

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

IJR  
C  
M



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., Google Scholar,

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

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

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 4767 Cities in 180 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>A STUDY OF SERVICE MARKETING MIX IN PRIVATE HOSPITALS</b> <i>SUHAS C. MARATHE &amp; DR. H. M. THAKAR</i>	1
2.	<b>DEREGULATION OF PETROL AND DIESEL PRICES AND THE RESULTANT ISSUES IN MADURAI DISTRICT</b> <i>P. ZAHIR HUSSAIN &amp; DR. A. ABBAS MANTHIRI</i>	7
3.	<b>ROLE OF HOMESTAYS IN SUSTAINABLE DEVELOPMENT OF VILLAGE TOURISM IN WAYANAD DISTRICT</b> <i>K. C. ROBBINS &amp; DR. DILEEP M.R.</i>	11
4.	<b>A STUDY ON THE RELATIONSHIP BETWEEN TAIWAN SEMICONDUCTOR PRODUCTIVITY AND MACROECONOMIC FACTORS</b> <i>CHENG-WEN LEE &amp; TSAI-LUN CHO</i>	16
5.	<b>ASSESSMENT OF THE PARTICIPATION OF WOMEN IN AGRICULTURAL COOPERATIVE SOCIETIES IN ANAMBRA STATE, NIGERIA</b> <i>ONUGU CHARLES UCHENNA, OKAFOR IFEOMA &amp; AGBASI OBIANUJU</i>	21
6.	<b>OPTIMAL EFFICIENCY OF INNOVATIVE DESIGN FOR PRODUCT DEVELOPMENT</b> <i>CHENG-WEN LEE &amp; BING-YI LIN</i>	27
7.	<b>AN ECONOMIC ANALYSIS OF COIR CO-OPERATIVE SOCIETIES: A CASE STUDY EAST AND WEST GODAVARI DISTRICTS OF ANDHRA PRADESH</b> <i>DR. G. NAGARAJA</i>	35
8.	<b>GENDER PREFERENCES IN BRAND COMMITMENT, IMPULSE AND HEDONIC BUYING IN THE PERSONAL CARE SECTOR IN PUNE</b> <i>DR. PRADNYA CHITRAO, SANCHARI DEBGUPTA, SATISH TEJANKAR, SONU KUMARI &amp; AMIT KUMAR SINGH</i>	42
9.	<b>FINANCIAL ANALYSIS OF PAPER INDUSTRY IN TAMILNADU: AN EMPIRICAL STUDY</b> <i>DR. P. RAJANGAM &amp; DR. P. SUBRAMANIAN</i>	47
10.	<b>GREEN CSR PRACTICES: HR AND SCM - A STRATEGIC PERSPECTIVE: A CASE STUDY BASED REVIEW OF COGNIZANT</b> <i>PRADNYA CHITRAO, ARCHANA KOLTE &amp; BHAGYASHREE DESHMUKH</i>	52
11.	<b>IMPACT OF MACROECONOMIC VARIABLES ON PROFITABILITY OF LISTED GOLD LOAN COMPANIES IN INDIA</b> <i>KETAN MULCHANDANI, KALYANI MULCHANDANI &amp; MEGHA JAIN</i>	56
12.	<b>THE REASONS FOR FACULTY ATTRITION IN HIGHER EDUCATION INSTITUTIONS PROVIDING UG COURSES AND THEIR RETENTION STRATEGIES (WITH SPECIAL REFERENCE TO SELF-FINANCING COLLEGES IN THE CITY OF BANGALORE)</b> <i>PUSHPA L</i>	62
13.	<b>A PROFILE OF THE GIRL CHILD IN INDIA</b> <i>VINITA VASU</i>	70
14.	<b>WOMEN'S PARTICIPATION IN MGNREGA IN INDIA</b> <i>DR. AJAB SINGH</i>	72
15.	<b>A STUDY ON THE INFLUENCE OF BRAND AMBASSADOR ON BUYING BEHAVIOR OF CONSUMERS OF CYCLE PURE AGARBATHIES: WITH SPECIAL REFERENCE TO MYSURU CITY</b> <i>ABHISHEK M &amp; SRI RANJINI S</i>	78
16.	<b>INVESTORS PERCEPTIONS TOWARDS MUTUAL FUND INVESTMENTS IN TRUCHIRAPPALLI DISTRICT</b> <i>R. KATHIRVEL &amp; DR. S. P. DHANDAYUTHAPANI</i>	82
17.	<b>IDENTIFY THE NEED FOR DEVELOPING A NEW SERVICE QUALITY MODEL IN TODAY'S SCENARIO: A REVIEW OF SERVICE QUALITY MODELS</b> <i>ANKIT AGARWAL &amp; GULSHAN KUMAR</i>	86
18.	<b>IMPACT OF FDI IN SERVICE SECTOR ON ECONOMIC GROWTH OF INDIA</b> <i>RAHUL YADAV</i>	94
19.	<b>FINANCIAL OBSTACLES AND DISPUTES FACED BY STEEL INDUSTRIES OF INDIA</b> <i>PARAG RAY &amp; DURGAPRASAD NAVULLA</i>	99
20.	<b>CORPORATISATION OF GOVERNMENT: CORPOCRACY</b> <i>PREETI KANCHAN PATIL</i>	104
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	107

