

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR  
CM



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Infibnet of University Grants Commission (U.G.C.)]

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
1.	<b>CUSTOMER SATISFACTION TOWARDS KINGFISHER BEER IN PULICHERLA MANDAL</b> <i>DR. DUGGANI YUVARAJU, DR. DUGGANI SUBRAMANYAM &amp; DR. S. DURGA RAO</i>	1
2.	<b>AN IMPROVED CONSTRUCTION TECHNOLOGY AND MANAGEMENT (CTM) SYSTEM</b> <i>RAKESH GUPTA, SUBHASH K. GUPTA, RAMESH KUMAR BATRA &amp; ASHUTOSH TRIVEDI</i>	5
3.	<b>USAGE PATTERNS OF COSMETIC (FASHIONABLE) HERBAL PERSONAL CARE PRODUCTS (HPCP): A MICRO LEVEL FIELD STUDY IN MYSORE AND BANGALORE</b> <i>GITYSAKI &amp; B. SHIVARAJ</i>	11
4.	<b>PROFITABILITY PERFORMANCE OF NAGARJUNA FERTILIZERS AND CHEMICALS LIMITED: A CASE STUDY</b> <i>S. SHOBHA &amp; DR. P. MOHAN REDDY</i>	14
5.	<b>IMPEDIMENTS FOR THE DEVELOPMENT OF AGRICULTURAL COOPERATIVES IN TOKE KUTAYE WOREDA/DISTRICT/, WEST SHEWA ZONE, OROMIYA REGION, ETHIOPIA</b> <i>ASSEFA GEBRE HABTE WOLD</i>	18
6.	<b>WORKPLACE FRIENDSHIP: IT'S COMPLICATED</b> <i>DR. MEGHA SHARMA</i>	29
7.	<b>LIGHT ENGINEERING UNITS IN NORTH MALABAR, KERALA, AND EMPLOYMENT GENERATION</b> <i>DR. PREMAVALLI P.V</i>	31
8.	<b>PUBLIC Vs. PRIVATE INSURANCE PLAYERS IN INDIA</b> <i>K. PRASAD &amp; V. SRAVANTHI</i>	37
9.	<b>IMPACT OF OPTION INTEREST AND PUT- CALL RATIO INFORMATION IN DERIVATIVES MARKET: AN EMPIRICAL STUDY OF OPTION AND FUTURE MARKET, NSE (NATIONAL STOCK EXCHANGE OF INDIA)</b> <i>SWATI MEHTA &amp; NILESH PATEL</i>	40
10.	<b>FINANCIAL HEALTH OF HOUSING FINANCE INSTITUTIONS IN INDIA: AN EMPIRICAL EVALUATION</b> <i>DR. S. THENMOZHI &amp; DR. N. DEEPA</i>	45
11.	<b>ROLE OF SCB's IN REACHING THE UNREACHED THROUGH FINANCIAL INCLUSION: AN INDIAN OVERVIEW</b> <i>PRAVEEN A. KORBU</i>	49
12.	<b>INFLATION MANAGEMENT IS THE KEY TO DEFLATE INFLATION PRESSURE</b> <i>DR. ACHUT P. PEDNEKAR</i>	53
13.	<b>RETRENCHMENT AND STRIKES IN SICK UNIT: A CASE STUDY ON LML</b> <i>GURPREET KAUR SAINI</i>	57
14.	<b>PERFORMANCE APPRAISAL SYSTEM IN A GARMENT MANUFACTURING ENTERPRISE, TIRUPUR</b> <i>K. MANIKANDAN, R. VIJAYA RAJYA SYNTHIA &amp; S.R. DHIVYA LAKSHMI</i>	64
15.	<b>THEORETICAL AUDIT FRAME WORK FOR MEASURING BRAND LOYALTY IN DAIRY INDUSTRY</b> <i>N.GEETHA &amp; DR. R. SUBRAMANIYA BHARATHY</i>	67
16.	<b>EFFECTIVENESS OF TRAINING &amp; DEVELOPMENT PROGRAM IN PHARMACEUTICAL SECTOR WITH A CASE STUDY ON DIFFERENT INDUSTRIES</b> <i>SHIKHA BATRA, DR. AMBIKA BHATIA &amp; ANKITA GAUTAM</i>	73
17.	<b>SELFISH NODE HANDLING IN THE CONTEXT OF REPLICA ALLOCATION IN MANET'S</b> <i>K.NAVATHA, N.SRAVANTHI, L.SUNITHA &amp; E. VENKATA RAMANA</i>	80
18.	<b>TECHNICAL EFFICIENCY IN TEFF PRODUCTION BY SMALL SCALE FARMERS IN TIGRAY (CASE OF RAYA ALAMATA WEREDA)</b> <i>TEFERA KEBEDE, GEBEREMESKEL BERHANE &amp; MENASBO GEBRU</i>	85
19.	<b>IMPORTANCE OF BRANDING FOR SOCIAL ENTERPRISES</b> <i>SHIVANI VAID &amp; SWATI GUPTA</i>	98
20.	<b>BITCOIN: AN OVER VIEW IN INDIAN CONTEXT</b> <i>PRIYANKA MEHTANI</i>	101
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	103

