



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A Study On Consumer Buying Behaviour Towards Revlon Cosmetic Products

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### Abstract

The word "cosmetic" comes from the Greek word "kosmeticos," which meaning "adornment" and "preparation." is referred to as cosmetic in this context. Cosmetics are exterior preparations that are applied to the skin, hair, and nails of the body for purposes such as coloring, covering, softening, cleaning, nourishing, waving, setting, mollification, preservation, removal, and protection. This Research work is about consumer buying behaviour towards Revlon Brand Cosmetic Products. Revlon, is an American Multinational Cosmetics, skin care, perfume and personal care company. Revlon products are sold in 150 countries.

### Keywords

1. Revlon Cosmetic Products
2. Consumer Buying Behavior

### Introduction

In the Kingdom of color cosmetics and hair care, Revlon has established a long-standing reputation as a color authority and trailblazer in beauty. Revlon has offered consumers superior product innovation, functionality, and elegant appeal. Presently, Revlon's varied range of products is offered across the majority of retail distribution channels, including as prestige, salon, mass, and direct to consumer, in almost 150 countries. Its product line includes color cosmetics, skin care, hair care, hair color, and fragrances.

## Meaning of Consumer Behaviour

Consumer behavior is the study of how individual customers, groups, or organization select, purchase, use, and dispose of ideas, goods, and services to satisfy their needs and wants. It concerns the actions of consumers on the market and the basic motives of these actions. Marketers expect that by understanding what makes consumers buy specific goods and services, they will be able to determine - which products are needed in the market, which are obsolete and how best to present the goods to consumers.

## Objective of the Study

1. To study the reasons of consumer buying behavior towards Revlon products.

## Statement of the Problem

There are several brands on the market, most customers like Revlon goods. Because of the advancements in science and technology, a large number of new items are introduced to the market annually in the current business sector. This study will contribute to our understanding of the market factors that influence consumer preference for a specific brand and the challenges associated with adopting such brands.

## Need of the study

This research fills a major need in the field by examining the current interaction between Revlon goods and consumers, having been neglected for the past years.

## Scope of the study

This study aims to examine customer purchasing behavior, which comprises a detailed examination of the consumer's purchasing intentions, purchasing behaviors, purchasing attitudes, and post-purchase behavior with regard to Revlon items. Of all the factors that establish and maintain a relationship with customers, purchasing patterns have a far greater impact than features or product caliber.

## Review of Literature

**Stephen L. Sando Jr., Mazna Wan Omar, Nasiah Abdul Wahid Ishak Ismail, and Amran Harun (2007)**<sup>1</sup> “*Effect of Brand Image on overall satisfaction and loyalty intention in context of color cosmetics*” In their study on the effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic of 97 females, found that 64.9% of the participants were single, 46.4% belonged to the Malay ethnic group, and 49.6% were in the 18 to 24 age group. The results of multiple regression analysis indicated that overall contentment and loyalty intention were positively correlated, and that overall satisfaction mediated the relationship between loyalty intention and the benefits of brand image.

**Vinith Kumar Nair and Prakash Pillai R (2007)<sup>2</sup>**, “*Consumers Purchasing Pattern of Cosmetics*” In their study it was found that male consumers favored making individual cosmetic purchases out of 300 consumers in Kerala. The primary determinant impacting consumers' purchase decisions was quality. The results of the chi-square test showed a strong correlation between the respondents' age and the brand they chose. Customers who were males spent more on cosmetics. Compared to women, they paid between Rs. 301 and Rs. 500 a month on deodorants and hair care products.

## Research Design

The blueprint or framework used to carry out a research study is called a research design. It entails describing the general strategy and procedures that will be followed in order to gather information and examine it in order to find answers to research questions or validate theories. The research design used in this study is Descriptive Research Design.

## Sources of Data

- **PRIMARY DATA:** The primary data were collected based on the structured questionnaire with the help of Google form.
- **SECONDARY DATA:** The secondary data for the study have been collected through Books, Magazines, Articles and Websites.

## Sampling Technique

The sampling technique used for this study is Simple Random Sampling Technique.

## Sampling Size

The sample size was collected from 100 respondents.

## Area of the Study

The study was conducted in Coimbatore City.

## Limitations of the Study

- The Study was limited to Coimbatore city, so it cannot be generalized to all the cities.
- The Sample is limited to 100 respondents only.
- The Time taken for collecting the correct data from the respondents is considered as one of the major constraints

**Tools used for the study**

**Garret Ranking**

**Garret Ranking**

The analysis of preference, order changes of limitations, and advantages into numerical scores was conducted using Garrett's Ranking Technique. The main benefit of this method over a straightforward frequency distribution is that the limitations are organized according to respondents' subjective severity.

**Formula**

**Percentage Position =  $100(R_{ij} - 0.5)$**

**$N_j$**

$R_{ij}$  = Rank given for the  $i^{th}$  variable by  $j^{th}$  respondents

$N_j$  = Number of variables by  $j^{th}$  respondents

**Garret Ranking for Factors Influence to Prefer Revlon**

Factors	1	2	3	4	5	6	Rank score	Rank
	77	64	54	47	37	23		
Price	12	11	24	22	5	25		
	924	704	1296	1034	185	575	4718	6
Quality	8	23	30	17	16	5		
	616	1472	1620	799	592	115	5214	3
Quantity	6	21	26	36	7	1		
	462	1344	1404	1692	259	23	5184	4
Packing	12	26	25	16	12	8		
	924	1664	1350	752	444	184	5318	2
Flavor	20	19	26	15	12	7		
	1540	1216	1404	705	444	161	5470	1

Offers	11	14	22	22	13	17		
	847	896	1188	1034	481	391	4837	5

**Source: Primary Data**

Mean score of 77 was given the first rank for Flavor in case of REVLON.

**Findings****Findings for Garret Ranking**

Mean score of 77 was given the first rank for Flavor in case of REVLON.

**Conclusion**

Over the years, Revlon has established a reputation for producing high-quality goods with an innovative mindset. As a result, in a few years, the business had gained such widespread recognition. Because Revlon Products deliver good quality, good outcomes, good services, etc., consumers rely on them and may even prefer them. This study is mainly focused on the buying behavior towards Revlon Products, with special reference to Coimbatore City. Buying behavior of Revlon products reveals that most of the consumers are well known about Revlon Products. The popularity of Buying Behavior is a factor that influences the consumers for their purchase decision.

**Reference Link**

<https://www.linkedin.com/company/revlon/jobs>

<https://revlon.co.in/>