



A STUDY ON CONSUMER PREFERENCE ON COSMETICS AMONG COLLEGE GIRLS WITH REFERENCE TO PUDUKOTTAI DISTRICT

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ABSTRACT

Purchasing is a common phenomenon in the modern marketing world. Consumers are classified into impulse buyers and non-impulse buyers. Impulse buyers purchase products without any premeditation or conscious thought. Results of the marketing strategies and promotional methods, they try to change the consumer decision making through buying. The purpose of this study is to examine the consumer attitude towards buying of cosmetic products. A structured self-administered questionnaire distributed among 300 females in Arts and science colleges in Pudukkottai district. In order to study frequency, weighted average table, diagrams and likert's five point scale have been used to know the factors that determine female consumers to purchasing of cosmetics. The results and implications are useful for future research. The present paper aims to focus on the consumer preference for cosmetics among college girls in the district of Pudukkottai. A sample of 270 girls students were selected on basis of stratified random sampling methods as respondents. The result of the analysis showed that consumers different in preference for cosmetics. The preference of the majority of the girls students are lux toilet soap, ponds sandal powder, fair and lovely face cream, parachute hair oil, everybody spray, eyetex thilack ponds sunscreen and clinic all clear shampoo.

KEYWORDS

consumer preference, buying behavior, cosmetics.

INTRODUCTION :-

The word "cosmetics" is derived from the Greek word *kosmetikos* which means "skilled at decorating". Cosmetics colloquially known as makeup or make-up are care substances used to enhance the appearance or odor of the human body. The U.S., the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." Producers and marketers tend to motivate consumers intention to buy products through various promotional methods and marketing strategies. This fact hassled increasing to know about the factors which determine buying behavior. In recent years, with the advancement of women's economic status and self-conscience, buying has increased (Dong et al., 2011). According to Kollat and willet (1967) women tend to engage in more impulse buying as compared men. Hence, it is important to learn the factors which determine female consumers buying cosmetics products. The consumer buying behavior steps in decision process model Their mainly five stages of consumer buying behavior.

1. problem/Need recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. post purchase behavior

NEED OF THE STUDY:-

The contribution that this research tends to make was to give a clear view to the 'cosmetic industry' as to how the college girls prefer to purchase the cosmetics products of varied ranges. Also it helps in knowing the customer base of various brands. Especially among young ladies the use of cosmetics is unavoidable one. the passion for cosmetics among college girls is growing day by day.

STATEMENT OF THE PROBLEM:-

Through this study, the researchers aim at analyzing the consumer preferences for cosmetics such as bathing soap, face powder, shampoo, hair oil, face cream, nail polish, body cream and thilak. Hence, the researchers are interested in finding out as to which brand, attracts more, the satisfaction level, availability and the agreement on pride of the brands.

OBJECTIVES OF THE STUDY:-

The following are the broad objectives of the study

1. To find out the popular brand of cosmetics used by majority of the college girls with reference to the Pudukkottai district.
2. To find out whether the college girls are satisfied with the brands available at present.
3. To find out the consumer preferences for cosmetic among college girls with reference to Pudukkottai district

LITERATURE REVIEW :-

Brand:-

Brand is the name associated with one of more items in the product line that is used to identify the source of characters of the items (Kotler, 2002). Doyle (2002) also cited that a brand is defined as a specific name, symbol or design, or the combination of these that is employed to differentiate a product. Brand name has become an ordinary feature for every products available on the market nowadays. The specialty of each brand is its different value in the mind of the potential buyers. A strong brand image and reputation enhances differentiation and has a positive influence on buying behavior (Gordon et al., 1993; Mc Enally and de Chernatony, 1999 as cited in Kuhn et al., 2008). Marketers see the significance of powerful brands and this is shown in all effort to build up a strong brand. To customers, brand means familiarity and credibility as they get to experience some contacts in their everyday life; therefore, they use the brands as a indicator to try or make a decision to buy new products (Ger et al., 1993). Moreover, brands are regarded as causal signs of determinants of product quality depends on if the intrinsic attributes and processes that truly determine quality (Stijn et al., 2000). Such familiarity and credibility in the mind of consumers, which creates value to the firm, can be enforced by the use of brand equity: brand awareness, brand loyalty, brand associations and perceived quality (Aaker, 2002).

