particularly concerned about this prospect because windstorms caused \$46 billion in losses between 1987 and 1993.

Higher temperatures could also disrupt agriculture. While farmers in northern latitudes North America and northern Europe and Asia could benefit from higher temperatures, longer growing seasons, and higher levels of carbon dioxide (which plants use to grow), even modest increases could devastate farmers in tropical zones in Asia, Africa, and Latin America. Rice yields decline significantly if daytime temperatures exceed 95 degrees, and in many Asian countries, temperatures are already near this limit. One group of scientists predicted that cereal prices could increase between 25 and 150 percent by the year 2060, a development that would cause hunger and starvation for between 60 million and 350 million poor people, most of them in the tropics.

Because of increased number of people, they are highly involving in deforestation. They are using more cars in number. They are using more energy for cooking and heating. There are, for example, sound environmental and social reasons to reduce energy consumption and car use and slow deforestation. Because these activities also release vast quantities of carbon dioxide, efforts to curb the consumption of fossil fuels and wood might also reduce global warming. (The carbon dioxide released by these activities accounts for about half of all greenhouse gases.) The same is true for other activities that produce other greenhouse gases.

People are attempting to satisfy their food demand from different sources. To this effect they increased the number of cows to get meat, milk and milk byproducts. However, the increased number of cows contributed for deforestation and resulted in hunger on the part of human being because of global climate change effect. A reduction of world cow herds would reduce hunger and deforestation, and also curb emissions of methane, which makes up about 18 percent of all greenhouse gases. The ban on CFCs, scheduled to take effect at the turn of the century, will slow destruction of the ozone layer, about which there is no serious scientific dispute, and reduce its contribution (about 14 percent) to global climate change. And if nitrogen fertilizer use was curbed, the problems associated with groundwater pollution could be addressed and nitrous oxide levels in the atmosphere (about 6 percent of the total) could be reduced. However, in the case of nitrous oxide, fertilizer reductions could adversely affect global food supplies and contribute to hunger, which suggests that efforts to curb fertilizer use should be approached with great caution.

Because of explosion of population, the people around the world are using more energy from different sources like fire, petroleum or fuel. For example, to get energy from fire they have to cut down forests for firewood. These would result in releasing more carbon dioxide into the air which may be thought as a major source for global warming. When they want to get energy from fuel, they have to buy the petroleum from the countries endowed with it. This, in turn, hurts the economy of the countries buying fuel from fuel rich countries.

These and others related problems pushed the researcher to investigate the case based on Descriptive Research with the help of secondary date from published texts on globalization in order to arrive at possible solutions as the findings of the study.

OBJECTIVE OF THE STUDY

The general objective of this study is to communicate the effects of problems of population explosion to the people of the world to generate awareness about the problems associated with the alarming increase of population and push everybody to contribute and heed towards slowing down the number of population all over the world at the earliest.

SPECIFIC OBJECTIVES

- To show the impact of population explosion to the people of world
- To make the world leaders heed and take corrective actions towards the explosion of population.
- To generate awareness of the danger of population explosion to householders and make them limit the number of their children thoroughly understanding the impact of the problem and the devastation it causes if not mitigated.

RESEARCH QUESTIONS

- Is population explosion mercy or curse to our planet at present? How?
- If it is curse, then how it can be checked?
- Who is more responsible for global warming, the advanced or underdeveloped countries? Why?

SIGNIFICANCE OF THE STUDY

The number of world population is increasing at an alarming rate. If it continues at the same rate, it is becoming a real danger, worry and curse to the earth. As it is obvious to many of us, we are increasing the number of our children sometimes not knowing the consequences of it. Other times, we are increasing the number of them simply being shy of cultural products like children are wealth gifted from God and people should not involve themselves in checking of such blessings and they should bear as many children as possible. The importance of this study is to generate the awareness of the danger of population explosion and make every concerned body understand the problem and make the decision on the number of his/her children in such a way that the planet (earth) could provide them all necessary facilities of life. Because the increase of population if not supported by economy it is curse rather than mercy. It becomes mercy only when it is managed appropriately and commensurately with the available resources on the earth.

METHODOLOGY OF THE STUDY

The present study is based on Descriptive Research with the investigation of secondary data. The secondary data are collected from the published sources on globalization.

SCOPE OF THE STUDY

The study is entirely focused on consequences of the explosion of population based on Descriptive research with the assistance of secondary data from the texts written on globalization. The study is about the impact of explosion of population on environment all over the world.

