

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 252 current customers using cosmetics were approached to collect data, by means of questionnaires. 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 Brand Loyalty

Introduction

Man has always sought for ways to look and smell nice, and the use of cosmetics is part of such endeavor. Cosmetic has become a common and popular category among Indian consumers as it identifies them with a more relaxed lifestyle, greater versatility and comfort. Cosmetics products are mixtures of natural or synthetic chemical compounds used to improve the appearance or smell of the human body (Schneider *et al*, 2001). Cosmetics early were herbs and home made products, but now the scenario has changed. A number of domestic and imported cosmetics have occupied the market with various brands. The uniqueness of the attributes associated to a brand can lead to a better chance of being chosen (Keller, 2003, p. 52). In pursuit of achieving the best possible value for their money, modern day consumers are gradually becoming quite

choosy about products/services on the basis of their intrinsic value. Major triggering influence on brand substitution is exposure to another alternative. This new information in effect causes the consumer to re-examine established beliefs and attitudes, with the result that intentions may shift. Some brand switching occurs as a result of a lowered price, but this does not necessarily signal any real change in beliefs and attitudes. The present study focused on the brand preference and purchase pattern of cosmetics among women consumers of various occupations. Malhotra (2003) described the main reasons for boom in cosmetic industry as increasing fashion and beauty consciousness coupled with rising incomes and focus on health and fitness.

Review of Literature

The manufacturer offers different products to fulfill the same needs of customers by establishing and maintaining long term relationship (Angelova & Zekiri, 2011). Long term relationship is beneficial for companies' long term profit (Angelova & Zekiri, 2011). A research conducted by Reichhold & Sasser(2002) of the Harvard Business School showed that, most customers are only profitable in the second year of doing business with the organization (Angelova & Zekiri,2011). Organizations spend a large part of their budget on marketing and advertising of their products to make the customers aware about the attributes of the product (cosmetic) (Angelova & Zekiri, 2011). Brand consciousness means being aware of popular brands and wanting to by particular brands rather than others (Cambridge Dictionaries Online). Someone who is brand consciousness only likes to buy products made by certain famous companies. Lachance, J.J. Beaudoin, P. and Robitaille, J. (2003) analysed consumption attitudes by examining brand consciousness. Brand consciousness is a notion that brands play an important role in the psychological process that precedes the buying act.

Data Analysis and Interpretation

Table 1: Demographic Traits and Usage of Cosmetics.

Demographic Traits		Frequency	Percent
Age	Below 20 years	21	8.3
	21-30 years	138	54.8
	31-40 Years	78	31.0
	Above 40 Years	15	6.0
	Total	252	100.0
Occupation			
	Student	42	16.7
	Housewives	34	13.5
	Private employee	97	38.5
	Govt Employee	32	12.7
	Business	47	18.7
	Total	252	100.0

Objectives

- To Analyse Socio demographic traits of the consumers in the study area
- To Study consumer reaction and usage towards various cosmetics
- To Study the impact of brand image on consumer purchase pattern

Research Methodology

Sample size

The sample selected for the research was women consumers placed in some or other occupations and using cosmetics of different brands available in the market. Non-random sampling method was implemented to select 252 respondents from 230 respondents surveyed; due to incompleteness of questionnaires 8 were rejected. The area for the study covers the Nagapattinam district of Tamilnadu, a rural area to the south of India, The main means of livelihood being fishing by the people.

Tools Used

Percentage analysis, ANOVA, Chi-square and multiple regressions were used to analyse and interpret data collected from the respondents.

