Awareness and Perception of Women Consumers on Cosmetic Brands in Coimbatore

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Abstract

Cosmetic products are mixture of natural substances or manufactured substances and offered to consumers. Consumers buy cosmetics for enhancing their beauty, and make better of their skin, hair and nail. Cosmetic products include such as make-up and skin cream as well as grooming aids such as shampoo, conditioners and deodorant etc. When herbs are used for their fragrance and medicinal value in cosmetics, they are known as herbal or green personal care products. India is a county with a population of over a billion people. Over last couple of decades, Indian cosmetics industry had a rapid growth, and during over last few years it has witnessed strong development and there emerged a high growth of the industries holding immense future growth potential. This study has been conducted in order to understand the level of awareness and perception of women consumers on cosmetic brands.

Keywords

Cosmetic, Awareness, Satisfaction, Problems, Consumers.

1. Introduction of Indian Cosmetics

The Indian cosmetic market has high growth in the recent past year, it comprises of skin care, hair care, fragrances and oral care categories and more. It has performed world's leading cosmetic markets in terms of growth in the recent past. The factors like influence of western culture and higher disposable income have majorly conduced to the growth, and compensated the impact of economic slowdown. Taste and tradition of upper middle class of the society have changed due to higher recognition of the western and fashion trends and higher paying jobs. Nowadays women's are more aware of their look and presence so they are glad to

spend more money on enhancing in future. The change in cosmetic and skin care product consumption is witnessed today due to rise in number of women consumers. The demand for cosmetics in India is increasing due to many reasons like, growing awareness among Indian consumers, increased advertising in general and increased organized retail outlets which provide opportunity for wider product choice and availability. In addition, the winning of Indian contestants in several internal beauty pageants in the last few years has made the Indian women more conscious of their appearance and awareness of western cosmetic products and brands. The demand for professional beauty care products is increasing due to the emerging Indian fashion industry and has also contributed to the growth in demand for professional beauty care products. Women's are ready to spend more on personal care to enhance their beauty. Increased media exposure and advertisement are few reasons to know the utilization and perception of cosmetic products in India. The growth trends of cosmetics industry is sending good signals about the industry prospects.

2. Statement of the Problem

Though the cosmetic brands market shows positive trend, level of awareness and perception on cosmetic brands by women consumers need to be studied. If there is any substandard products or duplicate products explored the market that also can be identified so that valuable input can be shared in the competitive market which will throw a light on quality brands and availability of the product.

3. Objectives of the Study

1. To study the awareness and perception of women consumers on cosmetics brands.
2. To analyse the usage of cosmetic brands by consumers.
3. To identify the level of satisfaction on cosmetics brands.
4. To find out the factors influencing cosmetics brands.
5. To understand the problems faced by women consumers with cosmetics brands.

4. Scope of the Study

For this study, 400 women respondents have been chosen using a random sampling method of data collection. Coimbatore has been identified as the study area. Reviews and secondary data also collected and considered. The output of the research will help the producers, marketers, and consumers about the clear picture of cosmetic market. It will support and create a new market for the cosmetic products.

5. Research Methodology

The methodology used in the study is as follows:

Sampling method

A total of 400 respondents from Coimbatore city were selected for the study. Random Sampling method has been followed for collecting the data from the respondents.

Area of study

The area covered by the study is Coimbatore city in the state of Tamil Nadu.

Analytical tools

The statistical tool that has been used for the analysis of this research paper is Simple percentage, Chi-square test, Mean value, and Anova.

Collection of Data
Primary data

Data collected by the researcher herself. By distributing a questionnaire to the identified respondents in the study area. The researcher gets first-hand information from the respondents which has been analysed for the study.

Secondary Data

Secondary data is the data that have been already collected and obtainable from other sources. Such data are more quickly available than the primary data and also may be available when primary data cannot be obtained at all.

Secondary data includes Journals, Magazines, Newspapers, Internet websites, Books, etc.

6. Review of Literature

1) Gomez, M.I., McLaughlin, E.W, Wittink, D.R. (2004) in this study states that linked perception of store attitude, satisfactory statement of customer together. In this research paper, the survey has taken from the food retail store. It shows the way of store revenue gets damaged by managing customer gratification. And also to show nonlinearities they have built statistical tools in net sales performance link.

