

BRAND PREFERENCE OF COSMETICS AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO NSS HINDU COLLEGE AND KRISTU JYOTI COLLEGE, CHANGANASHERRY

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ABSTRACT

Brand preference of cosmetics among college students with special reference to nss hindu college and kristu jyoti college changanasherry aimed to study about the availability of various branded products in cosmetics, to study the brand preference among college students and also to identify the factors affecting purchase decision of students while making purchase of branded cosmetics. This investigation help to examine the brand preference and satisfaction level which they get from different branded cosmetic products. 100 respondents have been selected following convenient sampling method. Questionnaires were used as data collecting instrument. Data was analyzed using tabulation, percentages. Recommendations from the study may be necessary to reduce the price of the branded product because most of the respondents feel that the price rate of the brand is high. Price is the important factor while buying branded cosmetics. Develop new innovations in packing or new trends to attract the customers. Provide sales incentives for better output. And to strengthen advertisement exposure. Majority of the respondents are highly satisfied with the use of these branded products. One of the major reasons for this higher level of satisfaction towards branded cosmetics is its availability, durability and quality. Advertisement also plays an inevitable role in it.

KEY WORDS: ADVERTISEMENT, BRAND, CONSUMERS, PRICE, QUALITY

INTRODUCTION

In the fields of economics, marketing and advertising, a consumer is generally defined as the one who pays to consume the goods and services produced by a seller (i.e., company, organization). A consumer can be a person (or group of people), generally categorized as an end user or target utiliser for a product, good, or service. In the present competitive global market, it has been seen that organization are increasingly focusing on the retention of their existing customers. Thus, gaining knowledge about customers' switching behaviour is

substantively important for the sustainability of any organization. Customers' switching behaviour is the process exhibited by a customer, behaving differently to a particular brand and undergoes alteration in the preference of the existing product or services. Since, customers are the ultimate end users of any product or services, the success of any organization depends upon the satisfaction of the consumers, if not they will switch to other brands. When any organization loses a customer's they are not only losing future earnings but also incurring the cost of finding new customers. Over's time loyal customers become fewer prices sensitive therefore, losing loyal customer means giving up high margins. Considering the technological advancements and its easy access to every individual, customers are becoming intolerant and they can dissolve the relationship as soon as any problem arises. Thus, customer retention is the core concern of each and every organization. Due to this reason, the satisfaction of the consumers becomes priority for any organization. More and more firms have come to realize that one of their most valuable assets is the brand name associated with their products or services. In the world of increasing complexities, all of us, as individual and as business managers, face more choices with less time to make them. Thus building a strong brand is necessary for simplifying consumer decision making and for reducing risk. A brand or a trademark is a part of the symbol appearing on the product. A buyer identifies the product with the brand name and seller gets a chance to earn goodwill in the market. Brand represents product image, quality or value. Brand influences the buyer in making his buying decisions and reduces his searching time in finding products with desired features. A brand generally suggests that quality and standard of the product. Thus, it helps a consumer in purchasing a good quality product. So what is the preference of consumers towards brands? How many number of consumers like branded products and why? From where do they want to purchase the products? To get the answers of these questions, this type of a research work is being done.

SCOPE OF THE STUDY

Brand preference is based on their needs, wants, desire and designs their products to satisfy their customers. This study focuses on the consumer preference towards branded cosmetics products among college students. The study has been confined only to students in Kristu Jyoti College Management & Technology and NSS HINDU COLLEGE Changanaserry. This investigation help to examine the brand preference and satisfaction level which they get from different branded cosmetic products.

OBJECTIVES OF THE STUDY

1. To study about the availability of various branded products in cosmetics.
2. To study the brand preference among college students.

3. To identify the factors affecting purchase decision of students while making purchase of branded cosmetics.
4. To study the satisfaction level of students to the branded cosmetics.
5. To analyse reasons for choosing branded cosmetics

RESEARCH METHODOLOGY

DATA COLLECTION

Data can be obtained from primary or secondary sources. Primary data refers to the information obtained firsthand by the researcher on the variables of interest for the specific purpose of the study. The primary data are directly collected from the respondent through survey. On the other hand; the secondary data are those were already collected from someone else and which have been passed through the statistical process. In this research, the secondary data are collected through books, websites etc.

