

# “Brand Preferences of Selected Cosmetics - A Study on Selected cosmetic Products in Saurashtra”.

Mr. Gojiya Jagdish Hamir

Lecturer

Shree mahila college Khamta

## Abstract

In the recent past, the Indian cosmetics market has performed well in the world's leading cosmetic markets, including skin care, hair care, color cosmetics, scent and oral care categories. In the recent past, it has performed well in the world's leading cosmetic markets in terms of development. Today the Indian color cosmetics market is 200 Crores in Indian rupees and skin care is 450 Crores in Indian rupees. Most of the biggest demand in India always revolves around economically valuable products, because beauty product manufacturers in India often put cosmetics and cosmetics in low or middle class categories. This area is mainly managed by improved purchasing power and fashion consciousness of the Indian population. The current article analyzes the literature of the past and finds the relationship between the educational qualifications of selected respondents and brand choices in the saurashtra.

**Keywords:** brand preference, cosmetic market, skin care, hair care, colour cosmetics, purchasing power

## Introduction

Cosmetics are a combination of chemicals, which are used to enhance the body's appearance or odor. Some cosmetic products or cosmetics and make-up products are widely used by consumers (men and women, around the world) using skin care, hair care, sun care, deodorants, color cosmetics, make-up, scent. Retail stores, super markets, specialty stores, exclusive brand outlets are some important distribution channels that are used to supply or sell cosmetics around the world. Online sales are also important, and many retailers are restored in multi-channel retelling. In the last 1years, the global cosmetic market has experienced stable growth rates and in the next two decades it is expected to grow between 4 and 5 percent. Cosmetics are substances or products that are used to change face or face or flavor and body composition. Many cosmetics are used to apply to face and body. It is usually a combination of chemical compounds; some natural sources (such as coconut oil) are obtained from, and many synthetic or synthetic. Cosmetics that are applied on face to face are often called make-up or makeup. Generic things include: lipstick, mascara, eye shadow, foundation, blush and bronzer. Other common cosmetics include skin cleansing, body lotions, cosmetic product s and conditioners, hairstyle products (gel, hair spray, etc.), perfumes and colon. In the United States, the Food and Drug Administration (FDA), which regulates cosmetics, wishes to apply to human body to make cosmetics "clean, beautify, make attractive, or change the

appearance without affecting body structure or function" Define as . This comprehensive definition includes any material intended for use as a component of cosmetic manufacturing. The FDA exclusively excludes pure soap from this category.

## **Factors affecting of World Cosmetic Market**

There are many factors, which are in charge for this Continuous growth in the cosmetic market in the globe some these factors are explain as follows:

### **Changing of human Lifestyles**

One of the most important factors, whose influence is The cosmetics industry is the charging styles of customers Around the world Customers have become more Conscious about the use of cosmetics in his day Life to improve their style and personality. Cosmetics game An important role in enhancing beauty and personality Of people Men are also growing rapidly using cosmetics His days of life including fragrances and deodorants' This increased demand for cosmetics has resulted in this growing demand Expansion in the cosmetic market in the world.

### **Rising GDP (Gross domestic product) of Economies:**

Another factor responsible for the development of the cosmetic market is that GDP (Gross domestic product) is increasing in most economies, including the world's developing countries. As a result, the disposable income of the people has increased. As a result, people today pay out more on luxury cosmetic brands.

### **Use of Natural feature**

Another factor, which is responsible for the development the use of the cosmetic sector is a growing demand Natural ingredients, organic cosmetic products, use Herbal products, etc. This is to reduce the side effects Cosmetic products. As a result, it has been used Cosmetic products around the humankind.

### **Top Winning Strategies:**

Cosmetic manufacturers around the world, Especially the top brand is innovating and innovation Products as well as strategies for product start on Product getting hold of, and product development and production Contract, due to the above factors, is quick there Expansion in the size of the cosmetic industry in the humankind.

