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## **A Study on Consumer Preference towards Cosmetics with Reference to Coimbatore City**

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### **ABSTRACT**

The main purpose of the paper is to study about the cosmetic industry. People consider quality is the most important factor to purchase cosmetics. This may help the marketers to design a marketing strategy for cosmetics. The findings suggest that consumers value a combination of these attributes, with brand reputation and ingredient, quality being the most important factors. These findings have important implications for cosmetics companies looking to remain competitive in an increasingly socially conscious market.

Keywords: Cosmetics, Brand reputation, Ingredients

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### **1. Introduction**

Cosmetics are defined as “items with mild action on the human body for the purpose of cleaning, beautifying, adding to the attractiveness, altering the appearance, or keeping or promoting the skin or hair in good condition” While functional cosmetics, even if falling under the cosmetic definition, are designated as “items fulfilling specific actions like skin whitening, minimizing the appearance of lines in the face and body, protecting from the sun and sun tanning”. The main goal of such products is to maintain the body in a good condition. Understanding the preference of consumer is a key to the success of business organizations. Marketing personnel are constantly analysing the patterns of consumer preference and purchase decisions to predict the future trends in cosmetics.

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### **2. Statement of problem**

The Cosmetic industry is one of the largest and fastest-growing industries worldwide, with a vast array of products catering to different consumer needs and preferences. Understanding consumer preferences towards cosmetics is crucial for market players to develop effective marketing strategies and improve their product offerings. Studies conducted on consumer preference is disparate and broad as shifts in society, economics, and technology affect the way buyers prefer. They address factors such as consumer behavior, consumer perception, consumer purchase decision and success of local and global brands of cosmetics in different geographical locations of the world.

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### **3. Objective of study**

- To determine that which Cosmetic brand is mostly preferred between consumers.

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### **4. Research Questions**

- Which type of cosmetic product you preferred to buy?
- Which place did you prefer to purchase your Electric vehicles?
- Which branded cosmetic product you often preferred to buy?
- Factor influenced you to buy the cosmetic product?

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## 5. Research methodology

Research methodology is a way to systematically solving a research problem. Research methodology deals with the research design used and methods used to present the study.

### 5.1 Sampling design

This study is intended to analyze consumer's preference towards Cosmetics in Coimbatore city. The study is Descriptive in nature.

### 5.2 Sample size

175 Questionnaire were distributed out of that 148 questioners were fit for analysis from different respondents in the Coimbatore city.

### 5.3 Sample area

The area of the study refers to Coimbatore city.

### 5.4 Data collection

The data is collected from both primary and secondary data.

Primary Data: Primary data is collected directly from the people with the help of the questionnaire for the first time and that are original in nature.

Secondary Data: Secondary data is collected from various sources such as books, journals, articles, newspapers, websites etc...

### 5.5 Sampling method

The method used for collecting sample is convenient sampling.

### 5.6 Sampling tools

- Simple percentage method
- Weighted Average Score method
- Chi square Analysis

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## 6. Review of literature

A.Saravanakumar , Santhosh Kumar Bojan (2018) The study reveals that the people now are not considering the cosmetics as luxury, most of the consumers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. Many respondents feel that there is more chemical combinations in the herbal cosmetics, which can be reduce by the manufacturers to know the need and preference of the customers which can be implemented by them to improve their product.

Dr. A. Radhakrishnan, Radhika. K (2018) This study concerned with analysis of "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 satisfaction towards quality, price and quantity consumption of Himalaya product. Many of them consume the Himalaya product because of its 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.

Lakshmi .Y. P Sai & Suresh Babu M (2019) studied the factors influencing customer behavior towards cosmetics. They discussed that various internal factors like attitude, motivation, perception, and learning along with social and cultural factors and other factors such as price, advertising and physical attributes shape the consumer's behavior.

R. Rajasekaran, K.S. Banu (2020) In their research article "Awareness and perception of women consumer on cosmetic Brands in Coimbatore" set out to identify the level of satisfaction on cosmetic Brands and to analyze the usage of cosmetic brands by consumer. They have collected both primary and secondary data for analysis. They have used simple percentage, chi- square, mean value and ANOVA for their study. They have concluded that marketing is getting a good response from the women consumer and the level of awareness also increases that show the market trend is positive and overwhelming.