SOURCES FOR DATA COLLECTION

Major sources which are useful to collect primary data include Questionnaire and interviews occasionally. In this research, the researcher collected primary data using a structured questionnaire from consumers of different age groups. Secondary data for the study were collected from the sources through the internet.

SAMPLE SIZE

A sample size refers to the number of observations to be selected from the population that constitutes a sample. For this particular study, 80 samples were collected for the purpose of the survey.

LIMITATION OF THE STUDY

The study is subjected to certain limitations. Even though, at most care was taken in collection, classification and analysis of data, the following limitation is notable.

1. The study is based on the sample taken. Hence it may not truly represent the population.
2. All the products can't be studied
3. Many of the respondents were hesitate to disclose the true facts and ignorant to complete the questionnaire.

DATA ANALYSIS AND INTERPRETATION

TABLE 1 GENDER WISE CLASSIFICATION

GENDER	NO: OF RESPONDENTS	PERCENTAGE
Male	32	32
Female	68	68
Total	100	100

Source: Survey Data

The table shows the gender classification of respondents. It can be seen that out of 100 respondents, 32% are males and the rest of 68% constitute females.

TABLE 2 AGE WISE CLASSIFICATION

AGE	NO.OF RESPONDENTS	PERCENTAGE
Below 20	53	53
20-25	47	47
Total	100	100

Source: Survey Data

From the table, a sample of 100 respondents is selected for the purpose of the study. Out of 100 respondents, 53 percent of the respondents to the group of below 20 and 47 percent belongs to the age group of 20-25.

TABLE 3 COSMETICS BRANDS RECOGNIZED

BRANDS	NO:	OF PERCENTAGE
LAKME	44	20.47
LOREAL	32	14.88
COLOR ESSENCE	13	6.05
ELLE 18	8	3.72
MAYBELLINE	27	12.56
HIMALAYA	51	23.72
AMWAY	38	17.67
OTHERS	2	0.93

Source: - Primary Data

Since many of the customers have recognized more than one brand, the total no: of responses may be more than 100. In accordance with table 4.3, majority of the respondents (51) recognized Himalaya

as cosmetic brands from the given list i.e. representing 72% of the respondents, 44 respondents recognized Lakme as a cosmetic brand representing 20.47% of the respondents, whereas 38 respondents identified Amway as a cosmetic brand and 32 respondents identified Loreal as cosmetic brand. Only 6.05%, 3.72%, 12.56% of respondents recognized Color Essence, Elle 18, and Maybelline as cosmetic brands respectively. Only a small portion of the respondents recognized other products such as Fair and Lovely, Fair and Handsome etc.

TABLE 4 BRANDS OF COSMETICS PERSONALLY USING

BRANDS	NO:	OF PERCENTAGE
LAKME	36	16.90
LOREAL	27	12.68
COLOR ESSENCE	12	5.63
ELLE 18	16	7.51
MAYBELLINE	22	10.33
HIMALAYA	54	25.35
AMWAY	41	19.25
OTHERS	5	2.35

Source: - Primary Data

Since many of the customers have personally use more than one brands, the total no: of responses may be more than 100. In accordance with table 4, majority of the respondents (fifty four) are users of Himalaya i.e. representing 25.35% of the total respondents. 41 respondents are using Lakme brand representing 19.25% of the respondents, the brand Lakme have 36 number of respondent's representing 16.90% of respondents whereas Loreal and Maybelline have 27 and 22 number of respondents respectively. 12 respondents are users of Color Essence representing 5.63%, 16 respondents are users of Elle 18 representing 7.51%, only a small portion of the respondents prefer to have other brands