**CHIEF PATRON****PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

*(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)*

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**FOUNDER PATRON****LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home &amp; Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business &amp; Management, Urjani

**ADVISORS****DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management &amp; Research, New Delhi

**EDITORIAL ADVISORY BOARD****DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. PARVEEN KUMAR**

Director, M.C.A., Meerut Institute of Engineering &amp; Technology, Meerut, U. P.

**PROF. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**PROF. MANOHAR LAL**

Director &amp; Chairman, School of Information &amp; Computer Sciences, I.G.N.O.U., New Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh Indraprastha University, Delhi

**PROF. R. K. CHOUDHARY**

Director, Asia Pacific Institute of Information Technology, Panipat

**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**DR. BHARAT BHUSHAN**

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA**

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N. Government College, Faridabad

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

**ASSOCIATE EDITORS****PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

**TECHNICAL ADVISOR****AMITA**

Faculty, Government M. S., Mohali

**FINANCIAL ADVISORS****DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT****SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled '\_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

#### **NAME OF CORRESPONDING AUTHOR:**

Designation:  
Affiliation with full address, contact numbers & Pin Code:  
Residential address with Pin Code:  
Mobile Number (s):  
Landline Number (s):  
E-mail Address:  
Alternate E-mail Address:

#### **NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of** (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION**

**REVIEW OF LITERATURE**

**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

**RECOMMENDATIONS/SUGGESTIONS**

**CONCLUSIONS**

**SCOPE FOR FURTHER RESEARCH**

**ACKNOWLEDGMENTS**

**REFERENCES**

**APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



## USAGE PATTERNS OF COSMETIC (FASHIONABLE) HERBAL PERSONAL CARE PRODUCTS (HPCP): A MICRO LEVEL FIELD STUDY IN MYSORE AND BANGALORE

**GITY SAKI**

**RESEARCH SCHOLAR**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**B. N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES**

**UNIVERSITY OF MYSORE**

**MYSORE**

**B. SHIVARAJ**

**PROFESSOR & CHAIRMAN**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**B. N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES**

**UNIVERSITY OF MYSORE**

**MYSORE**

### ABSTRACT

*The present study focuses on the usage patterns of Herbal Personal Care Products (HPCP). In this research paper an attempt has been done to understand the impact of selected herbal cosmetic Products on Indian women in and around the cities of Mysore and Bangalore. The study has been undertaken with the anticipation to find the association between varied age groups and fashionable cosmetic products and to assess the frequency of usage patterns of the herbal cosmetic products among the study sample undertaken. One hundred women respondents were chosen through stratified random sampling. Where the strata chosen was the age factor. Women aged between the ages of 16 to 60 were addressed with Close-ended Questionnaires. The SPSS (v20) for windows was incorporated for the analysis. Prevalence of Conventional and traditional cosmetic usage patterns are derived and tabulated.*

### KEYWORDS

Herbal cosmetics, fashionable cosmetics, traditional patterns.

