



ORIGINAL RESEARCH PAPER

Commerce

AN ANALYSIS OF CONSUMER PREFERENCES FOR COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO WORKING WOMEN: A LITERATURE REVIEW

KEY WORDS: Literature Review, National and International level, Consumer preferences, Cosmetic products, Working women

Raval Hinaben Kanjibhai*

Research Scholar (Commerce), Hemchandracharya North Gujarat University, Patan-384265 *Corresponding Author

Dr. C. M. Thakkar

Research Supervisor, Principal Shri Trikamjibhai Chatwani Arts & Commerce College, Radhanpur

ABSTRACT

There is many studies which have been conducted on “Cosmetic products” in India and abroad. The major emphasis of research has been on various issues like factors influencing consumer buying behaviour, brand image and brand loyalty, perception regarding herbal products, impact of advertisement on buying decision, factors influencing preferences for green products, consumer attitude towards online shopping, vegan cosmetics etc. The purpose of the present study was to understand the literature on previous work done on consumer preferences for cosmetic products. Research papers published at national as well as international levels towards consumer preferences for cosmetic products were studied and compiled to achieve this purpose.

INTRODUCTION

A literature review is a piece of academic writing demonstrating knowledge and understanding of the academic literature on a specific topic placed in context. It is also includes a critical evaluation of the material. A literature review surveys books, scholarly articles, and any other sources relevant to a particular issue, area of research, or theory, and by so doing, provides a description, summary, and critical evaluation of these works in relation to the research problem being investigated.

COSMETIC PRODUCTS

Cosmetics primarily used for enhancing personal appeal of human being and care of body parts. According to archaeological evidences several Egyptian and Greek cultures used coloured earth, malachite green, copper ore, lamp black, myrrh etc. for beautifying body in various ways. The word “cosmetics” originates from the Greek word “kosmetikos” means adornment and preparation (B.M. Mithal, R.N.Saha, 2000).

A study conducted on the effect of cosmetics in the impression formulation on 85 under graduate females with three levels of cosmetics heavy cosmetics, moderate cosmetics and no cosmetics and indicated impression of their attractiveness, femininity, personal temperament, personality and morality by checking seven point likert-type scales. The study found that there is no significant difference between use of cosmetics and personal temperament or personality traits, but there is significant difference between attractiveness, femininity and morality and the use of cosmetics (Workman & Johnson, 1991).

(Nair & Pillai, April, 2007), examined the purchase pattern of cosmetics among consumers in Kerala. The study analyses the purchase patterns and spending styles of 300 people belonging to different segments of Cosmetic consumers in Kerala. It was found that quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop at their convenience. According to other research paper titled “packaging value of cosmetics products: an insight from the view point of consumers” consumers expect more sophisticated packages from known brands. It is also concluded that consumers are willing to pay more on better packages and better packaging designs positively influence customer satisfaction (Topoyan & Bulut, 2008).

According to (Chen, 2009), in his research paper titled “Evaluate the effectiveness of the Natural Cosmetic Product compared to Chemical-based Products” reveals that the

natural cosmetic has grown to be great trend in recent years, the future developing tendency of cosmetic industry should be more environment friendly. (Anandrajan & Sivagami, 2016), in their research paper on consumer purchase decision towards cosmetics marketing found that most of the buyer feel that there were chemicals in cosmetics, which cause many side effects, and started switching over to ayurvedic based cosmetics for their beautification.

(Simpfi & Sinha, 2012), in their Research paper investigated and evaluated the attitude and characteristic of males in their cosmetics products consumption behaviour. The study was conducted in Pune City on 156 male respondents and emphasised that the men living in pune city gave more significance to self-esteem, anxiety, self-presentation and conformity for purchasing male cosmetics products.

(Poranki & Perwej, 2014), made an attempt to examine the influence of attitude on cosmetics buying behaviour. The purpose was to find out the factors influencing consumer's attitude towards the use of cosmetics in Saudi Arabia. The study found that the growing Income level was one of the significant factors in the development of market. It was also revealed that the middle aged people had a self-spending power to buy beauty cosmetic products and that they are conscious about the use of skin care and personal care products compared to the other categories.

Working Women Behaviour

(Nash, Fieldman, Hussey, Leveque, & Pineau, 2006) Conducted a study on 4 Caucasian women and grouped them into two and they were presented with the women facial photograph either with makeup or without make up. The result of the study determined that women wearing cosmetics were perceived to be healthier and more confident than those without. The women wearing makeup were awarded with greater earnings and more prestigious jobs. The results also suggest that makeup has a beneficial impact on the perception of women earning potential, professional class, health, and confidence.

A research paper to examine women's perceptions of brand personality in relation to women's facial image and cosmetic usage to develop a better understanding of how various factors influence perceptions of cosmetic brands on 225 female participants at a mid-Atlantic university in the USA by (Guthrie, Kim, & Jung, 2008) reveals that consumers' facial image influenced the total quantity of cosmetics used but not the variation in quantity in different situations. The relationship exists between facial image and a brand perception is also indicated. While (Apaolaza-Ibanez, Hartmann, Diehl, & Terlutter, 2011), found that the exposure to

pictures of good looking and even slightly above average looking females lowers the self-image of exposed women and increases dissatisfaction with their own appearance. It is also stated that women purchases cosmetics primarily for emotional reason. The survey conducted on 355 women to analyse the effect of perceived instrumental and emotional brand benefits on their satisfaction with cosmetic brands and they emphasised the fact that the consumer satisfaction was greatest when cosmetic brand helps to strengthen positive emotions through the perception of caring for oneself and for removing feelings of dissatisfaction with one's self-image.

