

The Business of Beauty Questionnaire Survey

- Centre for Advocacy and Research India

A survey was conducted in September 2001 in Delhi, Ahmedabad and Lucknow amongst students (25%), homemakers (25%) and working women (50%). The sample consisted of an equal representation of married and unmarried women across socio-economic categories (SEC) A1 A2 and B1 B2. The survey was conducted amongst 300 respondents between the age group 16- 30 years.

KEY FINDINGS

If we need to evolve a response across the region what is the **significance** this data?

First and foremost the consumer response that we find here is no different from what has happened all over the world. **Beauty ads** have always been eclectic in their messaging, exploiting the feminine, symbols of tradition and also **co-opting**, wherever necessary, the images of bold and the **rebellious**.

In our context we found that by 1995, the arrival of satellite TV and year when Beijing occurred, the beauty industry was ready to co-opt these messages. We were not only celebrating Ms. Universe Awards but were also seeing that the *Ponds Dreamflower Talc* was putting out the ad depicting the Confident Young Entrepreneur. They not only started co-opting the empowered career woman image but also used 8 March to sponsor many prime time serials, endorsing it's support to the Day.

Given this background, what does the data from the 300 consumers of Delhi, Ahmedabad and Lucknow **indicate**?

Most importantly that across the three cities nearly 78% of the respondents get all **their product information** from TV ads. As a vehicle TV plays a very dominant role and is likely to widen and deepen its influence across rural and urban centres as also penetrate different strata.

Secondly, it is important to bear in mind that given our cultural context and milieu, the commonalty and variations we get even from a fairly defined **demographic group** like A1 A2 and B1 B2 is important to bear in mind. The **campaigns** cited as popular are virtually the **same** but reasons cited are different.

It is here that the personal equation of the consumer with the ad becomes important. One key finding is that the strongest **personality perception** and **aspiration** that emerges from the women consumers is being "**bold**" and "**independent**".

In keeping with these perceptions and aspirations many of the personal products ads such as *Ponds Dreamflower Talc, Whisper Ultra, Whirlpool washing machine, Fair*

and Lovely, Lakme Lipstick have been slotted as depicting women as "**bold**" and "**independent**".

There is an equally strong section of respondents who have categorised the same ads as depicting images, which are "**sexy**" "**glamorous**" and denoting a desire for "**protection**".

It does appear that from their perception the "**submissive**" image is declining in its presence. In fact, Delhi respondents do not categorise any advertising image as "**submissive**". However, the desire for protection may also imply dependence.

When it comes to **evaluating ad campaigns** there is a definite consumer consensus on what is **not acceptable**. The criteria being derogatory are sexist images, nudity of any kind is not supported and an unnecessary use of women in ads is unanimously resented.

When it comes to **campaigns** that are **acceptable** we see some overall consensus based on those depictions of women which are caring, confident, intelligent and beautiful. For different consumers one of the stated attributes assumes singular importance. We also see sections that support the sexually rebellious "bindaas" images while others cite their liking for the simple, "nice", smart model. Although the aspiration for change in representation is universal but when it comes to decoding a specific campaign and the reasons for liking it we see that the variations emerge.

While looking at ads we cannot divorce it from the influence the film industry has on it. The film industry appears to be the one setting the standards of beauty. Glamorous image has been globalised to incorporate the NRI market. The brand ambassadors like **Aishwarya Rai, Madhuri Dixit** and **Karisma Kapoor** are a joint creation of fashion designers, global beauty networks and the film industry.

When we try to quantify their **self-perception** we find that women today face tremendous **pressure** to look good, they have set **high standards** for themselves and their **aspirations** too are high. Whether it is their contentment with the mirror image or the desire for approval from the others, in both contexts the **beauty determinants** are working. In this context we can conclude that women are seeing beauty in a package, a **composite entity** made up of face, figure, hair, grooming and personality.

They have given an equal importance to all the elements that contribute to their **sense of well being**, exercise, diet, home remedies, beauty parlours and being fashionably dressed. However, when we asked them to rank their preference whether in terms of beauty determinants or their sense of well being we find the coexistence of **traditional notions** of beauty, eyes, features and complexion, in that order of preference, take precedence over figure and hair. Similarly, when it came to their sense of well being we found that certain **contemporary priorities** like physical exercise, balanced diet and regular visits to the beauty parlours found uneven favour.

