



A Study on Consumer Preference in Cosmetic Brand Among College Girls

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1. INTRODUCTION:

The usage of cosmetics is very primeval. They have been in use since the dawn of evolution to enhance the emergence of the user. Cosmetic industry covers a wide range of products and services and it continues to grow evolve across the world. Cosmetics refer to all of the products that are to care and clean the human body and make it more beautiful. The main goal of these products is to maintain the body in good condition.

Cosmetics is designed for skin care can be used to cleanse, exfoliate and protect the skin, as well as replenishing it, by the use of [cleansers](#), toners, serums, moisturizers, and balms. Cosmetics designed for more general [personal care](#), such as [shampoo](#) and [body wash](#), can be used to cleanse the body.

Cosmetics designed to enhance one's appearance (makeup) can be used to conceal blemishes, enhance one's natural features (such as the [eyebrows](#) and [eyelashes](#)), add colour to a person's face and in the case of more extreme forms of makeup used for performances, fashion shows and people in costume can be used to change the appearance of the face entirely to resemble a different person, creature or object. Techniques for changing appearance include [contouring](#), which aims to give shape to an area of the face. Cosmetics can also be designed to add [fragrance](#) to the body.

The term „Cosmetic product“ refers to skin moisturizers, perfumes, lipsticks, fingernail polishes, eye and facial makeup preparations, cleansing shampoos, permanent waves, hair colors, and deodorants, as well as any substance intended for use as a component of a cosmetic product. The EU regulation 1223/2009 2.a. defines cosmetics as “Any substance or mixture which is intended to be placed in contact with the external parts of the human body with a view exclusively or mainly to clean, perfume, change their appearance etc., while at the same time keeping their appearance, protecting them and keeping them in good condition”. The Oxford English Dictionary defines it as “Something having the power to adorn, embellish or beautify as also something that affects the appearance only. A key point about the OED definition is that cosmetics are superficial rather than therapeutic agents. Cosmetics are not „over the counter“ (OTC) or prescription drugs or drug additives, their role is merely to improve your appearance.

1.2 OBJECTIVES OF STUDY:

- ❖ To find consumer preference in various cosmetic brands
- ❖ To analyze level of satisfaction of consumers in various cosmetic brands
- ❖ To analyze reasons for specific brand preference in cosmetic products
- ❖ To study the awareness level of consumers towards cosmetic brands
- ❖ To find out majority of cosmetic brands used among various consumer

1.3 SCOPE OF THE STUDY:

- ❖ This study is conducted to know about various consumer preference in cosmetic products among college girl
- ❖ This study defines satisfaction of consumers in various cosmetic brands
- ❖ It studies awareness level among consumers in using cosmetic products
- ❖ The present study focuses on the behavior of college girls towards purchase of cosmetic products

1.4 RESEARCH METHODOLOGY:

This study is descriptive and analytical in nature in the sense that it describes and analyzes the behavior of the female consumers in the purchase and use of cosmetics. It analyses the reasons for the purchase and use cosmetic products and the influence of socioeconomic factors on the behavior of female consumers in the purchase and use of cosmetics especially among college girls

1.4.1 SAMPLE SIZE

The study covers a sample size of 120 respondents in Coimbatore city.

1.4.2 SOURCES OF DATA COLLECTION

The data for the study were collected from both the primary and secondary sources.

1.4.3 STATISTICAL TOOLS USED IN THIS STUDY

1. Simple average percentage method:
2. Ranking analysis

1.4.4 POPULATION OF STUDY

The population for the study comprises female cosmetic consumers in and around Coimbatore.

1.4.5 PRIMARY DATA

The primary data were collected from the sample respondents by using structured interview schedule to analyze the perceptions and attitude of the female cosmetic consumers.

1.4.6 DATA COLLECTION METHOD - SURVEYS

The quantitative data is collected via an online survey of the consumers of cosmetic products.

1.4.7 SECONDARY DATA

The secondary data required for the study were collected from various books, journals, newspaper, theses and web sites.

1.5 STATEMENT OF PROBLEMS:

The sample size of study cannot be generalized and applied for general public. The short listing of factors can't be generalized on the actual terms because it depends on the actual size. This study is done in a particular range of people specifically college going girls hence it is not an observation of a whole. The preferences and opinions are dynamic and therefore the results, conclusions of the study are based on those preferences and opinion only.

1.6 LIMITATIONS OF THE STUDY:

- ❖ The data analysis with limited to one hundred and ten customers only.
- ❖ The whole study is limited within Coimbatore city.
- ❖ Customers may refuse to disclose true data.
- ❖ Consumer's preference towards cosmetics is changing along with time.
- ❖ The response is mainly focused on only college going girls in Coimbatore city.
- ❖ Only few selected manufacturers of cosmetic products were considered for the study.