**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 & Tourism, Government of Haryana  
Former Vice-President, Dadri Education Society, Charkhi Dadri  
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR**

**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**ADVISORS**

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

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

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR**

**PROF. R. K. SHARMA**

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

**FORMER CO-EDITOR**

**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**EDITORIAL ADVISORY BOARD**

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**PROF. NAWAB ALI KHAN**

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

**PROF. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**DR. ANIL CHANDHOK**

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**DR. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**DR. SAMBHAVNA**

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

**DR. MOHENDER KUMAR GUPTA**

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

**DR. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. SHIVAKUMAR DEENE**

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

***ASSOCIATE EDITORS***

**PROF. ABHAY BANSAL**

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

**PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

**DR. VIKAS CHOUDHARY**

Asst. Professor, N.I.T. (University), Kurukshetra

***FORMER 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 the 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/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

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

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

**NAME OF CORRESPONDING AUTHOR** :  
 Designation/Post\* :  
 Institution/College/University with full address & Pin Code :  
 Residential address with Pin Code :  
 Mobile Number (s) with country ISD code :  
 Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :  
 Landline Number (s) with country ISD code :  
 E-mail Address :  
 Alternate E-mail Address :  
 Nationality :

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the 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 expected to be below **1000 KB.**
  - e) Only the **Abstract 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 within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
  6. **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 stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

**THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **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.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **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 may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** 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 italic printing. 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 parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**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, 19–23

**UNPUBLISHED DISSERTATIONS**

- 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 Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

## GENDER PREFERENCES IN BRAND COMMITMENT, IMPULSE AND HEDONIC BUYING IN THE PERSONAL CARE SECTOR IN PUNE

**DR. PRADNYA CHITRAO**  
**ASSOCIATE PROFESSOR**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**PUNE**

**SANCHARI DEBGUPTA**  
**RESEARCH ASSISTANT**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**PUNE**

**SATISH TEJANKAR**  
**STUDENT**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**PUNE**

**SONU KUMARI**  
**STUDENT**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**PUNE**

**AMIT KUMAR SINGH**  
**STUDENT**  
**SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES**  
**PUNE**

### ABSTRACT

*The purpose of this study was to understand the differences in behaviour of male and female buyers and thus their consumption pattern in an industry which has a lot of unisex products. The study measured the gender preferences in the Personal care segment in terms of Brand Commitment, Impulse and Hedonic Buying in Pune. Primary data was collected for this purpose. The paper attempts, on the basis of the primary data, to draw an analysis of the above mentioned parameters for better understanding of the retail market in general. The study was limited to people who visited departmental stores and supermarkets. The researchers have tried their best to record inputs from various strata of society so as to keep the study unbiased and thereby made sure that the inference so achieved is useful for further study of the retail market, especially in Pune. The benefit of such a study is an endeavour to improve the customer service and make better products by understanding the consumer buying behaviour in personal care segment.*

### KEYWORDS

personal care, buying behaviour, consumption pattern.

