

Consumer Preference and Brand Awareness towards Cosmetic Product in Calicut City, Kerala

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Abstract: *Cosmetic Industry covers a wide range of products and services and it continues to grow, evolve, a profitable opportunity which enhances the growth of this industry. The growth of the economy and the internal and external policies of the government has led to the emergence of market where the consumers face a situation of choosing the product among its alternatives. The buyers come to the market place with some hope, and they choose that brand of the product that satisfies their expectations. The consumer preference over the product has been influenced by a host of factors like the quality of the product, price, etc. which in turn are being determined by the social, economic conditions of the consumers' together with the nature of the usage of the product. This study has made an attempt in understanding the consumers' preference and brand awareness towards cosmetic products in Calicut City.*

Key words : *Cosmetics, Consumer Preference, Brand awareness*

I. INTRODUCTION

The usage of cosmetics is very primeval. They have been in use since the dawn of evolution to enhance the emergence of the user. Insistently sought for like a mood lost in time is any woman's search for beauty and this infinite search is as old as the universe itself. The knowledge of pharmacology, and experimental cosmetic concoctions were thoroughly tampered until the 17th century by ancient Greeks and by many people of the Orient. The study of consumer behaviour has assumed that the individual is logical in his/her buying process. However, this model was criticized because it failed to consider the different factors that motivate the consumption. A few studies came out with the conclusion that individual consumers are not only looking for efficiency and economy, but also for interruption, aesthetic, expression, etc. To extend the theoretical frameworks of consumer behaviour, many authors have complete studies to identify the various factors influencing consumption. These studies came out with the conclusion that fantasy, emotion and pleasant aspects of a product are the determinants of consumption.

II. OBJECTIVES OF THE STUDY

1. To find out the most preferred type of cosmetic and factors influencing to purchase.
2. To identify the consumers' brand preferences towards cosmetics products.

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A. Research Methodology

The researchers have taken 100 samples through the Simple Random sampling method. The period of the study was done from May 2017 to June 2017. The primary data have been collected through the questionnaire with the component of demographic and functional variables. Statistical tools such as Chi – square test, Percentage analysis and Ranking method have been used to analyze the data and to measure the consumers' brand preference and buying behaviour of branded cosmetics

B. Limitation of the study

- ✓ The study is restricted to Calicut city only.
- ✓ The data collected is based on the questionnaire and the results would be varying according to the options of the individuals.
- ✓ Only 100 respondents were taken as the sample.

C. Analysis and Interpretation of data

Table 1. Consumers Brand Preference

SL NO	Brand	Respondents	Percentage
1	M.A.C	2	2
2	Chambor	2	2
3	Elle 18	5	5
4	AVON	2	2
5	Color bar	3	3
6	Maybelline	20	20
7	L'Oreal	7	7
8	Lakme	16	16
9	Himalaya	15	15
10	Nivea	3	3
11	Ponds	4	4
12	Nandolia	3	3
13	Johnson	8	8
14	Ori flame	5	5
15	Pavion	2	2
16	Others	3	3

Chart 1



Interpretation : The above chart shows that 20% of the respondents prefer Maybelline products. And 16% of them prefer Lakme items. The least number of brands are M.A.C, Chambor, Elle 18 etc..



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Table 2. Mostly used Cosmetics Products

SL NO	Cosmetics	Respondents	Percentage
1	Face creams	29	29
2	Baby care products	14	14
3	Colour cosmetics	5	5
4	Skin care products	10	10
5	Perfumes	9	9
6	Eye care products	6	6
7	Hair care products	8	8
8	Lips sticks/ Lip gloss	10	10
9	Men's products	8	8
10	Others	1	1

Chart 2.



D.Interpretation : The above Pie chart indicate that most of the respondents use face cream products ie, 29%. Then Second position goes to Baby care products ie, 14%. Out of 100 respondents 10% of them prefer both Lipstick and Skin care items.

Table 3. Factors Influencing Cosmetics purchase decision

SL NO	Factors	Respondents	Percentage	Rank
1	Quality	19	19	III
2	Quantity	10	10	IV
3	Price	32	32	II
4	Brand loyalty	39	39	I

E.Interpretation: From the above Ranking method we can interpret that Brand Loyalty is the main factor affecting or influencing Cosmetics Purchase decision. Second Rank goes to Price of the particular product. Quality plays third position. Fourth rank given to Quantity.

III.FINDINGS

- Consumers prefer Cosmetics on the basis of Brand loyalty
- Majority 39% of the respondents make purchase decision only after considering brand.
- Face care cream is the major choice of consumers among products.
- Most popular brand is Maybelline which offer all the kind of Cosmetic products nowadays.

IV.CONCLUSION

Cosmetic market is one of the best growing market sections which have been competitive and grown continually during the past few years. This study is aimed to investigate the Consumers preference and brand awareness of cosmetic products in Calicut city. It is conclude that Maybelline brand has a very good market and Brand choice.

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