A Study on Customer Preferences For Cosmetic Brands With Reference To Coimbatore City

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Abstract- *The project work is entitled a " A STUDY ON CUSTOMER PREFERENCES FOR COSMETIC BRANDS WITH REFERENCE TO COIMBATORE CITY" with special reference to the cosmetic brands. The primary objective of this study is to measure and analyse the perceptions and attitude of the public for cosmetic brands. The main objective is to compare the cosmetic brands between customers.*

Keywords- Cosmetic brands, Customer Preferences, Brand Choice, Market Research, customer satisfaction.

I. INTRODUCTION

Cosmetics are defined as "items with mild action on the human body for the purpose of cleaning, beautifying, adding to the attractiveness, altering the appearance, or keeping or promoting the skin or hair in good condition" While functional cosmetics, even if falling under the cosmetic definition, are designated as" items fulfilling specific actions like skin whitening, minimizing the appearance of lines in the face and body, protecting from the sun and sun tanning".

The usage of cosmetics is very primeval. They have been in use since the dawn of evolution to enhance the emergence of the user Cosmetic industry covers a wide range of products and services and it continues to grow evolve across the world. Cosmetics refer to all of the products that are to care and clean the human body and make it more beautiful The main goal of these products is to maintain the body in good condition. Cosmetics is designed for skin care can be used to cleanse, exfoliate and protect the skin, as well as replenishing it. by the use of cleansers, toners, serums, moisturizers, and balms. Cosmetics designed for more general personal care, such as shampoo and body wash, can be used to cleanse the body.Cosmetics designed to enhance one's appearance (makeup) can be used to conceal blemishes, enhance one's natural features (such as the eyebrows and eyelashes), add colour to a person's face and in the case of more extreme forms of makeup used for performances, fashion shows and people in costume can be used to change the appearance of the face entirely to resemble a different person, creature or object. Techniques for changing appearance include contouring, which aims to give shape to an area of the face. Cosmetics can also be designed to add fragrance to the body.

The term Cosmetic product" refers to skin moisturizers, perfumes, lipsticks, fingernail polishes, eye and facial makeup preparations, cleansing shampoos, permanent waves, hair colours, and deodorants, as well as any substance intended for use as a component of a cosmetic product. The EU regulation 1223/2009 2.a. defines cosmetics as "Any substance or mixture which is intended to be placed in contact with the external parts of the human body with a view exclusively or mainly to clean, perfume, change their appearance etc., while at the same time keeping their appearance, protecting them and keeping them in good condition". The Oxford English Dictionary defines it as "Something having the power to adorn, embellish or beautify as also something that affects the appearance only. A key point about the OED definition is that cosmetics are superficial rather than therapeutic agents. Cosmetics are not over the counter" (OTC) or prescription drugs or drug additives, their role is merely to improve your appearance.

II. REVIEW OF LITERATURE

1. **Dr. A. RadhaKrishnan, Radhika.k (2018)**: this study concerned with analysis of satisfaction towards quality, price and quantity consumption of Himalaya product. Many of t "Customer Satisfaction towards Himalaya products in Cuddalore Town". In a survey method of study conducted among 100 sample respondents in order to analyses the customer hem consume the Himalaya product because of it's an herbal product and also it has good quality. All people know about Himalaya product but price discount must be said that in television then it has varieties of product but more than customer are known about the baby skin care. So the producer should understand what is exactly expected from him by the consumers it facilitates to increase its sale as much.

2. **Dr.P.Parimaladevi, V.Anitha (2018):** The Indian health care industry had undergone a paradigm shift due to people's inclination to Ayurvedic Herbal therapy in order to get rid of the various adverse post-treatment effects of allopathic medication. Patanjali products had attracted a lot of consumers

within a short span of time, providing its loyal customers with exclusive quality and reasonable price products. The demand of Patanjali products had increased tremendously with few limitations such as non-availability of products at retail stores and availability of less number of retail outlets and if the suggestions offered based on the study are considered, it will make the marketing of the Patanjali products easier and will enhance the consumers buying behavior.

