

A Study on Customer Preferences on Cosmetic Products with Special Reference to Coimbatore City

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Abstract - The purpose of the paper is to study the consumer Preference towards cosmetics. People consider quality as the most significant factor to purchase cosmetics. The findings may be used to marketers to plan marketing strategy for cosmetics. Through this paper an attempt was conducted to identify the different factors that impact and influences the customers for buying a product. This study reveals that various factors like quality, brand, price, advertisement and packaging have tremendous influences on consumer Preference.

Index Terms - Cosmetics, Marketing Strategy

I.INTRODUCTION

In today's world, the customer's demand and the authority of the retailers is extremely rising due to reasonable surroundings and changing business. It is vital to have a sustainable relationship with customers for the survival and success of producers. Nowadays in the market a tremendous growth is experienced by the beauty products and has become one of the leading industries in the world. In Indian scenario too, the consumption and using of cosmetic products have increased rapidly. In our country, annually 15-20% of cosmetics market is reportedly growing. Comparing to other beauty products, demand for skin whitening is driving the trend. As consumer's awareness about their appearance and beauty results in the increasing demand of cosmetic and beauty products in the market. Manufactures are likely to be aggressive to identify consumers' needs and requirements across all categories in cosmetics. Customers purchase products based on their preferences, needs and buying power. Media have an idea about how the customers in this era can be targeted and they have the power to change their thinking way through their emotions, wants, needs and demands. The main purpose of this research is to have a better knowledge and understanding of

consumer preference towards cosmetic purchasing and what all are the factors influencing the consumers in purchasing cosmetics.

II.REVIEW OF LITERATURE

Sundari and Murugan (2011) revealed that the factors influencing purchase decision of personal care products are "primary benefit" and "secondary benefit". The primary benefit includes price, quality, and quantity. However, the "secondary benefit" includes ingredients of the product, the purpose of the product, innovative features, manufacturer's reputation, and certification of the product.

Kajapriya, Surya (2015) attempted to reveal the women consumers preference, satisfaction and Attitude towards the cosmetic products, Factors influencing and Impact of media which permit the women consumers to buy the cosmetic products. It also revealed the fact that there is a significant difference in the ranks provided by respondents to the Statement related to cosmetic products. Product modification or change in product design or enriching the quality of the cosmetics which retain the loyal customers of that cosmetic brand would be beneficial. Classy promotional mix can facilitate in drawing customers with regular offers which should also come up with the new trend. Irrespective of age, women consumers prefer the cosmetic products, so the producers could target all age category of consumers to prop up their products.

III.STATEMENT OF THE PROBLEM

Consumers are the masters of their money, and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in

the purchase decision. Consumers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate target in finding out what customers are aware off and their attitude and there by offering products according to these needs will help the industry stake holders to enrich their customer experience and accelerate growth of the market. The process that turns marketing plans into marketing actions in order to fulfil strategic marketing objectives it is called marketing plan but most of the markets are still challenged by their marketing. Hence this research aims to explore the consumer's awareness and attitude preference towards herbal cosmetic products with special reference to Coimbatore city.

IV. OBJECTIVES OF THE STUDY

- To study the consumer preference for cosmetic products
- To find out how cultural, social, and psychological factors influence consumers while using cosmetic products.

V. RESEARCH DESIGN

Sample size and Population: The sample taken was between the age group of 15 years to 35 and above years who are living in Coimbatore, Tamilnadu. A total sample of 185 was collected.

Instrument: The questionnaire is used as an instrument for collecting the data and it contain 15 close ended questions.

VI. RESULT AND DISCUSSION

Table-1 Selective Preferences of the Customers on Cosmetic Products

S. No.	Factors	No. of Respondents	Percentage
1	QUALITY	69	37.1
2	QUANTITY	32	17.2
3	PRICE	47	25.3
4	BRAND	27	14.5
5	DURABILITY	10	10
	TOTAL	185	100

Interpretation:

It is observed from the above table that 37.1% of the respondents are depend on quality, 25.3% of the

respondents are depend on price, 17.2% of the respondents are depend on quantity, 14.5% of the respondents are depend on brand, 4.9% of the respondents are depend on durability.

CHI-SQUARE ANALYSIS:

Hypothesis: There is no association between annual income and area of residence

Table-2 Comparison Between Annual Income and Area of Residence

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.480a	3	0.479

Interpretation

In the above table the P value (0.479) is greater than the significant Value (0.05), so then null hypothesis is accepted. We conclude that there is no association between age and Product quality.

VII. CONCLUSION

Cosmetic Industry forms a major portion of the entire market in the world. Indian cosmetic industry includes all kinds of make -up products, soaps, toothpaste etc. and since 1990s after liberalization; this industry has gained the momentum, touching the mountains and the clouds. The growth is expected to grow at 20% per annum and this growth is majorly expected from increased demand of the herbal or the organic products. Many new companies are building their new role and finding a new place in this industry and the old ones are trying to increase their respective shares in the market. In India, the overall demand for the cosmetic products tends to increase but the reasons for rapid increase in its demand may vary. Some may demand due to the skin problems; some may demand due to the hygienic maintenance (they want to keep their skin free from serious affects like pollution of India) while some may demand out of the fashion design and so on. So, this study has been carried out in order to find and illustrate the different factors that would lead to the demand of the cosmetic products.

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