2. REVIEWS:

1. **Dr. A. RadhaKrishnan, Radhika.k (2018)** this study concerned with analysis of satisfaction towards quality, price and quantity consumption of Himalaya product. Many of t "Customer Satisfaction towards Himalaya products in Cuddalore Town". In a survey method of study conducted among 100 sample respondents in order to analyses the customer hem consume the Himalaya product because of it's an herbal product and also it has good quality. All people know about Himalaya product but price discount must be said that in television then it has varieties of product but more than customer are known about the baby skin care. So the producer should understand what is exactly expected from him by the consumers it facilitates to increase its sale as much.

2. **Dr.P.Parimaladevi, V.Anitha (2018)** The Indian health care industry had undergone a paradigm shift due to people's inclination to Ayurvedic Herbal therapy in order to get rid of the various adverse post-treatment effects of allopathic medication. Patanjali products had attracted a lot of

consumers within a short span of time, providing its loyal customers with exclusive quality and reasonable price products. The demand of Patanjali products had increased tremendously with few limitations such as non-availability of products at retail stores and availability of less number of retail outlets and if the suggestions offered based on the study are considered, it will make the marketing of the Patanjali products easier and will enhance the consumers buying behavior.

3. **Ms. K. Sujatha, Ms. S. Amala (2018)** Using cosmetics in today's life has become a necessity, and people are not considering cosmetics as luxury. Every one want to use quality skincare products, and there is a shift over from chemical based cosmetics to Himalaya products, for its Ayurvedic base and quality. The study reveals that there is good awareness about Himalaya Skincare products both among men and women. In this situation of growing demand for skincare products and heavy competition, new strategies may be undertaken to convince and attract more consumers.

3. COMPANY PROFILE:

SHORTLISTED COSMETIC BRANDS FOR THE STUDY

- ❖ LAKMÉ
- ❖ MAC COSMETICS
- ❖ MAYBELLINE
- ❖ PATANJALI AYURVED

LAKME

HISTORY OF LAKMÉ:

LAKMÉ is an Indian cosmetic brand, owned by [Hindustan Unilever](#). It was named after the [Frenchopera LAKMÉ](#), which itself is the French word for goddess [Lakshmi](#) who is renowned for her beauty. It was started in 1952 as a 100% subsidiary of Tata, famously after Prime Minister Jawaharlal was concerned that Indian women were spending precious foreign exchange on beauty products and persuaded [JRD Tata](#) to manufacture them in India. Initially it was called Lakshmi beauty products later rebranded it to LAKMÉ and Tata joined the company as director and went on to become the chairperson. In 1998, Tatas sold their stake in LAKMÉ to Hindustan Unilever for ₹200 crore (US\$48.46 million).

MAC COSMETICS

HISTORY OF MAC COSMETICS:

M.A.C as it's more commonly known was founded in 1984 by two Canadian chaps named Frank - make-up artist and photographer Frank Toskan and beauty salon owner Frank Angelo. Born from a desire to create make-up which held its own under the glare and heat of photography studio lights, it was originally created for professionals but soon gained such a popularity that it was launched to the general public soon after. In 1995, Estée Lauder Companies purchased 51% of the company and then in 1998, after the death of one of the founding Franks, they bought the remaining share. Estée Lauder, being the massive global beauty company it is, helped M.A.C grows even further and there are now a whopping 1500 locations selling the brand in 78 different countries worldwide.

MAYBELLINE

HISTORY OF MAYBELLINE

Maybelline cosmetic company was founded by Thomas Lyle Williams in the year of 1915. At that time Thomas was only 19 years old. The first product of Maybelline was the dark eyelashes. The inspiration for this creation came to the young Thomas after observing her sister. She would use a blend of Vaseline and fine coal dust for applying it on her eyelashes for making them look sharper and darker.

Thomas applied a little bit of chemistry to successfully produce his first product called Lash-in-Brow-Line. Later he changed the name to Maybelline for honoring his sister. Then he invented one cosmetic product after another and finally started his company Maybelline.

PATANJALI AYURVED

HISTORY OF PATANJALI AYURVED:

Patanjali Ayurved is an Indian [multinational conglomerate holding company](#), based in Haridwar, India It was founded by [Ramdev](#) and [Balkrishna](#) in 2006. Its office is in [Delhi](#), with [manufacturing units](#) and headquarters in the industrial area of Haridwar. The company manufactures [cosmetics](#), [ayurvedic medicine](#), [personal care](#) and products The CEO of the company, with a 94-percent share hold, is Balkrishna. Ramdev represents the company and makes strategic decisions.

