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A Study on Women's Buying Behaviour of Cosmetic Products with Reference to Coimbatore City

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ABSTRACT

This study examines the purchasing behaviour and preferences of women in Coimbatore concerning cosmetic products. The findings reveal that consumers exhibit considerable awareness and deliberation over the items they use, highlighting ingredients, cost-effectiveness, and brand reputation. The research reveals a growing preference for herbal or natural cosmetic products and online buying, due to convenience and accessibility. The study's findings can aid cosmetic companies in understanding consumer desires and preferences, hence enabling the improvement of current goods or the launch of new ones to sustain market competitiveness.

INTRODUCTION

A cosmetic product is any substance or combination intended for application to the external surfaces of the human body. The product is employed by both men and women in their daily routines. The study examines women's cosmetic products. Cosmetic products are mostly employed on the human body to cleanse, enhance beauty, increase attractiveness, or modify appearance. Cosmetic products include skincare, haircare, cosmetics, fragrances, and personal care items.

Historically, personal care products encompassed cosmetic substances such as turmeric, sandalwood paste, chickpea flour, and milk cream. The Food and Drug Administration (FDA), which regulates cosmetics, characterises them as compounds designed for application to the human body for cleansing, beautifying, improving attractiveness, or altering appearance without affecting the body's structure or function. Female consumers acquire products according to their needs, tastes, and financial means.

STATEMENT OF PROBLEM

There are many cosmetic products for women's that nourish their skin and beauty. There are different types of cosmetic products are there such as skincare products, haircare products, makeup products etc. In this research, we are looking the problem of defects in the cosmetic products of women's. There are several reasons that the women are not prefer to buy the unqualified product, they are worried about the quality of the products.

OBJECTIVES

- To know the women's buying behaviour of cosmetic products in various Brand.
- To analysis level of satisfaction they attained using different cosmetic Brands.
- To find out which Brand satisfies the consumer.
- To know the problems related to cosmetic products on women's.

SCOPE OF THE STUDY

The study has been confined to study on women's buying behaviour of cosmetic products with reference to Coimbatore city. The study has covered the consumers of Coimbatore city. The scope of the study limits to know the attitude level and factors influencing Women's buying behaviour. The present research aims to identify the major problems related to the quality of the cosmetic products. To analyse the convenience level of women's on cosmetic products.

REVIEW OF LITERATURE

Hamza Salim Khraim (2011) wrote a paper entitled "The Influence of Brand Loyalty on Cosmetics Buying Behaviour of UAE Female Consumers," which indicates that worldwide annual spending on cosmetics is projected to reach US \$18 billion, with many competitors attempting to secure a larger market share. The seven determinants of brand loyalty are brand name, product quality, pricing, design, promotion, service quality, and retail environment.

In their 2014 study, "Women Buying Behaviour and Consumption Pattern of Facial Skin Care Products," Vandana Sabharwal, Savita Maan, and Sanjeev Kumar contend that facial appearance profoundly impacts an individual's overall persona, and cosmetics facilitate the enhancement of skin, making faces appealing, radiant, and visually attractive. This study analyses women's facial skincare products, encompassing moisturisers, toners, cleansers, and anti-aging creams. The data reveals that moisturiser is the most often used product among all age demographics. Older women demonstrated a preference for anti-aging creams and toners. Fair & Lovely, Ponds, and Vaseline have been recognised as the most popular and preferred cosmetic products. Products from Lakme, Olay, and Amway are primarily purchased and consumed by those in the upper income tier.

Kambiz Heidarzadeh Hanzae and Leila Andervazh (2012), in their research paper titled "The Influence of Brand Loyalty on Cosmetics Purchase Intention of Iranian Female Consumers," delineated the determinants of brand loyalty as brand name, product quality, price, design, promotion, service quality, and store environment. This research has clarified the purchase habit of female consumers in Tehran.

Saima Ulfat (2013) investigates the impact of brand awareness and price sensitivity on women's satisfaction with their selected beauty care products. This research is significant for its potential to aid manufacturing organisations in enhancing their marketing methods for this product category, specifically concerning Pakistani women. .

COMPANY PROFILE

LAKME

Lakme is a cosmetics brand from India, owned by Hindustan Unilever. It was named after the French opera Lakmé, which is derived from the French phrase for the goddess Lakshmi, renowned for her beauty. Founded in 1952 as a wholly-owned subsidiary of Tata Oil Mills, the effort was instigated by Prime Minister Jawaharlal Nehru's concern over Indian women spending precious foreign currency on beauty products, prompting him to urge JRD Tata to manufacture them locally. Simone Tata began her career at the company as director and then advanced to chairman. In 1998, the Tatas sold their stake in Lakme to Hindustan Unilever for ₹200 crore. Lakme primarily provides coloured cosmetic products, such as lipsticks, eyeliners, and skincare creams.