FINDINGS OF THE STUDY

1. Overpopulation is resulting in a striking food shortage because more farm land is being used for urbanization and industrialization in larger quantity in order to accommodate the exploding large number of population. Thus, the greatest threat to the future may come from overpopulation (*too many people, too little food*).
2. Much of the growth of population occurred after World War II due to peace, using fertilizers for mechanization farming, urbanization, industrialization, more income generation and medical facilities (improved sanitation and health care).
3. To maintain the life of people on the earth, the scientists and other concerned bodies should focus on innovations and increase productivity in many folds from the available smaller farm land employing advanced technologies as to feed more people.
4. A growing population would increase the levels of pollution and waste, which would result in environmental degradation. Too many cars, too many factories, too much detergent, too much pesticide, inadequate sewage treatment plants, too little water, too much carbon dioxide all can be easily traced to *too many people*.
5. The growing population would consume finite natural resources such as minerals and oil at an accelerated rate, resulting in raw material shortages and rising prices for the goods produced by industrial societies. Moreover, unbalanced utilization of resources may ultimately lead to the depletion of natural resources.
6. The number of population, thus, should be checked as increasing of population is believed as to leading to the destruction of population thereby creating acute shortage of resources necessary for existence of life.
7. To minimize global warming, every person in the world has to plant one seedling every year personally initiating the Motto "one seedling for one person". Then, the plants absorb the carbon dioxide thereby releasing oxygen and global warming can be checked.
8. Rich countries are more disturbing the environment though industrialization and deforestation. They have to fund the projects of poor countries in order to plant trees to maintain the environmental balance.

CONCLUSION

Now-a-days, the number of world population is significantly increasing. The increase of population has been followed by food shortage. To produce more food crops, they involved themselves in deforestation and planting more food crops. To that effect, they cleared or cut-down more trees from the forest. The cut-down of trees contributed to releasing more carbon-dioxide into the air. That, in turn, contributed to global warming. To curb these all problems resulting from the expansion of population, it should be checked as more increase may mean danger to population itself. Finally, for what is happening all over the world, the advanced countries should take more responsibility as they are more disturbing environment in which human being can live through industrialization and technological advancement.

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PSYCHOLOGICAL MAPPING OF STUDENTS TOWARDS COSMETIC BRANDS: AN EMPIRICAL STUDY**DR. D.S. CHAUBEY****DIRECTOR****UTTRANCHAL INSTITUTE OF BUSINESS STUDIES****DEHRADUN****JYOTI SHARMA****RESEARCH SCHOLAR****UTTRAKHAND TECHNICAL UNIVERSITY****DEHRADUN****PRABHAT RANJAN PRASAD****RESEARCH SCHOLAR****DEPARTMENT OF MANAGEMENT STUDIES****DRAVIDIAN UNIVERSITY****KUPPAM****ABSTRACT**

This study analyses the effect of perceived instrumental/utilitarian and emotional brand benefits on student's satisfaction regarding cosmetic brands, focusing on relief from dissatisfaction with one's self-image as one of the important identified emotional experiences of the brand. A survey of 244 students was carried out, assessing instrumental and emotional brand benefits as well as the degree of satisfaction of the brand used by each interviewed participant. The results from the factor analysis of the collected data indicate that, the brands of used cosmetics contribute to satisfaction as both utilitarian and emotional brand benefits - with an overall stronger influence of emotional consumption experiences. The greatest influences were found for the feeling of relief from dissatisfaction with one's self-image. This research reveals that feeling better and looking attractive to have pleasant texture and to make social interaction a success, overall, the influence of emotional consumption experiences seems to be more significant.

KEYWORDS

Brand associations, physical attractiveness, cosmetics consumption, advertising, consumer's psychology.

INTRODUCTION

In today's society, beauty and physical attractiveness are constantly emphasized as desirable and admirable characteristics. Cosmetics products used for the purpose of cleansing, beautifying, promoting attractiveness or alternating one's appearance. It is applied to the human body for cleansing, colouring, conditioning, or protecting the skin, hair, nails, lips, eyes, or teeth. The cosmetics industry is a multinational, multi-billion-dollar industry. As the consumers' lifestyles are changing significantly, in the recent years, Indians, who have long been perceived to be more savers than spenders, increasingly loosened their purses strings and started to "live for today". This changing mindset led to consumers pampering themselves and spending more on cosmetics and toiletries. The desire to improve one's physical attractiveness seems to be an inherent characteristic of most individuals. Researcher argued that cosmetics are used specifically as a part of human grooming behaviour. And the grooming behaviours in general, function to manage and to control not only the social impressions but also the self-image (for example, body image, self-perceptions, and mood states). These findings indicate that the benefits sought after in the purchase of cosmetics in general as well as in deciding on a specific cosmetic brand are not limited to instrumental or functional benefits but may also be related to emotional consumption experiences. It is therefore, not surprising that a significant share of the claims in cosmetic brand advertising are related to subjective psychological consumption motives, rather than objective outcomes. The aim of this study is to explore the brand associations of cosmetic brands from consumers' perspective and to analyze the comparative effects of identified brand benefits on the level of satisfaction.