## Review of literature

Wigan and Johnson (2000) reported that there were people's needs for appearance and materialism growing. They wanted to be satisfied Looks good and looks good. This raises the boom Cosmetic and cosmetics sector around the world. Chambers The encyclopedia defines a cosmetic (A) whose purpose is to aim Inserted, poured, sprinkled or sprinkled, presented on Or otherwise applied to the human body or any part thereof Promote hygiene, beauty, attraction or Changing the look and (b) articles are intended to be used Such articles component. Now different cosmetics and Toiletries ranging from natural to modern items Pattern and selection of available use in the market these items vary according to various different parts Gender, age and socio-economic class.

Jamal and Goodle (2001) found the customer Merchandise has more meaning than them Useful, functional and commercial importance. Individuals were more likely to buy brands Personalities match closely with their own images Self expression In addition, express customers They had their personality by selecting brands Compatible with their own personalities.

Srinivasan (2002) studied that rural India has bought Small pack, because they were considered worth the money. There was a brand sticking, where a customer bought it Brand by habit and not really by choice. Rare brands Fought for the market share; They were just visible in True space Even expensive brands like close-up, Mary biscuits and clinic cosmetic product were doing well Due to the deep distribution, many brands were doing well Without much advertising support Different brands Elements have different roles to strengthen the value Its relevance to brands and customer groups.

Duff (2007) examined the special market Cosmetics of women, and results show that cosmetics Buyers were becoming more fashion conscious and were more Demanding products with more attractive design; In addition, consumers have a different tendency to use Makeup designs for different occasions. Generally, loyalty Customers took the place when buying a product or service frequently; Customers also have the right and positive Attitude towards goods and services the brand had loyalty Commitment to purchase consumer product Future sustainable ways.

Mahajan E. Al., (2008) found that four brands Image Benefits: Functional, Social, Experimental and The increase in appearance was positively related to the overall Satisfaction results also suggest that overall Satisfaction affects customers' loyalty. Trust and Faith should be involved, because the faith was important Relative exchange and fidelity are also reserved Such a valuable relationship Customer, developed faith The brand is based on positive beliefs about their expectations For organization's

behavior and performance Represents the brand of products (Ashley and Leonard, 2009). Thus, the brand trust will contribute to both purchases Fidelity and Attitude Fidelity.

Vallyi Devsena (2012) found availability, Ads, prices and packages, freshness and safety the components affected the lake's priority Talcum powder Step, etc. Al., (2012) concludes Among the various options available on the market It was observed that the respondents made the selection choice Clinic Plus, Panten and Dove Cosmetic product Brands Respectively While buying cosmetic product from a variety of Market respondents chose the brand The reasons for the purchase are their hair type, hair problem, price And while buying it fragrance. In decision The process of self-determination was chosen by a majority Respondents, the influence of others here was less Important, while only small amounts are affected Advertising.

### **Objective of the Study**

- 1) To study of the relationship between educational qualification and brand preference of Selected products.
- 2) Find out brand preference of cosmetic product.

### **Research Design**

Research is the arrangement of design propose the goal of which is to collect and analyze the data together combine relevance for the purpose of research Economy in the process Descriptive research is a design The current study has been appointed. Current research Work is a narrative and analytical study Empirical observations and extensive surveys. Both Primary data and secondary data were collected, Analysis and Interpretation.

### **Hypotheses**

**H<sub>0</sub>: there are no association Between Educational Qualification And Brand Preference**

### **Data collection**

The present study carried out micro level there are cant possible in macro level, so that researcher conduct this study only for reseal aria of Gujarat in the saurashtra. And researcher are used primary data and secondary data collection use in this study.

### **Respondent gender and brand preference of products**

The association between the gender respondents of the consumer and the brand preference of product was analyzed and the results are presented in Table.