Even for the **male**, the preferred image appears to be **in transition**. The **macho** male no longer holds favour but the alternative does not appear to be very clear. **Gentle and understanding** is the most preferred categorisation. When asked who comes closest to this ideal they identify their husband or father with it. Vindicating our

contention that even though there is a questioning of the traditional at the level of **perception** there is a compliance with it too by not setting their **aspirations** outside of home.

WOMEN AS VIEWERS

ADS THAT WOMEN IDENTIFY WITH

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
A work pressed housewife in <i>Moove</i>	18	25	26
Supermom and perfect wife of <i>Whirlpool</i>	32	30	34
A confident young entrepreneur of <i>Ponds</i>	40	43	37
A Mast and Bindas young girl of <i>Stayfree</i>	07	02	01
Any other	04	00	03

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
A work pressed housewife in <i>Moove</i>	18	29	32	13
Supermom and perfect wife of <i>whirlpool</i>	32	32	40	22
A confident young entrepreneur of <i>Ponds</i>	45	35	24	58
A Mast and Bindas young girl of <i>Stayfree</i>	03	04	02	05
Any other	03	01	02	03

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
A work pressed housewife in <i>Moove</i>	41	16	13
Supermom and perfect wife of <i>whirlpool</i>	41	31	21
A confident young entrepreneur of <i>Ponds</i>	16	47	59
A Mast and Bindas young girl of <i>Stayfree</i>	00	05	05
Any other	02	02	03

1. “Confident Young Entrepreneur of Ponds”
This is the ad women identify with the most (40%). It is especially popular amongst students (59%), unmarried women (58%) as also working women (47%)
2. “Super Mom and Perfect Home Maker of Whirlpool”
This is the next choice (32%) and homemakers (41%) and married women (40%) identify with this ad a lot more than the earlier one. It is also the second choice for the students (21%), working women (31%) and unmarried women (22%)
3. “Work Pressed Home Maker in Moov”
It is only 41% homemakers and 32% married women who identify with this ad. The students (13%), working women (16%) and unmarried women (13%) and also those belonging to SEC

A (18%) prefer it even less. Women in Delhi (18%) prefer it far less than the ones in Lucknow (25%) and Ahmedabad (26%)

4. Mast and Bindaas Girl of Stayfree

This is the ad which is least identified with (3%). Of all the cities Delhi women (7%) identified with this ad the most.

PORTRAYAL OF WOMEN IN ADVERTISEMENTS

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Bold	50	51	63
Independent	57	28	47
Submissive	04	35	05
Balancing Home & Job	27	41	47
Need to be Protected	11	05	23
Glamorous & Sexy	36	09	21
Other	02	02	02

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Bold	53	56	51	58
Independent	56	30	42	46
Submissive	08	23	12	18
Balancing Home & Job	39	37	41	35
Need to be Protected	12	13	12	13
Glamorous & Sexy	25	18	22	21
Other	02	01	02	01

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Bold	51	57	56
Independent	33	47	52
Submissive	17	13	16
Balancing Home & Job	42	40	27
Need to be Protected	14	13	10
Glamorous & Sexy	20	20	25
Other	03	01	02

It is quite apparent that there has been a change in the manner in which women perceive media representations of women through advertisements. Bold and Independent are the two categories that top our list followed by women shown as Balancing Home and Job. It would not be inaccurate to assume that today women aspire to the above mentioned capabilities and some of the ads have managed to touch the chord. Submissive and Need to be Protected continue to exist as categories but way below the rest. Even more relevant is the finding that Glamorous and Sexy imagery is no longer perceived to be the dominant media representation of women. However this Bold and Independent choice does not imply that campaigns like Stayfree and other such products are supported. They continue to be taboo in the public domain.