REVIEW OF LITERATURE**CUSTOMER SATISFACTION**

Among researchers, the concept of customer satisfaction is usually discussed from two different perspectives: According to a cognitive perspective, this term is understood to be the assessment resulting from comparing customers' expectations and their perception of the value of the product/service received (Churchill and Surprenant, 1982; Oliver and DeSarbo, 1988). From an emotional perspective, satisfaction is considered a positive emotional state resulting from the consumption experience (Mano and Oliver, 1993; Westbrook and Oliver, 1991). On the other hand, customer satisfaction also depends on perceived value (Bolton and Drew, 1991; Ravald and Grönroos, 1996), which can be defined as "the consumer's overall assessment of the utility of a product/brand, based on perceptions of what is received (benefits received) and what is given (price paid and other costs associated with the purchase)" (Zeithaml, 1988). In the scope of this study, satisfaction is viewed as Vanessa et al. 793 a multidimensional construct (Danaher and Haddrell, 1996; Oliver and Swan, 1989) and it is conceptualized as an overall, post-consumption affective response by the consumer.

PHYSICAL APPEARANCE AND COSMETIC CONSUMPTION

Despite the fact that the cosmetic market is traditionally associated with women, the consumption of cosmetics has significantly increased in the men segment also. Empirical study on the subjects reveals that the major variables that affect men's behavior and attitude toward the consumption of cosmetic products and consumers' motivations and attitudes differ among markets when the product is at different stages of the life cycle. Judgments based on physical appearance are considered powerful forces in contemporary consumer culture. Physical attractiveness has been extensively studied in both personnel and social psychology. A number of studies have shown that people rated as "attractive" are found to be generally treated better socially than "unattractive" people. Thus, attractive individuals are predicted to be more successful than unattractive individuals in their business and personal lives (Godoy et al., 2005; Cash, 1980; Cox and Glick, 1986). Attractive people are ascribed more positive interpersonal attributes such as intelligence, happiness, and sociability (Miller, 1970). This effect is so robust and ubiquitous that it has been coined the "what-is-beautiful-is-good effect" (Eagley et al., 1991). As a consequence, the consumer culture highlights the self-preservationist concept of the body, which encourages individuals to adopt instrumental strategies to combat deterioration and decay and combines it with the notion that the body is a vehicle of pleasure and self-expression (Featherstone, 1993; Sturrock and Pioch, 1998). Consequently, to experience this connection and enjoy social favour, many individuals look for ways to improve their appearance and adhere to popular notions of beauty. The cosmetics and grooming industries all successfully cater to this demand for aesthetic enhancement (Askegaard et al., 2002).

INSTRUMENTAL AND EMOTIONAL BENEFITS OF COSMETIC BRANDS

The Instrumental and emotional benefits of cosmetic brands has been studied by number of researcher engaged in the field of social science. A study by the University of the Basque Country (UPV/EHU) shows that people who use cosmetics buy these products primarily for emotional reasons. "The study shows that both the emotional and utility aspect of cosmetic brands have a significant impact on consumer satisfaction, but that the emotional component has a greater effect," Most authors agree in making a distinction between affective and cognitive processing in consumer choice behaviour (Petty et al., 1983; Janiszewski, 1990; Bagozzi et al., 1999). The, researchers have focused on major dimensions of product or brand associations (Hirschman and Holbrook, 1982; Mittal and Lee, 1989; Batra and Ahtola, 1990; Mano and Oliver, 1993; Bhat and Reddy, 1998; Voss et al., 2003). The traditional notion of instrumental or utilitarian performance where the brand is seen as performing a useful function. The other dimension is that of emotional performance whereby brands are valued for their intrinsically pleasing properties. The influence of these brand dimensions on customer satisfaction has been extensively studied by researchers in different contexts like utilitarian brand benefits etc. However, the perception of tangible outcomes of the use of cosmetics may be considered quite subjective. To underline the utilitarian benefit of cosmetic products, marketers most often use sophisticated packaging designs as product containers. In this context, some researchers suggest that the consumer's perception of the packaging may constitute a significant factor in his/her quality and performance judgements (Bloch, 1995; Pantin-Sohier et al., 2005; Stravinskien_ et al., 2008). The important emotional experiences related to cosmetic brand consumption were identified in the literature includes feelings of social and professional success, feeling sexually attractive, feeling of sensorial pleasure, and relief from feelings of dissatisfaction with oneself.

