

Brand Preference on Women Cosmetics With Reference To Coimbatore City

Dr. B. Gunasekaran¹, P Abithaa²

¹Assistant Professor, Dept of Commerce

²Dept of Commerce

^{1,2} Sri Krishna Adithya College of Arts and Science Coimbatore.

Abstract- Brand preference can be considered an indicator of the effectiveness of the company's marketing strategies, customer loyalty, and heterogeneity of consumer choices. Preference, in marketing signifies desirability or selection of an alternative. Brand preference can be further seen as a consumer's predisposition towards a brand that varies according to the cognitive, affective and conative effects that the brand has had on the consumer. Brand preference used to measure the marketing results in areas such as promotion, pricing, customer experience, product improvements and distribution. This is to know the satisfaction level of the respondents. It begins with the detailed information about the brand and the factors influencing consumer behavior. It covers topics as data collection, tools and research methodology. It gives complete analysis of the data collected and it is then used to reach the conclusion. It is useful for the better understanding the satisfaction level of Women's cosmetics and to know the most preferred Women's cosmetics by the respondent

Keywords- Women Cosmetics, Brand Preference, Price, Quality, Satisfaction Level, Marketing Strategies.

I. INTRODUCTION

Brand Preference reflects a desire to use a particular company's products or services, even when there are equally priced and equally- available alternatives. Brand preference indicates a desire to seek out a specific product or service, even when it requires paying more or expending more efforts to obtain it. Brand preference is important to companies because it provides an indicator of their customer's loyalty, the success of their marketing tactics, and the strength of their respective brands. One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference represents which brands are preferred under assumptions of equality in price and availability. Measures of brand preference attempt to quantify the impact of marketing activities in the hearts and minds of customers and potential customers. Higher brand preference usually indicates more revenues and profit, also making it an indicator of company financial performance.

STATEMENT OF THE PROBLEM

Problems were as there are many people who prefer branded cosmetics we were not able to know the satisfaction of the consumers. And we were not clearly identifying the factors which influence their buying behavior of consumers towards branded cosmetics product and we were not able to identify which product of particular cosmetics brand is preferred by most of the consumers.

OBJECTIVES

1. To know the satisfaction level of the respondents towards women's cosmetics.
2. To study the factors influencing the buying behavior of the respondent of Women's cosmetics.
3. To analyze which brand of the cosmetics is most preferred by the respondent.
4. To understand the socio economic conditions of the consumer.
5. To compare the consumer behavior between the international and Indian cosmetics.

SCOPE

The study is to know the satisfaction level of the respondents. The project begins with the detailed information about the brand and the factors influencing consumer behavior. It covers topics as data collection, tools and research methodology used for the project. It gives complete analysis of the data collected and it is then used to reach the conclusion. The study is useful for the better understanding the satisfaction level of Women's cosmetics and to know the most preferred Women's cosmetics by the respondent. And this study would be useful for the researcher for the further development of the study.

LIMITATION OF THE STUDY

Geographical scope of the study was limited to Coimbatore city which may not represent the whole sector of India. Due to limitation of time the survey was taken among

limited number of persons. The source data for the study is primary data with the help of self-administered questionnaire.

II. REVIEW OF LITERATURE

1. **Vigneron and Johnson (2000)** reported that people's needs for appearances and materialism were increasing. That was human beings wanted to satisfy the need to look and feel good. This created a boom in the cosmetic and toiletries sector across the world. Chambers Encyclopedia defines cosmetics as (a) articles intended to be rubbed, poured, sprinkled or sprayed on, introduced into or otherwise applied to the human body or any part thereof for cleaning, beautifying, promoting attractiveness or altering the appearance and (b) articles intended for use as a component of such articles. Now a variety of cosmetic and toiletries ranging from natural to sophisticated items were available in the market. The pattern and preference of use of these items varied according to different segments of gender, age and socio-economic class.
2. **(Ahmed, 2015)** The article "A study on the purchase behaviour and cosmetic consumption pattern among young females in Delhi and NCR" it is written by Abdullah Bin Junaid and Faheem Ahmed. The study mainly focuses upon the marketing variables that affect the female cosmetic consumption and also the decision making process of the consumers. This research focused on the target group of 15 years to 35 years females living in Delhi. The data was taken through questionnaires and analyzed by using SPSS. The study suggests that income level has a major influence over the buying behaviour of the females. Also, the study found out that the female today prefer buying cosmetic products which are made up of natural ingredients rather than the chemicals one

III. METHODOLOGY USED IN THIS STUDY

Research Design: This Research was aimed at analyzing the Brand preference of women cosmetics accordingly.