The study about the buying behaviour of women revealed that regarding price, women were more choosy about the product they buy. This tremendous change in their behaviour was due to the prime reason that women are now employed and they have their own income to spend (MU Subramanian, 2011). While (Ramprabha, 2017), said in her research that, Women are; 'different', not all female are women, some are girls; not all women are moms; not all moms are women; they may or may not be 'forever young'. What is the important to analyze are the multiple roles that a female plays in her everyday life. A marketer cannot ignore her role as a mom and talk to her as a girl or women, and similarly a girl cannot be approached like a woman.

(Ali, Saad, Ahmed, & El-Haj, 2015), approach to examine attitudes and behaviour of emirates women related to facial skin care products to discover the similarities and differences in the attitudes and behaviour of 138 young and middle-aged women when using these products and products containing natural ingredients. It was found that the attitude of young and middle-aged emirates women did not show difference in the attitude towards the purchase of facial skin care products.

Consumer Preferences

An important study relating consumers' preference for cosmetics in Coimbatore city was attempted way back in 2007 by (Gomatheeswaran, 2007). The main objective was to identify factors influencing purchase preference and level of satisfaction relating to the preference of the consumer for cosmetic products. The major findings of the study was that the socio-economic factors play a positive role in the purchase of cosmetics, attractive advertisement is the major reason for the preference for the product, highly priced product will have high quality and highly advertised product have high price. It is also concluded that there is a significant relationship between the impact of advertisement and the factors of purchase preference.

The various factors, responsible for brand preferences are quality association, functional benefits, value for money, fashion trends, self-esteem, packaging; emotional benefits, brand image, peer pressure, etc. However, religion and culture are not important factors as revealed by the respondents. In case of cosmetics, it is also very clear that 'Branded Goods' are most important vice-versa, cheaper products. Therefore, consumers at the lower tier or strata also preferred, using Global Brands like, L'Oreal, Lakme, and Maybelline. Although, the products itself may be at a lower price point (PashmeenKauranand, 2016-17).

CONCLUSION

Consumer preferences differ from one consumer to another in men and women in cosmetics. It also differs in one woman and another. The factors affecting consumer behaviour and preferences are also not the same for all consumers. The area of research and the period of research also affect the consumers buying behaviour and preferences. Socio-economic factors and demographic profiles of consumers like age and income also play different roles while conducting research regarding cosmetics.

REFERENCES

1. <https://www.ed.ac.uk/institute-academic-development/study-hub/learning-resources/literature-review>
2. Ali, H., Saad, R., Ahmed, A., & El-Haj, B. (2015, May). Attitudes and perceptions of the Emirates women towards facial skin care products and herbal cosmetics. *International Journal of Current Pharmaceutical Review and Research*, 6(3), 178-187.
3. Anandrajana, D., & Sivagami, T. (2016, March). Consumer purchase decision behaviour towards cosmetics marketing. *Asia Pasific Journal of Research*, 1, 144-149.
4. Apaolaza-Ibanez, V., Hartmann, P., Diehl, S., & Terlutter, R. (2011, February). Women satisfaction with cosmetic brands: The role of dissatisfaction and hedonic brand benefits. *African Journal of Business Management*, 5(3), 792-802.
5. B.M. Mithal & R.N. Saha (2000), *A handbook of Cosmetics*, Vallabh Prakashan, Delhi, p.1-2
6. Chen, Q. (2009, August). Evaluate the effectiveness of the Natural cosmetic product compared to Chemical-based products. *International Journal of Chemistry*, 1(2), 57-59.
7. Fink, Arlene. *Conducting Research Literature Reviews: From the Internet to Paper*. Fourth edition. Thousand Oaks, CA: SAGE, 2014.
8. Gomatheeswaran, M. (2007). An analysis on the consumers preference for cosmetics in Coimbatore city. Bharathidasan University.
9. Guthrie, M., Kim, H. S., & Jung, J. (2008). The effects of facial image and cosmetic usage on perceptions of brand personality. *Journal of fashion marketing and management: an international journal*, 12(2), 164-181.
10. MU. Subramanian, (2011). *Buying Behaviour of the Aged Indian Women*. *Indian Journal of commerce and management studies*. Vol.11, issue 1, 143-147.
11. Nair, D., & Pillai, D. R. (April, 2007). A study on purchase pattern of cosmetics among consumers in Kerala. *International Marketing conference on Marketing & Society*, (pp.581-595).
12. Nash, R., Fieldman, G., Hussey, T., Leveque, J.-L., & Pineau, P. (2006). Cosmetics: They influence more than Caucasian female facial attractiveness. *Journal of applied social psychology*, 36(2), 493-504.
13. PashmeenKauranand. (2016-17). A study of consumer buying behaviour on cosmetic products towards brand identity & brand image. Shri J.J.T. University, Rajasthan.
14. Poranki, K. R., & Perweij, A. (2014, December). The buying attitudes of consumers of cosmetic products in Saudi Arabia. *Research Journal of Social Science & Management*, 4, 138-145.
15. Ramprabha, D. K. (2017). Consumer shopping behaviour and the role of women in shopping: A Literature Review. *Research journal of social science & management (RJSSM)*, 7(8), 50-63.
16. Simphi, S. S., & Sinha, D. K. (2012, November). A factor Analysis on attitude characteristics of consumer buying behaviour for male cosmetics products in Pune city. *International Journal of Marketing, Financial Services & Management Research*, 1(11), 78-88.
17. Topoyan, M., & Bulut, Z. A. (2008). Packaging value of cosmetics products: An insight from the view point of consumers. *ICOVACS*, 1(1), 183-190.
18. Workman, J. E., & Johnson, K. K. (1991). The role of cosmetics in impression formation. *Clothing and Textiles Research Journal*, 10(1), 63-67.