### INTRODUCTION

#### RETAIL IN INDIA

Retail in India is still said to be in the nascent stages and needs booster doses to improve its health. With an expected Compound Annual Growth Rate (CAGR) of 16% during the tenure from FY' 2015 to FY' 2020, retail industry is set to outpace other Indian industrial sectors by a whopping margin (India Brand Equity Foundation, Jan 2016). Retail in our country is largely an unorganized sector and contributes 10 percent towards the Gross Domestic Product (GDP) standing over US\$ 2066.90 billion for the FY'2014. This exponential growth rides on numerous factors among which changing demographics, urbanization, increasing disposable incomes, and gradual change in consumer preferences & behavior, stand out vehemently. Largely dominated by the "Mom & Pop" stores, otherwise known as Kirana or general stores, Indian retail industry is slowly inching towards organized retail (KSA Technopak: Consumer outlook for 2010).

#### INDIAN RETAIL CUSTOMERS

India is a country of great demographic dividend. The sheer diversity observed is humongous but when it comes to the median age of Indian population it stands at 27, which is great for retail business (Dawson, Sandy, Kim, Minjeong, 2009). In a demographically young country like ours, it becomes imperative for the retail industry to cater to their needs with great care and value addition (McKinsey & Company, 2005).

We are in the "Age of customers", which signifies that the customer is indeed the king (Park Jihye & Lennon, Sharron J. 2006). By the year 2020, the average age of an Indian customer is expected to be 29 years.

#### PERSONAL CARE IN INDIA

The personal care products industry is worth over Rs. 5000 Crores. The personal care companies with a very wide product basket constitute an industry, which is highly progressive amidst all actions (Barnes, Liz and Gaynor Lea-Greenwood, 2010). Liberalization of Indian economy in early 1990's has changed the face of many industries, and the personal care industry was no exception (Maya Swedowsky 2009 Nielsen Report). The global giants aware of the fact, that a revolution in the personal care product industry is yet to knock the doors of Indian economy, left no stones unturned to make their company a bigger name.

Personal care industry comprises of sectors which cater to the needs of the customers which are related to personal hygiene and cosmetics. These are products which are usually the 'wants' of the customers rather than being 'needs', but are portrayed as 'needs'. Personal care products can be broadly classified on the basis of their use as Hair care, Skin care, Oral care, Fragrances, Body care, etc.

Industry's revenue split from these different sectors is approximately as follows: cosmetics (35%), hair care products (25 %), and skin care (20 %), fragrances (10 %) and Oral care (5 %).



**REVIEW OF LITERATURE**

Amanda Coley and Brigitte Burgess in 2003 conducted a study on "Gender differences in cognitive and affective impulse buying. The study revealed that the majority of women consumers tend to make more frequent impulsive purchase than men. The study also revealed that the nature of the product purchased too is an influential factor for the frequency of purchase by both genders. The study found out that an urge to buy a particular brand is influenced by the liking towards a product and availability of browsed choices while selecting the product. The study also found that the ambience of store including décor and music is a major factor influencing both genders' impulsive buying behaviour elongating their stay. From the study it could be suggested that retailers should take care of merchandising and hence create a pleasant stay for consumers.

Sigal Tifferet and Ram Herstein in 2012 conducted a study on "Gender differences in brand commitment, impulse buying, and hedonic consumption in Israel". The objective of the study was to determine the influence of gender on various purchase decisions measured by brand commitment, impulse buying, and hedonic consumption. The research is exploratory in nature and used the survey method to collect data in Israel. Israeli students were asked to provide their basic demographic data and were interviewed with respect to brands under three product categories namely breakfast cereal, paper towels and daily newspapers. The study found out that women use more loyalty cards than men; they like to experience the products tactilely; and enjoy shopping as recreational pastime more than men. While men prefer the job to be done; women look for appropriate atmosphere to choose the right product. From their study, it is evident that gender is an important aspect for marketers to promote their high quality products to women and wide variety of product portfolio to men. In the study, women showed more inclination towards brand commitment, impulse buying, and hedonic consumption of products than men.

Christina Ester Tulungen in 2013 conducted a study on "Comparative analysis of impulse buying based on gender differences." The objective of the study was to determine the differences between male and female choices while making impulse purchase. The study revealed that there is a significant difference between genders choices in impulse buying. The research is comparative in nature and used the survey method to collect data in Manado by way of random sampling. The study found that women are more influenced by emotions while men are more influenced by features of the product. The study also discovered that women would like to spend their money on latest trends whether it is good quality or not while men looked for comfort factor irrespective of trend. Their study indicated that clothing business should take into consideration other factors along with emotional and lifestyle factors of both the genders as they positively relate to impulse purchase.