3**. Ms. K. Sujatha, Ms. S. Amala (2018)**: Using cosmetics in today's life has become a necessity, and people are not considering cosmetics as luxury. Every one want to use quality skincare products, and there is a shift over from chemical based cosmetics to Himalaya products, for its Ayurvedic base and quality. The study reveals that there is good awareness about Himalaya Skincare products both among men and women. In this situation of growing demand for skincare products and heavy competition, new strategies may be undertaken to convince and attract more consumers.

III. STATEMENT OF PROBLEMS

The sample size of study cannot be generalized and applied for general public. The short listing of factors can't be generalized on the actual terms because it depends on the actual size. This study is done in a particular range of people specifically in Coimbatore hence it is not an observation of a whole. The preferences and opinions are dynamic and therefore the results, conclusions of the study are based on those preferences and opinion only.

IV. OBJECTIVES OF STUDY

- To find consumer preference in various cosmetic brands
- To analyse level of satisfaction of consumers in various cosmetic brands
- To analyse reasons for specific brand preference in cosmetic products
- To study the awareness level of consumers towards cosmetic brands
- To find out majority of cosmetic brands used among various consumer

V. RESEARCH METHODOLOGY:

This study is descriptive and analytical in nature in the sense that it describes and analyse the behavior of the public in the purchase and use of cosmetics. It analyses the reasons for the purchase and use cosmetic products and the influence of socio- economic factors on the behavior of public in the purchase and use of cosmetics among public.

SAMPLE SIZE :

The study covers a sample size of 120 respondents in Coimbatore city.

IV. ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

The Simple percentage analysis and rank analysis tool are used for analysing and interpreting the data collected from the people through the research questionaries.

TABLE 1.1
THE RESPONDENTS NATURE OF COSMETICS PREFERRED

S.NO	NATURE COSMETICS	OF	NUMBER RESPONDENTS	OF	PERCENTAGE
1	CHEMICAL		83		69.2%
2	HERBAL		37		30.8%
	TOTAL		120		100%

INFERENCE :

The results reveal that 69.2% prefer chemical-based cosmetics, while 30.8% opt for herbal products, showing a notable but smaller natural preference. The preference for chemical-based cosmetics may stem from effectiveness and availability, while interest in herbal products reflects a shift toward natural skincare.

TABLE 1.2
THE RESPONDENTS MOSTLY PREFERRED BRAND

S.NO	BRAND NAME	NUMBER OF RESPONDENTS	PERCENTAGE
1	LAKME	42	35%
2	MAC COSMETICS	27	22.5%
3	MAYBELLINE	26	21.7%
4	PATANJALI	25	20.8%
	TOTAL	120	100%

INFERENCE :

Lakmé leads with 35% preference, followed by MAC (22.5%), Maybelline (21.7%), and Patanjali(20.8%),indicating close competition. This reflects diverse consumer priorities like affordability, quality, and natural ingredients.

TABLE 1.3
THE RESPONDENTS INFLUENCE IN BUYING A BRAND

S.NO	INFLUENCERS	NUMBER OF RESPONDENTS	PERCENTAGE
1	SOCIAL MEDIA ADVERTISEMENT	38	31.7%
2	RECOMMENDATION FROM FRIENDS / FAMILY	35	29.2%
3	PRODUCT REVIEW	26	21.7%
4	PROMOTIONS / DISCOUNTS	21	17.5%
	TOTAL	120	100%

INFERENCE :

Digital influence leads brand purchases at 31.7%, followed by word-of-mouth (29.2%) and product reviews(21.7%).Promotions impact 17.5%, showing price matters but isn't the top priority .Overall, online and social influences dominate, while traditional recommendations remain important.

TABLE 1.4
THE RESPONDENTS AWARE OF BRANDS NEW LAUNCHES

S.NO	AWARENESS OF BRAND LAUNCHES	NUMBER OF NEW RESPONDENTS	PERCENTAGE
1	YES	80	66.7%
2	NO	40	33.3%
	TOTAL	120	100%

INFERENCE :

The exhibit shows 66.7% of respondents are aware of new brand launches, while 33.3% are not, indicating room for improved outreach.