2) Suh, J.C., Youjae, y. (2006), have investigated how the product role is rather getting obstructed concerning customer gratification and loyalty relation. This research paper is based on the attitude accessibility and stability theory. It has also manifest that both first hand and second hand customer satisfaction is proportional to faith, this is clarified by the structural equation model. But when coming to an attitude and corporate identity it has an unintented effect on brand attention through mediating influence. Finally it concludes that there is a decline in customer gratification on brand attitude and faith directly while an increase in ad attitude and corporate identity indirectly.

3) Sondoh Jr, S. L., Omar, M. W, Wahid, N. A., Ismail, I., 7 Harun, A. (2007), draws on the colour cosmetic product. It has five brand image benefits, they are functional, social, symbolic and experiential and appearances enhance. These were investigated. This has judged that loyalty intention is affected by presumption and aspect enhancement. The result states that in order to achieve customer loyalty, marketers has to concrete on brand image benefit sand also it was indicated that customer loyalty is influenced by overall satisfaction.

4) Yasmin Singaporewala (2008) observed that with the increasing globalization, the Young Indian women have realized the importance of always looking good. Both skin care and colour cosmetic products have seen rapid growth throughout the past 5 years. The Euro monitor shares a report on the Indian cosmetics and toiletries market, the colour cosmetics industries stand at $113.4 million and skincare at $346.9 million.

5) Yuen, E. F., Chan, S. S. (2010), focused on the customer loyalty impacts of the product faith and quality dimension and retail service quality dimension. This research paper has focused on the industry, particularly to the curtain retail sector. Data were collected from the

customers who are existing there. The study has concluded by stating three dimensions, which are related to the customer faith in products to store positively. The service quality with customer loyalty to staff is positively associated.

6) Apaolaza-Ibanez, V., Hartmann, P., Diehl, S., Terlutter, R. (2011), Conjecture on Women's satisfaction on cosmetic products. To perform the research paper, analysis has been performed on women with 355 respondents. The end result is that hedonic brand and utilitarian contribution to the fulfilment with brands.

7) Thakur, S., Singh, A.P.(2012) expressed the connection between faithfulness, intention, brand identity and customer gratification related to cosmetic brands together with the people of central India and it proceed with the five superiority of brand identity were talk about, they are illustrative, resources, social, appearance boost and practical. The study concluded that marketing manager has to focus on the brand identity to succeed customer satisfaction to make loyalty and faith among the customer about their product and utility.

8) M. Banu Rekha and K. Gokila (2015) analysed the purchaser understanding and of women towards cosmetics with a recommendation to Herbal Products. The major purpose of this study is to find the consumer understanding and gratification of the awareness of the herbal products within the purchaser and the number of consumers who uses the Herbal Cosmetics and who use the herbal cosmetics for their skincare.

9) Gurmeet Kaur (2016) examines customer satisfaction among selected cosmetic brands. The paper is based on primary data through from questionnaire on 100 female respondents utilizing cosmetic products. The study depicts that the major of the respondents are happy with the standard and rate of cosmetic products. First use experience, repeat purchase experience, and user experience also satisfy the respondents.

10) Gayathri, J., Kousika (2017), stated that the cosmetic industry has a large variety of brands, products and services, and quality. In the cosmetic industry innovation and diversity exists due to increasing demand from consumers. The present study reveals that stay permanently in the consumer's mind, factors such as pricing, quality, distribution network, etc., are considered most important.

7. Analysis, Explanation, and Findings

Collected data have been scrutinised, tabulated, analysed, and explained properly. Following are the Table and Graphical form of analysis and explained in a systematic manner.

