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A STUDY ON CONSUMERS' BRAND PREFERENCE TOWARDS COSMETICS IN TIRUCHIRAPPALLI TOWN

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Abstract
India has seen a growth in the cosmetics industry in the recent years. The demand for cosmetic products, particularly in urban population is steadily rising owing to various reasons, such as mall culture, better purchasing power, concern for looking better, by both men and women, nature of the job, development in advertisement technology and in general, availability of a wide range of cosmetic products. Majority of consumers prefer Colgate tooth paste and most of them prefer Clinic Plus shampoo. Majority of consumers prefer VVD Gold hair oil and most of them prefer Ponds talcum powder. Majority of consumers prefer Fair and Lovely face cream and most of them prefer Pears toilet soap. Besides, majority of consumers prefer Rexona perfume and quality is the major reason for buying branded cosmetics. The results show that there is a significant association between monthly income of consumers and price of cosmetics and there is a significant association between educational qualifications of consumers and quality of cosmetics. The similarity between competing brands and the increasing array of competing brands, combined with the increased cynicism towards advertising has resulted in consumers both satisfied and loyalty to brands. Therefore, an appropriate and efficient advertisement strategy should be adopted in order to attract more consumers towards specific brands of cosmetic products.

Key Words: Brand Preference, Consumers, Cosmetics.

1. Introduction

The global cosmetic industry or multi nationals have been captivated by India in a fascinating manner - the world's second most populous country - over 1.25 billion people - even one percent of captured market at estimated rates is a huge sum for cosmetics companies. India has seen a growth in the cosmetics industry especially in the recent years. The demand for cosmetic products, particularly in urban population is steadily rising owing to various reasons, such as mall culture, better purchasing power, concern for looking better, by both men and women, nature of the job, development in advertisement technology and in general, availability of a wide range of cosmetic products.

The main reasons for this growth are increased purchasing power and rising fashion awareness due to media and other exposures amongst the people. Increased advertising creates and captured the imagination and awareness of the people. The Bollywood factor or the Indian movie industry and its changing fashion also create an impression and cause purchases to be expedited to match the images people hold close to their ideals, youth and people of all ages today use deodorants and think over the importance of grooming and being fashionable.

The desire to improve one's physical attractiveness seems to be an inherent characteristic of most individuals. Cosmetics have been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness. From a self-presentational perspective, argued that cosmetics are used specifically for grooming behaviours and in general function to manage and control not only social impressions but also self-image.

In essence, consumers seek to depict themselves their brand choices-they tend to approach products with images that could enhance their self-concept and avoid those products that do not. Sometimes consumers wish to change themselves to become a different or improved. Cosmetics offer consumers the opportunity to modify their appearance and thereby to alter their selves. Therefore, the present research is attempted to study consumer's brand preference towards cosmetics in Trichy town.

2. Methodology

The Tiruchirappalli town has been purposively selected for the present study. The 200 consumers have been selected by adopting random sampling technique and the data and information pertain to the year 2014-2015. In order to examine socio-economic characteristics of consumers, consumer's brand preference of cosmetics and reason for buying branded cosmetics, the frequency and percentage analysis have been worked out. In order to examine the association between monthly income of consumers and price of cosmetics and educational qualification of consumers and quality of cosmetics, the Chi-square test has been applied.

3. Results and Discussion

3.1. Socio-Economic Characteristics of Consumers

The socio-economic characteristics of consumers of cosmetics were analyzed and the results are presented in Table-1. The

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results show that about 58.00 per cent of consumers are females and the rest of 42.00 per cent of them are males. It is clear that about 65.00 per cent of consumers belong to the age group of below 25 years followed by the age groups of 25-50 years (21.00 per cent) and above 50 years (14.00 per cent).

The results indicate that about 74.50 per cent of consumers have the educational qualification of college education followed by school education (18.50 per cent) and illiterates (7.00 per cent). It is observed that about 43.00 per cent of consumers belong to the monthly income group of Rs.10,000 – Rs.15,000 followed by the groups of above Rs.20,000 (27.00 per cent), Rs.15,000 – Rs.20,000 (14.00 per cent), Rs.5,000 – Rs.10,000 (9.00 per cent) and below Rs.5,000 (7.00 per cent).

