



A STUDY ON BUYER BEHAVIOUR AND BRAND PREFERANCE OF COSMETUC PRODUCTS AMONG THE GIRL STUDENTS IN COLLEGE.

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Abstract: This study has been undertaken to investigate the determinants of purchasing, a common phenomenon in the modern marketing world. A sample of 78 girls was selected on the basis of stratified random sampling methods as respondents. The result of the analysis showed that consumers have different preferences for cosmetics. The results of the marketing strategies and promotional methods try to change consumer decision-making through buying. The results and implications are useful for future research. The present paper aims to focus on the consumer preference for cosmetics among college girls in the district of Bangalore. The results of the analysis showed that consumers have different preferences for cosmetics.

Index Terms - Brand quality, purchase decision, post purchase behavior, buying behavior.

I. INTRODUCTION

Cosmetics are mixtures of chemical compounds derived from either natural sources or synthetically created ones. Cosmetics have various purposes. Those designed for personal care and skin care can be used to cleanse or protect the body or skin. Cosmetics designed to enhance or alter one's appearance (makeup) can be used to conceal blemishes, enhance one's natural features (such as the eyebrows and eyelashes), add color to a person's face, or change the appearance of the face entirely to resemble a different person, creature, or object. Due to the harsh ingredients in makeup products, individuals with acne-prone skin are more likely to suffer from breakouts. Cosmetics can also be designed to add fragrance to the body. The manufacture of cosmetics is dominated by a small number of multinational corporations that originated in the early 20th century, but the distribution and sales of cosmetics are spread among a wide range of businesses. Due to the popularity of cosmetics, especially fragrances, many designers who are not necessarily involved in the cosmetic industry came up with perfumes carrying their names. The Indian cosmetics industry is growing in terms of product development and marketing.

The preference of Indian consumers is changing from 'merely functional' products to more 'advanced and specialized' cosmetic items. The average annual spending of Indian consumers on cosmetics in 2011 was just over US\$3. India in cosmetics, which saw its value share rise from 27% in 2005 to 31% in 2014, is likely to continue to surge ahead over the forecast period. The entry of many multinationals into Indian cosmetics in 2011 has made it an extremely challenging and dynamic market. Foreign players have focused more on product innovation, relaunches and brand extensions spread across multiple price points, and enhanced product penetration by extending their distribution networks. The leading players have streamlined their ad spend to effect savings, which has allowed them to revamp their pricing strategies as well as offer free gifts to retain consumers. The main reasons are a greater ability to purchase personal grooming products among a larger base of financially independent women, frequent relevant product launches, and growing beauty consciousness and awareness, especially among the younger population. However, the growth was affected by low product awareness or a lack of inclination to spend on cosmetics, especially in rural areas. The aggressive price competitions from local and regional players, which seized volumes with better trade margins and heavily discounted offerings, have also contributed to the same.

II. REVIEW OF LITERATURE

- **(et al., Ulfat, Yuvaraj, & Yan et al., 2022)** The study tried to understand brand loyalty and affirmed that brand credibility, brand awareness, brand association, perceived quality, and product knowledge are important to building brand loyalty. The results of this research indicated that there is a positive relationship between brand credibility, brand awareness, brand association, perceived quality, product knowledge (independent variables), and brand loyalty (dependent variables). It has also been concluded that brand awareness has the highest impact on brand loyalty, and L'Oreal consumers are more affected than other brands. We found that women bought cosmetics because of brand, some because of price, some because of friends 'and relatives recommendations, and others because of packaging design. Revealed that brand consciousness of any beauty care product was the primary factor that determined the actual satisfaction with any beauty care product. A consciously selected brand makes females' beliefs more strong about the positive facts of the products when they are associated with and tested with actual experience of the product. Consciously selected brands were also allied with the price sensitivity of these products, so the price sensitivity of the product appeared as a secondary causal factor, as it pairs the actual benefit gathered from any product with the cost spent to acquire that product. The second factor associated with the satisfaction of females, along with their brands As long as brand consciousness got high, females started being less concerned about the price of the product. Again, if the nominated benefits were high from any products, females paid for them accordingly. Revealed that Lakme was the preferred brand for lipstick and make-up and Elite brand for nail polish. In the case of eyeliner, the preferred brand was Revlon, and for fragrance, the preferred brand is Avon. Most of the people preferred the same brand of cosmetics. The consumers considered the quality and price of the product at the time of purchase. The promised result of the product was also one of the factors considered in the decision-making process.