FEELINGS OF SOCIAL AND PROFESSIONAL SUCCESS

The use of cosmetics to improve one's image is being sought to enhance confidence levels, social acceptance and professional success. There have been numerous studies on the psychological aspects of cosmetics use and the factors responsible for one's attraction to a particular brand. It is known that emotional and utility aspects are responsible for satisfaction from a brand. Most consumer agree on the fact that features such as physical attractiveness and beauty are more and more appreciated and required by society, and that attractive women have more chances of succeeding in their social and professional relationships (Etoff et al., 2004). Indeed, research shows that external appearance frequently affects professional success (Marlowe et al., 1996; Frieze et al., 1990) Thus, the consumption of specific cosmetic brands may deliver the feeling of being more successful in social interactions on a personal or professional level.

FEELING SEXUALLY ATTRACTIVE

The leading force behind cosmetics use isn't how well the products work; it's our emotional response to them. Several studies have shown that women perceive themselves as being more feminine, sensual, and sexually attractive to men when they use cosmetics (Cash, 1988). Some authors also suggest that women may feel more sexually attractive while consuming a particular brand (Herman, 2003). Cosmetic brands advertised by physically attractive women (Joseph, 1982; Patzer, 1985) as well as those inspiring a sense of identification in the consumer generate a significant emotional impact, activating and strengthening the "brand-to-attractiveness" association in the minds of consumers.

FEELINGS OF SENSORIAL PLEASURE

Cosmetic brands can deliver emotional benefits through their association with multi-sensorial brand experiences (Aaker, 1996) such as touch (with textures capable of giving a sensation of smoothness and/or coolness to the skin) and smell (sensual fragrances capable of creating a sense of wellbeing and pleasure; Sedgwick et al., 2003). The positive stimulation of these senses by the brand can induce sensory as well as psychological pleasure (Craig Roberts et al., 2009; Korichi et al., 2009; Abriat et al., 2007).

RELIEF FROM FEELINGS OF DISSATISFACTION WITH ONESELF

For creating a brand value, it is important for the cosmetic marketing companies to make women feel dissatisfied by advertising the product with beautiful models. It has been suggested that women frequently experience negative emotions such as feelings of worry for their physical appearance, or the feeling of guilt deriving from the self-perception of not doing enough to care for or improve their appearance (Fallon, 1990;). In today's society women are made to feel increasingly responsible for their body and physical appearance (Turner, 1996). In addition, numerous advertisements present standards of beauty that most women cannot attain with the effect that most women develop feelings of dissatisfaction with their own physical appearance. According to Etoff (1999), the need to reduce these negative emotions constitutes one of the main psychological motivations urging women to purchase cosmetic brands. The positive influence that utilitarian and emotional brand dimensions exert on customer satisfaction has been shown in varying contexts. In the empirical study, the following research question will be addressed: To what extent (strength of observable effects) are the identified brand associations (utilitarian and emotional brand benefits) influential in shaping satisfaction judgments toward cosmetic brands?

OBJECTIVES AND METHODOLOGY

The primary purpose of this exploratory cum descriptive study is to determine cosmetic usage, personality traits, price perceptions and selected demographic characteristics of affluent young students doing professional and non profession studies. The study focuses on the objective to address the factors influencing students and their cosmetics purchase behavior. Additionally, the research will broaden our understanding of consumer behavior. It can thus definitely contribute to larger studies concerned with the enhancement of the domestic market for cosmetics. In order to address the research question, personal interviews were conducted on a sample of 244 students in the age group of 15 to 35 years from professional and non professional cadre seeking education in different institute of Garhwal Region of Uttrakhand state. The study is focused on exploring the perception of students toward cosmetics brand. In each interview the person was asked to rate a number of items related to his/her perception of functional and emotional benefits of the cosmetic brand. The development of measurement scales and indicators are based on the literature and several qualitative focus group sessions. Perceptions of "instrumental" brand benefits, perception of the packaging and other sensorial stimuli and customer satisfaction are measured using 5-point Likert-type scales. It was hypothesized that the impact of different factors of brand associations does not lead to customer satisfaction. The measurement scales were tested for their reliability and found to be 0.762 which indicates that Factor loadings of all indicators are significant ($p < 0.000$) and exceed the minimum recommended value of 0.50. Furthermore, the ANOVA was carried out to test the relationship between factors with their demographic characteristics.

