

SELF IMAGE AND THE ADS: QUESTIONNAIRE SURVEY RESULTS

A survey was conducted in September 2001 in Delhi, Ahmedabad and Lucknow amongst students (25%), home makers (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.

ADS THAT WOMEN IDENTIFIED 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 status 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”
Once again, it is the homemakers (41%) and married women (32%) who identify with this ad. The students (13%), working women (16%) and unmarried women (13%) and also those belonging to SEC A (18%) do not seem to prefer it as much. 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 identify 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 status 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.

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 status 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.

THE MEN WHO FALL INTO 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

IMAGE OF SELF

However, 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 complement 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 complement 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 complement 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 A 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 parlor	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

HOW OFTEN WOULD ONE DO IT**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

DOES ONE PERCEIVE THE NEED TO CHANGE ANYTHING ABOUT ONESELF

But when asked whether in the first instance they would like to change anything about themselves we find that across the three cities women rejected the need for change.

(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

54% Vote against any change with Ahmedabad leading with a 62% vote followed by Delhi with 54%.

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**.

When asked to mention their best and weakest features we got the following responses:

BEST FEATURES

Eyes (32%)

Features (15%)

Hair (13%)

Nothing (5%) (Highest for Lucknow 13%)

Fair Complexion (2%)

WEAKEST FEATURES

Nothing (31%) (Highest for Delhi 37%)

Hair (14%)

Figure (14%)

Features (13%)

Fair Complexion (2%)

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 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

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

FIRST THING YOU NOTICE IN MEN

Personality (48%)

Features (25%)

Height (17%)

Fair Complexion (1%)

What Matters to Viewers?

For the Most Impressive Campaign the criteria used are:

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

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

1. Best Campaigns on portrayal of women

- Whirlpool: Lady finishes house work quickly
- Ponds Talc: Model very accurate, 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

2. 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
- Lux: Ravina Tandon does not give good impression
- 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

NOTES ON EVENTUAL ANALYSIS

1. MEDIA REPRESENTATIONS

A) Portrayal of Women

Question 1 & Part 2 of the same question

C) Portrayal of Men

Questions 1 / 2 / 3

2. SELF IDENTIFICATION

A) Portrayal of Women

Question 2

B) Notions of being Beautiful...

Questions Q 3 BEST PHYSICAL FEATURE

Q 4 WEAKEST PHYSICAL FEATURE

5 CHANGE SOMETHING

6 TO FEEL GOOD

7 How often

8 compliment vs SELF image

10 NOTICED BY PEOPLE ABOUT YOU

11 YOU NOTICE IN PEOPLE

3. GROOMING PRODUCTS

A) Portrayal of Women

Questions Q 4 Products you buy but don't recall seeing Ad

Q 5 Best TV ad portraying women

Q 6 Worst TV ad portraying women

Q 7 Impressive personal grooming ad

Q 8 Most Accurate Ad

Notions of Being Beautiful

Questions 1 / 2 / 9

C) Notions of being Beautiful...

NOTES ON EVENTUAL ANALYSIS

4. MEDIA REPRESENTATIONS

- B) Portrayal of Women
Question 1 & Part 2 of the same question
- C) Portrayal of Men
Questions 1 / 2 / 3

5. SELF IDENTIFICATION

- D) Portrayal of Women
Question 2
- E) Notions of being Beautiful...
Questions 3 / 4 / 5 / 6 / 7 / 8 / 10 / 11

6. GROOMING PRODUCTS

- B) Portrayal of Women
Questions 4 / 5 / 6 / 7 / 8
- C) Notions of Being Beautiful
Questions 1 / 2 / 9

7. FAVOURITES

- A) Portrayal of Women
Questions 3 / 9 / 10 / 11 / 12 / 13

LISTINGS AND THE REST

Three most Beautiful Women

Ahmedabad (Eyes, figure, smile)

(Way ahead of the others) (60)
Aishwarya Rai (Eyes & Figure)
(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)

A Rai (63) (Eyes, face, figure, beautiful)
(17-13)
Sushmita Sen (Height)
Madhuri (Smile)
Kareena (Fair)
Sonal (Figure)
Priety Z (Smile, dimples)
Amisha Patel (Smile)
Karisma (figure)

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

A Rai (53) (Eyes)
(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 EYES AND FIGURE.