### 1. INTRODUCTION

Herbal cosmetics are in existence from when the men started to use the cosmetic products. So they are the oldest products used by mankind. Some common cosmetics include creams, face packs, scrubs, hair oils, hair colors, shampoos, hair conditioners, lipsticks, blush-on or rouge as it is sometimes known, eyeliners, mascaras, foundations and eye shadow, perfumes and fragrance, soaps, etc. The formulation of all these cosmetic products addition of various natural additives like oils, waxes, natural colour, natural fragrances and parts of plants like leaves, flowers etc by specific formulation includes methods. (Pandey Shivanand et al, 2010)

The history of cosmetics relates back to at least 6,000 years of human civilization. In the Western world, the use of cosmetics became prominent in the Middle Ages, typically among members of the 'Posh' classes, and then gradually it spread through the world including India (Bhattacharya, 2006). The study of non-industrial cultures indicates the use of cosmetics in every part of the world. The general term cosmetics is applied to all preparations used externally to condition and beautify the body, by cleaning, coloring, softening, or protecting the skin, hair, nails, lips, or eyes (Kapoor, 2005).

Herbal Cosmetics, here in after referred as Products, are formulated, using various permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to provide defined cosmetic benefits only, shall be called as "Herbal Cosmetics". Herbals are used more in cosmetic products for several reasons, which are natural origin, low price and user friendly too. The cosmetical industry has responded to the afore mentioned reason by delivering the products of natural ingredients, though there is a argument about the authenticity of these natural ingredients (Marcoux, 1999).

The new "active ingredients" are derived from nature for unique marketing stories and to reduce the risk of side effect. Today, there is growing consumer demand for personal care products containing natural and/or organic ingredients (Antignac et al., 2011).

The growth of cosmetics and beauty products markets have surged significantly as consumers are increasingly becoming aware about appearance, beauty, grooming and choice of personal care products. A wide range of active principle of various plants and animals including vitamins, hormones, phytohormones, bioflavonoids, enzymes, tannic acid, fruit acids, amino acids, sugars, glycosides, essential oils and dye stuffs are being considered useful in herbal cosmetic formulations. The use of phyto-chemicals from a variety of botanicals has dual function, (i) They serve as cosmetics for the care of body and its parts and (ii) the botanical ingredients present influence biological functions of skin and provide nutrients necessary for the healthy skin or hair.

The usage of herbal cosmetics has interested many folds in Cosmetic and personal care industry and it has been growing at an average rate of about 15% for the last few years. Herbal Cosmetics, here in after referred as Products, are formulated, using various permissible cosmetic ingredients to form the base in which one or more herbal ingredients are used to provide defined cosmetic benefits only, shall be called as "Herbal Cosmetics". The history of the herbal cosmetics industry includes very dark chapters in European and Western countries from about six centuries back. Mixtures and pastes were then used to whiten the face, a practice which remained popular till over four hundred years later (Robertson et al. 2008).

The cosmetic and personal care products industry has been growing at an average rate of about 15% for the last few years. This is mainly accounted from low and medium priced category products, which comprises of about 90% of cosmetic market, in terms of volume for example, mall culture, better purchasing power, concern for looking better, nature of the job, development in advertisement technology and in general, availability of a wide range of cosmetic products (tailor made for different skin types, hair types, etc.). According to one estimate published by US Commercial Services, American Embassy, New Delhi, the per capita expenditure on cosmetics in India is approximately Rupees Thirty (Rs. 30/-) as compared to Rupees One Thousand Six Hundred and Fifty (Rs.1650/-) in some other Asian countries.

