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“A STUDY ON CONSUMER PREFERENCES TOWARDS COSMETIC BRANDS IN HYDERABAD- A COMPARATIVE STUDY”

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ABSTRACT :

The present study focused on understanding consumer preferences for different cosmetic brands, with a special focus on Hyderabad. It aims to analyze which brands consumers prefer and the factors influencing their choices, such as quality, price, availability, and brand reputation.

The research also examines brand loyalty among consumers to understand whether they stick to a single brand or switch between multiple brands. Additionally, the study explores consumer awareness of different cosmetic brands and how their knowledge affects their purchasing decisions. Lastly, it investigates how consumer preferences shape their perception of cosmetic brands, influencing marketing strategies and brand positioning.

The findings of this study will help cosmetic companies better understand customer behavior and improve their products and marketing strategies to meet consumer needs effectively.

KEY WORDS : Brand, Cosmetic, Consumer, Preference, Price , Study

INTRODUCTION :

The cosmetic industry has seen rapid growth, expanding from basic skincare and makeup to a wide range of products catering to diverse consumer needs. Today, cosmetics are not only seen as beauty tools but also as instruments for self-expression, confidence, and wellness. Factors such as brand reputation, product quality, pricing, sustainability, and marketing strategies influence consumer decisions. This study explores consumer preferences and the motivations behind their choices in the cosmetic market. Identifying brand preferences will help brands adjust products and services to meet consumer expectations. Consumers today seek a variety of brands, whether luxury, organic, cruelty-free, or affordable. The study also examines the role of cultural and social influences, as well as strategies for adapting to changing market demands. Branding is essential in distinguishing products, as a strong brand helps build consumer trust and confidence. It has been noted that a successful brand creates an emotional connection with consumers. Building a brand takes time and careful planning, with marketing being an ongoing effort. Understanding consumer preferences is crucial for businesses aiming for success in the competitive cosmetic market. The importance of cosmetics in daily life and the economy further emphasizes the need for businesses to understand consumer loyalty drivers.

SCOPE OF THE STUDY :

This study aims to explore the key factors influencing consumer preferences for cosmetic brands, including product quality, price, packaging, brand image, and marketing strategies. Demographic factors such as age, gender, culture, and lifestyle are also analysed to understand their impact on buying behaviour. The influence of social media, online trends, influencer endorsements, and peer recommendations on purchasing decisions is examined. Additionally, the growing demand for sustainability, cruelty-free, and ethically sourced products is considered in relation to brand loyalty. The research may focus on a specific region or provide global insights. The findings will help cosmetic brands better understand their target audience and align products and marketing strategies with consumer needs. Consumers will benefit by understanding how their preferences align with market trends. Ultimately, the study aims to bridge the gap between consumer expectations and brand offerings, fostering innovation and growth in the industry.

OBJECTIVES OF STUDY

- To Analyse the consumer preferences of various cosmetic brands.
- To analyse the brand loyalty of cosmetic brands in Hyderabad.

RESEARCH METHODOLOGY

Sample Method:

The present study investigated consumer preferences toward cosmetic products by employing a sampling method, specifically convenience sampling. This approach was chosen due to the accessibility and willingness of participants to provide insights into their purchasing behaviour and preferences.

Sample size:

The present sample size for the study is 80 respondents. It includes people from different age groups, genders etc. to ensure the findings are reliable and cover a wide range of opinions.

Types of Data:

- Primary Data: The primary data is collected through structured questionnaire.
- Secondary Data: The secondary data is collected through internet, magazines, newspapers and articles.

Statistical tools :

Statistical tools such as T- Test and F-Test are Commonly employed to analyse consumer preferences towards cosmetic brands in Hyderabad.

REVIEWS

1. **Sivagami T. (2016)** studied consumer purchase decision behaviour towards cosmetic marketing. The aim of the study was to study consumer behaviour marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. Sample size was 200. Direct Interview method was adopted to collect data Simple and bi-variety tables were prepared from information collected. Percentage Analysis was used for analysing data. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufactures need to identify the need before marketing the cosmetic product.
2. **S. Ajitha 1 V.J. Sivakumar 1 (2017)** The growth of the luxury market has been phenomenal in recent years, especially in the emerging markets such as India. This research studied luxury value aspects (personal and social) of luxury cosmetic brands and their impact on consumer attitudes and usage behaviour, with a focus on women consumers. the symbolic and psychological traits among consumer will show their willingness to buy and preferences on luxury cosmetic brands. The findings of this study provide valuable insights to marketers and managers to understand consumer trends, attitudes and behaviour in the luxury cosmetic market and develop marketing strategies to successfully market their products.

HYPOTHESIS OF STUDY

- HO1 There is no significant difference between Demographic attributes and Consumer Preferences
- HO2 There is no significant difference between Demographic attributes and Brand Loyalty

DATA ANALYSIS AND DATA INTERPRETATION DEMOGRAPHIC ATTRIBUTES OF CONSUMER PREFERENCES

CATEGORY	N	t/f -value	p- value	RESULT
GENDER	80	2.015048	0.29096	Accept H01
AGE	80	1.738909	0.302572	Accept H01
OCCUPATION	80	1.599524	0.322581	Accept H01

SOURCE: COMPUTATION FROM PRIMARY DATA

The table presents the results of hypothesis testing on the influence of demographic attributes on consumer preferences. The null hypothesis (H01) states that there is no significant difference between demographic attributes and consumer preferences. The p-values for gender (0.29096), age (0.302572), and occupation (0.322581) are all greater than the typical significance level of 0.05. This indicates that none of these demographic factors significantly affect consumer preferences. Consequently, the null hypothesis (H01) is accepted for all three categories. The t/f-values further support this conclusion by showing no strong statistical significance. Since all p-values are above 0.05, we conclude that gender, age, and occupation do not play a significant role in consumer preferences. The results suggest that consumer preferences are likely influenced by other factors beyond these demographics. This analysis is based on computations from primary data collected from 80 respondents.

DEMOGRAPHIC ATTRIBUTES OF BRAND LOYALTY

CATEGORY	N	t/f -value	p- value	RESULT
GENDER	80	2.353363	0.352102	Accept H02
AGE	80	2.922857	0.270815	Accept H02
OCCUPATION	80	2.6885711	0.2882706	Accept H02

SOURCE : COMPUTATION FROM PRIMARY DATA

The table analyzes the impact of demographic attributes on brand loyalty. The p-values for gender (0.352102), age (0.270815), and occupation (0.2882706) are all greater than

0.05. This indicates no significant relationship between these factors and brand loyalty. As a result, the null hypothesis (H02) is accepted for all categories.

The findings suggest that brand loyalty is influenced by factors other than demographics. The data is derived from 80 respondents

CONCLUSION

1. Consumers trust established cosmetic brands but are also open to trying new products, especially those offering unique benefits.
2. There is a growing preference for eco-friendly, cruelty-free, and organic cosmetics, driven by concerns about sustainability.
3. In Hyderabad, long-established brands are favoured for their quality, while younger consumers are influenced by trends and social media to explore new brands.
4. Discounts, special offers, and loyalty programs are key in maintaining customer loyalty.
5. Social media, advertisements, and influencers significantly impact brand awareness and consumer perceptions.
6. Transparency, sustainability, and ethical practices are important for consumers who are increasingly informed about product ingredients.

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