- **(et al & et al, march-2017)** A brand is the name associated with one or more items in the product line that is used to identify the source of the characters of the items. It is also cited that a brand is defined as a specific name, symbol, or design, or the combination of these that is employed to differentiate a product. Brand names have become an ordinary feature for every product available on the market nowadays. The specialty of each brand is its different value in the minds of potential buyers. A strong brand image and reputation enhance differentiation and have a positive influence on buying. Behavior, McEnally and Chernatony, 1999, as cited in Marketers see the significance of powerful brands, and this is shown in all efforts to build up a strong brand. To customers, brand means familiarity and credibility as they get to experience some contacts in their everyday lives; therefore, they use the brands as an indicator to try or make a decision to buy new products. Moreover, brands are regarded as signs of determinants of product quality, depending on the intrinsic attributes and processes that truly determine quality. Such familiarity and credibility in the minds of consumers, which creates value for the firm, can be enforced by the use of brand equity: brand awareness, brand loyalty, brand associations, and perceived quality.
- **Khraim & Ann Kronrod et al.** States that produce quality play a very important role in influencing consumers to be brand-loyal customers. Consumers preferred brand name, product quality, price, promotion, store environment, and service quality are related factors attributable to brand loyalty. All these factors showed a positive relationship with brand loyalty, excluding design. Highlighted and explained the surprising prevalence of assertive environmental messages in the media. Environmental agencies, which are populated with people who perceive protecting the environment as a highly important issue, The Indian cosmetics industry has witnessed rapid growth over the last couple of decades. The present study inquires about the purchase behavior of female cosmetic consumers. Today, the world cosmetics industry faces huge demand and challenges in providing assured quality cosmetic products. Female behavior is complex and dynamic, as the aspirations of every female community are to look beautiful and attractive. It is considered a powerful weapon that women transform into. Normal looks attractive. In this background, the study aims to provide an insight into the behavior of female cosmetic consumers in the purchase and use of cosmetic products. To study the socio-economic factors of women cosmetic consumers. And to study the behavior of female cosmetic consumers in the purchase and use of cosmetics. Women represent a huge potential consumer group. A study on the analysis of buying The behavior of women towards cosmetics seems relevant. It is believed that beauty products promote the emotional well-being of women. Cosmetic products in the present era have moved from the luxury category to the most essential category.
- According to MarketResearch.com (2009), by the year 2014, this segment is supposed to reach \$84.9 billion. In the last few years, the skin care segment has recorded inspiring growth. Due to the rise in awareness of personal grooming, the skincare market is further expected to register a strong CAGR of nearly 19% during 2010–2013, as per our research report "Indian Cosmetic Sector Analysis (2009–2012)".

- According to Euromonitor's report (2008), the Asian market was found to be the biggest emerging market. The Asia Pacific market's value is up to more than US\$70 billion, which is the second highest after the Western European market (Nair and Pillai, 2007). Talking about the market, Didier Villanueva, MD, L'Oreal India, says, "The Indian middle class is growing rapidly, and so is its demand for the best quality products. Today, they want to use international brands, whether they are mass-market or premium".

III. OBJECTIVES OF THE STUDY

- To find out the buying behavior and consumption patterns of cosmetic products among college girls.
- To find out the consumer brand preferences for cosmetic products among college girls.
- To analysis the level of awareness and satisfaction of the girls towards cosmetic products.
- To know the consumption patterns of cosmetic products.
- To Analysis the satisfaction of the girls with cosmetic products.