Table 1: Awareness of Cosmetic Brands of the Respondents

S. No.	Cosmetic Brands	Number of Respondents	Percentage
1	Lakme	56	14%
2	L'Oreal	46	11.5%
3	MAC	48	12%
4	Biotique	35	8.75%
5	Maybelline	37	9.25%
6	Colorbar	40	10%
7	Revlon	34	8.5%
8	Himalaya	54	13.5%
9	VLCC	30	7.5%
10	Elle 18	20	5%
	Total	**400**	**100%**

Explanation

The above table shows that 14 percent of the respondents aware of Lakme, 13.5 percent of the respondents aware of Himalaya, 12 percent of the respondents aware of MAC, 11.5 percent of the respondents L'Oreal, 10 percent of the respondents aware of Colorbar, 9.25 percent of the respondents Maybelline, 8.75 percent of the respondents aware of Biotique, 8.5 percent of the respondents aware of Revlon, 7.5 percent of the respondents aware of VLCC and 5 percent of the respondents aware of Elle 18.

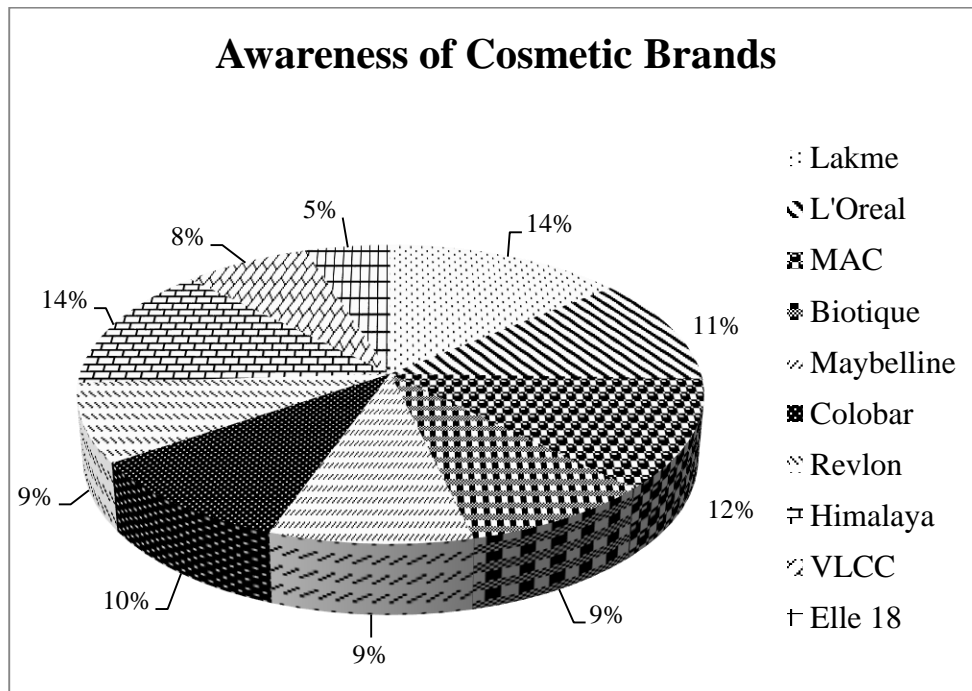**Findings:** Most 14 percent of the respondents aware of the Lakme brand.

Awareness of Cosmetic Brands

:: Lakme
↻ L'Oreal
⚉ MAC
⚉ Biotique
⌁ Maybelline
⚉ Colobar
⁖ Revlon
⇋ Himalaya
⚉ VLCC
⊢ Elle 18

Chart 1: Awareness of Cosmetic Board

Table 2: Perception about the Brand of the Respondents

S. No.	Perception about the Brand	Number of Respondents	Percentage
1	Yes	39	39%
2	No	21	21%
3	May be	40	40%
	Total	**100**	**100%**

Explanation

The above table shows that 40 percent of the respondents said that may be advertisement change their perception about the brand, 39 percent of the respondents said that advertisement change their perception and 21 percent of the respondents said advertisement doesn't change their perception.