## Table

Classification of respondents according to the Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	6	6	6	6
	Female	94	94	94	100.0
	Total	100	100.0	100.0	

The above table and graph show the gender statistics, majority (94%) respondents are female and the proportion of male respondents is (6 %). This alertly shows that female respondents are higher than the male respondents. The above table explains that the data of gender in which total 100 respondents are survey has been taken of researcher. Which cover female are 94 and male covered 6 out of 100 respondents? So that researcher can say that most of women are use of cosmetics product.

**Table:**

**Classification of according to the age group**

**Classification of according to the age group**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid age group	10-15	15	15	15	15
	16-20	30	30	30	45
	21-25	32	32	32	77
	26-30	18	18	18	95
	Above 30	5	5	5	100
Total		100	100	100	

Above table represent of age group of respondents, most of respondent are female. 10-15 age group year women are 15% and 30% responders are come in to 16-20 year age group. And 32 % respondents were come in to 21-25 year age group. 18% respondents are come in 26 to 30 year age group and a 5 % respondent was come in the above 30 year age group.

**Table: -**

**Classification of according to the education qualification of respondents**

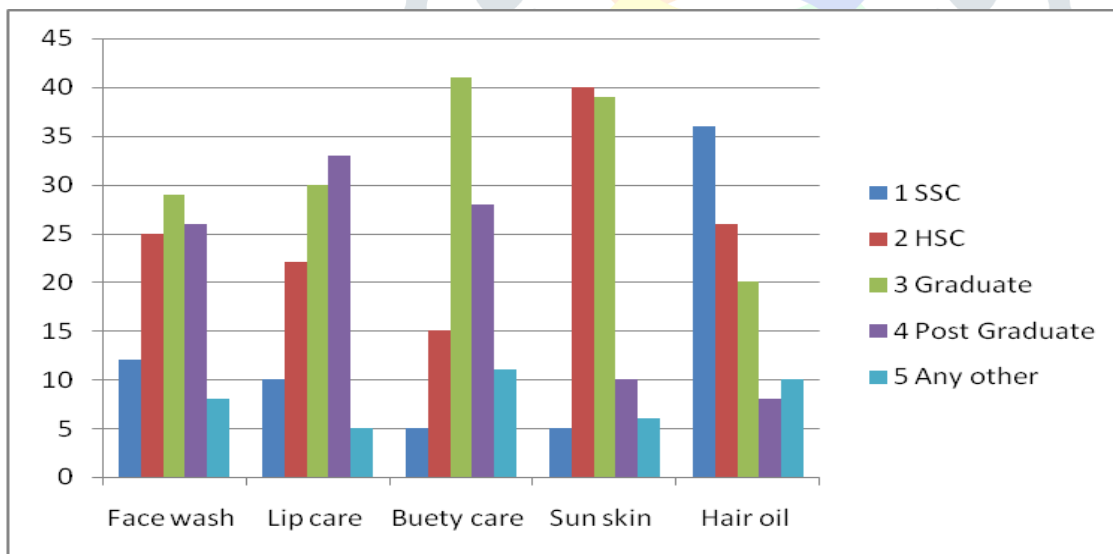
		Frequency	Percent	Valid Percent	Cumulative Percent
Education qualification	SSC	10	10	10	10
	HSC	25	25	25	35
	Graduate	36	36	36	71
	Post Graduate	22	22	22	93
	Any other	7	7	7	100
	Total	100	100	100	

The above table and represent the education qualification of respondent out of 100 respondents, there are 10% respondents education qualification SSC or below and Illiterate there include respondents. 25 % respondents education qualification HSC, there include respondents.36 % respondent's education qualifications are graduation different faculty, there are include respondents are graduate. 22% respondents are post graduate in the different faculties, respondents level of education level are higher. Any other education of respondent 7% (any other education qualification like ITI, diploma, etc...). All respondents are user of cosmetic product.