Geetha Mohan and Bharadhwaj Sivakumaran Piyush Sharma in 2013 conducted a study on "Impact of store environment on impulse buying behavior." The study revealed that among all the factors influencing impulse buying in a store; the most influential one is the layout of the store. From the study it could be suggested that retailers shall enhance the visual appeal of their in-store elements such as organized layouts, properly lit shelves which indirectly influences them in making impulse purchases.

Burcu Candan, Sevtaç Unal, Aysel Ercis in 2013 conducted a study on personal care products "Analyzing the relationship between consumption values and brand loyalty of young people." The objective of the study was to determine the motivation behind choosing a particular brand by young consumers which is influenced by their consumption values and brand loyalty. The study revealed that there is positive relationship between brand loyalty and consumption values. The research is exploratory in nature and used the survey method to collect data in Turkey by way of random sampling. The students from Kocaeli University have been asked to give data about the personal care products used with the frequency of usage. The study found out that the young consumers prefer those personal care products that demonstrate an emotional value with the frequency of a month or less. The study also discovered that the young consumers like to follow a new personal care product even if the regular one is available. The study showed that businesses will profit if they promote their products by creating an emotional appeal along with fulfilment of social need.

Hulya Bakirtas and Sevilya Uslu Divanoglu in 2013 conducted a study on "The effect of hedonic shopping motivation on consumer satisfaction and consumer loyalty." The objective of the study was to understand the effect of various types of shopping motivation on consumer satisfaction and consumer loyalty. The study revealed that experimentation shopping motivation positively influence customer satisfaction and loyalty. The study found that shopping motivation is influenced by retail attributes which results in increased consumer satisfaction and loyalty. The study also discovered that better store atmosphere increases total number of hedonist consumers. The study shows that businesses should manage their hedonistic customer database in a manner that will fulfil the shopping motivation.

Cherng G. Ding and Timmy H. Tseng in 2015 conducted a study "On the relationships among brand experience, hedonic emotions, and brand equity". The objective of the study was to determine the effect on brand loyalty and building brand experience based on the hedonic consumption by consumers. The study revealed that along with the cognitive features of a brand, hedonic emotions play an important role in building brand loyalty. The study also revealed that the hedonic emotions are felt in lower cost products along with luxury products. The research is exploratory in nature and used an onsite interview survey method to collect data in Taiwan by random sampling of four renowned service brands. An equal proportion of students and non-students were asked to provide data on the frequency and satisfaction towards the brand. The study found out that consumers are more inclined towards the emotional appeal rather than the features of the brand leading to positive brand experiences. The study showed that consumers can relate more towards a brand which uses favourable physical setting to soothe their mood and create a happy environment. From the study it could be suggested that marketers should focus on experiential marketing rather than product focused marketing.

**RESEARCH METHODOLOGY**

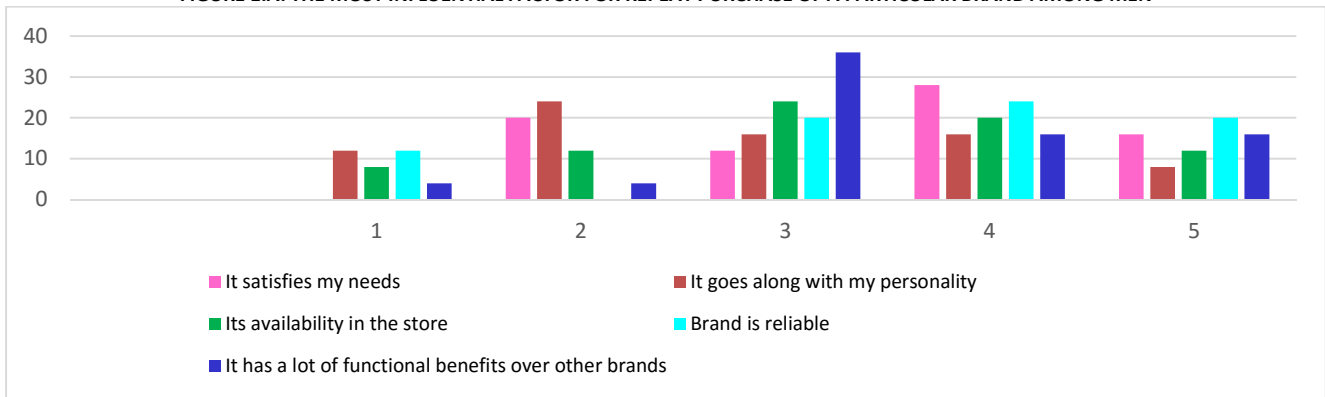
- Primary research was conducted. A sample size of 162 consumers was chosen across various income groups who visited the Retailers, Hypermarts and Super marts for buying Personal Care products. The reason to choose a Sample size of 162 is supported by the theory which points out crucial factors such as demographic, geographic and psychographic behaviour of the surveyed customers living in Pune.
- To test the feasibility of the research topic, a pilot study was conducted with 30 customers which helped in formulating the hypotheses. From the results obtained, certain alterations and modifications were made and final questionnaires were prepared. 86 of the female and 76 of male respondents were interviewed in the survey through the questionnaire collected personally. The consumers were surveyed to analyse the factors which influence their buying behaviour measured in terms of Brand commitment, Impulse and Hedonic buying.
- Secondary data was collected from annual reports, articles, web sites, and journals.

