



# A Study on Brand Preference of Cosmetics Products in Kilakarai City

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## *Abstract*

The presence of cosmetic industry has completely redefined the fashion & revitalized the life of even growing age people with innovation of anti-aging cream & colorant solution. Building a strong brand loyalty is believed to be a challenging task for a marketer involved in flourishing cosmetic industry because of the presence of well-known and good domestic and international quality brands. This study evaluates the consumer brand preference towards cosmetic products. For this purpose the following tools were applied to analyze the consumer brand preference towards different cosmetics brand. Hypothesis, Chi-square test, Garrett Ranking method & ANNOVA statistic have been applied. The findings indicate that brand loyalty has no significant association with gender and domiciles of users of cosmetic products. Similarly, annual spending on cosmetic products and domiciles of youth are statistically independent variables. Results also disclose that an excellent quality of a cosmetic brand was highly ranked by majority of respondents followed by satisfaction of needs & brand Name.

**Keywords:** Brand loyalty, Brand name, Cosmetic products.

## **I. INTRODUCTION**

Cosmetic word is originated from Greek word “Kosmeticos” means adorn and preparation, which is used for this purpose, is known as cosmetic. Ancient cosmetics can be traced back to the cultures of ancient Greece and Roman Empire, where people used herbal mixture with components like henna, sage and chamomile to darken their hair.

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.

## II.OBJECTIVES OF THE STUDY

- To study the awareness level of consumer towards cosmetic brands.
- To identify the factors that influences the purchase of cosmetic products.
- The aims at analyzing the customer level of satisfaction in Kilakarai city towards cosmetic products.
- To identify the issue faced by them while using cosmetics and offer some suggestions.

## III.STATEMENT OF THE PROBLEM

The desire for beauty is constantly evolving as one of the basic needs of human beings called “Appearance Management”. In particular women are expressing themselves through well balanced makeup for positive outlook.

Earlier, the cosmetics market has been dominated by celebrities (or) lime light personalities as luxury products. But recently the scenario is changing it is segmented as common market, which is expanding through continuous development of various range of products with affordable price and it is competing fiercely by launching exclusive cosmetic brands to meet the purchase of growing youth.

The purchasing pattern of cosmetic products is highly influenced by cultural, social, economical and political factor prevailing in the marketing environment. College students are exposed to the various beauty products and their brands due to intensive advertisements and sales promotional measures. Thus the brand preference of cosmetic products by college students would be helpful to understand the pattern of brand preference of youth segment about various cosmetic products and the association between their socio-economic profiles. It would be useful to understand the brand preference across the socio-economic profile of college students. Hence the researcher has selected the topic “A Study on Brand Preference of Cosmetics in Kilakarai city”.

## IV.SCOPE OF THE STUDY

The purpose of this study is to understand brand preference and loyalty of Kilakarai towards cosmetic products. The college students prefer various brands of cosmetic products based on their awareness of products and beauty conscious. The frequency of purchase, usage and amount spent for purchasing of different cosmetic products are highly depending upon the college girls.

## V.REVIEW OF LITERATURE

**Yousaf and Usman et al (2012)** tried to know the brand loyalty and affirmed that brand credibility, brand awareness, brand association, perceived quality and product knowledge are important to build brand loyalty. Result of this research indicated that there is a positive relation between brand credibility ,brand awareness, brand association, perceived quality, product knowledge (independent variables) and brand loyalty

(dependent variables). It has also been concluded that brand awareness has the highest impact on brand loyalty and L'Oreal consumers are more than other brands.

**Yan et al (2012)** found that women bought cosmetics because of brand, some bought cosmetics because of price, some bought cosmetics because of friends 'and relative's recommendations and others bought cosmetics because of packaging design.

**Ulfat (2013)** revealed that brand consciousness of any beauty care product was the primary factor that determined the actual satisfaction with any beauty care product. A consciously selected brand makes females' beliefs more strong about the positive facts of the products when they were associated and tested with actual experience of the product. Consciously selected brands were also allied with price sensitivity of these products so; price sensitivity of the product appeared as secondary causal factor, as it pairs the actual benefit gathered from any product with the cost spent to acquire that product. Second factor associated with satisfaction of females along with their brands was, as long as brand consciousness got high, females started less bothering about price of the product. Again if nominated benefits were high from any products, females paid for that accordingly.

**Yuvaraj (2014)** revealed that Lakme was the preferred brand for Lipstick and make-up and Elite brand for Nail Polish. In case of eyeliner the preferred brand was Revlon and for fragrance the preferred brand is Avon. Most of the people preferred the same brand of cosmetics. The consumers considered the quality and price of the product at the time of purchase. The promised result of the product was also one of the factors considered in the decision making process.

## VI. METHODOLOGY

Both primary and secondary data are used in this study. The researcher has chosen random sampling method to collect the primary data. This study is based on both primary and secondary data. The primary data has been collected from 50 respondents. To collect the primary data well designed and comprehensive questionnaire has been used. The questionnaire is framed in the necessary information from the customers. The secondary data has been collected from the books, newspaper, related journals, magazines and internet. The respondents were categorized on the basis of age, marital status, educational status, occupation status and monthly income.