Dr. M. Aarthi, Ms. G. Atchaya (2020) In their research article "Comparative Analysis of cosmetic products Maybelline and Lakme in Coimbatore" set out to analysis the consumers satisfaction towards the product and to identify the buying behavior of Maybelline and Lakme products. They have collected both primary and secondary data for analysis. They have used simple percentage technique and ranking techniques for their study. They have concluded

that consumers preferred to purchase ayurvedic product, they wait for the brand during no availability emerging as important source of information, the actual brand decision is taken by them.

**Dr. Pushparaj Wagh (2021)** In his research article "A study of consumer Behavior Towards cosmetic products with reference to Lakme" set out to study various factor affecting consumer behavior towards cosmetic products with special reference to Lakme and to study the awareness of consumer towards cosmetic products. The researcher has collected primary data for analysis. He have used factor analysis, chi- square, simple percentage analysis and pie chart were used for statistical analysis for his study. He has concluded that most of the respondents are satisfied with the Lakme products and they are willing to recommend the product to others.

## 7. Analysis and Interpretation

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

The following tools were used:

- i. Percentage Analysis
- ii. Weighted Average score method
- iii. Chi-square Analysis

### 7.1 Percentage method

$$\text{Formula} = \frac{\text{No. Of respondents}}{\text{Total no. of respondents}} * 100$$

Table no 1

Table showing Type of cosmetic product preferred to purchase

Product Preferred	No. of Respondents	Percentage
Ayurvedic	47	31
Chemical	25	17
Both	76	52
<b>Total</b>	<b>148</b>	<b>100</b>

Source: primary data Interpretation:

The above table shows that the type of product preferred by the respondents to purchase cosmetics in which 52% of the respondents prefer Both, 31% of the respondents prefer Ayurvedic, and 17% of the respondents prefer Chemical products.

Majority 52% of the respondents prefer to purchase Both the products.

Exhibit no: 1

Exhibit showing Type of cosmetic product preferred to purchase

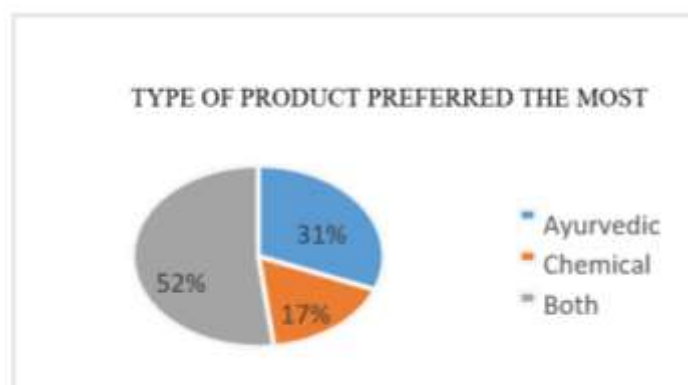


Table no 2

Table showing the place preferred to buy these Cosmetics

Place Preferred	No. of Respondents	Percentage
By Online	50	34
By Super market	71	48
Beauty Salon	16	11
Others	11	7
<b>Total</b>	<b>148</b>	<b>100</b>

Source: primary data Interpretation:

The above table shows that 48% of the respondents are preferred to buy cosmetic products from Super market, 34% of the respondents are preferred to buy cosmetic products from Online, 11% of the respondents are preferred to buy cosmetic products from beauty salon and the remaining 7% of the respondents are preferred to buy cosmetic from Others.

Majority of 48% of the respondents preferred to buy these cosmetics from Super market.