TABLE 5 RANKING OF FEATURES OF COSMETICS

BRANDS	RANK	TOTAL						
	1	2	3	4	5	6	7	
LAKME	28	32	6	21	1	12	0	100
VALUE FOR	15	7	28	13	22	9	6	100
PRICE	5	11	17	20	38	5	4	100
DISCOUNT	3	6	12	9	4	57	9	100

OUTLET	8	23	21	29	14	3	2	100
QUALITY	40	21	14	8	11	4	2	100
OTHERS	1	0	0	0	10	10	77	100
TOTAL	100	100	100	100	100	100	100	700

Source: - Primary Data

An analysis of table no.:5 reveals that the respondents have given more importance to quality feature of the products because 40 of them have given first preference to quality followed by brand name to which 32, second preference were given. While considering second preference highest preference was given to brand name. Third preference is value for money, fourth preference is outlet and price and discount feature of brands occupy fifth and sixth rank respectively. Finally they have given last rank to others which are not mentioned

TABLE 6 BRANDS THAT COMES TO MIND

BRANDS	NO	OF PERCENTAGE
LAKME	20	20
LOREAL	14	14
COLOR ESSENCE	0	0
ELLE 18	3	3
MAYBELLINE	11	11
HIMALAYA	37	37
AMWAY	15	15
OTHERS	0	0
TOTAL	100	100

Source: - Primary Data

According to table 6 it reports that Himalaya is the brand that comes to mind of 37 % of respondents when they think about facial cosmetics, followed by 20% on Lakme, 14% on Loreal, 15% on Amway, 11% on Maybelline. Elle 18 comes to the mind of only 3% of total respondents but in the case of Color essence no one minds it comes.

TABLE 7 BRANDS BASED ON THE QUALITY OF COSMETICS

BRANDS	SUPERIOR QUALITY		GOOD QUALITY		MEDIUM QUALITY		LOW QUALITY		POOR QUALITY	
	NO OF RESP	%	NO: OF RESP	%	NO: OF RESP	%	NO: OF RESP	%	NO: OF RESP	%
LAKME	43	31.39	23	14.8	21	13.5	3	1.83	10	0.86
LOREAL	22	16.06	14	9.03	27	17.4	25	15.2	12	10.4
COLOR ESSENCE	4	2.92	6	3.87	10	6.45	72	43.9	8	6.96

ELLE 18	7	5.11	13	8.39	6	3.87	38	23.1	36	31.3
MAYBELLI	26	18.98	22	14.1	27	17.4	18	10.9	13	11.3
HIMALAY	18	13.14	36	23.2	35	22.5	4	2.44	7	6.09
AMWAY	17	12.41	41	26.4	29	18.7	4	2.44	29	25.2
OTHERS	0	0	0	0	0	0	0	0	0	0

From table 7, it is conveyed that 31.39% of respondents have given high rate on superior quality of Lakme, followed by 14.84% on good quality, 13.55 % on medium quality. Only few of them rate Lakme as low quality as well as poor quality which representing below 5%. While considering brand Amway most of the respondents consider its quality as good with 26.45%, only 12.41% have given high rate on its superior quality, along with this 25.22% of respondents consider its as poor quality brand. Table shows that medium quality brand is Himalaya with 22.58%, followed by 23.22% on good quality, 13.14 on superior quality and along with this 6.09% rate this as poor quality brand and 2.44% as low quality one. It is also reports that most low quality brand is Color essence with 43.90% and second low quality brand is Elle18 which representing 23.17% of total, followed by 15.24% on Loreal. Both Himalaya and Amway have given low rate on low quality. 31.30 % of total responses of respondents state that most poor quality brand is Elle 18 with 31.30%.