## VII. Tools of Analysis

Chi-square test has been applied to find out the relationship between income and frequency of purchase cosmetic products.

**Table 1. Monthly Family Income Wise Distribution of Respondents**

S.NO	MONTHLY INCOME (Rs)	NUMBER OF RESPONDENTS	PERCENTAGE
1.	Below Rs.20,000	25	50
2.	Rs.20,001-Rs. 30,000	15	30
3.	Rs.30,001-Rs.40,000	9	18
4.	Above Rs.40,001	1	2
	<b>TOTAL</b>	<b>50</b>	<b>100</b>

There is no significant difference between income and frequency of Purchase cosmetic products.

The calculated value of chi-square 10.926 is lesser than the table value of 16.9 hence, the hypothesis is accepted. Therefore, it is concluded that there is no relationship between income and frequency of purchase cosmetic products.

### LET US TAKE THE HYPOTHESIS THAT,

There is no significant difference between cosmetic brand and amount spent for cosmetic Items.

**Table 2.Amount Spend For Cosmetic Items by Respondents**

COSMETIC ITEMS \ AMOUNT SPEND	BELOW Rs.250	Rs.251- Rs.500	Rs.501- Rs.700	ABOVE Rs.701	TOTAL
Foundation	6	19	7	18	50
Compact powder	39	11	0	0	50
Eyeliner	37	13	0	0	50
Mascara	41	8	1	0	50
Lipstick	21	28	0	1	50
Lip balm	47	3	0	0	50
Fairness cream	21	26	1	2	50
Moisturizer	25	23	2	0	50
Beauty bream	14	28	8	0	50

In this study shows that, the majority of the respondents are interested to spend from Rs.500 toRs.700 towards foundation,

It shows that, the majority of the respondents are interested to spend up to Rs.500 for compact powder, eyeliner, mascara, lipstick, lip balm, fairness cream, moisturizer, beauty cream.

The two way ANOVA is applied to find out the relation between cosmetic brand and amount spent for cosmetic items.

**Table 3. COSMETIC BRAND AND AMOUNT SPENT**

SOURCE OF VARIANCE	SUM OF SQUARES	V	MEAN SQUARES	RATIO IF F
Between Columns (BRAND)	126.6	4	31.65	7.30
Between Rows (AMOUNT SPEND)	67.5	3	22.5	5.19
Residual	51.9	12	4.33	
<b>Total</b>	<b>246</b>	<b>19</b>		

For  $v_1 = 4$   $v_2 = 12$   $F_{0.05} = 3.25$

The calculated value F 7.30 is more than the table value of 3.25. The hypothesis is rejected.Hence, it is concluded that there is significant difference between brand and amount spent.

For  $v_1 = 3$   $v_2 = 12$   $F_{0.05} = 3.49$

The calculated value of 5.19 is more than of the table value of 3.49. The hypothesis is rejected.Hence, it is concluded that there is significant difference between brand and amount spent.



## VIII. SUGGESTIONS

Based on the analysis, interpretations and findings from the primary data of the study, particular with Kilakarai city.

1. Own decision plays the major role of cosmetic products for Kilakarai city. Therefore, the manufacturers can take proper efforts to popularize their cosmetic products and their brands.
2. The beauty conscious is the major reason for the majority of the college students to purchasing the cosmetic products. Hence, attempts are made to increase the beauty conscious among the college students through various sales promotional measures and suitable advertisements.
3. Since, there is a significant association exists between socio-economic profile of college students and brand preference of various cosmetic products, it is recommended to segment the market for cosmetic products based on the socio-economic factors and the marketing strategies should be adopted by the manufacturers based on the segmentations of the market.
4. Nowadays, competing brands are becoming more appropriate, as product quality increases and brands become more consistent.
5. In markets, with little differentiation, customers can be ambivalent towards brands and as a result, they buy different brands. Hence, it is recommended that cosmetic manufactures should concentrate and create the distinct product and brand differentiation among the competing brands in a highly competitive market environment.

## XI. CONCLUSION

The predictable desire of every youngster to stay beautiful is everlasting. Make-up products are a powerful weapon in the hands of every youngster which transform normal looking to beautiful and attractive.

Cosmetic generate beauty, fragrance, pleasant look and love as well. It is the dream of any marketer to create a strong connection with consumers and to have a long term relationship. This report has that excellent quality factor plays a key role over other factors viz. brand name, value for money, easy availability, attractive package, quality, brand preference. Besides this, cosmetic manufactures are required to understand thoroughly the buying behaviour before implementing any marketing strategy. If the marketers concentrate on these factors they can easily capture both the urban market and rural market. The findings of the study help cosmetic companies to make their strategies so as to capture this new emerging cosmeceutical market segment.

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