

ABSTRACT

Values serve as guiding principles to our everyday lives and provide a foundation for attitudes and behavior. Personal values have been considered to have significant influences on consumer's preferences, behavioral intentions and ultimately behaviors. Reflecting desired end states or ways of living, values may in part represent some of the fundamental motives that drive and direct consumer behavior.

The main purpose of this study was to explore the relationship between personal values and attitude of Indian female consumers towards "Fair & Lovely" fairness cream. This research utilized Kahle's (1983) List of values (LOV) to measure the correlation between the nine personal values which are self respect, security, warm relationships with others, sense of accomplishment, self fulfillment, sense of belonging, being well respected, fun and enjoyment in life and excitement with consumers attitude.

Sample survey technique was applied in this study for which self administered questionnaires were established in order to collect the research data. The target population consisted of Indian females aged between 15-44 years who use Fair & Lovely and reside in Bangalore. Convenience sampling method was used for collecting data from 425 female consumers from the cosmetic corners of famous shopping malls in Bangalore. Pearson Product Moment Correlation Coefficient was applied for testing the relationship between personal values and attitude of Fair & Lovely consumers. SPSS computer package was used as a tool of analysis.

In this study, the researcher found that all the nine values had low to moderate positive relationships with attitude. The two most important values held by the Indian female consumers were warm relationship with others and self-respect. The values sense of accomplishment and excitement were rated the

lowest when compared with other values. The research findings also showed that the Indian female consumers gave a high rating for Fair & Lovely as a safe product to use.

The research offered several recommendations for Fair & Lovely marketers. The major recommendations suggested Fair & Lovely to help its consumers to attain their personal values in order to create positive attitude in their mind towards its brand and also to communicate these values through its advertising and communications strategies. The study concludes by offering suggestions for future research.