TABLE 8 LEVEL OF SATISFACTION ON THE BASIS OF VALUE OF MONEY

BRANDS	Highly satisfied		Satisfied		Some What satisfied		Dissatisfied		Highly Dissatisfied		TOTAL	
	No:	%	No:	%	No:	%	No:	%	No:	%	No:	%
LAKME	38	38	32	32	18	18	10	10	2	2	100	100
LOREAL	27	27	16	16	57	57	0	0	0	0	100	100
COLOR ESSENCE	6	6	23	23	19	19	32	32	20	20	100	100
ELLE 18	2	2	12	12	21	21	14	14	51	51	100	100
MAYBEL	17	17	26	26	48	48	8	8	1	1	100	100
HIMALAY	23	23	65	65	2	2	5	5	5	5	100	100
AMWAY	26	26	41	41	19	19	4	4	10	10	100	100
OTHERS	0	0	0	0	0	0	0	0	0	0	0	0

Source: Primary Data

From the table 8, it is conveyed that majority of respondents are highly satisfied with Lakme brand which representing 38% of total respondents, followed by 32% are satisfied, 10% are dissatisfied with the brand. Only 2% shows that they are highly dissatisfied with it. 65% of total respondent's state that they are satisfied with Himalaya brand, only small portion of total respondents shows dissatisfaction and highly dissatisfaction. From the table it is clear that 23% are highly satisfied with Himalaya. 57% Respondents shows somewhat satisfaction level towards Loreal brand, only 27% of total respondents are highly satisfied with this brand, followed by 16% are satisfied. In the case of Color essence brand only 6% are highly

satisfied with it, followed by 16% are satisfied but 32% of respondents conveyed that they are dissatisfied with this brand. From the given brand most of the respondents have highly dissatisfaction with Elle 18 i.e, 51% of total respondents.

TABLE 9 RATING OF BRAND NAME

BRANDS	Very good		Good		ok		Bad		Very Bad		Total	
	No:	%	No:	%	No:	%	No:	%	No:	%	No:	%
LAKME	45	45	23	23	12	12	8	8	12	12	100	100
LOREAL	31	31	29	29	21	21	9	9	10	10	100	100
COLOR ESSENCE	5	5	12	12	52	52	17	17	14	14	100	100
ELLE 18	12	12	21	21	25	25	40	40	2	2	100	100
MAYBELLIN	28	28	32	32	15	15	20	20	5	5	100	100
HIMALAYA	49	49	22	22	13	13	8	8	8	8	100	100
AMWAY	52	52	19	19	12	12	7	7	10	10	100	100
OTHERS	0	0	0	0	0	0	0	0	0	0	0	0

Source: - Primary Data

The table 9 shows rating of brand names. It is reported that brand Amway has very good brand name that of all other brands given above with 52%. Secondly Himalaya has very good brand name with 49% as compared to Lakme with 45%, followed by Loreal with 31 %. Most of the respondents consider Elle18 has bad brand name with 40%.

TABLE 10 RANKING ON THE BASIS OF OVERALL SATISFACTION

BRANDS	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	RANK 6	RANK 7	RANK 8	TOTAL
LAKME	18	13	40	15	8	4	2	0	100
LOREAL	12	10	8	12	26	24	8	0	100
COLOR ESSENCE	9	14	6	5	17	32	10	0	100
ELLE 18	4	2	3	11	13	5	62	0	100
MAYBELLI NE	7	8	14	27	12	21	11	0	100
HIMALAYA	28	22	13	10	14	10	3	0	100
AMWAY	20	31	11	20	10	4	4	0	100
OTHERS	2	0	5	0	0	0	0	93	100
TOTAL	100	100	100	100	100	100	100	100	800

Source: - Primary Data

An analysis of table 10 reveals that the most preferred brand is Himalaya because 28 respondents have given first preference to Himalaya followed by Amway to which 20, first preference were given. While consider second preference highest preference was given to Amway, third preference is Lakme, fourth preference is Maybelline. Fifth, sixth and seventh preference is given to L'Oreal, Color essence and elle18 respectively.

TABLE 11 SATISFACTIONS WITH SELECTED BRAND

SATISFACTION	NO:	OF PERCENTAGE
HIGHLY SATISFIED	57	57
SATISFIED	23	23
SOME WHAT	7	7
DISSATISFIED	10	10
HIGHLY	3	3
TOTAL	100	100

Source: Primary Data

According to table 11, 57% of respondents state that they are highly satisfied with selected brand by them. Only 3% of respondents are highly dissatisfied with their brands. 23% of total respondents are satisfied with their brand and followed by 7% are dissatisfied with their brand.