Findings

Most 40 percent of the respondents said that may be advertisements change their perception about the brand.
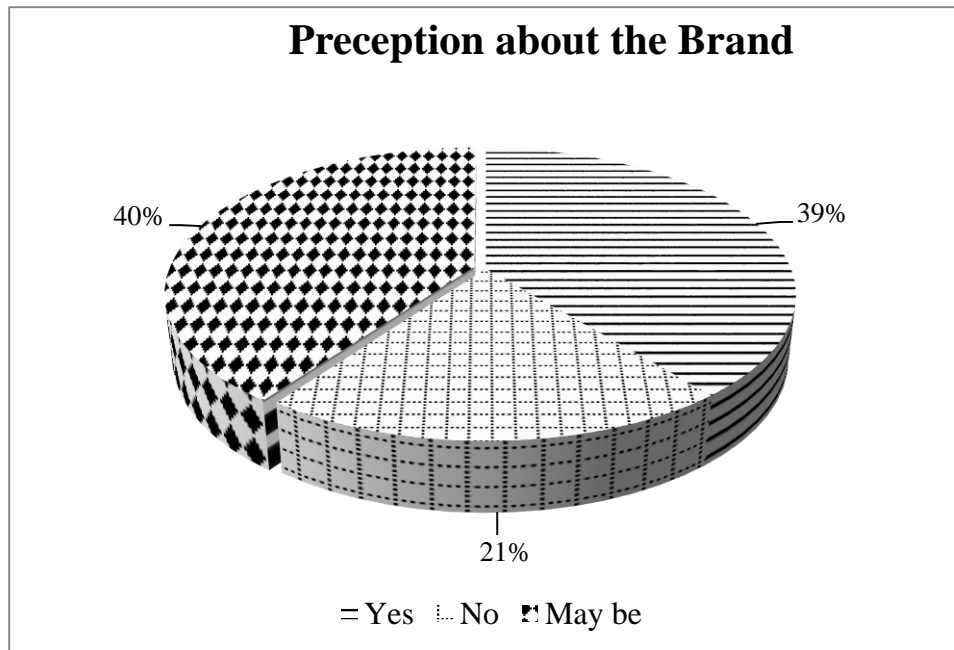
Preception about the Brand

40% —

39%

21%

= Yes ⌞ No ⋮ May be

Chart 2: Perception about the brand

Table 3: Use of Cosmetic Brands of the Respondents

S. No.	Cosmetic Brands	Number of Respondents	Percentage
1	Lakme	21	21%
2	L'Oreal	13	13%
3	MAC	9	9%
4	Biotique	5	5%
5	Maybelline	10	10%
6	Colorbar	7	7%
7	Revlon	9	9%
8	Himalaya	17	17%
9	VLCC	5	5%
10	Elle 18	4	4%
	Total	**100**	**100%**

Explanation

The above table shows that 21 percent of the respondents use the Lakme brand, 17 percent of the respondents use Himalaya, 13 percent of the respondents use L'Oreal, 10 percent of the respondents use Maybelline, 9 percent of the respondents use Revlon and MAC, 7 percent of the respondents use Colorbar, 5 percent of the respondents use Boutique, 5 percent of the respondents use VLCC and 4 percent of the respondents use Elle 18.

Findings

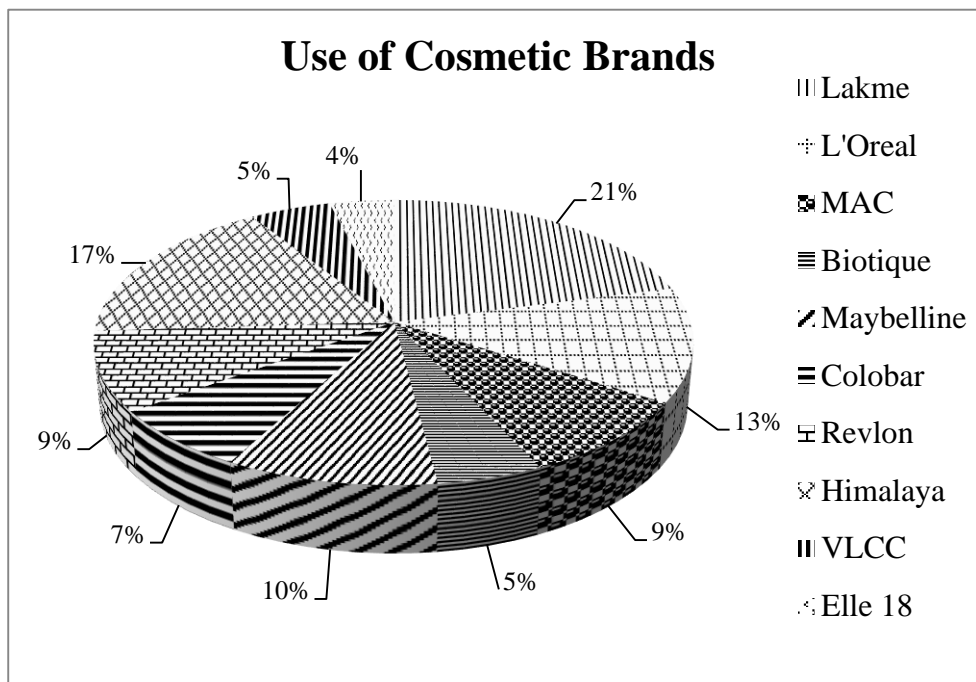Most 21 percent of the respondents use the Lakme brand.