CONSUMER ATTITUDE:-

According to Shah ad khan (2012) attitude is the conduct, nature, temperament thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a product. Lars Perner (2010) defines consumer attitude simply as a composite of a consumers beliefs, feelings, and behavioral intentions toward some object within the context of marketing. Noel (2009) defined attitude that is a powerful and long term

assessment for which the consumers are having well-built way of thinking and it can be an individual, entity, announcement or a matter. Attitudes are formed through experience and learning and that attitudes influence buying behavior (Kotler and Keller, 2009). Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm (W.s.elance.com). Choo, chung & pysarchik, (2004) have argued that there is a direct causal relationship between attitudes and behavior.

CONSUMER DECISION MAKING :-

The consumer decision making process consists of mainly five steps according to most researchers within the field (McCall et al., 2002; Cross 1999; Peter and Olson 2005, p.169; and Hawkins et al., 2001). The steps included in the model are; need or problem recognition, information search, evaluation of alternatives, purchase and the post-purchase process. However, not all purchased require every step (Cross 1999, Peter & Olson 2005, p.168). Consumer can skip the evaluation of alternatives when considering low involvement products (Peter & Olson 2005, p.168). According to Hawkins et al. (2001, pp.26-27) there are more aspects than only decision making process that affect consumer behavior which are external and internal influences. External influences are social class and reference groups while internal factors are motivation, exposure, attention, perception and attitude.

CONSUMER PREFERENCE:-

Dolekoglu (2008) and Mucuk(2001) According to the report, with the exception of cleaning products, consumer loyalty to private brand products was found to have increased for products in all categories. Despite the growing demand for private brand products, consumers have different reasons for their preferences that are sensitive to product type and price, and the socio-economic status of consumers. Jack and rose (2000) it would be difficult and almost impossible to create quantitative variables to describe the overall appearances of the main characters combining varying views.(e.g.,price,taste ,quality,hygiene etc.) as well as the dynamic design ,colors, and sounds of the machine in that vending solution, which may have a significant impact on consumers preference. Monirul I. & Han J.H.,(2012) states the demand of coffee is more than tea and earning good amount of profit. It is assumed that about 20 billion cups of hot drinks are sold every year.

RESEARCH METHODOLOGY:-

This chapter will describe method used in the research, explain the method conducting, procedure of data collection and sampling and finally describe questionnaire design.

RESEARCH METHOD:-

Selecting the right methodology is important for the research as it will affect the relevant information extract from the data. There are two types of method researchers use to collect data:

qualitative and quantitative method. Qualitative research method are more intrusive and less structured than quantitative research techniques and, thus, are appropriate when the research is exploratory in nature, when the area for examination is unfamiliar to the researcher and when the research is clinical (Jarratt, 1996). Qualitative Research is collecting, analyzing, and interpreting data by observing what people do and say. Small number of people is interviews in depth and/or a relatively small number of focus groups are conducted. This technique is administered by highly-trained interviewer-analyst who also analyzed the findings and tends to somewhat subjective (Schiffman & Kanuk, 2000, p.15) While quantitative research method is aimed to classify features, count them, and contrast statistical models in an attempt to explain what is observed and the data collected are in form of number and statistics (Neil, 2007). It is descriptive in nature and is used by the researchers to understand the effects of various promotional inputs on the consumers (Schiffman & Kanuk, 2000, p. 15). Quantitative research is research involving the use of structured questions where the response options have been predetermined and a large number of respondents is involved.

According to McDaniel and Roger (2002), to study the meaning of involving variables statistically, quantitative research is considered useful. Quantitative research searches for inferences about a larger population, giving a result that portrays statistical analysis capability, high reliability and generalisability (Sae-Jiu, 2007). In addition, most of the research in this area of study utilized quantitative research with similar methodology. The use of quantitative research for this study will produce comparison with prior study within the same context.

SOURCES OF DATA :-

The required information for the study has been collected both from primary and secondary sources. The primary data has been collected from the respondents by survey method through the issue of questionnaire in addition interview technique and informal tasks were held for collecting first hand information. The secondary data has been collected from books, magazines ,journals, and from dealers.