Exhibit no: 2

Exhibit showing the place preferred to buy these cosmetics

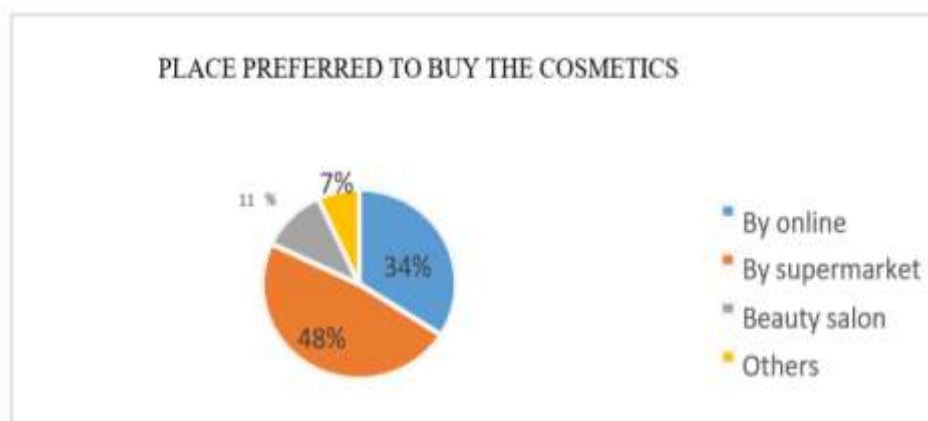


Table no: 3

Table showing that Branded cosmetic product often preferred to buy

Branded product often preferred	No. of Respondents	Percentage
Himalaya	37	25
Lakme	32	22
Nivea	24	16
Caffeine	15	10
Garnier	11	7
Mama earth	15	10
Fogg	14	10
<b>Total</b>	<b>148</b>	<b>100</b>

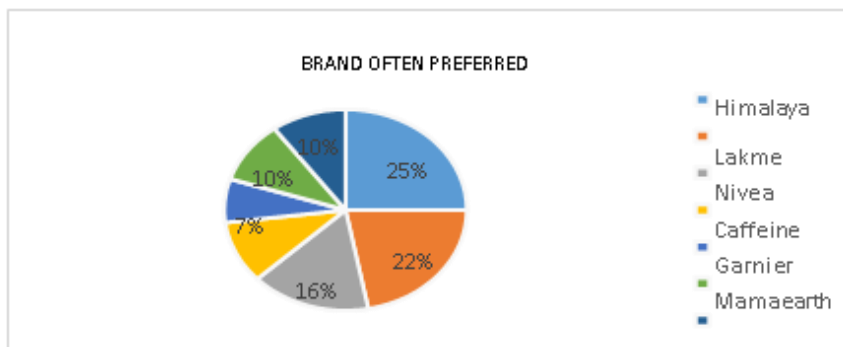
Source: primary data Interpretation:

The above table shows that 25% of the respondents are preferred to buy Himalaya products, 22% of the respondents are preferred to buy Lakme products, 16% of the respondents preferred to buy Nivea products, 10% of the respondents preferred to buy products of Caffeine, Mama earth and Fogg and the remaining 7% of the respondents are preferred to buy Garnier products.

Majority of 25% of the respondents preferred to Himalaya products.

Exhibit no: 3

Exhibit showing the Branded cosmetic products often preferred.



**7.2 Weighted average score 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 determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average.

A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentages, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

**Formula:**

$$\text{WEIGHTED AVERAGE METHOD} = \frac{\text{SUM OF WEIGHT TERMS}}{\text{TOTAL NO. OF TERMS}}$$

Table no: 4

Table showing that factor influencing the consumer preference in cosmetics

Factors	Highly Influenced (1)	Influenced (2)	Neither or Either Influenced (3)	Not Influenced (4)	Highly Not Influenced (5)	Total	WAM	Rank
Ingredients	430	200	24	2	3	659	4.45	2
Quality	144	550	6	0	0	700	4.72	1
Brand	200	168	54	34	22	478	3.22	9
Advertisement	275	240	54	26	2	597	4.03	5
Price	300	264	36	20	0	620	4.18	3
Availability	200	192	48	30	29	499	3.37	8
Offers/ Discounts	250	160	78	38	13	539	3.64	7
Celebrity endorsement	280	224	72	24	0	600	4.05	4
Ratings/ Reviews	275	200	48	36	9	568	3.83	6

Interpretation:

The above table shows that quality among the factors is influenced by the consumer followed by ingredients, price, celebrity endorsement, advertisement, ratings/ reviews, offers/ discounts, availability, and brand

**7.3 Chi square analysis**

The Chi square analysis is commonly used for testing relationships between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population; they are independent. There are several important considerations when using the Chi-

Square analysis to evaluate a cross tabulation. Because of how the Chi-Square value is calculated, it is extremely sensitive to sample size. This can be addressed by always using categorical variables with a limited number of categories.

