



Analysis of Factors Influencing the Preference for the Selection of Cosmetics Products by the Respondents Using Garrett's Ranking Technique

KEYWORDS

Dr. A. Rethinapandy

Head, Dept. Of Economics Sri S R N M College, Sattur
626 203 Tamilnadu

Dr. M. Selvakumar

Assistant Professor, PG and Research Dept. of
Commerce, Ayya Nadar Janaki Ammal College,
Sivakasi 626 124, Tamilnadu

INTRODUCTION

Cosmetics are substances prepared to improve beauty and generally increase the attractiveness of a person. As cosmetic products consists of numerous items, only four products namely talcum powder, shampoo, toilet soap and hair oil have been selected for this study. For the purpose of this study 125 sample respondents were selected from different parts of kovilpatti town, which is in Tuticorin District in the state of Tamil Nadu. The respondents were selected from different groups such as age, sex, educational qualification, income, occupation and the like.

There are seven factors were identified for the purpose of studying the factors influencing the preference for the selection of brands of cosmetic products by the respondents. The factors are fragrance, quality, brand image, attractive package, reasonable price, status symbol and health care. The primary data for this study were collected through interview schedule during the period from March 2012 to July 2012. The respondents were asked to rank the factors influencing the selection of brands of cosmetic products according to their choice.

Garrett's Ranking

Garrets Ranking Technique has been used to analyze the factors influencing the preference for the selection of brands of cosmetic products by the respondents. Under the Garrett's Ranking Technique the percentage position is calculated by using the following formula:

$$\text{Percentage position} = \frac{100(R_{ij}-0.5)}{N_j}$$

Where R_{ij} = Rank given for i^{th} variable by the j^{th} respondent.
 N_j = Number of variables ranked by the

Table II

Preference for the brands of talcum powder

S. No	Factor	Rank							Total No of Respondents	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7				
1	Fragrance	33	29	21	16	12	5	9	125	7393	59.14	I
2	Quality	31	21	18	20	19	15	3	125	7251	58.01	II
3	Brand Image	2	11	17	23	34	20	18	125	5523	44.18	VI
4	Attractive Package	2	10	11	29	23	30	20	125	5324	42.59	VII
5	Reasonable Price	11	8	23	17	19	22	25	125	5648	45.18	IV
6	Status Symbol	12	24	11	10	14	18	36	125	5629	45.03	V
7	Health Care	34	24	24	10	7	12	14	125	7141	57.13	III

Source : Primary data

Note: For factor fragrance the total score is calculated by multiplying the number of respondents ranking that factor as 1,2,3,4,5,6 and 7 by their respective table values given in Table II. Mean score is calculated by dividing the total score by the number of respondents.

The respondents were asked to rank the seven factors identified for the purpose of this study as 1,2,3,4,5,6 and 7 in order to know their preferences in the selection of brands of cosmetic products. The calculated percentage positions for the ranks 1,2,3,4,5,6, and 7 and their corresponding Garrett's table values are given in Table 1

Table I

Percentage Positions and their corresponding Garetts Table values

Rank	Percentage Position	Garrett's Table Value
1	100(1-0.5) / 7 = 7.14	79
2	100(2-0.5) / 7 = 21.43	66
3	100(3-0.5) / 7 = 35.74	57
4	100(4-0.5) / 7 = 50	50
5	100(5-0.5) / 7 = 64.29	43
6	100(6-0.5) / 7 = 78.57	34
7	100(7-0.5) / 7 = 92.86	21

Table I shows the percentage positions for the ranks 1,2,3,4,5,6 and 7 and their corresponding Garrets table values. For Rank1, the calculated percentage position is 7.14 the table value is 79. This value is given in the Garrets ranking table for the percentage 6.81, which is very near 7.14(see Appendix). As like for all the calculated percentage positions, the table values are referred from Garrett's ranking table.

Talcum Powder

Table II shows the number of respondents ranking the factors as 1,2,3,4,5,6 and 7 for the preference for the selected brand of Talcum powder. This table also shows the total score and the mean score.