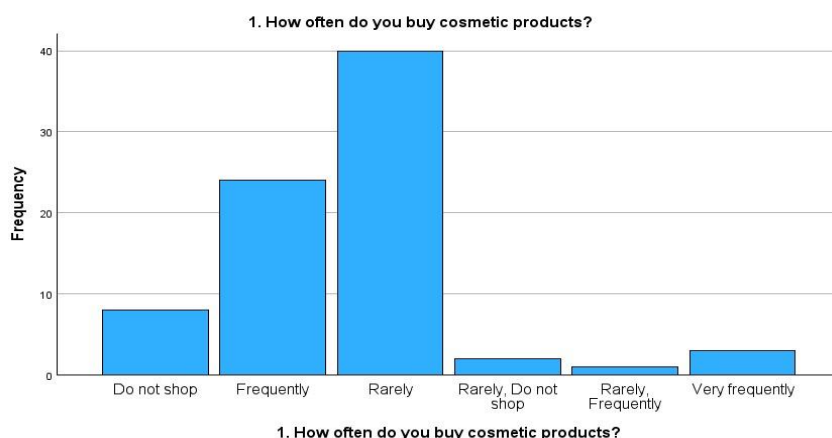
IV. RESEARCH METHODOLOGY

The research design employed in this study is descriptive, aimed at gathering comprehensive information about a specific group or phenomenon to provide an accurate representation of its characteristics and behaviours. Data collected from both primary and secondary data. Primary data was collected through questionnaire method. Well-structured questioner was used to collect data from respondents. Secondary data is collected from various articles, books, magazines, websites, and journal. A total number of 78 sample respondents has been selected for the purpose of the present study from Bengaluru city. This research includes certain tools such as percentage, graph and frequency to collect the individual's data.

V. DATA ANALYSIS AND INTERPRETATION:

The data collected is represented in the form of table and pie chart. A brief description of analysis and interpretation is given below.

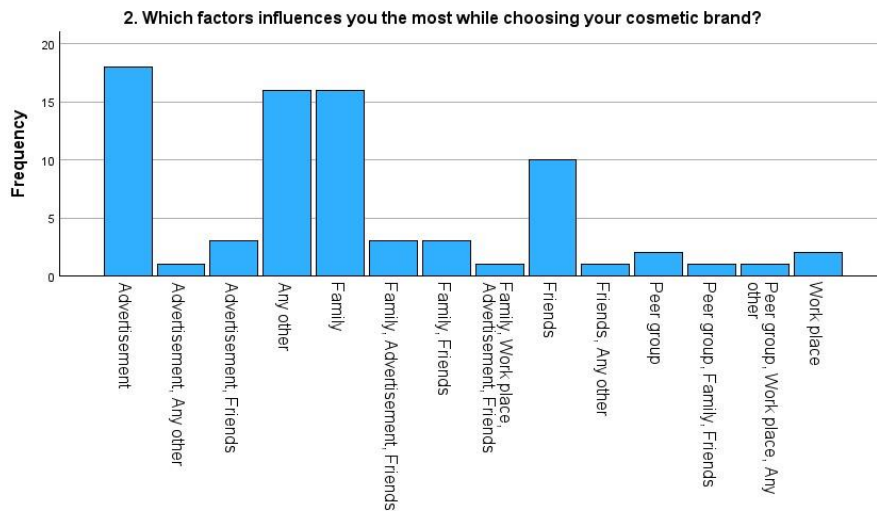
Figure 1: How often respondents buy Cosmetic Products.



Interpretation:

From the above Figure, it is interpreted that 40% of respondents are female and will rarely buy cosmetic products.