Sample Size: The sample size is 114 respondents.

Data Collection: Data are facts may be derived from several source. Data is of two types Primary and Secondary.

Primary data

The primary data for the presents study is collects through questionnaire method. A well-structured and closed ended questionnaire used.

Secondary data

Secondary data relating to this study Brand Preference of Women Cosmetics were obtained from relevant studies from newspaper, books, journals and internet sources.

TABLE: SIMPLE PERCENTAGE ANALYSIS

Factors	Options	No. of Respondents	Percentage
Marital Status	Married	32	28%
	Unmarried	82	72%
Age	Below 20	64	56%
	20 to 30	36	32%
	30 to 40	4	3%
	Above 40	10	9%
Educational Qualification	School	25	22%
	UG	60	52%
	PG	27	24%
	Others	2	2%
Monthly Income	Below 10000	57	50%
	10000-20000	22	19%
	20000-30000	21	19%
	Above 30000	14	12%
Most Used Cosmetics	Lakme	10	9%
	Maybelline	35	31%
	M.A.C	56	49%
	Revlon	8	7%
	Bobbi brown	5	4%
Number of Brands	Single Brand	59	52%
	2	24	21%
	3	20	17%
	Above 4	11	10%

Source: Primary Data

INTERPRETATION

It shows that 56% (64) of the respondent were below 20, 32% (36) of the respondent were between the age of 20-30, 9% (10) of the respondents were above 40, 3% (4) of the respondents were between 30-40. It shows that 72% (82) of the respondents were Single, 28% (32) of the respondents were Married. It shows that 52% (60) of the respondent were Undergraduate, 24% (27) of the respondent were Postgraduate, 22% (25) of the respondent were School students, 2% (2) of the respondent were Others. It shows that

50% (57) of the respondents were below 10000, 19% (22) of the respondents were 10000-20000, 19% (21) of the respondents were 20000- 30000, 12% (14) of the respondents were above 30000. It shows that 49% (56) of the respondent use M.A.C, 31 % (35) of the respondents use Maybelline, 9 % (10) of the respondent use Lakme, 7% (8) of the respondents use Revlon, 4% (5) of the respondent use Bobbi brown. It shows that 52 % (59) of the respondent use single brand, 21 % (24) of the respondents use 2 brands, 17% (20) of the respondent use 3 brand, 10% (11) of the respondents use 4 and more brands.

III. FINDINGS

Majority 72% of the respondents were Unmarried.
 Majority 56% of the respondents were of below 20
 Majority 52% of the respondents were undergraduates
 Majority 50% of the respondents were below 10000
 Majority 49% of the respondents were M.A.C
 Majority 52% of the respondents were single brand.

IV. SUGGESTIONS

- M.A.C is one of the leading cosmetic brands all over the world. M.A.C has many loyal customers.
- All Women's cosmetics have huge demand in the market.
- But the price of the product is high so it is not affordable to many customers try to improve the packaging methods.
- Try to improve more promotional advertisements of all Women's cosmetics.
- Try to introduce more herbal products in Women's cosmetics.

V. CONCLUSIONS

In this age of information explosion, brands serve as shorthand devices to recall sufficient information to make a decision. People have limited memories. They put bits of information as chunks in their memory. They use brand names as handles to recall these chunks of information stored in their memory. It is an efficient method of processing information.

REFERENCES

- [1] Liesl Josephine Teixeira. (2006, January). "Specific cosmetic and skincare needs of women of colour in south Africa". Department of somatology, tshwane university of technology..
- [2] Priyanka Bhattacharya. (2009, February). "IndiaQuarterly; Indian Beauty Market Roundup".GCI Magazine.
- [3] Vandana Sabharwal, Savita Maan & Sanjeev Kumar.(2014, September).“Women Buying Behaviour and Consumption Pattern of Facial Skin Care Products”.International Journal of Management and Social Sciences Research, 3(9).
- [4] <https://scholar.google.com/>
- [5] <https://www.wikipedia.org/>