[Ramdev](#) and [Balkrishna](#) established Patanjali Ayurved in 2006 Balkrishna owns 94 percent of the company, and there mainder is dispersed among other individuals.¹In May 2021, Balkrishna had a net worth of US\$2.3 billion

4.2 RANK ANALYSIS:

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second.

FEATURES	L EVEL						RANK
	S.A	A	M.A	D	S.D	TOTAL	
VALUE FOR MONEY	44	58	14	2	2	220	IV
FRAGRANCE	17	81	14	4	4	257	III
SUITABLE ON YOUR SKIN	21	61	28	4	6	273	II
PROVIDES SOLUTION TO SKIN PROBLEMS	13	70	14	19	4	291	I

NOTE:

S.A – STRONGLY AGREE

A – AGREE

M.A – MODERATELY AGREE

D – DISAGREE

S.D – STRONGLY DISAGREE

SOURCE TYPE : PRIMARY DATA

INTERPRETATION:

The above table depicts that the level of the satisfaction for the features of cosmetic brands with the highest rank is provide solution to skin problem, second rank towards suitable on skin, third rank towards fragrance, and fourth rank provides value for money.

INFERENCE:

Hence, Most of the respondents are agreed with provides solution to skin problems.

5. FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

5.1.1 PERCENTAGE ANALYSIS:

1. Most of 100% are female respondents.
2. Most of 47% respondents are from the age 22 to 24.
3. Majority of 88% respondents are unmarried.
4. Majority of 58% respondents are postgraduate.
5. Most of 41% respondents are 5 members.
6. Most of 41% respondents are joint family.
7. Majority of 63% respondents are urban.
8. Most of 31% respondents are preferred to buy mac cosmetics.
9. Most of 42% respondents are 2 to 4 years.
10. Most of 85% respondents are preferred to buy herbal cosmetics.
11. Most of 43% respondents are influenced by friends.
12. Majority of 77% respondents are say yes to aware of brand's new launches.
13. Majority of 66% respondents are say yes for buying product in official store.

14. Most of 58% respondents are preferred of buying cosmetics in offline store.
15. Majority of 58% respondents are frequently applying the product twice in a day.
16. Most of 31% respondents preferred to buy product above 2000 rupees.

5.1.2 RANK ANALYSIS:

1. Most of the respondents are satisfied with mac cosmetics.
2. Most of the respondents are agreed with provides solution to skin problems.

5.2 SUGGESTIONS:

1. The satisfaction level of respondents is moderate on the cosmetic products. Hence it is suggested that the manufactures should identify the reasons behind this and then provide them with the requirements.
2. The respondents feel that the prices of cosmetics are comparatively higher.
3. Girl students may be influenced to use turmeric as face cream. The medical benefit of using turmeric must be brought to the notice of girls.
4. 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.
5. For the Beauty Products Company, it is recommended to increase the awareness among the consumers regarding the use of cosmetic products using more prevalent icons and building the awareness of the services provided by the company, along with projecting product features more effectively through advertising.

Since our empirical data was collated via electronic means rather than face-to-face conversations, we were deprived of ascertaining the body language and verbal cues of the interviewees. Nevertheless, supplementary questions were asked to determine the credibility of the respondents. Due to time constraint, number of interviews was limited, and we received lower number of survey participants than expected. Future research could overcome these limitations which could lead to even more accurate findings.

5.3 CONCLUSION:

- Cosmetic is a preparation extremely applied to change or enhance the beauty of skin, hair, nail, lips and eyes. In today's scenario the cosmeceutical market is considered to be a Potential market for the cosmeceutical /pharmaceutical companies. Due to the diversity in population and also having a large population India is supposed to be one of the emerging markets in the field of cosmetically production this globe. Cosmetic generate beauty, fragrance, pleasant look and love as well.th findings of the study help cosmetic companies to make their strategies so as to capture this new emerging cosmeceutical market segment.
- The purpose of this study is to determine the consumer preference in various cosmetic brands, Based on the data analysis and findings majority of respondents prefer MAC COSMETICS and the least preferred brand is PATANJALI.
- The female behaviour is complex and dynamic as the aspirations of every female community are to look beautiful and attractive. The cosmetic is considered as a powerful weapon which the women feel would transform their normal looks to an attractive and a presentable one. It is believed that beauty products promote a sense of emotional well being of the women. The cosmetic products in the present era have moved from luxury category to most essential category. Hence, the marketers of cosmetic products have to be vigilant and should be able to realize the needs of the present day cosmetic users. They should be thoroughly studied about their behavior towards the purchase and use of cosmetics.
- The females specially college going students were observed to have a tendency to beautify themselves to appear good in their looks and make them presentable on occasions.

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