

# CONSUMER BRAND PREFERENCE AND BUYING BEHAVIOUR OF COSMETIC PRODUCTS AT COIMBATORE CITY

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## Abstract

*Brand preference reflects a desire to use a particular product or services when there are equally priced and equally- available alternatives. The purpose of the study is to determine the relationship between the demographic factors with the brand preference of responded towards branded cosmetics. The respondents are selected by convenient sampling method and data is analyzed and interpreted with the help of statistical technique. Based on the analysis it is concluded that Himalaya brand has a very good market and Brand choice. The family size and the number of earning members in the family of respondents do influence the brand preference.*

**Key words:** Consumer Buying Behaviour, Brand Preference, Cosmetics

## Introduction of Study

A cosmetic refers to all of the produce to care for and clean the human body and make it more beautiful. The main goal of such products is to maintain the body in a good condition protect it from the effects of the environment and aging process, Change the appearance and the make the body smell nicer. The rising beauty concerns among both men and women are propelling the Indian cosmetics industry, which has witnessed a strong growth in the last few years. The country's cosmetic sector has, in fact, emerged as one of the markets holding immense growth potential. New product launches catering to consumers growing requirements will fuel growth in the industry, for which the future outlook seems exceptionally bright. Consumer behavior encompasses a vast area including consumption pattern, consumer preferences, consumer motivation, and consumer buying process & shopping behavior.

The purchase decision is influenced by various factors such as social, cultural, demographic, personal, economic etc. So for effective marketing, the marketer must know the basis of decisions taken by customers. Generally, cosmetic products are these products which a consumer uses for his personal purpose. It includes different types of cosmetic and skin care products like talc, cold cream, fairness cream, toothpaste, toothbrush, perfume, deodorant, hair oil, shampoo, soap, and all type of baby care and beauty care products. As per the time passes away, the demand of cosmetic products are also increasing day per day and future of these products are also very bright and profitable.

Indian cosmetic industry has an even greater potential for growth than it is presently experiencing and it is highly fragmented and concentrated in the cities only. Hence, it is very essential that the products should reach to the other cities as well as in rural area. Here, the marketing plays an important role. The companies need to understand the expectations of prospects. This requires a thorough understanding of consumer behaviour and buying motives. Consumer behavior is the behavior that consumers display in searching for, purchasing, using and evaluating products, services & ideas which they expect will satisfy their needs.

**Branding:**

Branding is assembling of various marketing mix medium into a whole so as to give an identity. The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. Branding forms customer perceptions about the product. Strong brands reduce customers perceived monetary, social and safety risks in buying goods/services. A successful brand can only be created if the brand management system is competent.

**Brand Preference:**

Brand preference reflects a desire to use a particular company's product(s) or service(s) even when there are equally-priced and equally-available alternatives. One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference represents which brands are preferred under assumptions of equality in price and availability. Brand preference is important companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands.

**Objectives of the Study**

1. To study about the demographic profile of consumers buying cosmetic products.
2. To study about the purchase pattern of consumer for cosmetic products.
3. To know about the brand preference for cosmetic products.

**Statement of problem**

Greater loyalty levels lead to less marketing expenditure because the brand loyal customers promote the brand positively. Also, it acts as a means of launching and introducing more products that are targeted at same customers at less expenditure. It also restrains new competitors in the market. Brand loyalty is a key component of brand equity. Flourishing cosmetic Industry necessitates a marketer to know the current trend of Indian Cosmetic Brands among Youth.

**Scope of the study**

The present study will be helpful in understanding the consumer attitude of the different strata people in the Indian society especially in Coimbatore city, Tamil Nadu towards Cosmetic Products. The classification of the different strata of the people in gender wise, age wise, income wise, etc.... The study will also be helpful in analyzing the customer attitude towards the different factors identified after the focus group discussions for the future studies. It will also help in studying the effect of cosmetics purchase of the study specifically among the segment under consideration

**Limitations of Study**

- This research and its results are only applicable to the respondents of Coimbatore, and are not applicable to any other places.
- The study is limited to the sample size of 500 respondents only. So this cannot be a “full proof”

- The researcher has collected data by convenient sampling using questionnaire and there is a possibility of certain deviations.

### **Review of literature**

**Nilofer (2004)**, in a study concludes that personality dimensions affect the advertisement preferences to consumer behavior of women of different age groups. **Strebel et al. (2004)**, proposed that the probability of making a decision is significantly lower when consumers are frustrated with the pace of technological change. **Cadogan and Foster (2000)**, states that price is most important concern for the average consumer preferred brand that why their purchasing intention is not affected by price. Consumer satisfaction can also be built by comparing price with cost and values. If the value of product is greater than cost, then customer will purchase the product. **Yoon & Kim (2000)**, specifies that loyal customers will pay a premium even if the price has increased because the risk is very high, they prefer to pay higher price for avoid the risk of any change **Khraim (2011)**, state that produce quality plays a very important role in influencing consumer to be brand loyal customers. Consumers preferred brand name, product quality, price, promotion, store environment and service quality are related factors attributable to brand loyalty. All these factors showed positive relationship with brand loyalty, exclude design.

### **Research Methodology**

Research methodology means the methods used in carrying out the research work. The research methodologies followed in this research project are as fellows. The project assigned to me was the “**Consumer brand preference and buying behavior of cosmetic products at Coimbatore city**”. The consumer’s survey was conducted to Coimbatore city. Data is collected people who are living in Coimbatore city.

### **Source of Data**

#### **Primary data:**

Primary Data was crucial to know the consumer buying behavior towards cosmetics products. Primary data was collected having face to face conversation using the questionnaire prepared.