In December 2018, it launched its e-commerce platform. As of 2021, Lakmé manages 485 beauty salons under Lakmé Lever. The company is the title sponsor of Lakmé Fashion Week, a semiannual fashion event in Mumbai.

Lakmé's brand ambassadors are Shraddha Kapoor, Kajol Devgn, Kareena Kapoor, and Ananya Pandey. In the Brand Trust Report 2012, Lakme ranked 104th among India's most trusted brands, while in the following year, it rose to 71st place on the list. In 2014, Lakme ranked 36th in the Brand Trust Report 2014, which evaluated India's most trusted brands. In 2022, it was ranked as the 27th most trusted brand in India, as per the Brand Trust Report 2022. The advantages of Lakmé include brand awareness, product quality, and innovation. Lakme, a leading cosmetics brand in India, faces numerous challenges, including competition, counterfeit products, and limited presence in the luxury segment.

HIMALAYA

Himalaya Wellness Company, formerly referred to as Himalaya Drug Company, is an Indian multinational firm focused on personal care and medicines, with its headquarters located in Bangalore, India. It was established by Muhammad Manal in Dehradun in 1930. The company produces health care products enriched with Ayurvedic ingredients, marketed under the brand Himalaya Herbal Healthcare. Its operations are disseminated over India, the United States, the Middle East, Asia, Europe, and Oceania, with items accessible in 106 countries worldwide. Himalaya Global Holdings (HGH), located in the Cayman Islands, functions as the parent company of Himalaya Wellness Company and the principal holding entity of the group.

By 2015, the firm distributed its products in 91 countries, deriving around 50% of its revenue from overseas sales. The corporation functions in 106 nations. The Company employs more than 290 researchers who utilise Ayurvedic herbs and minerals. The Himalaya Neem face cleanser brand is purportedly the second largest in India. Mothercare products were launched in 2016.

REVLON

Revlon, Inc. is an American global firm that specialises in cosmetics, skincare, perfumes, and personal care products. Revlon's headquarters was founded in New York City on March 1, 1932, and remains situated there. Revlon was founded by brothers Charles and Joseph Revson, along with chemist Charles Lachman. Revlon goods are distributed in 150 countries, supported by multiple international offices located in Mexico City, London, Paris, Hong Kong, Indonesia, Sydney, Singapore, and Tokyo.

Company manufactures and markets color cosmetics, hair color and care, Skincare, beauty care and fragrances through a diverse portfolio of 15+ brands sold in more than 150 countries. In 2022, Revlon Inc. generated approximately 1,145 million U.S. dollars in gross profit. Revlon developed variety of products, the company has become a multibillion dollar organisation. Revlon is one of the top five cosmetic houses in the world.

ANALYSIS AND INTERPRETATION

Data analysis involves examining, purifying, reshaping, and modeling data to uncover valuable Insights, draw conclusions, and facilitate decision-making. It encompasses the transformation of raw data into actionable information that aids users in making informed decisions. This process entails gathering and scrutinizing data to address inquiries, validate hypotheses or refute theories.

In 1961, statistician John Tukey characterized data analysis as comprising methods for scrutinizing data, strategies for interpreting outcomes, approaches for organizing data collection to enhance analysis feasibility, precision, or accuracy, and the entire array of mathematical statistical tools applicable to data analysis. Data interpretation involves employing various analytical techniques to examine data and derive meaningful conclusions. This process enables researchers to categorize, manipulate, and condense information effectively, facilitating the resolution of essential inquiries.

The following tools were used:

- Percentage Analysis
- Rank Analysis
- Weighted average score method

Table showing age group of the respondents

Age (in years)	Frequency	Percentage
Below 18	23	23%
19– 30	45	45%
31 – 45	27	27%
46 - 60	5	5%
Total	100	100%

SOURCE: Primary data

Interpretation:

The data displays 23% of the respondents are below 18 years, 45% of the respondents are 19-30 years, 27% of the respondents are 31-45 years, 5% of the respondents are 46-60 years.