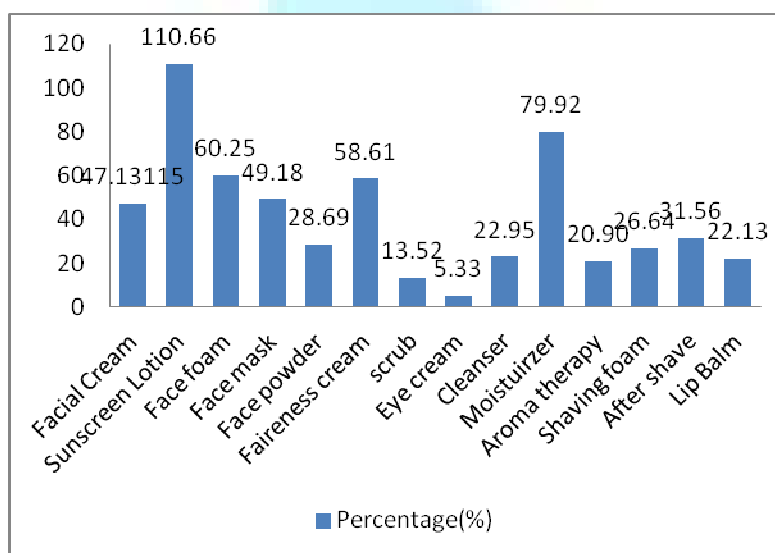
TABLE -1: DEMOGRAPHIC CHARACTERISTICS

	Categories	Count	Percentage
Age	Up to 15 Years	34	13.9
	15 to 20 Years	128	52.5
	20to 25 years	35	14.3
	Above 25 Years	47	19.3
Gender	Male	143	58.6
	Female	101	41.4
Education Level	Up to 10th	60	24.6
	Up to 12th	130	53.3
	Up to Graduation	54	22.1
Parents' Income	Up to Rs15000PM	58	23.8
	Rs. 15000 to Rs25000PM	60	24.6
	Rs. 25000PM to Rs.35000 PM	73	29.9
	From Rs. 35000- Rs.50000PM	35	14.3
	Above Rs.50000PM	18	7.4

The data presented in the above table indicates that sample is dominated by male respondent as it is indicated by 58.8% respondent in the sample. Age analysis of respondents indicates that most of the respondents fall in the age group of 15-20 years and covers 52.5 percent of the sample. The respondents in the age group of 20-25 years accounts for 14.3 percent and respondents in the age group of above 25 years account for 19.3 percent. The remaining 13.9% students fall in the age up to 15 years. The information related to educational qualifications of respondents indicates that majority of the sample fall in the education categories of under graduate as indicated by 77.9% respondents in the sample. Students having education up to graduation account for 22.1 percent. Parental Income classification of respondents indicates that majority of the respondents fall in the income group of 15000- to 35000PM.

TABLE -2: TYPE OF CREAMS USED

Sl.	Type of Cream	Total Number of Respondents	Number of Users	Percentage (%)
A	Facial Cream	244	106	43.44262
B	Sunscreen Lotion	244	202	82.78689
C	Face foam	244	147	60.24590
D	Face mask	244	110	45.08197
E	Face powder	244	51	20.90164
F	Fairness cream	244	143	58.60656
G	scrub	244	33	13.52459
H	Eye cream	244	13	5.32787
I	Cleanser	244	56	22.95082
J	Moisturizer	244	197	80.73770
K	Aroma therapy	244	51	20.90164
L	Shaving foam	244	64	26.22951
M	After shave	244	78	31.96721
N	Lip Balm	244	54	22.13115



Consumer uses various Cosmetics substances to enhance the appearance or to remove body odor and in cases it's the protecting or antiseptic ointment. These cosmetics include Facial Cream, Sunscreen Lotion, Face foam, Face mask, Face powder, Fairness cream, scrub, Eye cream, Cleanser, Moisturizer, Aroma therapy, Shaving foam, After shave, Lip Balm, skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, towelettes, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products. For the purpose of study multiple responses were obtained to know the usage pattern of cosmetics. It is worthwhile to know that majority of respondents (80.7377%) and (82.78689%) use Moisturizer and Sunscreen Lotion. Face foam, Fairness cream and Facial Cream usage is indicated by 60.2459%, 43.44262% and 58.60656% respondents respectively. However it is seen that Eye cream, scrub and Face powder are used by very few respondents.

TABLE -3: PURPOSE OF USE

Sl No	Purpose of Use	Total Number of Respondents	Mean	Standard Deviation
A	Look Attractive	244	2.67	1.465
B	To have pleasant texture	244	2.66	1.497
C	To get Social Interactions Success	244	2.16	1.515
D	to Relief from Self-Dissatisfaction	244	1.50	0.927
E	For medical reason	244	2.03	1.147
F	To feel Better	244	2.77	1.461

Cosmetics have been in use since ages for improving the appearance of the person wearing them. Beauty cosmetics can make a drastic change in a person's features, as they enhance the best features and cover the blemishes. Intention of using cosmetics differs across the consumers. The mean and standard deviation presented in the above table indicate that sample is dominated by the respondents who use cosmetics for feeling better and looking attractive. It is followed by those respondents who use it to have pleasant texture and to get social interaction success. Higher SD (1.515) indicates that customer response on this issue is heterogeneous.