#### **Secondary Data:**

All relevant secondary data is collected from various sources like Internet, Books, Magazines, and Articles etc. Method of analysis and statistical tools.

### **Sampling design**

Here the Convenient Sampling has been used. The consumer buying behavior of cosmetic products have collect the data into questionnaires were identified. So the sampling design and the population of area is Coimbatore. The research design is the determination and statement of general research approach of strategy adopted for the cosmetic products.

### Tools for Analysis

In the study, a structure of questionnaire consisting of 26 questions covering personal and opinion factors was prepared. The respondents were asked to fill-up the questionnaire and their opinions were consolidated. The following statistical analysis was used to analyses the study:

Percentage Analysis, Average rank Analysis

### GENDER OF THE RESPONDENTS

As gender is an important variable which has an impact on the respondent's belief and perception. The present study includes gender as one of important socio- economic variables.

**TABLE 1.1**  
**Gender of the Respondents**

S. No	Gender	No. of respondents	Percentage
1.	Male	171	34.2
2.	Female	329	66.8
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Primary Data

From the above table, it can be inferred that 34.2% of the respondents are male and 66.8% of them are female. It is concluded that majority of the respondents are female.

### AGE OF THE RESPONDENTS

Age is one of the important aspects of self development since the resistance to change is relatively less at the young age compared to the old age. At the same time, the aged have more knowledge and experience in their own field.

**TABLE 1.2**  
**Age of the Respondents**

S. no	Age	No. of respondents	Percentage
1.	18-25	358	71.6
2.	26-33	83	16.6
3.	34-41	47	9.4
4.	above42	12	2.4
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Primary Data

It is clear from Table 1.2 shows that 71.6% of the respondents are 18-25 years followed by 16.6% of the respondents who are in the age group of 26-33. 9.4% of the respondents are grouped under 34-41 years and

2.4% of the respondents are above 42 years. It is concluded that the majority of the respondents are 18-25 years.

#### LEVEL OF AWARENESS ABOUT COSMETIC PRODUCTS

Level of awareness about cosmetic products is presented in Table 1.3

**TABLE 1.3**  
**Level of awareness about cosmetic products**

S. no	Awareness	Average rank	Final rank
1.	Solutions for skin /hair	4.18	1
2.	Authenticated brands	3.70	4
3.	Product quality	4.14	2
4.	Product usage	3.76	3
5.	Product ranges	2.72	5

Source: Primary Data

It is clear from the table 1.3 shows that Solution for skin or hair are ranked 1 with an average rank of 4.18, Authenticated brands are ranked 4 with an average rank of 3.70, Product quality are ranked 2 with an average rank of 4.14, Product usage are ranked 3 with an average rank of 3.76, Product ranges are ranked 5 with an average rank of 2.72.

It is concluded that solution for skin/hair has been given top priority for preferring cosmetic products by the respondents.

#### BRAND OF COSMETIC

Brand of cosmetic is presented in Table 1.4

**TABLE 1.4**  
**Brand of cosmetic**

S. no	Brands	Average rank	Final rank
1.	Marico	2.2	5
2.	L'Oreal	3.1	3
3.	HUL( Hindustan Unilever Limited)	3.5	1
4.	Revlon	2.8	4
5.	Emami	3.4	2

Source: Primary Data

HUL is frequently used by the majority of the respondents. So it is placed in the first position, following this, the brands such as Emami, L'Oreal, Revlon, and Marico these are placed in the second, third, fourth and fifth.



It is concluded that HUL is frequently used by majority of the respondents.

#### REASON FOR USING COSMETICS:

Reason for using cosmetics is presented in Table 1.5

**TABLE 1.5**  
**Reason for using cosmetics**

S. no	Reasons	Average rank	Final rank
1.	To improve personality	4.4	1
2.	Social influence	3.9	2
3.	Family and status	2.2	4
4.	Psychological satisfaction	1.5	5
5.	Fragrance	3.0	3

Source: Primary Data

The higher priority rank 1 is awarded for to improve personality followed by rank2 for the social influence and rank 3 for fragrance.It is concluded that to improve personality has been given top priority reason for preferring cosmetic products by the respondents.

#### Findings:

- Most of the cosmetic products are used by female respondents as out of 500, respondents, 171 are male.
- Out of 500 respondents majority of them are belonging to the age group of 18\_25 years
- The solution for skin/hair has been given top priority for preferring cosmetic products by the respondents (I Rank 4.18)
- Majority of the respondents were used by the brand is Hindustan Unilever Ltd
- The higher priority rank 1 is awarded for to improve personality followed by rank2 for the social influence and rank 3 for fragrance.

#### Suggestion:

- A marketer should build up a prompt distribution channel to avoid the problem of non-availability of products.
- A proper communication should be created with doctors, beauticians and should be involved in advertisement to make them more attractive, affective and reliable.
- The modern day consumer prefers to maintain their youthfulness, health and beauty, thus they prefer buying both personal care cosmetic products and beauty products.
- Consumers prefer to use only natural cosmetic product; hence the manufacturers may concentrate more on herbal cosmetic products.
- The price of the cosmetic products can be reduced which would attract more customers.

The manufacturers could reduce the chemical combination in the cosmetic products, because most of the people like ayurveda products

### Conclusion

Cosmetic market is one of the best growing market sections which have been competitive and grown continually during the past few years. Our research is aimed to investigate the brand preference and buying behavior of cosmetic consumers who live in Coimbatore city. The modern market is highly competitive in nature. The consumer is the king in the market.

The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. And we can conclude that HUL (Hindustan Unilever Limited) brand has a very good compare to other brands in market and Brand choice. Consumers prefer both Ayurvedic products and non Chemical cosmetics products.

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