**RESULTS**

**TABLE 1.A: THE MOST INFLUENTIAL FACTOR FOR REPEAT PURCHASE OF A PARTICULAR BRAND AMONG MALE RESPONDENTS**

Ratings given	It satisfies my needs	It goes along with my personality	Its availability in the store	Brand is reliable	It has a lot of functional benefits over other brands
1	0	12	8	12	4
2	20	24	12	0	4
3	12	16	24	20	36
4	28	16	20	24	16
5	16	8	12	20	16

FIGURE 1.A: THE MOST INFLUENTIAL FACTOR FOR REPEAT PURCHASE OF A PARTICULAR BRAND AMONG MEN

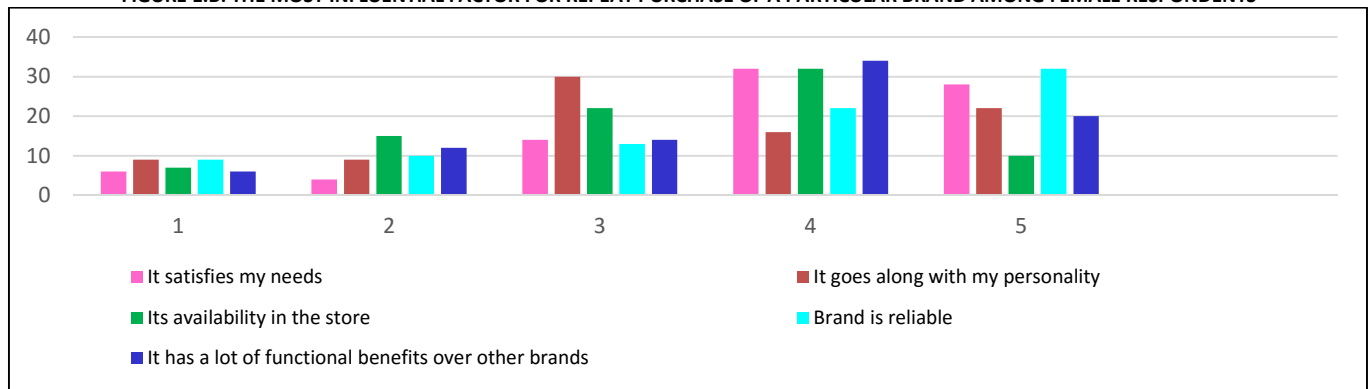


Result: Most men prefer functional attributes over any other factor.

TABLE 1.B: THE MOST INFLUENTIAL FACTOR FOR REPEAT PURCHASE OF A PARTICULAR BRAND AMONG FEMALE RESPONDENTS

Ratings given	It satisfies my needs	It goes along with my personality	Its availability in the store	Brand is reliable	It has a lot of functional benefits over other brands
1	6	9	7	9	6
2	4	9	15	10	12
3	14	30	22	13	14
4	32	16	32	22	34
5	28	22	10	32	20

FIGURE 1.B: THE MOST INFLUENTIAL FACTOR FOR REPEAT PURCHASE OF A PARTICULAR BRAND AMONG FEMALE RESPONDENTS



Result: Functional benefits closely followed by brand reliability are of prime concern with female respondents who prove to be a little more brand committed.

