

# Perception of Women Consumer towards Branded Cosmetics in Nagapattinam District

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**Abstract:** *This study attempts to investigate the factors that influence the purchase intention of female customers towards cosmetics Nagapattinam district of Tamilnadu a countryside area. A total of 130 current customers using cosmetics were approached to collect data, by means of questionnaires. They were analyzed utilizing the descriptive research technique. The study found that the perceived level of brand reputation, advertising credibility, brand origin and experiential benefits of the cosmetic brand generates higher levels of satisfaction effects for women consumers. The results imply that marketers should focus on brand image attributes, quality and benefits in their effort to achieve customer satisfaction and loyalty. By maintaining and strengthening the brand images and values, it will position the brand positively in the minds of consumers.*

**Keywords:** Perception, Customer Satisfaction and Loyalty

## 1. Introduction

“Face is the index of mind” though uttered from times needs some changes since it is not easy to keep your mind and soul always in pace with your face, therefore people need to maintain their outer look smarter and pretty. In today’s world, buying behavior of customers has entirely changed. They have technical knowledge about products, having alternatives, availability, emerging services from manufacturers and ease of access. Women have an inherent love for beauty. The rapid economic growth, coupled with the huge development of cosmetics industry in contributes to the significant changes of cosmetics consumer behavior. Cosmetics have become a routine tool to make women more presentable. Understanding behaviour of consumers is a key to the success of business. As a huge potential consumer group, understanding of their attitudes and buying behavior towards cosmetics seems to be necessary. This study focused on investigating and analysing the purchasing patterns of women against traditional cosmetics. The limitation of the study is that it considers women customers from Nagai district only, and hence, might not be representative of the entire state. Successful brands live in the hearts and minds of the consumer. Brand consciousness is the new trend in the consumer market. Today’s women are going for brands which involves big name, trendy looks and style. The market is now dominated by brands which the people in the earlier days would not have thought of because of the prices and their mind set. Women are the most influential consumer group because they directly purchase or determine purchasing decisions for not less than 80 percent of all products sold. Women are multiple markets they buy for themselves, they buy for their families, in increasing numbers, and they buy for their business. She is the chief purchasing agent of the family.

## 2. Review of Literature

Customer repurchase intention is meant to cover or explain the personal judgment regarding the repeat buying of a specific product (Hellier et al., 2003). Amaldoss and Sanjay

(2002) agreed with Ling (2009) that consumers do not just attempt to fulfill their inner impulse but also, „social needs such as prestige“. Any consumer retention strategy needs to include the antecedent variable (i.e. perception) to encourage repeat buying intentions and predict the appropriate behavior The act of beautifying physical appearance not only becomes a distinct way to express one's image but also a pattern to show respect to other people (Choi, Kim, & Kim, 2007). An increasing number of female college students started to show strong interest in enhancing their appearance through make-up (Huang, 2003). Tinne (2011) argued that “discount offer, various schemes, promotional activities, retail store offers, display of products, behaviour of sales persons, popularity of products, influence of reference groups, income level of customers and festival seasons,” are indisputable variables on consumer impulse buying behaviour. Many consumers use price as an indication of the quality of the brand which is an important factor in purchasing decision (Nilson, 1998; Kotler & Armstrong, 1989).

## 3. Sources of Data

The data that plan to be gathered for this research was obtained from both primary and secondary resources. The secondary sources of data will be derived from published articles from internet database, journals and magazines, theses, and related studies on cosmetics. On the other hand, the primary source of information regarding the study was collected by random sampling method through e-mailing and distributing the questionnaire prepared by the researcher, 130 people were surveyed.

### 3.1. Data Analysis

The statistical data analysis was done mainly through descriptive statistics, using Chi-Square method. The SPSS software was used to execute the analysis process. Methods such as tabular formats were used to derive and summarize the data. The MS Excel was also used in data summarization process. The desired level of significant is

0.05 with the chi square test.

#### 4. Objectives of the Study

1. To analyse the demographic profile of the cosmetics using consumers in the study area.
2. To find out the most preferred type of cosmetic and factors influencing to purchase.
3. To give some suggestions for the betterment of the customers to face the world with more confidence.

#### 5. Hypotheses

- There exists no significant relationship between price and purchase pattern of cosmetics.
- There exists no significant relationship between Occupation status and purchase of cosmetics.

#### 6. Data Analysis and Interpretation

**Table 6.1: Brand Awareness of Respondents**

Brand Awareness	Frequency	Percentage (%)
Yes	125	96
No	05	04
<b>Total</b>	<b>130</b>	<b>100</b>

Source: Primary Data

**Inference:** Out of 130 respondents 125 (96%) respondents are having information about the various brands in personal care products. Variety of brands has been introduced in the market in recent years against some few in years gone and each brand has numerous products for the beauty conscious women.

**Table 6.2: Type of Cosmetic Applied**

Type of Cosmetic	Frequency	Percentage
Traditional	10	08
Branded	120	92
<b>Total</b>	<b>130</b>	<b>100</b>

Source: Primary Data

**Inference:** Traditional method of using the cosmetics like turmeric powder various flour etc has lost its value due to many reasons as explained by the consumers like time consuming, showing late result, tedious etc and therefore maximum 120 (92%) of the respondents are using branded cosmetic products for their good lookout of 130 respondents questioned.

