

A Study of Women's preferences with respect to various cosmetic brands

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Abstract: This study attempt to explore the elements that impact the female buyer preferences towards various cosmetics brands present in the market. This study will help the cosmetics producers to know the view of the restorative customers towards distinctive purpose of purchase. The study is conducted in plain region of Uttarakhand and a survey method is used to collect the data.

The personal care industry is one of the biggest purchaser divisions in the nation. The buying force and dispensable Income of the Indian female buyers have significantly expanded and it has made a specialty for driving associations in this fragment in the most recent decade, bringing about remarkable development in this segment.

Key words: Consumer preferences, Cosmetics, Buying forces, Dispensable Income

1. INTRODUCTION

Beautifying products plays a greater role in creating our outer looks and clean the human body and make it more delightful. The fundamental objective of such items is to keep up the body in a decent condition, challenge it from the impacts of the earth and maturing process, change the appearance and influence the body to smell more pleasant. The rising excellence worries among ladies are driving the Indian beauty care products industry, which has seen a solid development over the most recent couple of years. The nation's restorative division has, truth be told, developed as one of the business sectors holding massive development potential. New item dispatches obliging shoppers' developing prerequisites will fuel development in the business, for which what's to come viewpoint appears to be particularly splendid in the cosmetic market.

The historical backdrop of antiquated beautifying agents can be followed back to the way of life of old Greece and Roman Empire, where individuals utilized home grown creation with parts like henna, sage and chamomile to obscure their hair. At show in India, the interest for makeup items are so high that it could turn into the world's biggest restorative devouring nation in the following few decades, because of the rising interest, countless and additionally universal producers have bit by bit expanded their reaches and product offerings in various regions of India.

There has been a significant amount of research done on the effect of customer perception in fashion industry and cosmetic industry in context to the women consumers. Marketing people are constantly analyzing the perception, patterns of buying Behavior and purchase decisions to predict the future trends. Perception is a mental process, whereby a person selects data or information from the environment, organizes it and then draws significance or meaning from it. Consumer perception theory is useful to understand how consumer behaves, react or respond to a particular product or services. The process by which consumers make purchasing decisions must be understood to develop strategic applications.

2. LITERATURE REVIEW

Sproles & Kendall (1996) defined mold cognizance as an attention to new outlines, changing designs and appealing styling, and in addition the want to purchase something energizing and popular. They additionally watched that brands that supply classy bundles of highlights can draw in faithful buyers who are form cognizant. Form pioneers or Followers generally buy or proceed with over and over to buy their items in stores that are profoundly trendy. They pick up fulfillment from utilizing the most recent brands and outlines which additionally fulfills the customer's self image.

Joseph Rydholm (1999) investigated that the overall health and beauty care market, makeup margins tend to be the highest (as much as 38%), followed by skin care, consumers have been spending higher levels of disposable income on cosmetics than they had in the past. There also seems to be an increased interest in natural and organic beauty products.

Bohdanowicz and Clamp (2001) Fashion marketing, however is considered to be different since the fashion trends changes by season, therefore companies need to be able to answer the needs of consumers quickly and regardless the time constraints; the movement from catwalk to high street stores needs to be fast.

Michelle, Hye-Shin Kim, & Jaehee Jung (2005) examined that customers' facial picture affected the aggregate amount of beauty care products utilized however not the variety in amount in various circumstances. Results likewise demonstrate that a relationship exists between facial picture and brand observations. Additionally, it was discovered that an alternate gathering of brand identity attributes affected brand mentality for every corrective brand.

Cadogan & Foster (2009) observed cost to be the most imperative thought for the normal shopper. Shoppers with high brand dependability will pay a top notch cost for their favored image, so their buy goal isn't effortlessly influenced by cost. Furthermore, clients have a solid confidence in the cost and estimation of their most loved brands, to such an extent that they would contrast and assess costs and option brands (**Keller, 2003**). Customer fulfillment can likewise be worked by contrasting cost and saw expenses and qualities. On the off chance that the apparent estimations of the item is more prominent than cost, it is watched that shoppers will buy that item. Steadfast clients will pay a premium regardless of the possibility that the cost has expanded in light of the fact that the apparent hazard is high and they want to pay a higher cost to keep away from the danger of any change (**Yoon & Kim, 2000**).