**DISCUSSION**

From the data in Table 1 it is inferred that majority of female consumers are more brand committed than male consumers as they go for more brand appeal over functional benefits and thus null hypothesis of hypothesis 3 which states that “Brand Commitment among women consumers is less than men” is **rejected**. Hence the alternate hypothesis of hypothesis 3 which states that “Brand Commitment among women consumers is more than men” is **accepted**.

**FACTORS AFFECTING THE CHOICE OF PRODUCT AMONG RESPONDENTS**

TABLE 2.A: FACTORS AFFECTING THE CHOICE OF PRODUCT AMONG FEMALE RESPONDENTS (with 1 being strongly disagree and 5 being strongly agree)

Ratings	Brand Personality	Emotional Appeal	Quality of the product	Features and Functionality	Offers and Discount
1	4	8	6	6	2
2	14	6	2	0	6
3	22	28	4	6	10
4	32	34	28	40	40
5	12	8	46	34	28
No response	2	2	0	0	0

FIGURE 2.A: FACTORS AFFECTING THE CHOICE OF PRODUCT AMONG FEMALE RESPONDENTS (with 1 being strongly disagree and 5 being strongly agree)

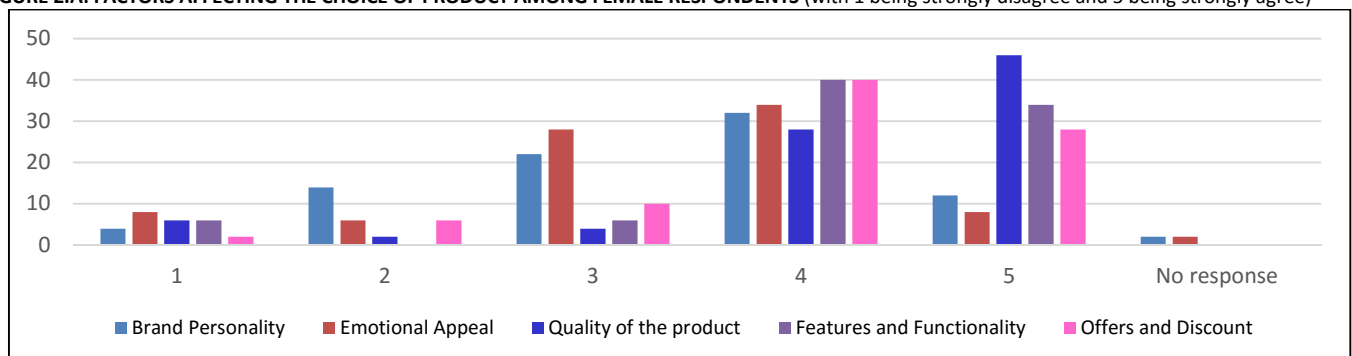
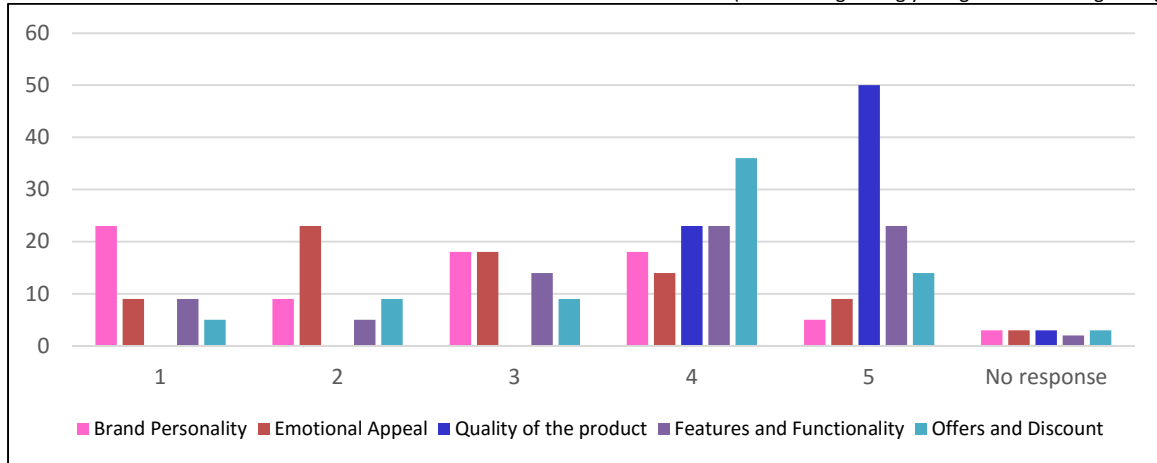