**Table 6.3: Age Category of the Respondents**

Age Group	Frequency	Percentage
16-24 Years	44	36
25-35 Years	35	29
36-44 Years	26	22
45-65 Years	15	13
<b>Total</b>	<b>120</b>	<b>100%</b>

Source: Primary Data

**Inference:** The survey was carried out in considering all age group consumers. Majority of the consumers using branded products were between the age group of 16- 24 years and 25- 35 years, but there no nil usage in any group this shows cosmetics is being used at all age.

**Table 6.4: Occupation Status of the Respondents**

Occupation Status	Frequency	Percentage
Employed	40	33
House wives	23	19
Students	45	38
Others	12	10
<b>Total</b>	<b>120</b>	<b>100%</b>

Source: Primary Data

**Inference:** Latest product in cosmetics has gained much value among all women irrespective of age and occupation due to its easy availability, best result and usage; therefore it is applied by every one. Here the table shows only the consumers using branded cosmetics and not the traditional one.

**Table 6.5: Monthly Income Levels of the Respondents**

Income Category	Frequency	Percentage
Below Rs.15, 000	42	34
Rs.15, 001-Rs.25,000	38	32
Rs.25, 001-Rs.35,000	134	11
Rs.35, 000 & Above	12	10
Nil	15	13
<b>Total</b>	<b>120</b>	<b>100%</b>

Source: Primary Data

**Inference:** The above table shows the income level of the respondents majority of the consumers earn below Rs15,000 and between Rs 15, 001-Rs.25,000. Since maximum of the consumers here are employed and students engage themselves in part time jobs earning some amount for their studies as well as to purchase things for their use. Nearly 13% of respondents earn no income and dependent on their parents. Since the study area is a coastal region majority of the women employ themselves in sea food processing business for their source of revenue and to increase their standard of living.

#### 6.6 Factors Influencing to Purchase Cosmetics

Factors Influencing	No of Respondents
Price, Discount & offers	56
Availability	8
Advertisement, Brand Image	22
Quality and Ingredients	21
Celebrity endorsement	02
Fragrance/Odor /Smell, Size/Weight	11
<b>Total</b>	<b>120</b>

Source: Primary Data

**Inference:** The above table depicts the factors which influence the women customers to purchase their beauty product. Maximum of them say that price being the prime factor followed by discounts and advertisement. Media plays a vital role in deciding the product purchase and its feature description. Manufactures must concentrate more on discounts and offering gifts to boost sales.

#### Hypotheses

**H0-** There exists no significant relationship between price and purchase pattern of cosmetics.

Price Level	No of Respondents	Percentage	Sig. (Chi-Square)
Low and affordable	35	29	0.021
Medium	70	58	
High	15	13	
Total	120	100	

Source: Primary Data

**Inference:** There exist a significant relationship between price and purchase of cosmetics among all respondents, since the chi-square value as revealed is 0.021 at 5% level of confidence showing a strong association between the two variables. About 58% felt price being medium. So we accept the alternative hypothesis.

**H0-** There exists no significant relationship between occupation status and purchase of cosmetics.

Occupation Status	No of Respondents	Percentage	Sig. (Chi-Square)
Employed	40	33	0.001
House wives	23	19	
Students	45	38	
Others	12	10	
<b>Total</b>	<b>120</b>	<b>100%</b>	

Source: Primary Data

**Inference:** There exist a significant relationship between occupation status of the respondents and purchase of cosmetics among all respondents, since the chi-square value as revealed is 0.001 at 5% level showing a tough association between the two variables. So we accept the alternative hypothesis.

## 7. Findings

- Price and Brand image of products are two majorly elected features affecting their preference for selecting a particular brand
- Consumers tend to use latest type of cosmetics for many reasons against traditional ones
- Majority of the customers are aware of the latest brand and its products through many social medias
- Quality, brand and price are the main considerations for which women may switch from one brand to another brand
- Employment status was significant at 5% probability level and positively related to consumers' preference for cosmetics. This indicates that preference for cosmetics products will increase with an increase in employment. Thus, as people get gainfully employed, they become more disposed to spend on their desired cosmetics products than their unemployed counterparts
- There was a statistical significant relationship between price and product with
- brand preference at 0.05 significant level. Almost 58% of the respondents felt price was at a medium level and 29% as low as per their perception irrespective of the brand.

## 8. Conclusion

There is a need for organizations to first conduct extensive research in effectively understanding the

preference behaviors of consumers. Such marketing research will go a long way in revealing the major demographic and other variables that have greater and stronger effects on brand preference for products. Therefore, there is a need to understand the important roles of each cosmetic product attribute i.e. price, quality, packaging, shelf life, fragrance, active ingredients used, and availability in order to enhance brand appeal. Thus it is high time that marketers and manufacturers realize, understand and recognize women as a lucrative segment and start developing concepts and create branded products that are women centric, which reap high growth potential. Price can be as a reason for women to turn them brand loyal. Quality of a beauty care product is the main feature which women consumer turns brand loyal. The high quality of the cosmetics helps to build the confidence of target customers and convince them to use them. Customers tend to be concerned with the quality of make-up products before deciding to purchase them. Thus, cosmetic firms should concentrate on quality control measures including improving the products consistently so as to remain competitive.

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