ANALYSIS AND DISCUSSION

Understanding consumer behavior in enhancing the brand satisfaction and various factors affecting the usage pattern of the cosmetics has been of a major interest for the cosmetic industries. Marketers use different marketing techniques to influence customers and attract them in favour of the cosmetic brand. These decisions are also influenced by exogenous factors such as purchasing power and internal factor like feeling of pleasure and looking attractive. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object. Keeping these into view, an attempt was made to assess the consumer's satisfaction, their expectation from the different marketing strategies influencing in

favour of enhancing uses pattern. For this respondents were asked to rate their views on the following statement such as “The container of my favourite Brand of creams is exclusive and innovative”, “My experiences using particular Brand of cream have always been good”, “I'm satisfied with cosmetics Brand”, “Cosmetic Cream keep my skin s soft and hydrated”, “I usually choose lower price fairness creams”, “I am impulsive when purchasing fairness Creams”, “Once I find a fairness Cream or brand I stick with it”, “It's a pleasure to smell the sensual fragrance of chosen brand of cream”, “I like the feeling of my Brand products on my skin”, “My standards and expectations for fairness creams are very high”, “I purchase the brand whichever is available”, “The preferred band of cream makes my skin and body have a younger appearance”, “My favourite cosmetics creams restore firmness and elasticity to my skin and body”, “By Purchasing of my preferred brand, I made the right choice”, “I stick to the brand in spite of change in price of the cosmetics”, “Sometimes it is hard to choose which brands to buy”, “The higher the price of a product, the better is the quality”, “I like the design of the packaging of favourite Brand creams”, “It is fun and exciting to buy fairness creams that I have never used”, on a scale of 1 to 5 in order of their preference. The exploratory factor analysis was used in order to identify the various factor influencing customers in favour of purchase. Reliability analysis of all the factors was carried out with the help of SPSS using Cronbach's Alpha test. The value of Cronbach's Alpha for the entire factor found to be 0.762 which indicates that factor analysis can be applied on the variables. Kaiser-Meyer-Olkin (KMO) measure is adopted to determine the appropriateness of data set for factor analysis. High value (between 0.5 and 1) of KMO indicates that the factor analysis is appropriate, low value below the 0.5 implies that factor analysis may not be appropriate. In this study, the result of Bartlett's test of sphericity (0.00) and KMO (0.554) indicate that the data are appropriate for factor analysis. Principal Component analysis is employed for extracting factors and orthogonal rotation with Varimax is applied. As latent root criterion is used for extraction of factors, only the factors having latent roots or Eigen values greater than one are considered significant; all other factors with latent roots less than one are considered insignificant and are disregarded. The extracted factors along with their Eigen values are shown in table 6. The factors have been given appropriate names on the basis of variables represented in each case. The names of the factors, the statements, the labels and factor loading have been summarized in Tables 6. There are six factors each having Eigen value exceeding one for motivational factors. Eigen values for six factors are 5.507, 3.537, 2.800, 1.555, 1.288, and 1.063 respectively. The index for the present solution accounts for 82.894% of the total variations for the motivational factors. It is a pretty good extraction because we are able to economize on the number of choice factors (from 19 to 6 underlying factors), we lost 17.106 % of information content for choice of variables. The percentages of variance explained by factors one to six are 28.983%, 18.616%, 14.739%, 8.184% 6.778%, and 5.595% respectively. Large communalities indicate that a large number of variance has been accounted for by the factor solutions. Varimax rotated factor analysis results for motivational factors are shown in table 5, which indicates that after 6 factors are extracted and retained the communality is 0.831 for variable1, 0.819 for variable2, 0.820 for variable 3 and so on. It means that approximately 83.1 % of the variance of variable1 is being captured by extracted factors together. The proportion of the variance in any one of the original variable which is being captured by the extracted factors is known as communality (Nargundkar, 2002).