TOOLS USED FOR ANALYSIS AND INTERPRETATION:-

Simple statistical tools such as averages, percentages, have been used for analysis and interpretation.

ITEMS OF COSMETICS :-

About nine items of cosmetics that are normally used by college girls have been selected for the study. They are

- 1.BATHING SOAP
- 2.FACE POWDER
- 3.SHAMPOO
- 4.HAIR OIL
- 5.FACE CREAM
- 6.NAIL POLISH
- 7.PERFUME
- 8.SUN SCREEN
9. THILAK

SAMPLING DESIGN:-

A sample of 270 college girls are selected as respondents on the basis of stratified random sampling method. The details of sample are given below.

TABLE:1 CATTGORY OF COLLEGES:-

SL.NO	NAME OF ARTS @SCIENCE COLLEGES	RESPONDENTS
1	ARPUTHA COLLEGE	30
2	AUXILIUM COLLEGE	30
3	GANESAR COLLEGE	30
4	JJ COLLEGE	30
5	HH THE RAJAH'S COLLEGE	30
6	GOVT.ARTS & SCIENCE COLLEGE	30
7	MAHATMA COLLEGE	30
8	NAINA MOHAMMED COLLEGE	30
9	SUDHARSAN COLLEGE	30
TOTAL		270

1.PREFERENCE FOR COSMETICS IN BATHING SOAP:-

The preference for different cosmetics by the respondents have been analysed one after another.

TABLE 2 shows the preference for BATHING SOAP.

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	LUX TOILET SOAP	103	38%
2	MYSORE SANDAL	27	10%
3	HAMAM	49	18%
4	LIFEBUOY	28	11%
5	DOVE SOAP	14	05%
6	CINTHOL	14	05%
7	MARGO	11	04%
8	PEARS	16	06%
9	OTHER SOAPS	08	03%

SOURCE: Calculated from primary data.

From the above table LUX TOILET SOAP is preferred by most of the college girls (38%) and HAMAM soap is also followed by (18%) of respondents and Dove soap and cinthol soap are followed by same (05%) of respondents.

TABLE 3 SHOWS THE PREFERENCE FOR TALCUM POWDER

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	PONDS SANDAL	149	55%
2	CUTICURA	48	18%
3	SPINZ	24	09%
4	GOKUL SANDAL	38	14%
5	YARDLEY	03	01%
6	OTHERS	08	03%
Total		270	100%

SOURCE: CALCULATED FROM PRIMARY DATA:-

From the above table shows that the majority of college girls in Pudukkottai district are using ponds sandal talcum powder of 149 respondents in the percentage of 55% of college girls are using talcum powders. The next preference is for cuticura (18%) followed by Gokul sandal (14%) Yardley has been preferred by only one respondent. These things have been displayed here.

TABLE :4 SHOWS THE PREFERENCE FOR SHAMPOO

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	CLINIC ALL CLEAR	89	33%
2	SUNSILK	81	30%
3	CHICK	08	03%
4	PANTENE	35	13%
5	DOVE	20	07%
6	GARNIER	05	02%
7	MEERA SHAMPOO	27	10%
8	OTHERS	05	02%
9	TOTAL	270	100

SOURCE: Calculated from primary data

From the above table it clearly shows that (33%) of college girls are prefer CLINIC ALL CLEAR shampoo and the second category of sunsilk shampoo of (30%) and the third category of pantene shampoo of (13%) of respondents .

TABLE :5 SHOWS THE PREFERENCE FOR FACE CREAM:-

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	FAIR & LOVELY	122	45%
2	FAIR EVER	100	37%
3	VICCO	30	11%
4	NIVEA	10	04%
5	OTHERS	08	03%
TOTAL		270	100

SOURCE: Calculated from primary data

From the above table it indicates that the Majority of the respondents expressed that they prefer fair and lovely followed by fair ever and vicco.