FIRST THING PEOPLE NOTICE ABOUT YOU

Ahmbd Del Luck

Hair	07	08	03
Eyes	06	14	02
Face	17	31	18
(smile, nose, lips etc)			
Personality	06	16	10
(figure, height, walk etc.)			
Dress Sense	01	16	01
Nature	02	03	08
(and other skills)			

THE FIRST THING THAT PEOPLE NOTICE APPEARS TO BE THE FACE OR VARIOUS PARTS OF IT. DELHI TOPS THE CHART.

OVERALL PERSONALITY IS THE NEXT CRITERIA.

DELHI APPEARS TO BE THE MOST DRESS CONSCIOUS OF ALL CITIES.

IN LUCKNOW CRITERIA OTHER THAN LOOKS GAIN PRECEDENCE WITH “NATURE” BEING A SIGNIFICANT ISSUE.

1. 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 Lipstic / Elle 18 / Ariel / Sunsilk

2. ADS THAT ARE SEEN AS DEPICTING INDEPENDENT WOMEN

Ahmedabad: Liril / Whirlpool

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

Lucknow: Ponds Talc / Revlon / Lady Bird cycle

3. ADS THAT ARE SEEN AS DEPICTING SUBMISSIVE WOMEN

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

Delhi: NONE

Lucknow: Moov

4. 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

5. ADS THAT ARE SEEN AS DEPICTING WOMEN IN NEED OF PROTECTION

Ahmedabad: Pepsodent / Fair&Lovely

Delhi: Hawkins / Thums Up / Whisper

Lucknow: Moov / Dettol

6. ADS THAT ARE SEEN AS DEPICTING GLAMOROUS&SEXY WOMEN

Ahmedabad: Liril / Lisa Ray Lakme Lipstic / Whisper Ultra

Delhi: Lakme Lipstic / Maybeline / Whisper Ultra

Lucknow: Liril / Elle 18 / Maska chaska

BOLD & INDEPENDENT IS ALSO SEXY AND GLAMOROUS (LISA RAY, LAKME LIPSTIC) IN THE SAME CITY.

IN LUCKNOW MOOV FEATURES FOR BALANCING HOME & JOB, NEED PROTECTION AND IS RATED THE HIGHEST FOR SUBMISSIVE PORTRAYAL.

WHICH BEAUTY PRODUCTS DO YOU BUY

	<u>Regularly</u>	<u>When needed</u>	<u>Occasionally</u>	<u>On trial</u>
Ambd	Bindi Cream Face Powder Lipstick Face Cream Talcum Powder	Lipstick Cream Face Powder	Lipstick Foundation Make Up	Face Pack Face Wash
Del	Lipstick Sunscreen Cream Soap Eyeliner Face Powder Deo	Foundation Face Powder Eye Liner	Foundation Mascara	Eyeliner Sunscreen Coloured Lens Fairness Cream
Luck	Lipstick Face Cream Bindi Kaajal Cream Talcum Powder Sindoor	Cold Cream Face Cream	Lipstick Foundation Face Powder Eye Liner Bindi	Soap

(Bold is 3 times higher)

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

Favourite Advertisement Personality- Women (%)

	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

	SEC A	SEC B	Married	Unmarried
Maliaka 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

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

Favourite Advertisement Personality- Men (%)

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

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

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

How do you generally get to know about the product?

	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

	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

	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 you think Ads on TV give better understanding of qualities ?

	Delhi	Lucknow	Ahmedabad
Yes	60	76	69
No	40	24	31

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

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

Regular use of “Make Up”

Cosmetics	Delhi			Lucknow			Ahmedabad		
	Yes	No	NS	Yes	No	NS	Yes	No	NS
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

Cosmetics	SEC A		SEC B		Married		Unmarried	
	Yes	No	Yes	No	Yes	No	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

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

Best Physical Feature

	Delhi	Lucknow	Ahmedabad
Hieght	18	08	05
Eye	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

	SEC A	SEC B	Married	Unmarried
Hieght	10	11	11	09
Eye	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

	Housewife	Working Women	Student
Hieght	05	13	11
Eye	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

Weakest Physical Feature

	Delhi	Lucknow	Ahmedabad
Hieght	19	13	05
Eye	00	06	03
Smile	00	01	00

Hair	08	13	220
Complexion	12	07	06
Figure	17	17	18
Features	11	13	15
Appearance	01	01	01
Others	02	07	06
Nothing	37	22	35

	SEC A	SEC B	Married	Unmarried
Hieght	11	08	10	09
Eye	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

	Housewife	Working Women	Student
Hieght	08	10	13
Eye	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