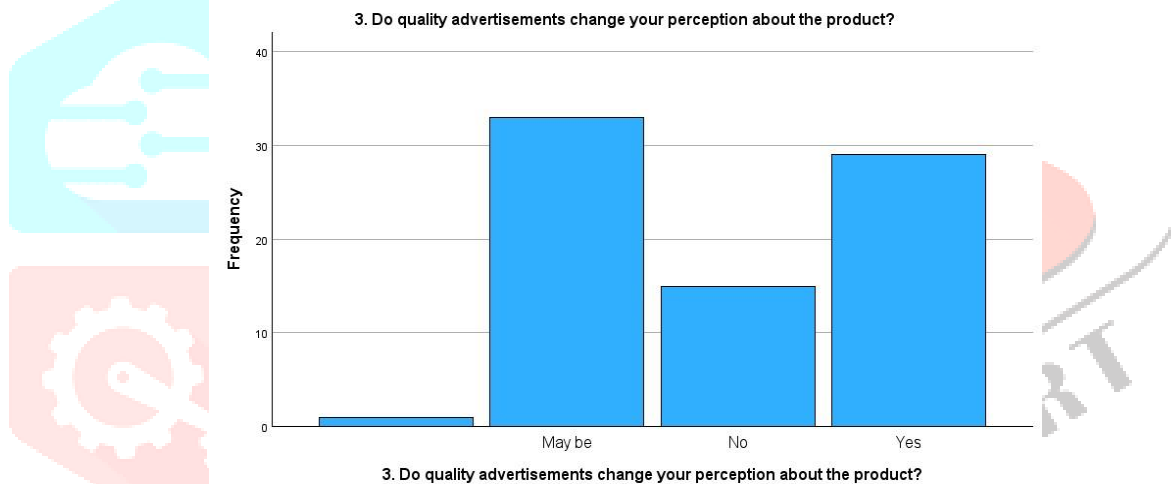
Figure 2: Factors influence to choose Cosmetic Brands.



Interpretation:

The above Figure indicates that most of the customers were influenced by advertising while choosing a cosmetic brand

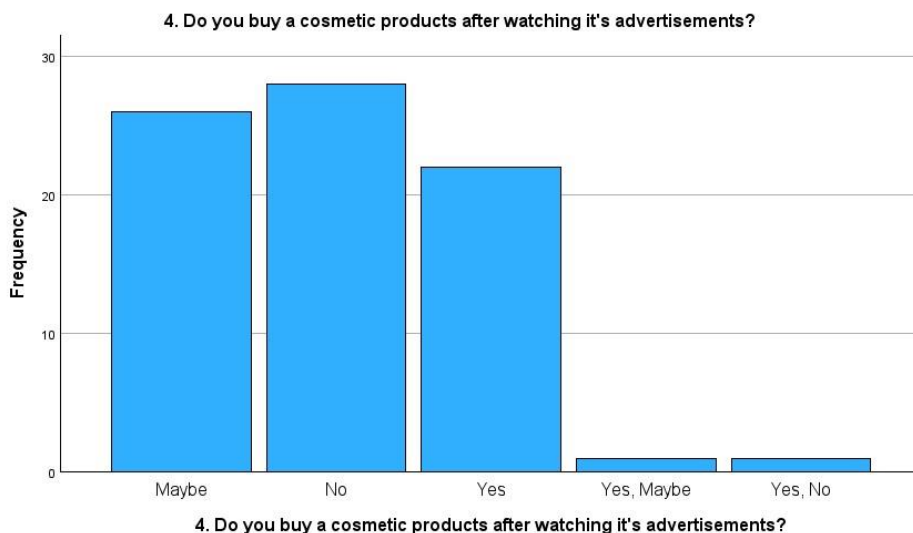
Figure 3: Quality advertisements to change their perceptions about the product.



Interpretation:

The above Figure says that 34% of costumes need quality advertisements to change their perceptions about the product.

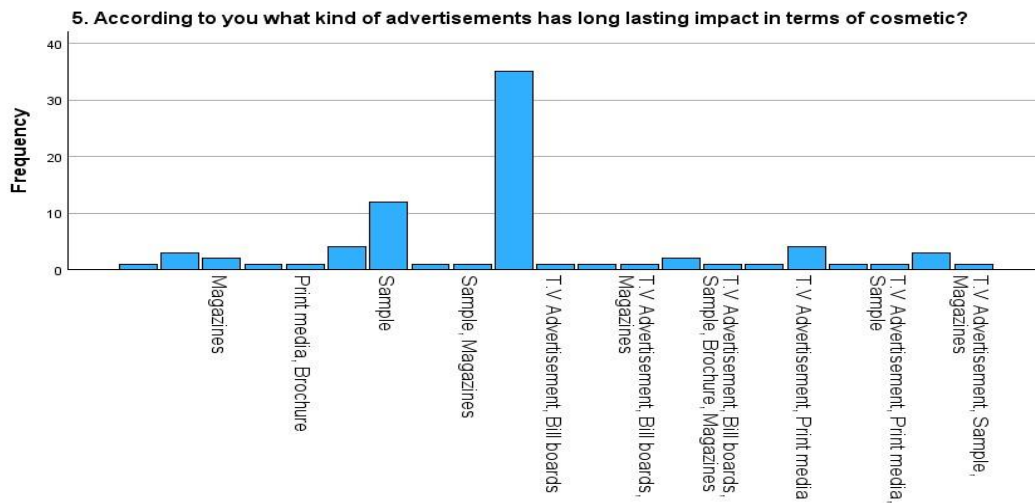
Figure 4: Purchase of cosmetic products after watching their advertisements.



