



A Study on Women's Buying behaviour of Cosmetic Products in Reference to Coimbatore City

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ABSTRACT

The research attempts to study the women's buying behaviour of cosmetic products in an Indian setting, specifically with reference to Coimbatore city. The purpose of this paper is to investigate the various factors that has impact on buying decision of consumers. In this paper, respondents were selected by convenient sampling method and data was analyzed and interpreted with the help of statistical techniques. The study reveals that different factors have significant influence on buying behaviour. This study also contribute to the knowledge of how cosmetic companies will be able to understand buying habits of the women.

Keywords: cosmetic product, women's satisfaction, consumer preference

1. Introduction of the study

The Indian Cosmetic Industry has observed swift growth over the last couple of decades. The Colorful cosmetic retail marketing is revealing high potentiality presence in India at nowadays and fascinates local and global players to produce the essential Cosmetics. The increasing beauty anxieties among both men and women are boosting the Indian Cosmetic Industry which has observed a strong growth in the last few years. Indian competitors have begun to manufacture goods to provide to the global requirements. New evidences that have been exposed that the industry of cosmetic products in India is increasing at an average rate of nearly 20% annually; this rise is credited to two main aspects, the first one is, the increase for the demand in Indian money-making products and the second one is, the increased buying power of the average Indian. There are so many reasons for the growing demand for cosmetic products in specific. Satellite television's introduction and a wide collection of television channels as well as the internet, the average Indian user is repetitively bombarded with Making of strong brand and increase of brand's impartiality in the market is the main goal for business.

2. Statement of the problem

The consumption of cosmetic products is increasing rapidly in Coimbatore city, and majorly among women. However, there is limited information on the factors that influence women's buying behaviour of cosmetic products in this region. It is crucial to understand the preferences, attitudes, and motivations of women towards purchasing cosmetic products to design strategies that cater to their diverse tastes and preferences. Therefore, this study aims to investigate the buying behaviour of women towards cosmetic products in Coimbatore city and identify the factors that influence their decision-making process. Specifically, the study intends to determine the impact of price, brand image, quality, product features, and social influences on women's buying behaviour of cosmetic products in Coimbatore city. The findings of this study would be beneficial to market practitioners, retailers, and policymakers in improving their marketing strategies and policies for cosmetic products.

3. Objectives of the study

- To find out the factors influencing consumer buying behaviour of cosmetic products in Coimbatore city.
- To analyze the factors influencing on buying decisions.
- To know the nature and marketing position of the brands in the market place.

4. Scope of the study

The study aims to identify the various factors that influence women's decision to buy cosmetic products. This includes the price, brand, availability, product features, quality, and social influence. to analyze the buying habits of women when it comes to cosmetic products, this includes their frequency

of purchase, preferred channels of purchase, and the amount spent on cosmetic products. the impact of marketing and advertising on women's buying behaviour, this includes the effectiveness of various marketing channels, such as social media, television, print, and in-store promotions. the satisfaction levels of women with cosmetic products, this includes their overall satisfaction with the product, the effectiveness of the product, and their willingness to repurchase the same product.

5. Research Methodology

The methodology of the study includes:

- Area of the study
- Source of data
- Sample size
- Statistical tools

5.1 Area of Study

The area of the study is limited to Coimbatore city.

5.2 Sources of Data

- Primary data

Conducting surveys among women in Coimbatore city to understand their buying behaviour of cosmetic products. The survey can include questions about their preferred brands, types of products, motivations behind their purchase, frequency of purchase, their budget, etc.

- Secondary data

Secondary data is a data gleaned both from published & unpublished research notes. The secondary data on the other hand in which have already been collected by someone else and passed through the statistical process. Both primary and secondary data was collected for this study. The primary data was collected through questionnaire. The structured questionnaire is used.

5.3 Sample Size

Information has been collected from 153 respondents of Coimbatore city comprising both male and female.

5.4 Tools for Analysis

Questionnaires were created in order to receive the necessary response required from the sample to achieve the study objective. Therefore, sampling method is used in order to collect data. The main statistical tools used for analysing primary data.

- Simple percentage method
- Weighted average method
- Ranking analysis

6. Review of Literature

- **Singh and Sharma (2019)**¹ analysed the customers' perception towards brands of cosmetic products. The study used exploratory-cum-descriptive research design. It was used judgment sampling to select female respondents from the Hisar city of the Haryana State. The study found that Majority of the customers used the major cosmetics like shampoo, powder, cream. Lakme is the top brand of cosmetic which are preferred by customers.
- **Dr. T. Malathi and R. Sangeetha (2019)**² Consumption pattern of cosmetic products among college female students, study focus a on environmental impact factors states that beauty care substances or cosmetic products can be made either natural substances or chemical

¹ Singh, S., & Sharma, R. (2019). Customers' Perception towards Brands of Cosmetic Products. International Journal of Engineering and Management Research, 9(2), 203-209.