Monthly Income			
	Upto Rs 5000	17	6.7
	Rs 5001-Rs 10000	38	15.1
	Rs 10001-Rs20000	77	30.6
	Above Rs 20000	47	18.7
	Nil	73	29.0
	Total	252	100.0
Amount spent for Cosmetics monthly			
	Rs 500	133	52.8
	Rs 1000-1500	82	32.5
	Rs 1501-Rs 2000	32	12.7
	Above Rs 2000	5	2.0
	Total	252	100.0
Usage time			
	Never	Nil	Nil
	Occasionally	116	46.0
	Always	136	54.0
	Total	252	100.0
Type of Cosmetic			
	Branded	98	38.9
	Herbal based	45	17.9
	Both	109	43.3
	Total	252	100.0
Favourite Cosmetic			
	Himalaya	89	35.3
	Ponds	49	19.4
	Banjaras	28	11.1
	Lakme	64	25.4
	Loreal	22	8.7
	Total	252	100.0

Source: Primary data

Inference: The above table shows that majority of the customers fall under the category of 21-30 years. Cosmetics usage is not restricted to age nowadays. Majority of the respondents are private employee. Women belonging to different category are considered for the study. Respondents of other group also use cosmetics equal. The above table depicts the income earned by the women respondents of various group. Maximum of the women earn between Rs 5001-Rs 10000, since the area under study was rural based. The table explains the usage pattern of cosmetics among the women under study. Almost all the women nowadays use cosmetics irrespective of age, occupation and income. The purchase pattern of cosmetics among women customers shows that type of cosmetics makes no difference with women customers. Both type of cosmetics is used by the customers but herbal based cosmetics has gained importance.

Table 2: Familiarity with the word Brand Loyalty.

Familiarity with the word Brand Loyalty	No. of	Percentage
Yes	240	95%
No	12	05%
Total	252	100.0%

Source: Primary Data

Inference: The respondents were asked whether they are familiar with the word Brand Loyalty, in response to which 89.1% said that they are and only 10.9% responded negatively stating that they are not familiar with the term.

Table 3: Relationship between Dependent and Independent Variables.

Coefficients ^a					
Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.208	.757		4.238	.000
Occupation	-.385	.113	-.243	-3.406	.001
Monthly income	.501	.081	.415	6.145	.000
Education	-.446	.089	-.340	-4.985	.000
Age	.247	.122	.136	2.031	.044
Marital status	-.421	.169	-.182	-2.483	.014

a. Dependent Variable: Amount spent for cosmetics

Inference: The table shows that all the variable occupation, income, education, age and marital status strongly influences the amount spent for cosmetics. p-value for the variables is less than .05 in all the cases.(Sig @5%)

Correlations			
		Monthly Income	Amount Spent for cosmetics
Monthly Income	Pearson Correlation	1	.285**
	Sig. (2-tailed)		.000
	N	252	252
Amount spent for cosmetics	Pearson Correlation	.285**	1
	Sig. (2-tailed)	.000	
	N	252	252

** . Correlation is significant at the 0.01 level (2-tailed).

Inference: The above table depicts a clear picture of the attitude of respondents in the study area that monthly income is a crucial factor in deciding the amount to be spent in cosmetic according to income earned monthly. Both the variables are highly correlated and significant.

Regression Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 ^a	.373	.355	.90565

Inference: The table shows the regression analysis between the one dependent variable and five independent variables. There exists strong relationship of 35.5% between the variables. Cosmetic usage has turned into a necessity in today's fashionable world. Table 4 is labelled as model

summary and this table shows R Square, Adjusted R Square, and R. Most important value out of this table is R Square. The value of R Square shows the amount of variance explained in dependent variable by the effect of independent variable(s). For this research, the value of R Square is 0.476. This value shows that independent variables altogether explain 47.6% variance in customer perception (dependent variable).

ANOVA					
Table showing Significant Relationship between Favourite Cosmetics and Occupation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	72.207	4	18.052	10.403	.000
Within Groups	428.598	247	1.735		
Total	500.806	251			

Source: Primary data

Inference: The most important value in this table is F value. The F-Value indicates the overall significance of the regression model. A significant value of F indicates that regression model is significant as a whole and independent variables (socio-demographic traits) significantly predict dependent variable type of cosmetics to be used whether branded or herbal based or both type of cosmetics. In this research, the value of F is 10.403 which is highly significant ($p < 0.001$).