It is seen from Table II that according to the Garrett ranking, the factors which induces the respondents to show preference to the brands of talcum powder are in this order namely fragrance, quality, health care, reasonable price, status symbols, brand image and attractive package.

Shampoo

Table III shows the ranks given by the respondents for the

factors in the preferences for the brands of shampoo.

Table III Preference for the Brands of Shampoo

S. No	Factor	Rank							Total No of Respondents	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7				
1	Fragrance	14	32	29	14	5	12	19	125	6593	52.7458.474	III
2	Quality	28	24	27	18	15	12	1	125	7309		I
3	Brand Image	12	5	19	26	29	19	13	125	5985		IV
4	Attractive Package	10	7	7	25	23	24	27	125	5431		VII
5	Reasonable Price	13	13	19	16	26	26	15	125	5848		V
6	Status Symbol	34	19	7	14	18	28	26	125	5652		VI
7	Health Care	25	17	12	9	4	23	125	6911	II		

Source : Primary data

Table III highlights the Garrett total score and the mean score, which helps to know the order of factors that persuade the respondents to prefer the brands of shampoo. Among the factors influencing the selection of brands of shampoo 'quality' got the first rank followed by health care, fragrance, brand image, reasonable price, status symbol and attractive price.

Toilet Soap

Table IV highlights ranks of factors by the respondent's preferences for their brands of toilet soap.

Table IV Preference for the Brands of Toilet Soap.

S.No	Factor	Rank							Total No of Respondents	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7				
1	Fragrance	12	30	29	14	12	15	13	125	6580	52.64	III
2	Quality	23	20	26	22	15	11	8	125	6906	55.25	II
3	Brand Image	10	12	18	22	22	20	16	125	5670	45.36	VI
4	Attractive Package	4	3	13	25	21	34	25	125	5089	40.71	VII
5	Reasonable Price	14	18	15	18	24	16	20	125	6045	48.36	IV
6	Status Symbol	15	27	5	18	15	18	27	125	5976	47.81	V
7	Health Care	47	16	19	7	11	9	16	125	7317	58.57	I

Source : Primary data

Table IV shows that among the factors influencing the respondents in selection of brands of toilet soap, health care got the first rank followed by quality, fragrance, reasonable price, status symbol, brand image and attractive package.

Hair Oil

Table V shows the ranking of factors by the respondents for their preferences in the selection of brands of hair oil.

Table V Preferences for the Brands of Hair Oil

S.No	Factor	Rank							Total No of Respondents	Total Score	Mean Score	Rank
		1	2	3	4	5	6	7				
1	Fragrance	11	28	26	10	17	10	23	125	6253	50.02	III
2	Quality	22	26	23	16	14	18	6	125	6905	55.24	II
3	Brand Image	13	8	9	24	30	21	20	125	5692	45.54	VI
4	Attractive Package	7	9	8	33	19	27	22	125	5450	43.60	VII
5	Reasonable Price	11	11	22	14	21	25	21	125	5743	45.94	V
6	Status Symbol	14	22	16	14	17	15	27	125	5978	47.82	IV
7	Health Care	47	21	21	14	7	9	6	125	7729	61.82	I

Source : Primary data

Table V highlights that among the factors influencing the respondents in selection of brands of hair oil, health care got the first rank, followed by quality, fragrance, status symbol, reasonable price, brand image and attractive package.

Conclusion

According to the Garrets ranking technique that among the factors influencing the selection of brands of talcum powder by the respondents, fragrance got the first rank followed by quality. With regard to the selection of brands of shampoo, the factor 'Quality' got the first rank followed by 'health care'. For the selection of brands of toilet soaps and of the brands of hair oil, the factors 'health care' and 'quality' got the first and second ranks respectively. From this analysis it is inferred that the respondents given greater importance to the factors health care, quality and fragrance when compared with other factors in the selection of cosmetic products.