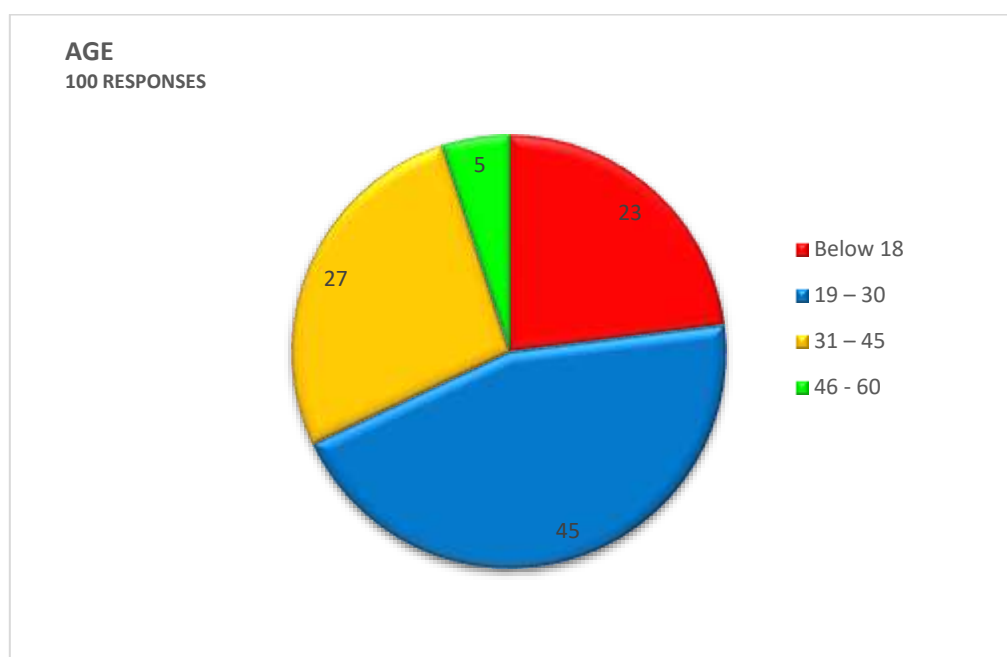


Table showing various brand of cosmetic products which brand do you choose?

Cosmetic brands	5	4	3	2	1	Total	Rank
Lakme	36	25	20	10	9	369	1
Loreal	30	20	29	16	5	354	2
Revlon	20	28	15	34	3	328	4
Himalaya	18	31	19	27	5	330	3
Nivea	19	17	24	21	19	296	5

Interpretation:

The above table represents the rate of five cosmetic brands according to the consumer preferences. Lakme has got the first rank, Loreal has got the second rank, Himalaya got the rank third, Revlon got the rank fourth and Nivea got the rank fifth.

Table 4.3.1**Table showing the preference for the following characteristics in a cosmetic product**

Characteristics	Very Important (4)	Important (3)	Moderate (2)	Not important (1)	Total	Weighted average score	Rank
Longevity	61	20	17	2	340	3.40	1
Package	45	29	15	11	308	3.08	3
Price	40	26	22	12	294	2.94	4
Coverage	48	28	14	10	314	3.14	2
Products specification	42	21	19	18	287	2.87	5

Interpretation:

The above table shows the consumer preferences for the characteristics of cosmetic products most of the customers preference towards longevity so it is ranked first and the coverage ranked as second, packaging ranked as third, price as rank fourth and product specification ranked as fifth.

FINDINGS, SUGGESTIONS & CONCLUSION
FINDINGS

The study aimed to explore customer behaviour, preferences, and attitudes towards Cosmetic products product, as well as identify the problems that the consumers encounter and the factors influencing their purchase decisions.

PERCENTAGE ANALYSIS

- The majority of 45% of the respondents belong to 19-30 years.
- The majority of 73% of the respondents are as students.
- The majority of 73% of the respondents are not earning an income.
- The majority of 44% of the respondents are using the cosmetic products on daily basis.
- The majority of 62% of the respondents using skin care products.

SUGGESTIONS

- It is suggested that the companies have to take steps to make the required quantity of cosmetic with affordable prices to the consumers.
- The producer should be loyal to what they advertise and also produce different types of products.

- The manufactures must increase the quality of products to make the consumers to consume products.
- The producer should offer customizable products that cater to individual need and preferences.

CONCLUSION

Based on the analysis of the data, it can be concluded that the consumers of Coimbatore city are highly aware and conscious of the cosmetic products they use. They give importance to the ingredients used in the products, cost effectiveness, and the brand reputation. The study also revealed that the majority of consumers prefer herbal or natural cosmetic products as they are perceived to be safer and have fewer side effects. There is also a growing trend of purchasing Cosmetic products through online due to convenience and availability of a wide range of products.

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