Interpretation:

An inquiry showed that about 26% of people buy cosmetic products after watching their advertisements.

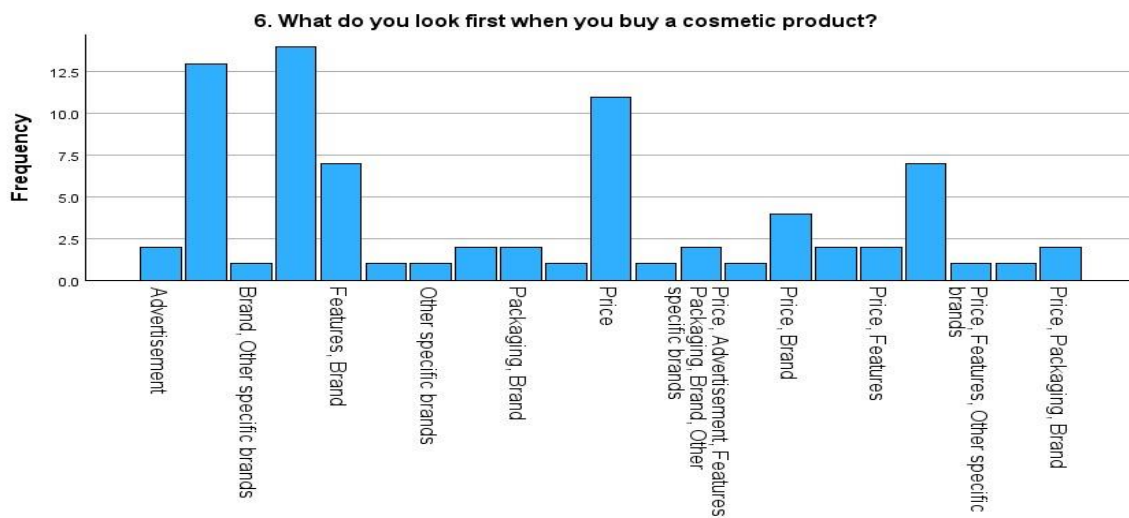
Figure 5: Type of Advertisement has long lasting impact in terms of cosmetics.



Interpretation:

According to the survey, we learned that TV advertisements and billboards have a long-lasting impact on cosmetics.

Figure 6: What do you look first when you buy a Cosmetic Product.



Interpretation:

According to the above Figure, we know that college girls first look at the features and brand of cosmetic products before purchasing them.