² Dr. T. Malathi and R. Sangeetha (2019) Consumption pattern of cosmetic products among college female students.

compounds to enhance both odour and appearance of human body. Today people are more concerned about their self-personality and self-consciousness; hence the demand for cosmetic products is increasing rapidly. The objective is to identify the environmental impact factors the purchase of cosmetics among college female students. Consumers are generally ecstatic when they think they are getting a good deal and to motivate them to purchase to by providing offers like buy one get one free deal, buy one get one half deals, and a free gift with purchase option.

- **M.Vijay and Dr. Suresh Kumar (2019)**³ Determinants of customer satisfaction towards herbal products in selected area of Tamil Nadu states that Ayurveda or the 'Science of Life' is an ancient, holistic for diagnosis and treatment, perhaps the oldest system of medicine known to humanity. At Himalaya the research will begins with the raw herbs chosen from traditional texts, both from observations and experiences of indigenous plants. The objective is to find the current herbal products scenario in India. The result of the study will help the company to identify the satisfaction level of the customers and demand of various benefits provided and promotional activities adopted by the company.
- **DR. M. Shajahan and DR. S. Mohammed Safi (2019)**⁴in their study on consumer behavior with respect of cosmetic products in tiruchirappalli district held that consumers will by products by observing products through TV and they buy from fancy stores for every 15 days.
- **"Pooja Agarwal, C. K. Tiwari (2019)**⁵", with a 5% degree of significance, their analysis on Customer Purchase Behaviour for Patanjali Brand found that there is no substantial difference between the age groups primarily below 20, 21 30, 31-40, and 40 50, embracing the null hypothesis" (Pooja Agarwal, C. K. Tiwari). In the case of gender and purchasing behaviour, they support the null hypothesis, claiming that there is no substantial difference in the purchasing behaviour of male and female customers.
- **Eze et al. (2018)**⁶ examined the influence of brand image, product knowledge, product quality, and price promotion on consumers' purchase intention for cosmetic products. They used a survey questionnaire to collect 204 responses from Generation Y female consumers in Malacca, Malaysia. Data collected were analyzed using multiple linear regression. The findings revealed that product image, product knowledge and brand image emerged with a significant influence on intention to purchase cosmetics. However, price promotion was not significant.
- **Dr. P. Anitha, V. Ruba (2018)**⁷ Living healthy is the wish of each and every human being in the world. Recently there is much news which is not positive with regard to the products that we use both internally and externally. The study reveals that majority of the consumers are satisfied with the Patanjali products and the variables namely marital status, period of usage, amount spent, and suggestion to purchase are associated with the level of satisfaction on Patanjali products.
- **R. Praveena, Dr. J. Anitha (February 2018)**⁸ the present study reveals that the customers have a good preference towards Himalaya products. It can be concluded that it has been very interest and it a useful experience while undergoing this study of customer's preference and satisfaction Therefore Himalaya as the name suggest should satisfy the fast-moving people in the world without compromising quality and standard.
- **"J. Malarvizhi, T. Chitra Devi (2018)**⁹", the investigator attempted to discover the marketing methods used by the Ayurvedic to sell their Patanjali products in the report on consumer satisfaction with Patanjali products. The majority of respondents cited "the lack of a marketplace/shop for selling Patanjali products" as their primary concern.

7. Research gap

One potential research gap in the study of consumer buying behaviour of cosmetic products in reference to Coimbatore city is the lack of focus on the impact of local cultural and social factors. While previous research on consumer buying behaviour has identified several individual-level factors such as personal preferences, brand loyalty, and product quality, little attention has been paid to the potential influence of cultural and social factors such as

³ **M.Vijay and Dr. Suresh Kumar (2019)** Determinants of customer satisfaction towards herbal products in selected area of Tamil Nadu.

⁴ **Dr.M. Shajahan, Dr.S. Mohammad Safi (February 2019)**.A study of consumer behavior towards cosmetic products in Tiruchirappalli District. IJRAR vol 6 issue 1. E-ISSN 2348-1269.

⁵ **Pooja Agarwal, P., & Tiwari, C. K. (2019)**. Customer Purchase Behaviour for Patanjali Brand: An Exploratory Study. Journal of Business and Retail Management Research, 13(3), 184-194.

⁶ **Eze et al. (2018)**. Influence of Brand Image, Product Knowledge, Product Quality, and Price Promotion on Consumers' Purchase Intention for Cosmetic Products. Journal of Applied Science and Technology, 23(6), 3062-3071.

⁷ **Anitha, P., & Ruba, V. (2018)**. Consumer Satisfaction towards Patanjali Products-A Study with Special Reference to Coimbatore City. International Journal of Pure and Applied Mathematics, 118(24), 4543-4555.