TABLE 4: PURPOSE OF USE ROTATED COMPONENT MATRIX (a)

	Component						Community
	Packaging and price Effect	Economic and Sensorial	Utilitarian Effect	Brand Loyalty	Premium Pricing and brand satisfaction	Innovation	
The container of my favourite Brand of creams is exclusive and innovative.	.867						.831
My experiences using particular Brand of cream have always been good.	.781						.819
I'm satisfied with cosmetics Brand.	.778						.820
Cosmetic Cream keeps my skin s soft and hydrated.	.684						.816
I usually choose lower price fairness creams.		.468					.750
I am impulsive when purchasing fairness Creams		.831					.724
Once I find a fairness Cream or brand, I stick with it.		.803					.772
It's a pleasure to smell the sensual fragrance of chosen brand of cream.		.737					.874
I like the feeling of my Brand products on my skin.		.641					.772
My standards and expectations for fairness creams are very high.		.549					.859
I purchase the brand whichever is available.		.498					.862
The preferred band of cream makes my skin and body have a younger			.902				.908
My favourite cosmetics creams restore firmness and elasticity to my			.823				.811
By Purchasing of my preferred brand, I made the right choice.			.782				.838
I stick to the brand in spite of change in price of the cosmetics				.856			.898
Sometimes it is hard to choose which brands to buy.				.813			.829
The higher the price of a product, the better is the quality.					.874		.899
I like the design of the packaging of favourite Brand creams.					.674		.732
It is fun and exciting to buy fairness creams that I have never used.						.948	.937
Eigen Values	5.507	3.537	2.800	1.555	1.288	1.063	
% of Variation	28.983	18.616	14.739	8.184	6.778	5.595	
Cumulative % of Variation	28.983	47.599	62.337	70.521	77.299	82.894	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 8 iterations.

Principal components & associated Variables indicate that first factor influencing students in favour of cosmetic product is the Packaging and pricing effect which is the combination of variables like, "The container of my favourite Brand of creams is exclusive and innovative", "My experiences using particular Brand of cream have always been good", "I'm satisfied with cosmetics Brand", "Cosmetic Cream keep my skin soft and hydrated", and accounting 28.983% variance of the total variances. The second Factor is the Economic and Sensorial Pleasure factor which is the combination of the variable like "I usually choose lower price fairness creams", "I am impulsive when purchasing fairness Creams", "Once I find a fairness Cream or brand, I stick with it", "It's a pleasure to smell the sensual fragrance of choosen brand of cream", "I like the feeling of my Brand products on my skin", "My standards and expectations for fairness creams are very high", "I purchase the brand whichever is available", and accounts 18.616% variance of total variance. Third factor is the Utilitarian Effect which is the combination of "The preferred band of cream makes my skin and body have a younger appearance", "My favourite cosmetics creams restore firmness and elasticity to my skin and body", "By Purchasing of my preferred brand, I made the right choice", and account 14.739% variance of the total variances. Fourth factor is the Brand Loyalty factor which includes the variable like "I stick to the brand in spite of change in price of the cosmetics", "Sometimes it is hard to choose which brands to buy" and accounts 8.016% of total variance. Fifth factor is Premium Pricing and brand satisfaction which is the combination of variable like the "The higher the price of a product, the better is the quality", "I like the design of the packaging of favourite Brand creams" and accounts 6.778 % of total variance. Sixth factor is the effect of Innovation and accounts to 5.595% of total variance.

TABLE 5: MEAN OF DIFFERENT FACTOR ACROSS AGE

Age	Packaging and price factor	Economic	Utilitarian	Brand loyalty	Premium	Innovation
upto 15 Years	3.0686	3.0798	3.0490	2.1471	3.0147	2.5882
15 to 20 Years	3.3438	3.3069	3.1172	2.7617	2.9336	2.7656
20to 25 years	3.3048	3.3020	3.2000	2.6143	2.8714	3.1429
Above 25 Years	3.2199	3.2492	3.2128	2.4043	2.8511	2.5532
Total	3.2760	3.2635	3.1380	2.5861	2.9201	2.7541

Mean rating of different factors promoting brand usage of cosmetics among the age group of students indicate that Packaging and price factor scored highest mean among all the factors in almost all age groups. Whereas the Economic factor is found more important in above 25 years age group. Further one way ANOVA is carried out to assess the mean difference of different factors promoting usage of cosmetics across different age of respondents. The value of F is calculated with the help of SPSS-15 software and depicted below.

TABLE-6: ANOVA WITH AGE

		Sum of Squares	df	Mean Square	F	Sig.
Packaging and price factor	Between Groups	2.227	3	.742	1.212	.306
	Within Groups	146.970	240	.612		
	Total	149.197	243			
Economic	Between Groups	1.450	3	.483	.895	.444
	Within Groups	129.531	240	.540		
	Total	130.981	243			
Utilitarian	Between Groups	.722	3	.241	.281	.839
	Within Groups	205.188	240	.855		
	Total	205.910	243			
Brand loyalty	Between Groups	12.083	3	4.028	3.349	.020
	Within Groups	288.609	240	1.203		
	Total	300.693	243			
Premium	Between Groups	.635	3	.212	.268	.849
	Within Groups	189.557	240	.790		
	Total	190.192	243			
Innovation	Between Groups	8.139	3	2.713	3.238	.023
	Within Groups	201.107	240	.838		
	Total	209.246	243			

From the table it is clear that calculated value of F for the factors i.e. Brand Loyalty and Innovation is greater than the tabulated value F (2.37) at (p< 0.05) level of significance. Hence null hypothesis is rejected indicating that there is significant difference in the mean of different factor across the different level of age of the respondents.