TABLE 12 ALTERNATIVES ON NON AVAILABILITY OF BRANDED PRODUCTS

ALTERNATIVES	NO OF RESPONDENTS	PERCENTAGE
POSTPONE YOUR PURCHASE	23	23
SWITCH OVER TO OTHER BRAND	15	15
GO TO OTHER SHOP	62	62
TOTAL	100	100

Source: Primary Data

According to table 12 shows various alternatives if branded products are not available.

62% of total respondents state that they will go to other shop if branded items are not available in one Shop. 23% of the total respondents state that they will postpone their purchase. Only 15% of respondents will switch over to other brand.

TABLE 13 AVAILABILITY OF BRAND COSMETICS

AVAILABILITY OF BRANDS	NO: OF RESPONDENTS	PERCENTAGE
YES	82	82
NO	18	18
TOTAL	100	100

Source: - Primary Data

According to table.13 shows is branded products are easily available or not. 82% of total Respondents state that branded products are easily available, rest of them which representing 18% of total respondents state that branded cosmetics are not easily available.

TABLE 14 FACTORS INFLUENCE FOR CHANGE OF BRAND

FACTORS	NO:	OFPERCENTAGE
FREE GIFT AND	7	7
ADVERTISEMENT	28	28
PRICE	11	11
DEMONSTRATION	8	8
QUALITY AND	46	46
TOTAL	100	100

Source: - Primary Data

By looking at table 14, out of 100 respondents taken, majority of the respondents (46%) might Change their brand due to the influence of quality and durability factor. Advertisement is the another factor which influence 28% of respondents in changing their brand, followed by 11% of respondents state that price is one of the factor , only 8% of total respondents state that demonstration effect will influence them to change their brand.

TABLE 15 IMPACT OF ADVERTISEMENT

IMPACT OF ADVERTISEMENT	NO: RESPONDENTS	OFPERCENTAGE
YES	71	71
NO	8	8
SOMETIMES	21	21
TOTAL	100	100

Source: - Primary Data

With reference to table 15, out of 100 respondents, 71% of the total respondents attributed to Advertisement as a factor that stimulated the purchase of branded cosmetics. 21% of the respondents attributed to sometimes they were stimulated to purchase branded cosmetics by the influence of advertisement. 8% of the respondents did not attribute to advertisement as a factor that stimulated their purchase of branded cosmetics.

TABLE 16 BRANDED PRODUCTS THAN UNBRANDED PRODUCTS

SUPERIORITY OF BRANDED OVER UNBRANDED	NO: RESPONDENTS	OFPERCENTAGE

AGREE	42	42
DISAGREE	4	4
STRONGLY AGREE	54	54
STRONGLY DISAGREE	0	0
TOTAL	100	100

Source: - Primary Data

According to table 16, 54% of respondents strongly agreed that branded cosmetics are better than Unbranded cosmetics, followed by 42% of agreeing respondents. On the other that, only 4% of respondents disagree the same, followed by no one have strongly disagree.

TABLE 17 EXPERIMENTING WITH DIFFERENT BRANDS

EXPERIMENT WITH	NO: RESPONDENTS	OF PERCENTAGE
YES	22	22
SOMETIMES	42	42
NO	36	36
TOTAL	100	100

Source: - Primary Data

According to table, 22% of respondents are frequently switched over to other brands, while 42% of respondents are sometimes do experiments with other brands. It also reports that 36% of respondents are using same brands rather than experiments with different brands.