The behavior of the consumers and the persisting trend in the market of herbal care and cosmetics can be the key feature to identify the point of action in bringing the more suitable and age agreeing product to the market. Women today are constantly being reminded of what is considered beautiful (Bloch & Richins 1992). There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing a few naturally blessed beautiful women and models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women (Beausoleil, 1992). More often, it is the behavior of the consumer which leads to more accurate type of product to be launched and to assess the present need and to deliver the same. More and more companies dwell on the same basic idea but many fail to compel, but end up damaging the reputation of its own company's PR value and may even scar the consumer for life. (Jalalkamali & Nikbin, 2010). Therefore; this study aims to study the roles of herbals in cosmetic products and to study the perception of women of different ages.

## ANALYSIS

TABLE 1: USE PATTERNS OF HERBAL PERSONAL CARE PRODUCT: EYE MAKEUP

Age groups		Eye Makeup			
		Eyebrow pencil	Eyeliner	Mascara	Eye makeup remover
		Yes	Yes	Yes	Yes
Less than 20 years	F	6	7	7	1
	%	26.1%	30.4%	30.4%	4.3%
20-30years	F	15	16	13	5
	%	32.6%	34.8%	28.3%	10.9%
30-40years	F	8	4	4	2
	%	44.4%	22.2%	22.2%	11.1%
Above 40 years	F	3	2	2	0
	%	23.1%	15.4%	15.4%	.0%
Total	F	32	29	26	8
	%	32.0%	29.0%	26.0%	8.0%
Test statistics	X <sup>2</sup>	X <sup>2</sup> =4.00; P=.046	X <sup>2</sup> =0.16; P=.689	X <sup>2</sup> =23.04; P=.000	X <sup>2</sup> =43.56; P=.000
	CC	CC=.145; P=.545	CC=.151; P=.505	CC=.111; P=.741	CC=.150; P=.513

Note: X<sup>2</sup> = Chi-Square; CC = Contingency Co-efficient; p = Significance.

Source: Field data

As far as the *Eye makeup* was considered, of the selected sample, a majority 32.0% of the respondents preferred *Eyebrow pencil*, a moderate 29.0% of the respondents preferred *Eyeliner*, while a similar 26.0% of respondents preferred *mascara* over others products, and very nominal 8.0% of them used *eye makeup remover*. Chi-Square test revealed a significant difference in all the groups except in '*Eyeliner*' having (X<sup>2</sup>=0.16 ; P=.689). Further when these responses were associated with that of age groups, none of them exhibited a Significance association and similarity of preferences between age groups and their preferences was evident.

TABLE 2: USE PATTERNS OF HERBAL PERSONAL CARE PRODUCT: FACIAL MAKEUP

Age groups		Facial Makeup			
		Cheek colour	Face powder	Lip colour	Foundation
		Yes	Yes	Yes	Yes
Less than 20 years	F	2	10	5	2
	%	8.7%	43.5%	21.7%	8.7%
20-30years	F	9	14	17	8
	%	19.6%	30.4%	37.0%	17.4%
30-40years	F	7	3	5	1
	%	38.9%	16.7%	27.8%	5.6%
Above 40 years	F	4	3	2	1
	%	30.8%	23.1%	15.4%	7.7%
Total	F	22	30	29	12
	%	22.0%	30.0%	29.0%	12.0%
Test statistics	X <sup>2</sup>	X <sup>2</sup> =27.04; P=.000	X <sup>2</sup> =5.76; P=.016	X <sup>2</sup> =4.84; P=.028	X <sup>2</sup> =25.00; P=.000
	CC	CC=.240; P=.107	CC=.192; P=.282	CC=.176; P=.364	CC=.154; P=.486

Note: X<sup>2</sup> = Chi-Square; CC = Contingency Co-efficient; p = Significance.