**Formula:**

$$\text{Chi - square value } (\Sigma) = \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}} * 100$$

$$\text{Expected value} = \frac{\text{Row total} * \text{Grand total}}{\text{Grand total}}$$

$$\text{Degree of freedom} = (\text{Row} - 1) * (\text{Column} - 1)$$

Table no. 5

Table showing the relationship between age and the information influenced to buy the cosmetic products

AGE	INFORMATION INFLUENCED TO BUY THE PRODUCTS				TOTAL
	Word of mouth	Family/ Friends	Advertisement	Online platforms	
16-20 years	10	6	15	3	34
21-25 years	5	10	17	8	40
26-30 years	23	0	9	6	38
Above 30 years	0	12	7	17	36
<b>Total</b>	<b>38</b>	<b>28</b>	<b>48</b>	<b>34</b>	<b>148</b>

CALCULATION OF X<sup>2</sup>

O	E	(O-E)	(O-E) <sup>2</sup>
10	8.72	1.28	1.63
5	10.27	-5.27	27.77
23	9.75	13.25	175.56
6	6.43	-0.43	0.18
10	7.56	2.44	5.95
12	6.81	5.19	26.93
15	11.02	3.98	15.84
17	12.97	4.03	16.24
9	12.32	-3.32	11.02
7	11.67	-4.67	21.80
3	7.81	-4.81	23.13
8	9.18	-1.18	1.39
6	8.72	-2.72	7.39
17	8.27	8.73	76.21
<b>148</b>	<b>119.83</b>	<b>16.5</b>	<b>411.04</b>

$$\text{CHI-SQUARE VALUE } (\Sigma) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

$$= 411.04/119.83$$

$$= 3.43$$

$$\text{DEGREE OF FREEDOM} = (\text{ROW}-1)*(\text{COLUMN}-1)$$

$$= (4-1)*(4-1)$$

$$= 9$$

CALCULATED VALUE  $X^2 = 3.43$       TABLE VALUE = 16.919

#### HYPOTHESIS

**HO:** There is no significant relationship between age and the information influenced to buy the products of the respondents.

**HI:** There is a significant relationship between age and the information influenced to buy the products of the respondents.

Level of significance = 5% or 0.05 Degree of freedom = 9

Chi-square value  $X^2 = 3.43$  Table value = 16.919

#### INTERPRETATION

In the above analysis, the calculated value (3.43) is less than the value (16.919) at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant relationship between age and the information influenced to buy the products of the respondents.

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## 8. Findings, Suggestion and Conclusion

### 8.1 Findings

#### Percentage analysis

- 52% of the respondents are preferred to buy both ayurvedic and chemical products.
- 48% of the respondents prefer to purchase in Super market.
- 25% of the respondents often preferred to buy Himalaya products.

#### Weighted average score method

The message more quality among the factors is influenced by the consumer followed by ingredients, price, celebrity endorsement, advertisement, ratings/reviews, offers/ discounts, availability, and brand.

#### Chi-square Analysis

- The selected factors like age and the information influenced to buy the products of the respondents has no significant relationship between them.

### 8.2 Suggestion

Consumers prefer to invest in high-end, luxury cosmetic brands that are perceived to be more exclusive and of higher quality. They prefer cosmetics made from natural and organic ingredients as they are perceived to be safer and healthier for the skin. They need some different type of products without chemicals.

### 8.3 Conclusion

The progress that the electric vehicle industry has seen in recent years is not only extremely welcomed, but highly necessary in light of the increasing global greenhouse gas levels. As demonstrated within the economic, social, and environmental analysis sections of this webpage, the benefits of electric vehicles far surpass the costs. The biggest obstacle to the widespread adoption of electric-powered transportation is cost related, as gasoline and the vehicles that run on it are readily available, convenient, and less costly. As is demonstrated in our timeline, we hope that over the course of the next decade technological advancements and policy changes will help ease the transition from traditional fuel-powered vehicles. Additionally, the realization and success of this industry relies heavily on the global population, and it is our hope that through mass marketing and environmental education programs people will feel incentivized and empowered to drive an electric-powered vehicle. Each person can make a difference, so go electric and help make a difference.

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