SOME OF THE ADS THAT ARE SEEN AS DEPICTING BOLD WOMEN

Ahmedabad: Ponds / Sunsilk / Durex Condom

Delhi: Whisper Ultra / Whirlpool / Lux Soap / Surf Excel / Dabur Aamla

Lucknow: Lakme Lipstick / Elle 18 / Ariel / Sunsilk

SOME OF THE ADS THAT ARE SEEN AS DEPICTING INDEPENDENT WOMEN

Ahmedabad: Liril / Whirlpool

Delhi: Sunsilk / Lux / Whirlpool / Lisa Ray Lakme Lipstick

Lucknow: Ponds Talc / Revlon / Lady Bird cycle

SOME OF THE ADS THAT ARE SEEN AS DEPICTING SUBMISSIVE WOMEN

Ahmedabad: Ayur / Ariel / Wheel / Rin Shakti / Siyaram

Delhi: NONE

Lucknow: Moov

SOME OF THE ADS THAT ARE SEEN AS DEPICTING WOMEN BALANCING HOME&JOB

Ahmedabad: Moov / Pepsodent / Vicks

Delhi: Ponds / BPL Microwave / Vatika hair Oil

Lucknow: Dettol / Dabur Lal tel / Ponds Talc / Moov

SOME OF THE ADS THAT ARE SEEN AS DEPICTING WOMEN IN NEED OF PROTECTION

Ahmedabad: Pepsodent / Fair &Lovely

Delhi: Hawkins / Thums Up

Lucknow: Moov / Dettol

SOME OF THE ADS THAT ARE SEEN AS DEPICTING GLAMOROUS & SEXY WOMEN

Ahmedabad: Liril / Lisa Ray Lakme Lipstick / Whisper Ultra

Delhi: Lakme Lipstick / Maybeline / Whisper Ultra

Lucknow: Liril / Elle 18 / Maska chaska

There has been a significant change women's perceptions. Today, Bold & Independent is also Sexy & Glamorous (Lisa Ray, Lakme Lipstick) in the same city. In Lucknow Moov features for Balancing Home & Job, Need Protection and is rated the highest for Submissive Portrayal. Even an ad like Durex Condom is seen as Bold and not vulgar, as one would conventionally think. Fair & Lovely ad features on the list of women needing protection. Delhi respondents are of the opinion that none of ads depict submissive women. Other than these, the choices across cities do not differ significantly.

PORTRAYAL OF MEN IN ADVERTISEMENTS

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Gentle/Understanding	73	90	85
Authoritative/Aggressive	22	33	18
Sexy Hunk	16	05	00
Ignorant & not involved in domestic affairs	20	10	04
In control	04	10	04
Any Others	10	14	01

(Preference based on Socio-economic status and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Gentle/Understanding	79	87	81	85
Authoritative/Aggressive	23	27	25	24
Sexy Hunk	08	06	06	08
Ignorant & not involved in domestic affairs	14	09	12	11
In control	08	04	07	06
Any Others	10	07	08	09

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Gentle/Understanding	83	85	78
Authoritative/Aggressive	27	26	16
Sexy Hunk	02	09	08
Ignorant & not involved in domestic affairs	11	13	08

In control	10	04	06
Any Others	12	04	14

OF THE ABOVE THE ONE WHICH IS PREFERRED

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Gentle/Understanding	58	35	59
Authoritative/Aggressive	06	13	05
Sexy Hunk	06	01	03
Ignorant & not involved in domestic affairs	09	00	01
In control	00	02	01
Any Others	03	04	00

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Gentle/Understanding	48	54	52	49
Authoritative/Aggressive	06	11	08	08
Sexy Hunk	03	02	01	04
Ignorant & not involved in domestic affairs	04	03	04	03
In control	01	01	02	00
Any Others	02	03	03	02

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Gentle/Understanding	52	55	38
Authoritative/Aggressive	08	08	10
Sexy Hunk	02	02	05
Ignorant & not involved in domestic affairs	03	04	02
In control	04	00	00
Any Others	03	01	05

The above responses indicate that like the perception of media representations of women, even that of men has undergone change. Women like to see men in more Gentle and Understanding roles rather than Authoritative and Aggressive ones. They are of the opinion that most ads represent what they would like to see. For a majority of the married women (62%) the husbands fall in this category. For the unmarried ones it is primarily the fathers.