Source: Field data

In Facial Makeup Category, of the sample, a moderately high 30.0% of the respondents preferred *Face Powder*, 29.0% of them responded as their choice to be *Lip Colour*, while 22.0% of them preferred *Cheek Colour* to be as their Facial makeup, and a mere 12.0% of the respondents chose *Foundation* to be there preferred makeup. Further when Chi-Square test was applied, it revealed a significance difference among all the groups of frequencies present. However when Contingency Co-efficient was applied to check the association with the different age groups, a non-significant association was evident in all the groups of facial makeup choices.

TABLE 3: USE PATTERNS OF HERBAL PERSONAL CARE PRODUCT: FRAGRANCE

Age groups		Fragrance			
		Fragrants	Perfumes	Body powder	Dusting powder
		Yes	Yes	Yes	Yes
Less than 20 years	F	2	11	6	1
	%	8.7%	47.8%	26.1%	4.3%
20-30years	F	13	21	8	2
	%	28.3%	45.7%	17.4%	4.3%
30-40years	F	6	4	3	2
	%	33.3%	22.2%	16.7%	11.1%
Above 40 years	F	6	5	1	0
	%	46.2%	38.5%	7.7%	.0%
Total	F	27	41	18	5
	%	27.0%	41.0%	18.0%	5.0%
Test statistics	X <sup>2</sup>	X <sup>2</sup> =31.36; P=.000	X <sup>2</sup> =1.00; P=.317	X <sup>2</sup> =36.00; P=.000	X <sup>2</sup> =84.64; P=.000
	CC	CC=.251; P=.081	CC=.184; P=.319	CC=.140; P=.575	CC=.145; P=.540

Note: X<sup>2</sup> = Chi-Square; CC = Contingency Co-efficient; p = Significance.

Source: Field data

As far as the *Fragrance* was considered, On the Whole, a majority of 41.0% of the respondents preferred *Perfumes* as their choice of *Fragrance*, while a 27.0% of them preferred *fragrant*, a 18.0% of them preferred *Body Powder* and a mere 5.0% of the respondents chose *Dusting Powder* as to be there preferred choice of



Fragrance. Further Chi-Square test revealed the presence of a Significant Difference between all the groups except that of Perfumes having ( $X^2=1.00$ ;  $P=.317$ ). However, when these preferences were checked against age groups, none of the groups exhibited any significance association among the cross section.

TABLE 4: USE PATTERNS OF HERBAL PERSONAL CARE PRODUCT: HAIR COLOURING

Age groups		Hair Colouring			
		Colours/dyes	Hair tints	Hair rinses	Hair bleaches
		Yes	Yes	Yes	Yes
Less than 20 years	F	8	4	2	0
	%	34.8%	17.4%	8.7%	.0%
20-30years	F	24	6	2	2
	%	52.2%	13.0%	4.3%	4.3%
30-40years	F	5	7	0	0
	%	27.8%	38.9%	.0%	.0%
Above 40 years	F	4	2	3	0
	%	30.8%	15.4%	23.1%	.0%
Total	F	41	19	7	2
	%	41.0%	19.0%	7.0%	2.0%
Test statistics	$X^2$	$X^2=0.36$ ; $P=.549$	$X^2=40.96$ ; $P=.000$	$X^2=54.76$ ; $P=.000$	$X^2=88.36$ ; $P=.000$
	CC	CC=.210; $P=.203$	CC=.235; $P=.120$	CC=.258; $P=.068$	CC=.153; $P=.494$

Note:  $X^2$  = Chi-Square; CC = Contingency Co-efficient; p = Significance.

Source: Field data

When Hair Colouring fashionable attribute was considered, of the sample, a great majority 41.0% of them preferred dyes, while a moderate group of 19.0% preferred Hair Tints, and 7.0% of them preferred Hair rinses, and lastly a mere 2.0% of them chose to prefer Hair Bleaches. Chi-Square test revealed the presence of a significance difference between all the groups of frequencies except in Dyes, where ( $X^2=0.36$ ;  $P=.549$ ). And when Contingency Co-efficient was applied to verify the association of age groups with that of Preferences, None of the groups exhibited any significance association among them, thus establishing a similarity in the preferences in varied age groups.

