COSMETICS USAGE AND ITS RELATION TO SEX, AGE AND MARITAL STATUS

RAMSHIDA, A. P.*; MANIKANDAN, K. **

*RESEARCH SCHOLAR,
DEPARTMENT OF PSYCHOLOGY,
UNIVERSITY OF CALICUT,
CALICUT UNIVERSITY (P.O),
KERALA.

**ASSOCIATE PROFESSOR,
DEPARTMENT OF PSYCHOLOGY,
UNIVERSITY OF CALICUT,
CALICUT UNIVERSITY (P.O),
KERALA.

ABSTRACT

Down through the ages business companies, institutions and organizations are striving to adopt the right formula to attract consumers and to gain growth in all perspectives. The present study is an attempt to investigate the relation between cosmetic usage and selected demographic variables such as age, sex and marital status. There were 394 consumers from various districts Kerala selected by means of simple random sampling. Consumer behaviour survey and personal information schedule were administered to the participants with their consent. Results indicate that demographic variables such as age, sex and marital status, and consumer behaviour are significantly related. Majority who likes and use cosmetics are of female population, where they show a decrease in use after marriage. Married men are using cosmetics to a greater extend when compared to unmarried.

KEY WORDS: Cosmetic usage, Consumer behaviour survey, Demographic Variables.