TABLE 2.B: FACTORS AFFECTING THE CHOICE OF PRODUCT AMONG MALE RESPONDENTS (with 1 being strongly disagree and 5 being strongly agree)

Ratings	Brand Personality	Emotional Appeal	Quality of the product	Features and Functionality	Offers and Discount
1	23	9	0	9	5
2	9	23	0	5	9
3	18	18	0	14	9
4	18	14	23	23	36
5	5	9	50	23	14
No response	3	3	3	2	3

FIGURE 2.B: FACTORS AFFECTING THE CHOICE OF PRODUCT AMONG MALE RESPONDENTS (with 1 being strongly disagree and 5 being strongly agree)



**RESULTS**

It can be observed that Brand personality affects the choice of the product for Females as 51.1% of female respondents either Agreed or Strongly Agreed with the statement, as compared to 30.26% of Male respondents.

The same observation can be made for Emotional Appeal wherein 48.8% of female respondents either agreed or Strongly Agreed with the statement as compared to 30.26% of Male respondents.

Choice of female respondents was more affected by Offers and Discount wherein 79.1% of Female respondents either agreed or Strongly Agreed with the statement as compared to 65.8% of Male respondents.

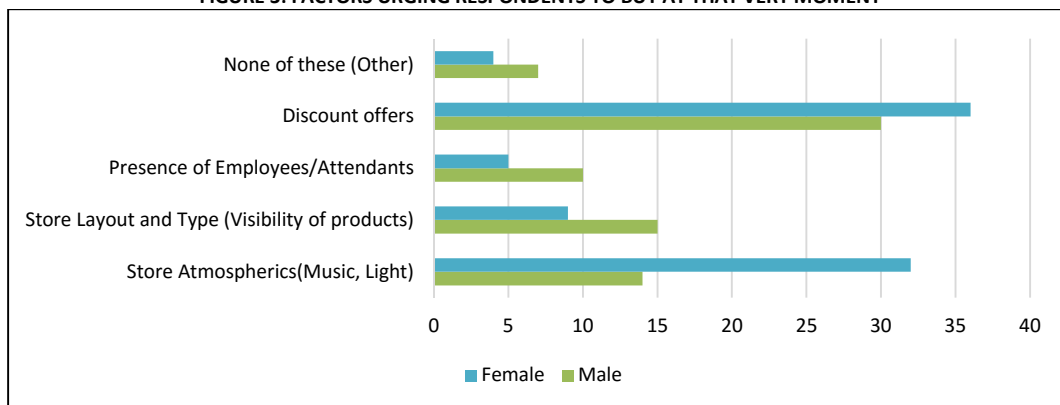
**DISCUSSION**

From the data in Table 2 it is inferred that majority of female consumers are prone to make impulse buying as they are more affected by "Offers and Discount" than male consumers and thus null hypothesis of hypothesis 2 which states that "Number of women consumers are less among Impact buyers than number of male consumers" is **rejected**. Hence the alternate hypothesis of hypothesis 2 which states that "Number of women consumers are more among Impact buyers than number of male consumers" is **accepted**.

TABLE 3: FACTORS URGING RESPONDENTS TO BUY AT THAT VERY MOMENT

S no.	Factors	Male	Female
1	Store Atmospherics(Music, Light)	14	32
2	Store Layout and Type (Visibility of products)	15	9
3	Presence of Employees/Attendants	10	5
4	Discount offers	30	36
5	None of these (Other)	7	4

FIGURE 3: FACTORS URGING RESPONDENTS TO BUY AT THAT VERY MOMENT



**DISCUSSION**

It can be observed that Female consumers tend to make more hedonic purchase represented by choosing Store Atmospherics as one of the factor urging them to buy than their male counterparts.

Therefore, the null hypothesis of Hypothesis 1 which states that "Women consumers are less influenced by hedonic consumption while men are highly influenced by hedonic consumption" is **rejected**. Hence the alternate hypothesis of Hypothesis 1 which states that "Women consumers are more influenced by hedonic consumption while men are less influenced by hedonic consumption" is **accepted**.