Chi square Analysis

Hypothesis

H0- No significant relationship exists between age and brand of cosmetics

Ha- Age of the respondents does not affect the purchase pattern of brand of cosmetics

Table 4: Cross tabulation between Age* Favourite cosmetics.

		Favourite cosmetics					Total
		Himalaya	Ponds	Banjaras	Lakme	Loreal	
Age	Below 20 years	9	0	6	5	2	22
	21-30 years	35	30	13	43	14	135
	31-40 Years	36	18	9	7	10	80
	Above 40 Years	8	2	0	5	0	15
Total		88	50	28	60	26	252

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.459 ^a	12	.000
Likelihood Ratio	40.856	12	.000
Linear-by-Linear Association	7.747	1	.004
N of Valid Cases	252		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is 1.44.

Primary data:

Inference: The table-6 shows the cross tabulation relationship between age and type of cosmetics used by the respondents. Chi square tool was implemented to test the significance. The calculated value being greater than table value concluded to reject the null hypothesis. The significant relationship existed between age and brands used by the women of various categories.

H0- There exists no significant association between brand consciousness and demographic characteristics of the women consumers.

Ha- There exists no significant association between brand consciousness and demographic characteristics of the women consumers.

Chi square analysis was employed to know whether or not there exists a significant association between demographic variables and brand consciousness of women consumers.

Table 5: Relationship between Demographic variables and Brand consciousness.

Demographic Traits	Chi square value	Df	Significant value
Age	36.45	12	.000
Educational	52.53	16	.000
Occupation	69.38	16	.000
Income	91.64	16	.000
Marital Status	23.98	4	.000

At 5% significant level

Inference: From the above analysis chi-square value are statistically significant at 5% level. Therefore it can be concluded that null hypothesis is rejected at 5% level and concluded that there is a significant association between the level of brand consciousness and demographic characteristics of the women consumers.

Table 6: Showing brand Image among women customers.

S.No	Variables	Highly agree	Agree	Neutral	Disagree	Highly disagree
1	Best brand	20	176	49	26	0
2	Superior to others	35	146	55	30	5
3	Attractive appearance	22	130	77	38	4
4	Best promotional offers	13	175	5	32	1
5	Recent technology	25	122	9	29	5

Source: Primary data

Inference: The above table shows that women customers appreciate their brand of cosmetics used. All the variables used to identify the brand preference resulted a positive ranking to the maximum. Minimum numbers of customers are dissatisfied by the brand used though not very negative. The dissatisfaction resultant should be focussed by the manufacturers to reduce the gap.

Findings

- Maximum of the respondents fall under the age group of between 21-30 years
- Private employees occupy maximum place in the research
- Rs 500 and Rs 100-1500 are the maximum amount spent monthly for cosmetics purchase
- Maximum of the Respondents use cosmetics always and not occasionally
- Branded cosmetics are more preferred than herbal based cosmetics
- Himalaya brand is used by most of the respondents
- Respondents are loyal to brand to the highest
- Amount spent for cosmetics is significantly related to age, occupation, income, marital status and education of the consumers
- Favourite brand of cosmetics is significantly related to age of the respondents

- Maximum of the customers appreciate their brand of cosmetics used
- Significant association exists between the level of brand consciousness and demographic characteristics of the women consumers.

Conclusion

Understanding the purchasing behaviour of consumer is somewhat complicated, consumer's attachment and involvement with a product or brand are determined by number of reasons and therefore it is almost impossible to nail a definite reason behind consumer's purchasing behaviour. Nonetheless, some consumers have less inclination towards brand than the benefits same product gives irrespective of the brand. The present research shows that those consumers who are brand-conscious look to and appreciate the variables associated with it. 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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