THE MEN WHO FALL IN THE ABOVE CATEGORY

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Father	24	33	38
Husband	36	27	42
Boyfriend	06	03	06
Brother	11	16	10
None	20	16	05
Any Other	04	09	00

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Father	30	33	14	51
Husband	33	33	62	00
Boyfriend	05	04	01	09

Brother	13	11	07	18
None	15	13	10	17
Any Other	04	06	06	04

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Father	17	34	46
Husband	58	32	00
Boyfriend	01	05	10
Brother	05	13	22
None	15	10	21
Any Other	03	06	01

WHAT MATTERS TO VIEWERS

For the Most Impressive Campaign the criteria used are:

- ❖ Accurate Information
- ❖ Price
- ❖ Confident, pretty Models
- ❖ Product claims validated after usage

AD CAMPAIGNS GIVING ACCURATE INFORMATION

Campaigns named for Accurate Information:

- Vatika Hair Oil: Does whatever is said in the ad
- Margo Soap: Well described
- Whirlpool: Gives complete information on manufacturing and parts
- Johnson and Johnson: Product really provides comfort
- Lakme Sunscreen: Really protective
- Lakme Matt: Is really effective
- Ponds Skin Care: Tell you about skin types
- Stayfree: Complete information about rates

Information and post usage experience is the basis on which accuracy of the ad is determined.

Best Campaigns on portrayal of women

- Whirlpool: Like the model's appearance
- Ponds Talc: Model looks happy with home and job
- Lux Soap: A glowing face
- Lakme: Confident Beauty
- Medimix: Intelligent woman throwing everything
- Moov: Model looks like a real housewife
- Stayfree: Women's internal needs are shown
- Weekender: Fun loving Girls
- Dove: Good presentation

Ads portraying good looking, caring, intelligent and confident women are appreciated.

Worst Ads on portrayal of women

- Rupa Undergarments: Woman not required
- VIP: The logic that women get impressed by Frenchies is wrong
- Ghadi Detergent: Looks/ sounds like a radio ad
- Close Up: Presentation not good
- Casa Jeans: Shown as sex symbol
- Moov: Woman made to act like a home servant
- Sunsilk: No need to stand on the terrace and remove clothes

- Liril: Throwing water on a model looks bad
- Fair and Lovely: Degrading ad, Fairness is not everything
- Ujala Safedi: Stupid slogan and stupid dance
- Axe Effects: Vulgar ads

Ads that appear sexist and where the presence of women is unnecessary and trivial are not approved of. In most of these ads women have no role to play, they are part of the general ambience, which the respondents object to. Some sexist portrayals have been mentioned as also some technically shoddy productions.

THREE MOST BEAUTIFUL WOMEN

Ahmedabad (Eyes, figure, smile)

Aishwarya Rai (Eyes & figure)

(Way ahead of the others) (60)

(The rest) 20-18)

Madhuri Dixit (Smile & figure)

Karisma Kapoor (Eyes & hair)

Kajol (Eyes, eyebrow, features)

Urmila (Face, figure, hair)

Older Heroine (15)

Hema Malini (Eyes & figure)

Delhi (Eyes, figure, face, features, smile)

Aishwarya Rai (Eyes, face, figure, beautiful)

(Way ahead of the others) (63)

(The rest) (17-13)

Sushmita Sen (Height)

Madhuri (Smile)

Kareena (Fair)

Sonal (Figure)

Priety Zinta (Smile, dimples)

Amisha Patel (Smile)

Karisma (Figure)

Lucknow (Eyes, smile, hair, figure, height)

Aishwarya Rai (Eyes)

(Way ahead of the others) (53)

(The rest) (19-16)

Karisma (Eyes)

Madhuri (Smile)

Rekha (Eyes)

Kajol (Eyes)

Eyes, figure, smile, features appear to be the criteria for beauty. Aishwarya Rai sweeps the top position for the most beautiful woman way ahead of her competitors. Her eyes, figure, have been cited as the reasons for her beauty. Madhuri Dixit seems to owe her second position to her smile. Karisma Kapoor is in the third position due to her figure.

Eyes, figure, smile, features appear to be the criteria for beauty across cities. The film industry appears to be the one setting the standards of beauty. Glamorous image has been globalised to incorporate the NRI market. The brand ambassadors are a joint creation of fashion designers, global beauty networks and the film industry

FAVOURITE FEMALE MODEL(%)

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Maliaka Arora	13	08	05
Aishwarya Rai	54	60	55
Smriti Malhotra (Tulsi of KSBKBT)	12	12	16
Any Other	22	27	27

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Malaika Arora	10	06	08	09
Aishwarya Rai	54	59	56	57
Smriti Malhotra (Tulsi of KSBKBT)	11	15	15	10
Any Other	28	23	24	27

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Malaika Arora	09	09	06
Aishwarya Rai	59	56	52
Smriti Malhotra (Tulsi of KSBKBT)	17	13	08
Any Other	19	26	33

Aishwarya Rai_ once again steals the show. TV actors have great appeal, far more than models. However, film stars are most popular. In the Any Other category too, other film actress have been mentioned Madhuri Dixit, Priety Zinta, and Rani Mukherjee as also the Whirlpool model.