TABLE :6 SHOWS THE PREFERENCE FOR HAIR OIL:-

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	PARACHUTE	111	43%
2	VVD COCONUT OIL	105	40%
3	VATIKA	22	08%
4	DHATRI	08	04%
5	DABUR	07	03%
6	OTHERS	05	02%
TOTAL		270	100

SOURCE: Calculated from primary data

Enquiry showed that about 111 of respondents covering 43% preferred parachute coconut hair oil followed by VVD (40%) and vatika (08%)

TABLE :7 SHOWS THE PREFERENCE FOR FACE CREAM:-

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	Fair & lovely	121	45%
2	Fair ever	100	37%
3	Vicco	29	11%
4	Nivea	11	04%
5	others	09	03%
TOTAL		270	100

SOURCE: Calculated from primary data

Majority of the respondents expressed that they prefer Fair & Lovely followed by Fair Ever and Vicco.

TABLE :8 SHOWS THE PREFERENCE FOR PERFUME:-

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	EVA	73	27%
2	FA	65	24%
3	SPINZ	21	08%
4	NIVEA	17	06%
5	YARDLEY	54	20%
6	CHARHI	08	03%
7	NA	29	11%
8	OTHERS	03	01%
TOTAL		270	100

SOURCE: Calculated from primary data

From the above table the study shows that 73 respondents covering 27% preferred 'EVA' followed by 'FA' 24% and 'YARDLEY' 20% these details are exhibited here.

TABLE :9 SHOWS THE PREFERENCE FOR SUNSCREEN

Table 9 shows the details of different creams used as sunscreen by the girl students.

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	PONDS	73	42%
2	HIMALAYA	65	21%
3	LAKME	21	17%
4	VASELINE	17	06%
5	NIVEA	54	01%
6	GARNIER	08	03%
7	AYUR	29	04%
8	OTHERS	03	01%
9	NO ANSWER (NA)	270	05%
TOTAL		270	100

SOURCE: Calculated from primary data

Even though turmeric is a good germicide. No girl student seems to use it as a face cream.

TABLE :10 SHOWS THE PREFERENCE FOR 'THILAK'

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	EYE TEX	111	41%
2	SRINGAR	81	30%
3	OTHERS	35	13%
5	NA	43	16%
TOTAL		270	100

The study shows that about 41% of the respondents prefer to use EYETEX brand as thilak. About 30% of prefer SRINGAR

2. EXPENDITURE ON COSMETICS

Table 11: EXPENDITURE ON COSMETICS

S.NO	OPTIONS (RS)	NO OF RESPONDENTS	PERCENTAGE
1	Below 500	111	79%
2	500 – 1000	81	13%

3	ABOVE 1000	35	08%
	TOTAL	270	100

TABLE 11 indicates that above 79% of the respondents spend upto Rs.500 per month. It is also seen in the table that about 13% of the respondents spend to 1000 per month and only a 8% of the respondents spend above Rs.1000 per month for cosmetics.

FINDINGS OF THE STUDY

The following are the main findings of the study

1. Majority of the respondents are spending less than Rs.500 per month on cosmetics.
2. LUX is most preferred bathing soap by majority of the respondents
3. Ponds is most preferred talcum powder by more than average number of respondents.
4. PARACHUTE and VVD hair oil are preferred more or less equally by average number of respondents.
5. DAZZLER is most preferred nail polish among college girls.
6. Quality is most preferred factor for brand preference is the majority of the respondents.

SUGGESTIONS :

1. The satisfaction level of respondents is very low on the cosmetic products. Hence it is suggested that the manufactures should identify the reasons behind this and then provide them with the requirements.
2. The respondents feel that the prices of cosmetics are comparatively higher.
3. Girl students may be influenced to use turmeric as face cream. The medical benefit of using turmeric must be brought to the notice of girls.

CONCLUSION

cosmetic is a preparation extremely applied to change or enhance the beauty of skin, hair, nail, lips and eyes. in today 's scenario the cosmeceutical market is considered to be a Potential market for the cosmeceutical /pharmaceutical companies. Due to the diversity in population and also having a large population India is supposed to be one of the emerging markets in the field of cosmetical production this globe. cosmetic generate beauty ,fragrance, pleasant look and love as well.th findings of the study help cosmetic companies to make their strategies so as to capture this new emerging cosmeceutical market segment.

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