Chart 3: Use of Cosmetic Brands

Table 4: Satisfaction towards Various Attributes of the Respondents

S. No.	Attributes		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
1	Brand	No	81	19	-	-	-	**100**
		%	81	19	-	-	-	**100**

S. No.	Attributes		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
2	Quality	No	42	55	3	-	-	**100**
		%	42	55	3	-	-	**100**
3	Price	No	31	29	40	-	-	**100**
		%	31	29	40	-	-	**100**
4	Long lasting	No	33	34	23	10	-	**100**
		%	33	34	23	10	-	**100**
5	Glowing skin	No	19	41	30	5	5	**100**
		%	19	41	30	5	5	**100**
6	Natural look	No	20	35	38	7	0	**100**
		%	20	35	38	7	0	**100**
7	Confidence	No	23	45	24	5	3	**100**
		%	23	45	24	5	3	**100**
8	Self care	No	22	37	33	6	2	**100**
		%	22	37	33	6	2	**100**

Explanation

The above table shows that 81 percent of the respondents highly satisfied towards the a cosmetic brands, 55 percent of the respondents satisfied towards the quality in a cosmetic product, 40 percent of the respondents neutral towards price in a cosmetic product, 34 percent of the respondents satisfied towards long-lasting in a cosmetic product, 41 percent of the respondents satisfied towards glowing skin in a cosmetic product, 38 percent of the respondents neutral towards the natural look in a cosmetic product, 45 percent of the respondents satisfied towards confidence in a cosmetic products and 37 percent of the respondents satisfied towards self-care in cosmetic products.

Findings

The Majority 81 percent of the respondents highly satisfied with the cosmetic brand.

Table 5: Factor Influencing of the Respondents for a Cosmetic Brand.

S. No.	Factors Influence	Number of Respondents	Percentage
1	Family	24	24%
2	Workplace	15	15%
3	Friends	35	35%
4	Advertisement	26	26%
	Total	**100**	**100%**

Explanation

The above table shows that 35 percent of the respondents get influence through Friends, 26 percent of the respondents get influence through Advertisement, 24 percent of the respondents get influence through Family and 15 percent of the respondents get influence through workplace.

Findings

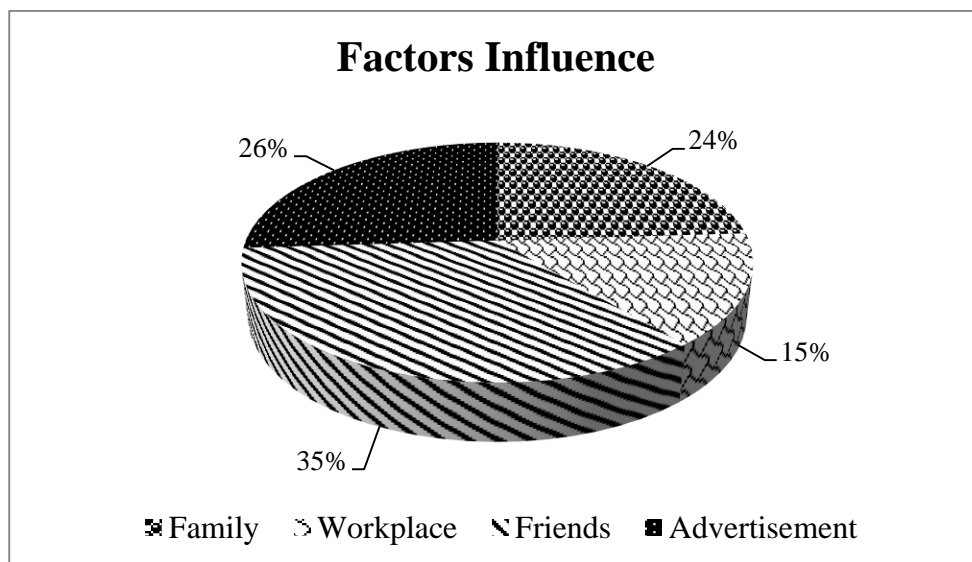Most 35 percent of the respondents get influence through Friends.

