

# Branded Cosmetic Usage Amongst Women in Ernakulam, Kerala

Devi R, Diana Jolly Jose, Preetha R

**Abstract:** *In this era of glamour and style women adopt the new trends and brands by making film stars as their role models. They think that the only way to achieve that beauty is by applying the cosmetics being endorsed by celebrities. Nowadays media has created an impression that if a woman becomes fair it can pave way to acquire her dreams. Women tend to use the same brand even after the arrival of new products. The taste and preference for their brand does not make any change as they know that the brand assure them the same comfort and satisfaction. It is the marketing strategies used by companies that makes a brand unique and frontrunner even when there is a vast range of product available in the market. This study is being conducted to understand the most preferred brand among women's in Ernakulam District and the companies marketing strategies that creates brand loyalty among them.*

**Index Terms:** brand, brand loyalty, Consumer, cosmetic, product.

## I. INTRODUCTION

Beauty is the satisfaction that our eyes get when we see a person, an animal or a thing. There exists a desire in every woman to be beautiful. People consider being attractive in the eyes of others using the available materials that can be applied in a person's face to make them look stand out from other people. There are a numerous companies that offer people with a lot of products that can help them to satisfy their needs. We could witness a tremendous augmentation especially in cosmetic sector. This has created high competition among cosmetic companies. A company can overpower other cosmetic companies only through brand loyalty. Brand loyalty can only be created by offering quality of products and services to consumers.

Consumers choose the product which when used gives them bliss and will be consumed by them repetitive even when a new product is launched in the market. This is called Brand loyalty. Brand loyalty helps a brand to sustain with their competitors. It helps them to create a name for themselves among the industry.

Obviously it is not astonishing that brand loyalty has gained significant interest in the area of marketing. In the recent times generally consumers purchase a product because of the status symbol, quality, packaging or the attractive advertisement.

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**Devi R**, MCOM Finance And System Amrita School Of Arts And Sciences, Kochi

**Diana Jolly Jose**, Mcom Finance And System Amrita School Of Arts And Sciences, Kochi

**Preetha R**, Assistant Professor Amrita School Of Arts And Sciences, Kochi

A brand will remain in the market even if their competitors exit the market. The brand can survive only through maintaining the characteristic and adding the advancement or by adopting innovative areas in their product. Thus, Brand loyalty means when a consumer can't substitute her brand even when there is a vast variety of cosmetic product available in the market.

## II. STATEMENT OF THE PROBLEM

In a metropolitan city like Kochi with a huge population consisting of people coming under all age group there exist an increase in consumption of cosmetic product. It is noted that cosmetic companies are multiplying day by day indicating the impact of cosmetics on people. Cosmetics play such an essential role in a women's life. Brand loyalty helps a brand to survive in the market under tight competitive situation. The introduction of innovation and consumer's friendly product also can add values to a cosmetic brand. Consumers are becoming choosy nowadays. They search for a brand that can satisfy all their conditions. Such a brand will have a better place in a store self. This research is conducted to find the impact of brand loyalty on purchasing pattern of women with special reference to cosmetics in Ernakulam

## III. LITERATURE REVIEW

**Rambhai Jakharabhai Bharada (2018)** in her research paper titled, "A study of brand loyalty for cosmetics products among youth in Rajkot city", the researcher attempts to find out brand loyalty for particular cosmetic products which is popular and regularly used by young people. It

was concluded that most respondents prefer that brand of cosmetic products that can offer them quality and smoothness. And these factors are most important for creating brand loyalty for the particular cosmetic product.

**Kanakwan Kitrunpaiboon (2017)** in his paper titled "Factors affecting brand loyalty to cosmetics product: a case study on that consumers in Bangkok", tried to inspect factors influence brand loyalty towards cosmetics products by Thai consumers in the Bangkok area. It was found that oral message, identified value, comfort and pleasure on product were found to be important in building brand loyalty towards cosmetic products by Thai consumers in Bangkok area.

**Dr N Kalaimani (2017)** in her research paper, "Brand loyalty of cosmetic products among youths in Tripura city" strive to discover diversity of cosmetics, the women and student's prefer to use regularly.

The study accomplished that if a cosmetic business desires to ripe fine profits worldwide, it should attempt to enhance consumer brand loyalty through brand quality, trust worthiness and aggressive pricing in the market place.

**Ranosiharimandimby Miora Joelle (2016)** in his research paper made an attempt to describe the perception of cosmetic brand influence on women behavior in Klojin District Malang, Indonesia. The researcher further concluded that products brand name, value, worth, endorsement have a direct impact in women buying judgment .Women consumer are more loyal if the product can accomplish their need or their requirement.

**Dr. Anandrajan S, Sivagami. T (2016)** in their study they mainly focused on the consumer purchase choice towards the cosmetic products in the market and to identify the impact of media in stirring the clients in brand selection. Random sampling technique was used and they collected 200 samplers for this. Data was collected through direct interview method. In analyzing the data, percentage method was used. The study revealed that the consumer get attracted by reduction in price and sales promotional schemes and it was also found that the cosmetic is not part of luxury.

**Banu Rekha and Gokila K (2015)** in their research titled, “A study on consumer awareness and attitude and preference towards herbal cosmetic products with special reference to Coimbatore city”, they found that consumers prefer herbal cosmetic products. It was noted that usage of non- herbal products has created allergies in consumers and gradually this has lead to the production of herbal cosmetic products by cosmetic manufacturing companies.