TABLE 7: MEAN OF DIFFERENT FACTOR ACROSS GENDER CATEGORY

Gender Categories	Packaging and price factor	Economic	Utilitarian	Brand loyalty	Premium	Innovation
Male	3.3357	3.3077	3.2704	2.5979	2.9790	2.6643
Female	3.1914	3.2008	2.9505	2.5693	2.8366	2.8812
Total	3.2760	3.2635	3.1380	2.5861	2.9201	2.7541

Mean rating of different factors promoting brand usage of cosmetics in different sex groups of students indicate that Packaging and price factor scored highest mean in male category. Whereas the Economic factor is found more important in female category over Packaging and Price factor. It is important to find that both male and female students are not much concerned about using a particular brand and thus the Brand loyalty factor mean is least in both the genders. Further one way ANOVA is carried out to assess the mean difference of different factors promoting usage of cosmetics across different genders of respondents. The value of F is calculated with the help of SPSS-15 software is given below.

TABLE 8 ANOVA WITH GENDER CATEGORY

		Sum of Squares	df	Mean Square	F	Sig.
Packaging and price factor	Between Groups	1.232	1	1.232	2.014	.157
	Within Groups	147.965	242	.611		
	Total	149.197	243			
Economic	Between Groups	.676	1	.676	1.255	.264
	Within Groups	130.306	242	.538		
	Total	130.981	243			
Utilitarian	Between Groups	6.058	1	6.058	7.335	.007
	Within Groups	199.853	242	.826		
	Total	205.910	243			
Brand loyalty	Between Groups	.048	1	.048	.039	.844
	Within Groups	300.644	242	1.242		
	Total	300.693	243			
Premium	Between Groups	1.200	1	1.200	1.537	.216
	Within Groups	188.992	242	.781		
	Total	190.192	243			
Innovation	Between Groups	2.784	1	2.784	3.263	.072
	Within Groups	206.462	242	.853		
	Total	209.246	243			

From the table above it is clear that the calculated value of F for the factors i.e. Utilitarian and Innovation is greater than the tabulated value F (2.37) at ($p < 0.05$) level of significance. Hence null hypothesis is rejected indicating that there is significant difference in the mean of different factor across the different genders of the respondents. Here ANOVA indicates no significant relation in other factors except the two identified earlier across the gender categories.

CONCLUSIONS AND IMPLICATIONS

The results of the study confirm that utilitarian brand benefits significantly contribute to female consumers' satisfaction with cosmetic brands. Thus, in first place, instilling product attribute beliefs through advertising is a relevant factor of brand success, in particular if objective utilitarian benefits (improvement of body shape, reduction of wrinkles, etc.) are difficult to assess or absent. In addition, the positive influence of the cosmetic products' packaging on the utilitarian benefit perception is confirmed. The female consumers seem to infer product quality judgments as per the economic consideration indicating that the female respondents are more price sensitive as compared to the males. Dominated by the respondents who use cosmetics for feeling better and looking attractive followed by those respondents who use it to have pleasant texture and to get social interaction success, overall, the influence of emotional consumption experiences seems to be more significant, confirming the view of a number of authors (Bloch and Richins, 1992; Chao and Schor, 1998; Herman, 2003). Thus, from a managerial standpoint, it seems advantageous if the brand evokes feelings of "sexual attractiveness" and "social and professional interaction success" in female consumers. This can be achieved through advertising by associating the brand with imagery representing successful and highly attractive role models. The concern for sexual attractiveness is hypothesized to originate from one of the most basic evolutionary patterns of human behaviour. Darwinian approaches to the study of physical attractiveness posit that the features of attractiveness are important biological signals of mate value that motivate behaviour in others (Etcoff, 1999; Perrett et al., 1998; Grammer and Thornhill, 1994; Aharon et al., 2001). Remarkably, "relief from dissatisfaction with one's self" doesn't hold good and advertisers should be careful while targeting this kind of market and the promotion of the product as a reliever of self dissatisfaction should be avoided. Although the feeling of worry and/or guilt as a consequence of dissatisfaction with one's appearance and the perception of not doing enough to improve may be the combined result of the exposure to attractive women in advertising and the society-wide accepted notion of responsibility for one's appearance (Martin and Gentry, 1997; Martin and Kennedy, 1993; Tiggemann and McGill, 2004; Stiles and Kaplan, 2004). Indirectly, this finding confirms the view that the need to look attractive is driven by sexual feeling.

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