FAVOURITE MALE MODEL (%)

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Cyrus Barucha	15	07	01
Shah Rukh Khan	37	48	37
Amar Upadhyaya (Mihir of KSBKBT)	25	10	31
Any Other	26	40	33

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Cyrus Barucha	13	01	06	09
Shah Rukh Khan	35	48	44	38
Amar Upadhyaya (Mihir of KSBKBT)	21	23	24	19
Any Other	35	30	29	37

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Cyrus Barucha	04	08	11
Shah Rukh Khan	45	43	30
Amar Upadhyaya (Mihir of KSBKBT)	25	21	19
Any Other	30	32	40

Like the female models here too the film star Shah Rukh Khan tops the chart. The TV actors are popular too. In the Any Other category Amitabh Bachchan, Hrithik Roshan, Salman Khan is mentioned as also the TV actor, Aman Verma.

SELF IMAGE

Women continue to be susceptible to external standards set by society at large and men in particular and hence get exploited by the media.

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Happy with your appearance in the mirror	25	23	52
Receiving a compliment from someone else	75	77	49

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Happy with your appearance in the mirror	37	28	38	26
Receiving a compliment from someone else	63	73	62	74

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Happy with your appearance in the mirror	38	34	24
Receiving a compliment from someone else	62	66	76

Most women in Delhi and Lucknow would give more credit to what the other person says rather than what they themselves might feel about their looks on a particular day. Eventually, getting approval from the other gives one a far better feeling about oneself. In Ahmedabad the respondents feel otherwise. 52% are of the opinion that they will be happier with their mirror image.

FACTORS DETERMINING THEIR SENSE OF WELL BEING

With other people setting your standards of beauty we find that women, in order to look and feel good, expressed the need to do the following:

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Physical Exercise	78	42	63
Visit to the beauty parlor	52	46	70
Home remedies for skin/hair care	58	60	53
Balanced diet	62	52	38
Applying light make up	53	57	67
Be properly/ Fashionably dressed	65	70	74
Any other	01	09	02

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Physical Exercise	63	62	67	57
Visit to the beauty parlor	50	63	60	51
Home remedies for skin/hair care	54	61	57	57

Balanced diet	54	47	52	49
Applying light make up	59	59	60	58
Be properly/ Fashionably dressed	68	72	69	71
Any other	05	02	02	06

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Physical Exercise	65	68	46
Visit to the beauty parlour	60	57	48
Home remedies for skin/hair care	51	61	59
Balanced diet	42	58	46
Applying light make up	55	69	40
Be properly/ Fashionably dressed	69	67	78
Any other	05	03	05

Women do feel the pressure to look good for themselves as also others. In order to do so they have expressed the need to follow various things ranging from fitness through an exercise regime and controlled diet, to looking good by applying make up, visit to the parlour or home remedies and also being fashionably dressed. We have fairly high affirmative response to these ranging from 45-75 %. The response does not differ much across socio-economic categories, marital status and professional status.

STEPS TAKEN TO FEEL GOOD

DAILY	DELHI	LUCKNOW	AHMEDABAD
Physical Exercise	40	33	31
Balanced Diet	45	33	24
Make Up	39	33	06
Trendy Dressing	40	39	03
ONCE A WEEK	DELHI	LUCKNOW	AHMEDABAD
Home Remedies	32	30	17
ONCE A MONTH	DELHI	LUCKNOW	AHMEDABAD
Beauty Parlour	45	34	48

- Delhi women are most anxious to look good
- Lucknow women follow, a close second
- For the Ahmedabad respondent a monthly visit to the beauty parlour is of primary significance