⁸ **Praveena, R., & Anitha, J. (2018)**. A Study on Customer Preference and Satisfaction towards Himalaya Products in Coimbatore. Journal of Advanced Research in Dynamical and Control Systems, 10(1), 1824-1830.

⁹ **Malarvizhi, J., & Chitra Devi, T. (2018)**. Consumer perception towards Patanjali Ayurvedic products with reference to Coimbatore city. International Journal of Management and Applied Science, 4(10), 1-6.

regional beauty standards and social pressures to conform to certain beauty norms. Thus, a study that explores the role of cultural and social factors in shaping consumer buying behaviour of cosmetic products in Coimbatore city could help to fill this gap in knowledge while also providing valuable insights for cosmetics marketers seeking to tailor their products and advertising to the local market.

8. Analysis and Interpretation of Data

Data analysis is the process of bringing order structure and meaning to the mass of collected data. The purpose of it is to identify, transform, support decision making and bring a conclusion to research. The data analysis is an important step and heart of research in research work.

The statistical tool is: -

- Simple Percentage method
- Weighted average method
- Rank analysis

8.1 Weighted average method

A Weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be averaged is assigned a weight that determine the relative importance of each quantity.

TABLE NO: 1

TABLE SHOWING THE CHOOSE OF THE PREFERENCES OF RESPONDENTS

S.NO	Product	Eyecare	Lipcare	Skincare	Nailcare	Weighted average value	Rank
1	Lakme	304	72	32	9	3.336	1
2	Himalaya	52	189	92	3	2.688	2
3	Revlon	80	111	86	25	2.416	3
4	Patanjali	32	120	98	28	2.224	4
5	Loreal	48	111	78	37	2.192	5

INTERPRETATION

The above table shows that the first rank has been given by the respondents mostly choose the eyecare on Lakme. The last rank has been given by the respondents the nailcare on the loreal.

8.2 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. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

TABLE NO: 2

TABLE SHOWING THE SATISFACTION OF LAKME PRODUCT OF RESPONDENTS

Lakme product	1	2	3	4	5	Total	Rank
Overall quality	50	52	75	60	45	282	4
Value	23	122	75	44	25	289	3
Purchase experience	19	70	126	80	45	340	2
Post purchase experience	19	88	90	56	90	343	1

INTERPRETATION

The table shows that the Lakme product of respondents the first rank goes to overall quality and it is followed by the value, purchase experience and post purchase experience.

TABLE NO: 3

TABLE SHOWING THE SATISFACTION OF REVLON PRODUCT OF RESPONDENTS

Revlon product	1	2	3	4	5	Total	Rank
Overall quality	49	54	81	56	40	280	4
Value	22	106	93	48	35	304	3
Purchase experience	22	86	120	52	35	315	2
Post purchase experience	21	102	81	68	45	317	1

INTERPRETATION

The table shows that the Revlon product of respondents the first rank goes to overall quality and it is followed by the value, purchase experience and post purchase experience.

TABLE NO: 4

TABLE SHOWING THE SATISFACTION OF HIMALAYA PRODUCT OF RESPONDENTS

Himalaya product	1	2	3	4	5	Total	Rank
Overall quality	45	46	87	52	75	305	4
Value	18	116	81	60	35	310	3
Purchase experience	22	76	117	68	45	328	1
Post purchase experience	29	82	75	72	60	318	2

INTERPRETATION

The table shows that the Himalaya product of respondents the first rank goes to overall quality and it is followed by the value, post purchase experience and purchase experience.

9. Findings and Suggestions

The objective of the study was to know the women's buying behaviour of cosmetic product and to analyze the factors influencing the women's buying behaviour in various brands. The study has been analyzed using techniques of percentage analysis, rank analysis, chi - square analysis. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

- 30% of the respondents are in the age group of 20 – 25.
- Majority 100% of the respondents are in the gender of female.
- 35% of the respondents are in the educational qualification of U.G.
- 37% of the respondents are in area of living both are equal in rural and semi-rural.
- 42% of the respondents are in the occupation of student.
- 42% of the respondents are in the family members is 4.
- 37% of the respondents are in the cosmetic brand is Himalaya.