TABLE 1.5
THE RESPONDENTS MOST IMPORTANT FACTOR WHEN CHOOSING A COSMETIC BRAND

S.NO	IMPORTANT FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
1	PRICE	10	8.3%
2	QUALITY	56	46.7%
3	BRAND REPUTATION	31	25.8%
4	INGREDIENTS	23	19.2%
	TOTAL	120	100%

INFERENCE :

Effectiveness is the top factor (46.7%) in choosing cosmetics, followed by brand reputation (25.8%)and ingredients(19.2%),with price lowest at 8.3%.This shows consumers prioritize quality and trust over affordability when selecting cosmetic brands.

RANK ANALYSIS:

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to the second.

RANK ANALYSIS FOR ALL FOUR BRANDS

RANK	BRAND	Satisfaction Level (Rating 5)	Percentage (%)
1	Lakme	34	28.6%
2	MAC Cosmetics	31	26.1%
3	Patanjali	30	25.2%
4	Maybelline	27	22.5%

INFERENCE :

Lakmé leads in customer satisfaction (28.6%), followed by MAC (26.1%), Patanjali (25.2%), and Maybelline (22.5%), showing varied brand trust. Premium brands outperform newer or herbal ones, indicating stronger customer preference.

LIMITATIONS OF THE STUDY

- The data analysis with limited to one hundred and twenty customers only.
- The whole study is limited within Coimbatore city.
- Customers may refuse to disclose true data.
- Consumer's preference towards cosmetics is changing along with time.
- The response is mainly focused on public in Coimbatore city.
- Only few selected manufacturers of cosmetic products were considered for the study.

VII. FINDINGS OF THE STUDY

PERCENTAGE ANALYSIS:

1. The most commonly used type of cosmetics among respondents is chemical-based, at 69.2%, while the least preferred is herbal, at 30.8%.
2. The most preferred brand among respondents is Lakme at 35%, while the least chosen is Patanjali at 20.8%.
3. The most influential factor for respondents is social media advertisements at 31.7%, while the least influential is promotions and discounts at 17.5%.
4. The highest percentage of respondents, 66.7%, are aware of new brand launches, while the remaining 33.3% are not.
5. The most important factor for the majority of respondents when choosing a brand is quality, at 46.7%, while the least considered factor is price, at 8.3%.

RANK ANALYSIS:

1. Most of the respondents are satisfied with lakme brand based on quantity .
2. Most of the respondents are agreed with that it provides solution to skin problems**.**

VIII. SUGGESTIONS OF THE STUDY

- Many respondents suggested increasing the **quantity** of products.

- Several participants recommended **reducing prices** for better affordability.
- Some emphasized improving **product quality** and using more **natural ingredients** while reducing **chemical content**.
- A few respondents wanted an **expanded product range**, including items like **shampoos**.
- There were requests for better **distribution** and **availability in local stores**.
- Improved **online delivery tracking and updates** were also mentioned.
- Some participants called for more **promotional offers and discounts**.
- A few respondents expressed **satisfaction with current products** and saw no need for changes.
- Overall, key improvement areas include **quantity, pricing, quality, variety**, and **accessibility**.

IX. CONCLUSION

The analysis of customer satisfaction across four cosmetic brands shows that Lakmé leads with the highest satisfaction, reflecting its success in meeting consumer expectations through quality, affordability, and wide availability. MAC ranks second, indicating strong preference for premium products, while Patanjali holds third place, likely due to its natural and herbal focus. Maybelline, though fourth, still maintains a solid customer base. The close percentages suggest a competitive market shaped by innovation, pricing, and brand image. To boost loyalty, brands should focus on new product variants, better affordability, wider accessibility, and attractive promotions, with continuous innovation key to sustaining satisfaction in the competitive cosmetic industry.

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