Duff (2012) studied the niche market in women's cosmetics and observed that cosmetics buyers were becoming more fashion conscious and were demanding products with more attractive design; furthermore, consumers have a tendency to use different makeup designs for different occasions. It is further contended that plan or visual appearance is the imperative piece of the item, which incorporates line, shape and subtle elements influencing shopper observation towards a brand.

Guthrie, Kim & Jung (2018) investigated women's perceptions of brand personality in relation to women's facial image and cosmetic usage. The survey included items measuring facial image, cosmetic usage, brand personality and brand attitude. The findings showed that an effective brand personality was important across all three brands, although consumer perceptions pertaining to the remaining brand personality traits differed. The study found that buyers' facial picture affected the aggregate amount of beauty care products utilized. Results additionally demonstrated that a relationship existed between facial picture and brand perceptions.

Asch and Wolfe (2018) suggest perception as the key pre-process in a people's mind when they are exposed under an amount of information that influences to the buyer's decision process.

3. METHODOLOGY

3.1 Objectives

Present study has been taken up with the objectives to study of women's preferences and level of awareness with respect to various cosmetic brands in the plain region of Uttarakhand.

3.2 Hypothesis of the Study

It was hypothesised that

H1: There is no difference in women's preference with respect to various cosmetic brands.

H2: There is no difference in the levels of awareness with respect to cosmetic brands.

Present study is based on descriptive study. Study is based on primary as well as secondary data. Secondary data was collected from various Sources such as news paper, research journals, magazines, internet etc. Primary data was collected from respondents using questionnaire method of data collection. A structured questionnaire was designed covering various aspects like Women Perception, Awareness level.

3.3 Rationale of the Study

Cosmetics consist of a wide range of products. Due to the rising affluence and increased appearance consciousness of females, the potential of the cosmetics market in Uttarakhand is huge. It is no doubt that physical appearance has become a greater concern of females and now they have greater purchasing power and higher self-esteem than in the past. . In order to comprehend the consumer preferences related to cosmetics industry, the present study provide an understanding of key parameters affecting consumer evaluation. Keeping in mind the following study is proposed.

4. DATA ANALYSIS AND INTERPRETATION

To prove/disapprove the above captioned hypothesis, analysis of variance was executed with various cosmetic brands as independent variables and women's preferences as the dependent variables. Analysis of variance, popularly known as ANOVA, is the technique used when there are more than two groups and the objective is to see the differences across these groups on a metric scaled dependent variable. Since, brands under consideration were more than two, ANOVA happens to be the appropriate technique for that matter. The results of the ANOVA are presented in the following tables:

Table-1: Descriptive statistics

| Attribute | Cosmetic brands | Mean | Std. Deviation |
|---------------------------|-----------------|--------|----------------|
| Women's preference | Unilever(HUL) | 3.974 | 0.374 |
| | Revlon | 4.486 | 0.782 |
| | Patanjali | 4.56 | 0.981 |
| | Cavin Care | 3.854 | 0.879 |
| | L'oreal | 3.02 | 0.743 |
| | Lakme | 4.72 | 0.908 |
| | Oriflame | 3.7488 | 0.673 |
| | Versace | 2.54 | 0.289 |
| | Botique | 2.39 | 0.299 |
| | Avon | 4.132 | 0.593 |
| | Amway | 2.111 | 0.482 |

From the descriptive statistics **table-1**, it can be clearly seen that there seems enough difference in the women's preference towards cosmetic brands. The highest mean is reported for Lakme (mean = 4.72), whereas the least is for Amway (mean = 2.111). This finding suggests that there are differences in women's preferences towards cosmetic brands, however, the conclusive statement about it can only be made after examining statistical significance. The following table-2 presents the F statistics used for that matter.