TABLE 18 COMPLAINTS / SUGGESTIONS

COMPLAINTS/ SUGGESTION	NO: RESPONDENTS	OF PERCENTAGE
YES	28	28
No	72	72
TOTAL	100	100

Source: - Primary Data

From the table, out of the 100 of the respondents, 28 of the respondents which represent 28% of the respondents have complaints or suggestions. They suggested that branded products should ensure quality and durability; its availability in every shop at affordable price company should introduce herbal products

FINDINGS

The study entitled “Brand Preference of Cosmetics among College Students” was undertaken for the purpose of analysing and evaluating the preference among college students in buying cosmetic items. Majority of the new generation students are using different type of cosmetic items therefore this type of type

of study was undertaken for the purpose of evaluating the social and economic implications of the brand preference. The study was undertaken among students of Kristu Jyoti College and NSS College at Changanaserry on the basis of the analysis the following are the major findings:-

- the study shows that female respondents outnumbered male respondents
- Among the 100 respondents, 53% belong to the age level of below 20.
- Majority of the respondents (51) recognized Himalaya as a cosmetic brands from the Given list i.e., representing 23.72% of the respondents. Secondly 44 respondents Recognized Lakme as a cosmetics brand with 20.47%, followed by Amway with 17.67% of total respondents.
- among the respondents, 25.35% are the users of Himalaya brand, 19.25% belongs to Amway, 16.90% are interested in Lakme, etc... Only 2.35% depend on the other brands. □ Majority of respondents have given more importance to quality feature of the product because 40% of them have given first preference to quality followed by brand name to which 32, second preference were given and third preference is to value for money.
- it is revealed from the study, that Himalaya is the brand that comes to mind of 37% when they think about facial cosmetics.
- the research shows that 31.39% of respondents have given high rate on superior quality of Lakme followed by 14.84% on good quality, 13.55% on medium quality. 31.30% of total responses of the respondents state that most poor quality brand is Elle 18 and it is also reports that most low quality brands color essence with 43.90%.
- from the study, it is clear that majority of respondents are highly satisfied with Lakme Brand which representing 38% of total respondents. Highly dissatisfied brand is Elle 18 with 51% of total respondents but in the case of color essence 32% of respondents are dissatisfied with this brand.
- the study reveals that brand Amway has very good brand name that of all other brands Given with 52% and Elle 18 has bad brand name with 40%
- The study reveals that in the case of ranking of overall satisfaction level, the most preferred Brand is Himalaya because 28 respondents have given first preference to Himalaya followed by Amway to which 20, first preference were given.
- As per the study conducted, 57% of respondents state that they are highly satisfied with brand which they selected. Only 7% of them are dissatisfied with their brand.
- The investigation shows that 62% of total respondents will go to other shop if branded items are not available in one shop rather than switch over to other brand and 3% of total respondents will postpone their purchase because of non-availability of branded cosmetics. □ It is clear from the study, 82% of total respondents reveals that branded cosmetics are easily available.

- The study proved that, majority of the respondents (46 %/) might change their brand due to the influence of quality and durability factor. Advertisement is another factor which influence 28% of respondents in changing their brand.
- With reference to study, 71% of the total respondents attributed to advertisement as a factor that stimulated the purchase of branded cosmetics.
- From the study, it is very clear that majority of respondents (54%) strongly agreed that branded cosmetics are better than unbranded cosmetics.
- It can be seen that, 22% of respondents are frequently switched over to another brand while 36% of respondents are using same brands with going to experiments with different brands.
- Among the 100 respondents, 72 percent do not have any complaints or suggestions regarding the branded cosmetics.

SUGGESTIONS

- the existing quality of the product should be maintained
- It may be necessary to reduce the price of the branded product because most of the Respondents feel that the price rate of the brand is high. Price is the important factor while buying branded cosmetics.
- Develop new innovations in packing or new trends to attract the customers.
- Provide sales incentives for better output.
- Strengthen advertisement exposure.
- The Company should try to counter the threat of duplication of the product, be careful about packaging, so that the duplication of the product can be avoided.
- Make sure about the expiry date details.

CONCLUSION

This study examined the brand preference of cosmetics of cosmetics among college students of NSS College and Kristu Jyoti College of Management and Technology. This study reveals that most of the college students depend on branded cosmetics rather than unbranded cosmetics. Majority of the respondents are highly satisfied with the use of these branded products. One of the major reasons for this higher level of satisfaction towards branded cosmetics are its availability, durability and quality. Advertisement also plays an inevitable role in it.