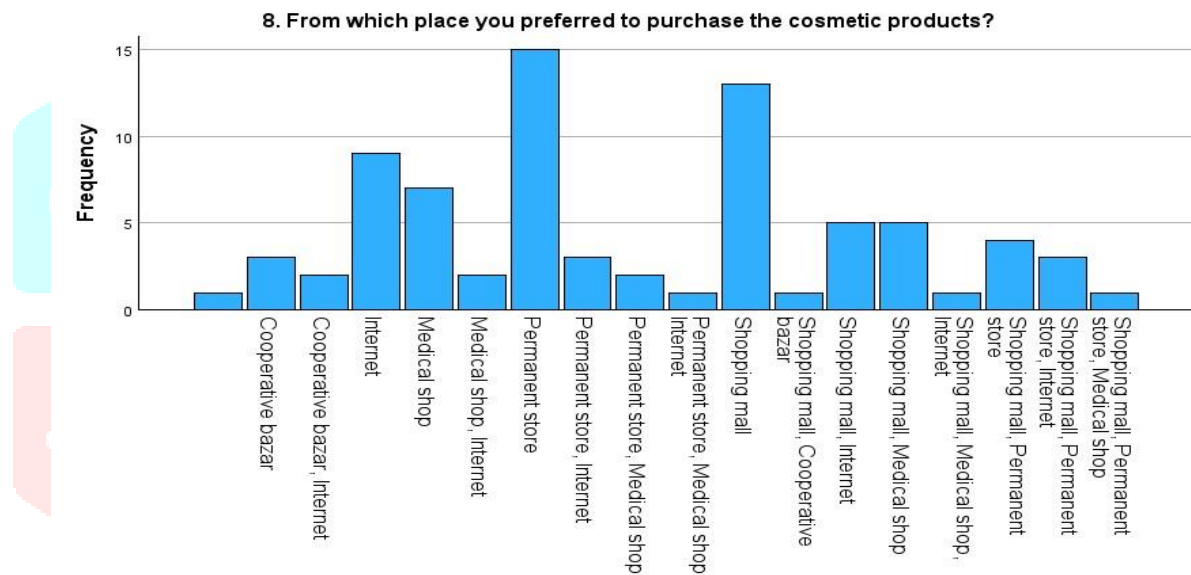
Figure 7: Expenditure on Cosmetic product per month.



Interpretation:

The about Figure says that 42% of people spend below \$500 on cosmetic products monthly

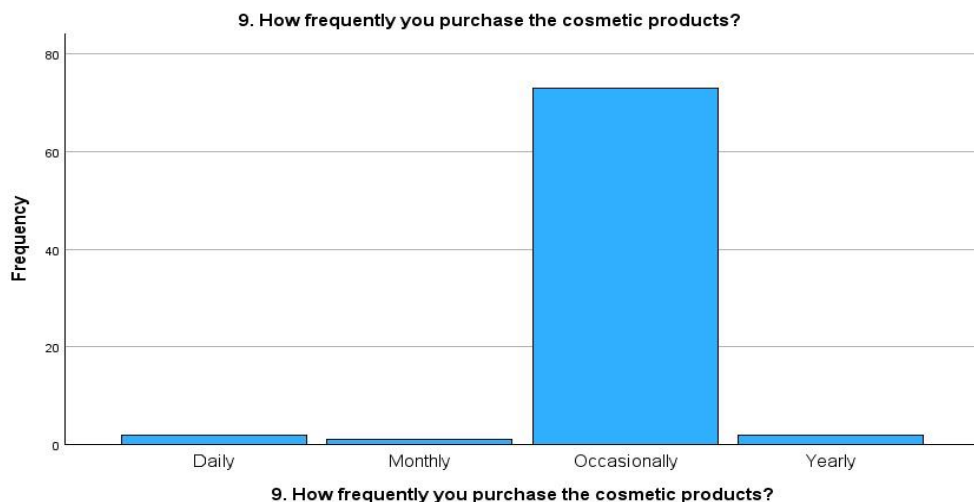
Figure 8: Preference place to purchase the cosmetic products.



Interpretation:

The survey on preference to purchase the cosmetic products by the respondents covering 75% from permanent store, internet.

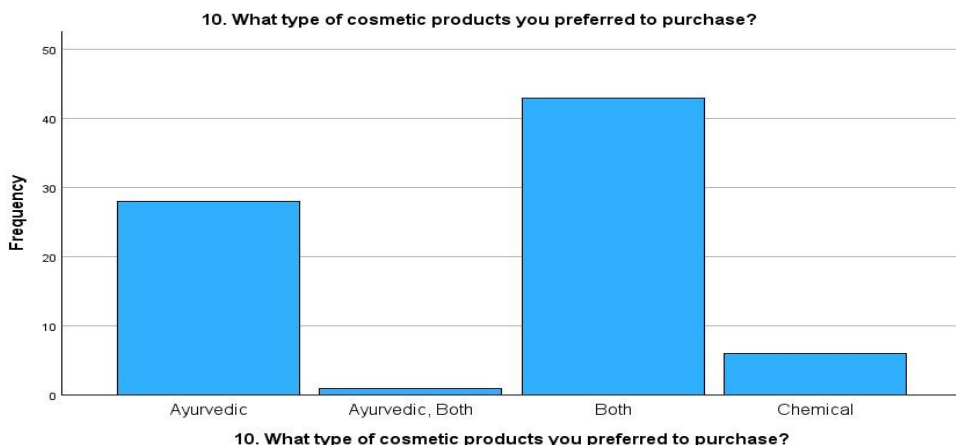
Figure 9: Frequent purchase of Cosmetic products.