Delhi

	Daily	Once a week	Once a month	Not frequently
Physical Exercise	40	18	13	24
Beauty Parlor	04	25	45	18
Home remedies	18	32	29	18
Balanced diet	45	11	07	26

Make up	39	12	19	14
Trendy dressing	40	10	16	05
Any other	01	00	0	00

Lucknow

	Daily	Once a week	Once a month	Not frequently
Physical Exercise	33	06	07	38
Beauty Parlor	06	16	34	34
Home remedies	09	30	26	21
Balanced diet	33	09	05	31
Make up	33	09	16	20
Trendy dressing	39	09	13	20
Any other	04	01	01	00

Ahmedabad

	Daily	Once a week	Once a month	Not frequently
Physical Exercise	31	12	44	14
Beauty Parlor	15	20	48	15
Home remedies	27	17	20	15
Balanced diet	24	08	09	10
Make up	06	03	06	07
Trendy dressing	03	02	02	04
Any other	00	00	00	01

While visit to the parlour as also home remedies is not high for Delhi, for everything else, Delhi respondent's concerns are much higher.

DOES ONE PERCEIVE THE NEED TO CHANGE ANYTHING ABOUT ONESELF

When asked whether in the first instance they would like to change anything about themselves we find that in Delhi and Ahmedabad most women reject the need for change. In Lucknow most women appear not to be at peace with their appearance. The upper socio-economic category respondents appear to be more at peace and the and the working women less unhappy with their looks.

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Yes	47	54	39
No	54	46	61

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Yes	39	55	48	45
No	61	45	52	55

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Yes	56	41	45
No	44	57	56

BEAUTY DETERMINANTS

When asked to rank their own preferences about what they consider **vital to beauty** we find an overall ranking in favour of the following:

- Rank One: Sharp Features
- Rank Two: Shaped Figure
- Rank Three: Fair Skin
- Rank Four: Good Hair
- Rank Five: Well Groomed

Delhi

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Sharp Figures	34	28	25	12	02	00
Shaped Figures	29	33	21	15	02	00
Good Hair (Style)	06	16	24	27	26	01
Fairness of skin	11	17	15	17	18	01
Well Groomed	19	05	05	17	50	01
Any Other	00	00	00	00	00	03

Lucknow

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Sharp Figures	36	37	16	09	02	00
Shaped Figures	35	33	23	08	02	00
Good Hair (Style)	09	13	24	36	18	01
Fairness of skin	03	12	29	36	16	04
Well Groomed	14	05	05	09	52	15
Any Other	00	00	00	01	00	07

Ahmedabad

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Sharp Figures	23	23	23	21	11	00
Shaped Figures	25	24	18	20	12	00
Good Hair (Style)	29	18	17	13	21	01
Fairness of skin	13	18	28	23	17	02
Well Groomed	08	15	13	22	36	04
Any Other	00	00	00	00	00	02

The surprise finding is that Fair Skin features as the third rank. As a culture we are pre-occupied with the lighter skin, an obsession that goes back to the very origin of the caste system. The fairness creams have flooded the market in the last couple of years and one could say that the fairness cream has moved from being a closet and a down market product to the forefront of the cosmetic market. However, as a criterion of beauty, we find that Sharp Features and Shaped Figure feature above Fairness closely followed by Good hair.

The data that follows regarding women's choice of **best and weakest features** and **the first thing you notice in women and men** there is a **negligible mention of the colour of skin**. It would not be wrong to surmise that **women do not rate fairness as vital a criterion as other more important ones like features and figure**.

BEST FEATURE

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Height	18	08	05
Eyes	29	36	32
Smile	06	07	02
Hair	09	09	20
Features	19	11	16
Complexion	10	00	05
Figure	09	02	12
Personality	00	07	02
Lips	00	08	06
Others	01	00	01
Nothing	00	13	00

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Height	10	11	11	09
Eyes	33	32	28	38
Smile	07	03	04	06
Hair	15	10	14	11
Features	14	17	15	16
Complexion	04	06	06	04
Figure	05	11	09	06
Personality	02	04	03	03
Lips	04	05	04	05
Others	01	00	01	00
Nothing	06	03	06	04

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Height	05	13	11
Eyes	23	37	35
Smile	03	07	03
Hair	13	13	11
Features	19	12	18
Complexion	08	05	02
Figure	11	06	08
Personality	03	03	02
Lips	08	03	05
Others	01	01	0.0
Nothing	07	03	06

Eyes, followed by Height, Hair, Features appear to be what women consider their assets. Complexion is high for Delhi. Figure for Ahmedabad. Most of the women who think Nothing is good about them are from Lucknow.