## MAIN FINDINGS

- As far as the Eye Makeup is considered, all the correspondents (Eye brow pencil, Eyeliner and Mascara) had almost similar usage patterns.
- Very little difference was seen among Face Powder and Lip Colour, hence were preferred more. While the other two (Check powder and Foundation) were less popular among consumers.
- Fragrants and dyes were undoubtedly the most preferred choices among every other fragrances and Hair colour.

## CONCLUSION

Herbal cosmetic also known as "natural cosmetics", with the beginning of the civilization, mankind had the magnetic dip towards impressing others with their looks. The Knowledge of Herbal ingredients used in cosmetics by people so far seen to be intersected with versatile groups of women, with some exceptions based on the product and use. In the present study, it was observed that many of the women inclined towards traditional trends and age inclination was ambiguous. The Herbal Cosmetics had the very impact deserved for natural cosmetics in the modern world. There is a wide gamut of the herbal cosmetics that are manufactured and commonly used for daily purposes. It was studied that the usage pattern of women while using eye liner, Mascara, Fragrants, Lip Colour and Face powder were more, and were highly acclaimed by masses.

## REFERENCES

- Antignac, E., Nohynek, G., Thomas, R. & Clouzeau, J. (2011). Safety of botanical ingredients in personal care products/cosmetics. Food and Chemical Toxicology, 49, 324-341.
- Beausoleil, N. (1992). Makeup in everyday life: An inquiry into the practices of urban American women of diverse backgrounds. In N. Sault (Ed.), Many mirrors: Body image and social relations (p.33-57). New Jersey: Rutgers University Press.
- Bhattacharya, P. (2006). India's cosmetic ready for big leap. Global Cosmetic Industry,
- Bloch, P. H., & Richins, M. L. (1992). You look 'mahvelous': The pursuit of beauty and the marketing concept. Psychology & Marketing, 9(1), 3-15. doi:10.1002/mar.4220090103
- Cash, T.F., & Cash, D. W. (1982). Women's use of cosmetics. Psychosocial correlates and consequences. International Journal of Cosmetic Science, 4,
- EWG (Environmental Working Group). 2007c. Cosmetics with Banned and Unsafe Ingredients. Table 2—Unsafe for use in cosmetics, according to industry. Accessed June 21, 2010. <http://www.ewg.org/node/22636>
- FDA (U.S. Food and Drug Administration). 2005. FDA authority over cosmetics. <http://www.cfsan.fda.gov/~dms/cos-206.html>
- Jalakamali, M. and Nikibin, A. (2010). The effects of motivation on purchase decision, Interdisciplinary Journal of Contemporary Research in Business, 3.
- Marcoux D. (1999), Cosmetics, skin care and appearance in teenagers. Proceeding of coetaneous Medicine and Surgery Canada.
- National Archive and Records Administration, Electronic Code of Federal Regulations, Title 21, Food and Drugs, Cosmetic Ingredient Review, "Cosmetic ingredients/material prohibited/restricted by FDA
- PandeyShivanand\*, Meshya Nilam, D. Viral "Herbs Play an Important Role in the Field of Cosmetics" International Journal of Pharm Tech Research CODEN (USA): IJPRIF ISSN : 0974-4304 Vol.2, No.1, pp 632-639, Jan-Mar 2010
- Robertson, J., Fieldman, G., & Hussey, T. (2008). 'Who wears cosmetics?' Individual differences and their relationship with cosmetic usage. Individual Differences Research, 6(1)
- V P Kapoor, 2005. Herbal cosmetics for skin and hair care, Indian Journal of Natural Products and Resources (IJNPR) [Formerly Natural Product Radiance (NPR)], Vol 4(4).

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