Interpretation:

As per the survey, the above Figure indicates that around 75% of girls purchase cosmetic products occasionally.

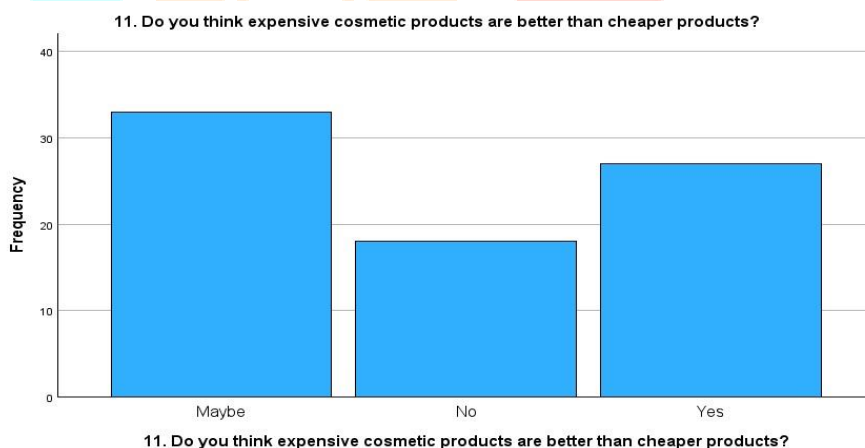
Figure 10: Type of Cosmetic products prefer to purchase.



Interpretation:

The Figure indicates that 45% of girls prefer both ayurvedic and chemical products, although ayurvedic is preferred over chemical products.

Figure 11: Do you think expensive cosmetic products are better than cheaper product.



Interpretation:

According to the survey, few college girls believe that expensive products are better, whereas some girls believe that cheap products are also good.

Figure 12: Source of Purchasing Cosmetic Products.



Interpretation:

The above Figure indicates that most of the college girls recommend cosmetic brands based on their experience.

VI. FINDINGS OF THE STUDY.

- Majority of the respondents are spending less than ₹500 per month on cosmetics.
- People collecting the information before purchasing cosmetic products.
- Quality is the most preferred factor for brand preference is the majority of the respondents.
- Majority of the respondents recommend cosmetic brand depending on experience.
- Price, discount, offer, advertising and brand image are the factor influencing the most while choosing on cosmetic product.

VII. SUGGESTIONS

- The satisfaction level of respondents is very low on the cosmetic products. Hence it is suggested that the manufactures should identify the reasons behind this and then provide them with the requirements.
- The respondents feel that the prices of cosmetics are comparatively higher.
- Girl students may be influenced to use turmeric as face cream. The medical benefit of using turmeric must be brought to the notice of girls.
- A marketer should build up a prompt distribution channel to avoid the problem of non –availability of products.
- A proper communication should be created with doctors, beauticians and should be involved in advertisement to make them more attractive, affective and reliable.

VIII. CONCLUSION:

As cosmetic industry in India is one of the growing industries, marketers should know about the factors affecting purchase decision of consumers towards cosmetics. People always consider quality as the most important factor while purchasing cosmetics and they also consider the advice of people who as used and experienced the product. Cosmetic is a preparation extremely applied to change or enhance the beauty of skin, hair, nail, lips and eyes. In today's scenario the cosmeceutical market is considered to be a Potential market for the cosmeceutical /pharmaceutical companies. Due to the diversity in population and also having a large population India is supposed to be one of the emerging markets in the field of cosmetically production this globe. Cosmetic generate beauty, fragrance, pleasant look and love as well.th findings of the study help cosmetic companies to make their strategies so as to capture this new emerging cosmeceutical market segment.

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