WEAKEST PHYSICAL FEATURE

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Height	19	13	05
Eyes	00	06	03
Smile	00	01	00
Hair	08	13	22
Complexion	12	07	06
Figure	17	17	18
Features	11	13	15
Appearance	01	01	01
Others	02	07	06
Nothing	37	22	35

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Height	11	08	10	09
Eyes	03	03	03	03
Smile	01	00	00	01
Hair	12	17	12	17
Complexion	06	11	07	10
Figure	14	15	17	11
Features	14	12	13	13
Appearance	01	01	01	01
Others	05	05	08	02
Nothing	33	29	27	35

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Height	08	10	13
Eyes	03	03	02
Smile	00	01	00
Hair	17	11	18
Complexion	09	06	13
Figure	22	12	08
Features	11	15	13
Appearance	02	01	00
Others	06	05	05
Nothing	03	00	00

Figure, followed by Features and Height appear to be what women think is the problem area. Complexion is once again high for Delhi. Hair for Ahmedabad. In Lucknow, once again, the least number of women have answered "Nothing" as the weakest feature.

Interestingly, hair has come across as a fairly important category. If one looks at the ads for shampoo, the media hype around dandruff and the recent fascination for hair colour and highlights one is not surprised by the finding.

FIRST THING NOTICED IN WOMEN

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Features	36	48	37
Hair	07	11	22
Figure	15	01	32
Personality	43	39	10
Others	00	01	00

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Features	43	37	43	38
Hair	12	15	14	13
Figure	16	16	12	19
Personality	29	32	31	30
Others	01	00	00	01

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Features	40	41	38
Hair	11	17	08
Figure	15	14	21
Personality	34	28	32
Others	00	00	02

While in Delhi and Lucknow it is possible to get away with a good personality followed by features. It appears, Ahmedabad respondent is more critical with figure and hair being mentioned as significant too.

FIRST THING NOTICED IN MEN

(Preference based on Cities) (%)

	Delhi	Lucknow	Ahmedabad
Height	09	21	20
Features	20	27	27
Physique	05	11	06
Personality	63	40	42
Others	02	01	01
Nothing	00	00	05

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Height	13	21	17	16
Features	24	26	26	23
Physique	10	05	05	10
Personality	49	47	51	45
Others	01	01	01	02
Nothing	02	01	01	03

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Height	13	20	13
Features	28	23	22
Physique	09	06	10
Personality	51	45	51
Others	00	01	03
Nothing	00	03	02

For men too a similar response follows. Delhi seems to notice personality and features. Lucknow and Ahmedabad add height and physique to personality and features.

WOMEN AS CONSUMERS

REGULAR USE OF "MAKE UP"

Our respondents mentioned the use of the following cosmetics on a regular basis:

(Preference based on Cities) (%)

Cosmetics	Delhi			Lucknow			Ahmedabad		
	Yes	No	NA	Yes	No	NA	Yes	No	NA
Kaajal	39	55	07	34	64	02	34	66	00
Lipstick	67	28	05	46	50	03	69	25	06
Bindi/Sindoor	46	42	13	48	49	03	75	18	08
Foundation	37	51	13	09	89	03	23	70	08
Face Powder	46	41	14	19	78	03	71	21	08
Moist./Sunscreen Lotion	61	23	16	39	55	07	30	62	09
Deo	40	35	27	26	51	23	17	65	19
Any Other	05	00	95	13	03	84	02	01	97

(Preference based on Socio-economic and Marital status) (%)

Cosmetics	SEC A		SEC B		Married		Unmarried	
	Yes	No	Yes	No	Yes	No	Yes	No
Kaajal	40	58	30	66	38	59	33	65
Lipstick	66	30	54	40	71	24	49	46
Bindi/Sindoor	61	31	49	43	67	25	44	50
Foundation	22	69	23	71	26	67	18	74
Face Powder	45	45	44	49	49	44	40	51
Moist./Sunscreen Lotion	43	44	44	49	43	47	44	46
Deo	28	45	27	56	24	51	31	49
Any Other	05	02	08	02	07	02	06	01