**Lydia K Mwai (2015)** in her research titled, “Analysis of brand loyalty in cosmetic products: A case of selected a saloons in Nyeri Town”. The researcher examined the determination of product loyalty in cosmetic industry in Nyeri district. This study also revealed that brand dependence, brand identified value and price should remain key focal point for the business to preserve market share in current hostile business atmosphere.

**Vandana Sabharwal (2012)** in her research paper focused on women consumption pattern and purchase behavior of facial skin care products. It was observed that the moisturizers for face were found to be preferred by most of the consumer’s of all ages.The anti ageing cream and toners were favored by aged women.

**Jai Advani (2005)** in his research titled, “Factors affecting brand loyalty: A study in an emerging market on fast moving consumer goods”, the researchers focused to explore factors closely associated to the management of brand loyalty which could offer insights to practitioners of marketing to understand the new techniques to be included in marketing of brands. It was found that brand trust and brand benefits are relatively more important in having an impact on brand loyalty than other forecaster variables.

**Cadogan and foster (2000)** , in their study they considered the two factors that are relationship with sales person and relationship with supplier firm to build brand loyalty among customers .The study revealed that both the factors plays an vital role in creating consumer brand loyalty.

**IV. OBJECTIVE OF THE STUDY**

- The objectives framed for the present study are as follows
- a) To examine the most preferred brand amongst all cosmetic products.
  - b) To identify the different factors that influence brand loyalty.
  - c) To understand the marketing strategies adopted by cosmetic manufacturing companies to attract potential consumers.

**V. HYPOTHESES**

The following hypothesis was framed to study the relationship between brand preference and combination of brand.

H0=There is no effect on the brand preference and brand loyalty of consumers. H1=There is effect on the brand preference and brand loyalty of consumers.

**VI. RESEARCH METHODOLOGY**

The present study includes both primary data and secondary data. Primary data are those data that are collected over again and at the inaugural time. It is was gathered by way of Questionnaires consisting of seventeen questions .The questionnaire were distributed to 85 women respondents residing in local areas of Ernakulam district chosen on Convenient Random sampling technique. Statistical tools used for analyzing the collected data were chi-square test, correlation and percentage analysis. Secondary data includes scholarship journals, internet sources related to brand loyalty of cosmetic products among women.

**VII. MAJOR ANALYSIS AND INTERPRETATION**

**A. Chi-Square Test**

Chi-square test analyses the significance difference between the brand preference and combination of brand.

**(a) shows the significant difference between the brand preference and combination of brand.**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	88.666 <sup>a</sup>	6	.000
Likelihood Ratio	14.939	6	.021
Linear-by-Linear Association	.194	1	.660
N of Valid Cases	85		

Source: primary

Interpretation: From the above table 1 the p value (.000) which is lower than the assumed value of 0.05.Hence we can conclude that there is a relationship between brand preference and combination of brand .



**B) Correlation Analysis**

Correlation analysis establishes the relationship between frequency of shopping and average monthly income of respondents.

**(b) Shows the relationship between frequency of shopping and average monthly income of respondents.**

	Frequency of shopping	Average monthly Income
Frequency of shopping N	1 85	-.040 .720 85
Average monthly income N	-.040 .720 85	1 85

From the above stated table 2 the frequency of shopping and average monthly income shows (-.040). Thus indicates an inverse relation between frequency of shopping and average monthly income.

**VIII. FINDINGS OF THE STUDY**

The following were the major findings of the study

**(A) Percentage analysis**

- Majority (72%) of the respondents are under the age group of 21-30years.
- Majority (43%) of the respondents purchase the product on the basis of brand because they got best results by using the brand products.
- Majorities (58%) of the respondents use both herbal and non herbal products, as their needs are not being fulfilled by the same brand.
- Majority (21%) of the respondents of non herbal use Lakme, as it satisfies the need of consumers.
- Majority (34%) respondents are aware of the product through advertisement. companies use advertisement as a media of communicating to the consumers about their products.

Majority (49%) respondents are not sure of switching the brand, as they are loyal to their brand.

**(B) Chi square analysis**

There is a relationship between brand preference and combination of brand.

**(C) Correlation analysis**

The frequency of shopping and average monthly income shows an inverse relation between them.

**IX. MAJOR SUGGESTIONS**

Company should understand the needs of their consumers and produce products that can satisfy their needs which can reduce the switching of brands by consumers. Affordable price can be set to all branded cosmetic products so that consumers under all income group can purchase them. The packing of the cosmetic product could be made more attractive and consumer friendly. Cosmetic company shall

try to give necessary directions on how to apply the product, on its packing. The company can ensure that their products are distributed in rural and semi-urban areas.

**X. CONCLUSIONS**

Cosmetics have become an important part of women’s life. They feel empty without applying it before stepping out of their house. This necessity of cosmetics has created loyalty among consumers towards cosmetic brands. Among the leading cosmetic brand, Lakme is the brand most preferred by women’s in Ernakulam District. The study conducted revealed that most of the women still uses multiple brands as single brand is not able to satisfy their multiple needs. Companies use advertisement as a marketing technique to create awareness among consumers about their brand. Company’s uses celebrities to endorse their brand and customers get attracted towards these brands as they consider celebrities as their role models.

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**AUTHORS PROFILE**



**DEVI R**, Mcom Finance And System Amrita School Of Arts And Sciences, Kochi



**DIANA JOLLY JOSE**, Mcom Finance And System Amrita School Of Arts And Sciences, Kochi



**PREETHA R** Assistant Professor Amrita School Of Arts And Sciences, Kochi