Chart 5: Factors Influence

Table 6: Problems Faced by Women Consumers on Cosmetic Brands in the Market.

S. No.	Problems	Number of. Respondents	Percentage
1	Duplicate product	61	61%
2	Less knowledge on usage	13	13%
3	Expiry date of the product	7	7%
4	Health issues	9	9%
5	More cost	6	6%
6	Non-availability	4	4%

Explanation

The above table clearly source that the problems of cosmetic product used by women consumers in the market out of the sample size 100.61 respondents (61 percent) are facing problem with the availability of duplicate product with substandard quality in the market. 13 respondents (13 percent) are facing problems with less knowledge on the usage of cosmetic products. 7 respondents (7 percent) are expressing that they face problem with expiry date or out dated cosmetic products in the market. 9 respondents (9 percent) are telling that they facing problem with health issues like skin problem and blood infection. 6 respondents (6 percent) are expressing that the cost of the branded cosmetics items is more. 4 respondents (4 percent) are facing the problem of non-availability of the product in the market.
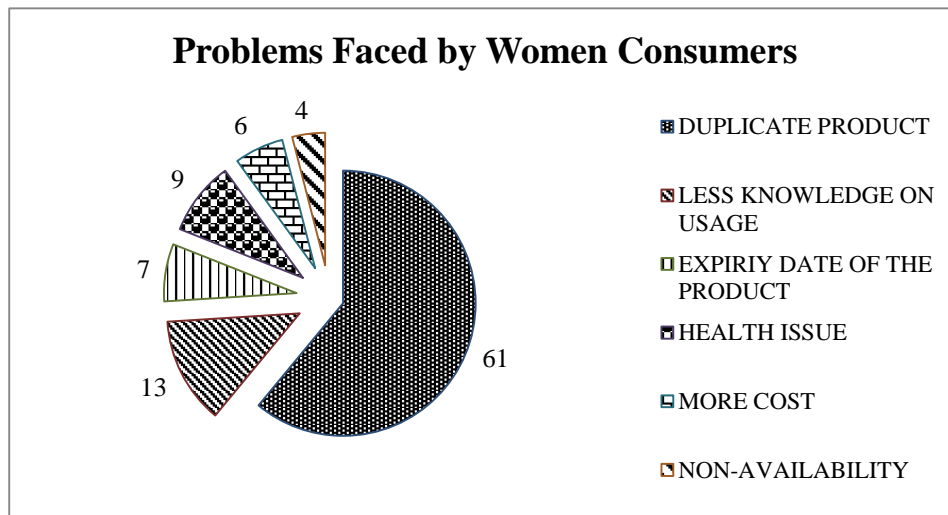

Chart 6: Problems Faced by Women Consumers

Findings

Majority of the respondents that is 61 (61 percent) have stated that they are facing problem with duplicate product available in the market and not able to identify the genuine right product.

8. Conclusion

The above study reveals that the cosmetics product market of Coimbatore receives a good response from women consumers. Out of the availability products in the market, Lakme has got the most preferred product by most of the women consumers and with a market share of 21 percent. It also cleared that out of 100 respondents 40 percent are influenced by an advertisement for cosmetic product. The level of satisfaction shows that the majority that is 81 percent have highly satisfied with cosmetic brand what they use. They have expressed that out of 100 respondents 61 percent that is the majority are facing problems with duplicate products available in the market and they are not able to find the perfect one among the available duplicate products. Hence it is concluded that as far as the perception of respondents toward cosmetic brands is concerned. The market is getting a good response from the women consumers and the level of awareness also increases which shows the market trend is positive and overwhelming.

9. References

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