**RECOMMENDATIONS & CONCLUSION**

This research project aimed at getting a clear cut picture with respect to the pattern of buying behavior closely resembling stereotypical faces of Indian society.

Usually Indian men are considered more assertive and the decision makers when it comes to shopping. But the data obtained did not support this theory and it was found that more of women were assertive and brand specific. Women are more of a brand loyalist than their male counterparts and very specific and detail oriented as compared to men. The choice of their purchase was very specific and particularized as compared to male customers.

As per our study it was observed that more number of women were house wives (slightly over 34% of a total of 53% women). If this is the case in a metropolitan like Pune, then the scene is likely to follow the suit of orthodox Indian demographics in rural or suburban areas. Education however is changing the scenario and a greater number of women are taking up jobs and are becoming self-reliant. In the sample collected, majority of this category of female exhibited inclination towards Brand commitment, Impulse and Hedonic buying as compared to the other segment who are house wives and peruse a programmed purchase behaviour. Men however are more aggressive buyers if and only they are not constrained by budget. The characteristic of hedonic and impulse buying is more common among men than women.

There are various other aspects that can be taken into consideration for taking the research further; but the main objective of taking gender preferences was fully satisfied. A deep dive in to the data obtained will further segregate and classify the buyers among respective sexes based on their incomes, age, profession and other demographic parameters. However, these will require further assessment and collection of specific data.

## REFERENCES

1. Bakırtaş, Hülya & Divanoğlu, Sevily Uslu, 2013: The Effect of Hedonic Shopping Motivation on Consumer Satisfaction and Consumer Loyalty, *International Journal of Asian Social Science*, 2013, 3(7):1522-1534
2. Barnes, Liz and Gaynor Lea-Greenwood (2010), "Fast-fashion in the Retail Store Environment," *International Journal of Retail and Distribution Management*, 38 (10), 760-72.
3. Candan, Burcu, Ünal, Sevtap, Erciş Aysel, 2013: Analysing the relationship between consumption values and brand loyalty of young people: A study on personal care products, *European Journal of Research on Education*, 2013, Special Issue: Human Resource Management, 29-46
4. Coley, Amanda & Burgess, Brigitte, (2003), 'Gender Differences in Cognitive and Affective Impulse Buying', *Emerald Journal of Fashion Marketing and Management*, Vol 7, No. 3, pp 282-95.
5. Dawson, Sandy, and Kim, Minjeong, (2009),"External and internal trigger cues of impulse buying online", *Direct Marketing: An International Journal*, Vol. 3 Iss 1 pp. 20-34
6. Ding, Cherg G. and Tseng, Timmy H, 2015, 'On the relationships among brand experience, hedonic emotions, and brand equity', *European Journal of Marketing*. 2015, Vol. 49 Issue 7/8, p994-1015. 22p.
7. India Brand Equity Foundation, Jan 2016: *Consumer Durables: Advantage India*
8. KSA Technopak: *Consumer Outlook for 2010*
9. McKinsey & Company, 2005. "Winning Indian Consumer reference"
10. Mohan, Geetha, Sivakumaran, Bharadhwaj, Sharma, Piyush (2013),"Impact of store environment on impulse buying behavior", *European Journal of Marketing*, Vol. 47 Iss 10 pp. 1711-1732
11. Park Jihye & Lennon, Sharron J. (2006),"Psychological and environmental antecedents of impulse buying tendency in the multichannel shopping context", *Journal of Consumer Marketing*, Vol. 23 Iss 2, pp. 56-66
12. Swedowsky, Maya, 2009: 'Online Grocery Shopping: Ripe Timing for Resurgence', 2009 Nielsen Report
13. Tifferet, Sigal & Herstein, Ram, 2012: 'Gender differences in brand commitment, impulse buying, and hedonic consumption', *Emerald Journal of Product and Brand Management*, Vol. 21 Iss 3 pp. 176 – 182
14. Tulungen, Christina Ester, 2013: Comparative Analysis of Impulse Buying Based on Gender Differences, *Journal EMBA 1349 Vol.1 No.4 December 2013*, Hal. 1349-1357

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, Economics & 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 to 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, neither 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 are 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*