#### Relationship between qualification and brand preference of cosmetic products

Sr.no	Education qualification	Face wash	Lip care	Buety care	Sun skin	Hair oil	Total
1	SSC	12	10	5	5	36	68
2	HSC	25	22	15	40	26	128
3	Graduate	29	30	41	39	20	159
4	Post Graduate	26	33	28	10	8	105
5	Any other	8	5	11	6	10	40
<b>Total</b>		<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>500</b>

Chart:



Above chart show the information of use education qualification and cosmetic product. Resercher has been taken some cosmetics brands. Face wash , lip care product , buety care product, sun skin product, hair oil ect.. most of women are use of buety care prouct, than after use of of sun skin product.

## Relationship Between Educational Qualification And Brand Preference Of By Customers

	Value	Degrees of Freedom	Asymptotic Significance (2-sided)
<b>Pearson Chi-square</b>	<b>5.222</b>	<b>16</b>	<b>0.000</b>

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 48.89.

### Result of Chi-square test of independence

The statistically relationship between the categorical variables, Between Educational Qualification and Brand Preference was examined to come across for associations. A chi-squared test with 16 degrees of freedom was performed resulting in a test statistic of 5.222. This result in an asymptotic p value is .000 which is less than 0.05 and therefore we have strong evidence to reject the null hypothesis that Between Educational Qualification And Brand Preference are independent and there is therefore some association between the variables. So that  $H_0 =$  reject and  $H_1$  accept highly significance between two variables Between Educational Qualification and Brand Preference. There is a statistically association between Educational Qualification and Brand Preference ( $\chi^2 = 5.22, 16 \text{ Df. } p = < 0.05$ ), therefore we reject the null hypothesis.

### Conclusion

The number of loyal customers will increase Increase in market share and brands become more The profitable share increases because of those customers Repeatable buyers are no longer lost Competition. In addition, repetitive customers are more Attract new customers - attract new customers It includes more marketing and promotional investment Fundraising. To some extent, brand fighters are being developed And powered by all successful brands. But in many cases Loyalty itself is considered well Implemented marketing programs The best way to achieve More brand fighters by brand loyalty management Process to measure the drivers of this brand Choose loyalty, improvement of high impact fighters Project, and quickly takes them out. Here's the study We analyzed the relationship between the academics Eligibility and brand selection in cosmetic product products Saurashtra , which proves that there is significant Relationship between academic qualification and Cosmetic product choices

### Reference

- 1) [www.articles.famouswhy.com](http://www.articles.famouswhy.com)
- 2) [www.austelelevisionchronology.Jeff560.tripod.com](http://www.austelelevisionchronology.Jeff560.tripod.com).
- 3) [www.cosmetics.co.in/india-and-cosmetics.html](http://www.cosmetics.co.in/india-and-cosmetics.html)
- 4) [www.emarketer.com](http://www.emarketer.com)
- 5) [www.hul.com](http://www.hul.com)

- 6) Arora Punnet (2011) “Zapping of Commercials” Advertising Express, Vol. XI, Issue
- 7) Dan Bapan (2010), “Effectiveness of FMCG advertisements on women”, PR Communication Age, Vol. XIII, Issue.4, July
- 8) Glen.B, Voss and Parasuraman (2011), “Cosmetics and Toiletries in India”,Euro Monitor International, Country Market Insight, Vol. XIX, Issue
- 9) Mathiraj.S.P.and Nagaraj.P.S (2011), “Rural Marketing Environment- A View”Southern Economist, Vol. XXXIX, Issue 8
- 10) Voss and Parasuraman (2009), “Cosmetics and Toiletries in India”, Euro Monitor International, Country Market Insight, Vol. IV, Issue 8.
- 11) Zaveri Bijal (2007), “The Consequent Consumer Behaviour in Cosmetic Industry – A Study of Lakme”’s Competitive Position and Advertisement Effectiveness and Awareness of „Lakme Beauty Salon“ in Aroda City”, Indian Journal of Marketing, Vol.XXXVII, Issue 12.