(Preference based on Professional status) (%)

Cosmetics	Housewife			Working Women			Student		
	Yes	No	NS	Yes	No	NS	Yes	No	NS
Kaajal	38	58	04	36	62	02	30	67	03
Lipstick	70	23	08	61	36	04	48	49	03
Bindi/Sindoor	72	18	10	53	40	08	40	56	05
Foundation	29	62	09	20	72	08	18	76	07
Face Powder	46	45	09	45	47	08	41	51	08
Moist./Sunscreen Lotion	38	50	13	42	48	10	54	38	08
Deo	24	45	31	30	51	20	27	56	18
Any Other	08	01	91	07	02	90	03	02	95

Lipstick is the most used cosmetic. This is followed by Bindi / Sindoor, Face powder and Moisturiser / Sun Screen lotion. Mostly Delhi women and working women use Deo. Face powder is used most in Ahmedabad.

WHICH BEAUTY PRODUCTS ARE BOUGHT

Ahmedabad

<u>Regularly</u>	<u>When needed</u>	<u>Occasionally</u>	<u>On trial</u>
Bindi	Lipstick	Lipstick	Face Pack
Cream	Cream	Foundation	Face Wash
Face Powder	Face Powder	Make Up	
Lipstick			
Face Cream			
Talcum Powder			

(The cosmetic that appears in **bold** is 3 times higher than the others are)

Delhi

<u>Regularly</u>	<u>When needed</u>	<u>Occasionally</u>	<u>On trial</u>
Lipstick	Foundation	Foundation	Eyeliners
Sunscreen	Face Powder	Mascara	Sunscreen
Cream	Eye Liner		Coloured Lens
Soap			Fairness Cream
Eyeliners			
Face Powder			
Deo			

(The cosmetic that appears in **bold** is 3 times higher than the others are)

Lucknow

<u>Regularly</u>	<u>When needed</u>	<u>Occasionally</u>	<u>On trial</u>
Lipstick	Cold Cream	Lipstick	Soap
Face Cream	Face Cream	Foundation	
Bindi		Face Powder	
Kaajal		Eye Liner	
Cream		Bindi	
Talcum Powder			
Sindoor			

(The cosmetic that appears in **bold** is 3 times higher than the others are)

SOURCE OF PRODUCT INFORMATION**(Preference based on Cities) (%)**

	Delhi	Lucknow	Ahmedabad
Friends	33	10	20
TV Ads	77	80	76
Print Ads	21	18	02
Professional Colleagues	09	06	07
Any Other	04	08	02

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Friends	22	20	17	25
TV Ads	80	76	77	79
Print Ads	14	13	16	11
Professional Colleagues	07	08	07	07
Any Other	07	02	06	03

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Friends	16	18	35
TV Ads	82	77	75
Print Ads	15	16	06
Professional Colleagues	03	12	02
Any Other	05	03	06

DO ADS ON TV GIVE A BETTER UNDERSTANDING OF PRODUCT QUALITIES**(Preference based on Cities) (%)**

	Delhi	Lucknow	Ahmedabad
Yes	60	76	69
No	40	24	31

(Preference based on Socio-economic and Marital status) (%)

	SEC A	SEC B	Married	Unmarried
Yes	70	68	66	72
No	30	33	34	28

(Preference based on Professional status) (%)

	Housewife	Working Women	Student
Yes	77	61	75
No	23	39	25

PRODUCTS KNOWN BECAUSE OF ADS

Ahmedabad

Lux / Fair & Lovely / Ponds / Lakme / Sunsilk / Elle 18 / Pears / Clinic Plus

Delhi

Surf Excel / Lux / Lakme / Revlon / Elle 18 / Sunsilk / Fair Glow

Lucknow

Lakme / Fair & Lovely / Ponds Talc / Lux

More or less similar ads are remembered for the same products with Lakme / Fair & Lovely / Lux and Ponds topping the charts, across cities.

PRODUCTS BOUGHT BUT AD NOT KNOWN

Ahmedabad

Bindi / Face Powder / Face Cream

Delhi

Lipstick / Nail Paint / Bindis / Ayur Products / Apricot Face Scrub

Lucknow

Avon Products / Nail Paint / Sindoor