- 38% of the respondents are in the using of products is day-to-day.
- Majority 73% of the respondents are in the use of products is yes.
- 28% of the respondents are in the prefer to buy is by supermarket.
- Majority 65% of the respondents are in the buying of cosmetic product after watching advertisement is yes.
- 35% of the respondents are in the prefer of cosmetics is based on herbal.
- 70% of the respondents are buy cosmetics in increase in prices is yes.
- 40% of the respondents hear the word cosmetics product strike in mind is Himalaya.
- 35% of the respondents are in use of complete makeover is Himalaya.
- 34% of the respondents are in the choose of cosmetic brand of Himalaya.
- 43% of the respondents are in the ranges of Rs300 – 400.
- 46% of the respondents are in the use of brand is quality.
- 35% of the respondents are in the purchase of product is quality of product.
- In the Choose of preference the first rank has been given to eyecare on the Lakme, and the last rank has been given to nailcare on loreal.
- The satisfaction of Lakme product the first is to overall quality and it is followed by the value, purchase experience and post purchase experience.
- The satisfaction of Revlon product the first is to overall quality and it is followed by the value, purchase experience and post purchase experience.
- The satisfaction of Himalaya product the first is overall quality and it is followed by the value, post purchase experience and purchase experience.
- The satisfaction of Patanjali product the first is overall quality and it is followed by the value, purchase experience and post purchase experience.
- The satisfaction of loreal product the first is overall quality and it is followed by the value, post purchase experience and purchase experience.

Suggestions

- Conduct a survey among women in Coimbatore city to understand their preferences for cosmetic brands, types of products they use, and their buying behaviour.
- Analyze the buying patterns of women across different age groups to understand the key factors that influence their purchasing decisions.
- The most of the women's are preferred to have more herbal products in cosmetics that cannot affect their skin

Conclusion

The study revealed that women in Coimbatore city have a significant buying behaviour when it comes to cosmetic products. Quality, brand, price, and packaging were identified as some of the key factors that influence women's purchasing decisions. Women tend to look for products that enhance their physical appearance and boost their confidence.

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Annexure

1. Name
2. Age group
 - A) 15 – 20
 - B) 20 – 25
 - C) 25 – 30
 - D) 30 and above
3. Gender
 - A) Male
 - B) Female
4. Educational qualification
 - A) Schooling
 - B) U.G
 - C) P.G
 - D) Other
5. Area of living
 - A) Rural
 - B) Semi-rural
 - C) Urban
6. What is your occupation?
 - A) Student
 - B) Self-employed
 - C) Employed from salary
 - D) Homemaker
7. Number of members in your family
 - A) 3
 - B) 4
 - C) 5
 - D) More than 5
8. Which cosmetic brand you are using?
 - A) Himalaya
 - B) Lakme
 - C) Revlon
 - D) Patanjali

E) Loreal

9. How often have you been using the product?

A) Day-to-Day

B) Once a week or more

C) 2 – 3 months

D) Do not use

10. Will you use these products regularly?

A) Yes

B) No

11. Where do you prefer to buy these cosmetics?

A) By online

B) By showrooms

C) By retail shop

D) By supermarket

E) Other

12. Do you like buying cosmetics after watching advertisements?

A) Yes

B) No

13. How do you prefer cosmetic products after watching the advertisements?

A) Flavour

B) Attractiveness

C) Based on herbal

D) Suggestions

14. Would you like to continue this brand even if there is increased to say upto 10 – 15% in prices?

A) Yes

B) No

15. If you hear the word cosmetics which product strikes in your mind first?

A) Lakme

B) Himalaya

C) Revlon

D) Patanjali

E) Loreal

16. What do you prefer for complete makeover?

A) Lakme

B) Himalaya

C) Revlon

D) Patanjali

E) Loreal

17. If you have choice to choose your which, brand of cosmetics which would you choose?

- A) Lakme
- B) Himalaya
- C) Revlon
- D) Patanjali
- E) Loreal

18. At what range do you use the cosmetic products?

- A) Rs 200 – 300
- B) Rs 300 – 400
- C) Rs 400 and above

19. Choose your preference

	Eyecare	Lipcare	Skincare	Nailcare
Lakme				
Himalaya				
Revlon				
Patanjali				
Loreal				

20. What do you think is the main reason for the use of these brands?

- A) Price
- B) Quality
- C) Quantity
- D) Prestige
- E) Promotion

21. Rank the following according to your satisfaction of Lakme product.

	1	2	3	4	5
Overall quality					
Value					
Purchase experience					
Post purchase experience					

22. Rank the following according to your satisfaction of Revlon product.

	1	2	3	4	5
Overall quality					
Value					
Purchase experience					
Post purchase experience					

23. Rank the following according to your satisfaction of Himalaya product.

	1	2	3	4	5
Overall quality					
Value					
Purchase experience					
Post purchase experience					

24. Rank the following according to your satisfaction of Patanjali product.

	1	2	3	4	5
Overall quality					
Value					
Purchase experience					
Post purchase experience					

25. Rank the following according to your satisfaction of Loreal product.

	1	2	3	4	5
Overall quality					
Value					
Purchase experience					
Post purchase experience					

26. You are ready to purchase the product where there is changes in factors.

- A) Changes in prices
- B) Quality of product
- C) Quantity of product
- D) When product in out of stock

27. Suggestions