Table-2: ANOVA

| Attributes | Source of variation | Sum of Squares | df | Mean Square | F | Sig. |
|---------------------------|-----------------------|----------------|-----|-------------|---------|-------|
| Women's preference | Between Groups | 311.34 | 9 | 34.593333 | 20.6719 | 0.032 |
| | Within Groups | 500.36 | 299 | 1.6734448 | | |
| | Total | 811.70 | 308 | | | |

As evident from table-2, the overall result of F statistics is significant corresponding ($F = 20.6719; p = .032 < .05$) at 5 % level of significance. Therefore, the null hypotheses (H_0) that there is no significant difference in women's preference for cosmetic brands is straightaway rejected at 5 % level of significance. Further, from the descriptive statistics table-1, it can be inferred that women's prefer Lakme brand the most (mean = 4.72; S.D = .908) whereas Amway is the least preferred brand (mean = 2.111; S.D. = 0.482).

The second variable/ notion, in line to the first notion, Analysis of variance was performed to approve/disapprove the hypothesis-2. In this case the level of awareness was taken as dependent variable, whereas the various cosmetic brands were treated as independent variable. The results of the analysis are presented in table-3 & 4 below.

Table-3: Descriptive

| Attribute | Cosmetic brands | Mean | Std. Deviation |
|--------------------|-----------------|--------------|----------------|
| Level of awareness | Unilever(HUL) | 4.13 | 0.411 |
| | Revlon | 4.442 | 0.682 |
| | Patanjali | 4.726 | 0.751 |
| | Cavin Care | 2.97 | 0.814 |
| | L'oreal | 2.871 | 0.633 |
| | Lakme | 4.672 | 0.818 |
| | Oriflame | 3.256 | 0.618 |
| | Versace | 1.945 | 0.309 |
| | Botique | 2.028 | 0.391 |
| | Avon | 3.78 | 0.633 |
| | Amway | 1.63 | 0.582 |

From the descriptive statistics **table-3**, enough difference are witnessed in terms of level of awareness women's have for various cosmetic brands. *Surprisingly, the highest awareness is witnesses for Patanjali (mean = 4.726), whereas the least is for Amway (mean = 1.63). The results are so, perhaps due to the heavy advertisements flashed by Patanjali at various platforms.* This huge difference in the highest and lowest mean value suggests that there are differences in women's level of awareness towards cosmetic brands, however, the conclusive statement about it can only be made after examining statistical Inferences. The following table-4 presents the F statistics used for that matter.

Table-4: ANOVA

| Attributes | Source of variation | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------|-----------------------|----------------|-----|-------------|--------|-------|
| Level of awareness | Between Groups | 295.629 | 9 | 32.847667 | 17.235 | 0.039 |
| | Within Groups | 569.854 | 299 | 1.9058662 | | |
| | Total | 865.483 | 308 | | | |

As evident from table-4, the overall result of F statistics is significant ($F = 17.235$; $p = .039 < .05$) at 5 % level of significance. Therefore, the null hypotheses that there is no significant difference in women's level of awareness for cosmetic brands is straightaway rejected at 5 % level of significance. Further, from the descriptive statistics table-3, it can be inferred that women's possess highest awareness for Patanjali brand (mean = **4.726**; S.D = .751) whereas lowest awareness is witnessed for Amway brand (mean = 1.63; S.D. = 0.582).

5. CONCLUSION & SUGGESTIONS

The study of the women's preference with respect to various cosmetics brands has come to the conclusion that cosmetic products is growing and will continue to grow very fast. It's also conclude that women perception towards cosmetic products is built largely on the satisfactory value that a user receives after paying for the product and the benefits the user looking for. The sector having undergone a structural change is all set to emerge stronger in future. The study reveals that awareness creates the need for the cosmetic/skin care product to some extent. It was also observed that the internet has also made its pace the media as substantial amount of consumer are viewing the advertisement and taking information from internet. The study indicates that television is the most reliable source of information as perceived by the respondents. Through creativity, cosmetic manufacturers provide improved and better products while ensuring that consumer safety remains their utmost priority.

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