Table – 1, Socio-Economic Characteristics of Consumers Of Cosmetics

Socio-Economic Profile	Number of Consumers	Percentage
Gender		
Male	84	42.00
Female	116	58.00
Age Group		
Below 25 years	130	65.00
25-50 years	42	21.00
Above 50 years	28	14.00
Educational Qualification		
Illiterates	14	7.00
School Education	37	18.50
College Education	149	74.50
Monthly Income		
Below Rs.5,000	14	7.00
Rs.5,000 – Rs.10,000	18	9.00
Rs.10,000 – Rs.15,000	86	43.00
Rs.15,000 – Rs.20,000	28	14.00
Above Rs.20,000	54	27.00

3.2. Consumers' Brand Preference of Tooth Paste

The consumers' brand preference of tooth paste was analyzed and the results are presented in Table-2.

Table – 2, Consumers' Brand Preference of Tooth Paste

Tooth Paste Brands	Number of Consumers	Percentage
Pepsodent	47	24.23
Colgate	52	26.81
Close-up	30	15.46
Aqua fresh	19	9.79
Vicco	18	9.28
Others	28	14.43
Total	**194**	**100.00**

The results show that out of 200 consumers, 194 consumers use tooth paste. Out of 194 consumers, about 26.81 per cent of consumers prefer Colgate tooth paste followed by Pepsodent (24.23 per cent), Close-up (15.46 per cent), other brands (14.43 per cent), Aqua fresh (9.79 per cent) and Vicco (9.28 per cent).

3.3. Consumers' Brand Preference of Shampoo

The consumers' brand preference of shampoo was analyzed and the results are presented in Table-3.

Table – 3, Consumers' Brand Preference of Shampoo

Shampoo Brands	Number of Consumers	Percentage
Pantene	19	10.92
Clinic Plus	34	19.54
Sunsilk	23	13.22
Clinic All Clear	31	17.82
Ayush	13	7.47
Chik	18	10.34
Medikar	7	4.02
Others	29	16.67
Total	**174**	**100.00**

The results indicate that out of 200 consumers, 174 consumers use shampoo. Out of 174 consumers, about 19.54 per cent of consumers prefer Clinic Plus shampoo followed by Clinic All Clear (17.82 per cent), other brands (16.67 per cent), Sunsilk (13.22 per cent), Pantene (10.92 per cent), Chik (10.34 per cent), Ayush (7.47 per cent) and Medikar (4.02 per cent).

3.4. Consumers' Brand Preference of Hair Oil

The consumers' brand preference of hair oil was analyzed and the results are presented in Table-4.

Table – 4, Consumers' Brand Preference of Hair Oil

Hair Oil Brands	Number of Consumers	Percentage
VVD Gold	53	28.04
Parachute	33	17.46
Unicare	29	15.34
Nigar	20	10.58
Vatika	14	7.41
Others	40	21.17
Total	**189**	**100.00**

It is clear that out of 200 consumers, 189 consumers use hair oil. Out of 189 consumers, about 28.04 per cent of consumers prefer VVD Gold hair oil followed by other brands (21.17 per cent), Parachute (17.46 per cent), Unicare (15.34 per cent), Nigar (10.58 per cent) and Vatika (7.41 per cent).

3.5. Consumers' Brand Preference of Talcum Powder

The consumers' brand preference of talcum powder was analyzed and the results are presented in Table-5.

Table – 5, Consumers' Brand Preference of Talcum Powder

Talcum Powder Brands	Number of Consumers	Percentage
Ponds	56	30.77
Gokul Sandal	34	18.68
Spin	33	18.13
Fair and Lovely	17	9.34
Cuticura	13	7.14
Medicare	5	2.75
Others	24	13.19
Total	**182**	**100.00**

It is observed that out of 200 consumers, 182 consumers use talcum powder. Out of 182 consumers, about 30.77 per cent of consumers prefer Ponds talcum powder followed by Gokul Sandal (18.68 per cent), Spin (18.13 per cent), other brands (13.19 per cent), Fair and Lovely (9.34 per cent), Cuticura (7.14 per cent) and Medicare (2.75 per cent).

3.6. Consumers' Brand Preference of Face Cream

The consumers' brand preference of face cream was analyzed and the results are presented in Table-6.

Table – 6,Consumers' Brand Preference of Face Cream

Face Cream Brands	Number of Consumers	Percentage
Fair and Lovely	44	31.21
Fair Ever	31	21.99
Vicco Turmeric	29	20.57
Ponds Oil Face Cream	14	9.93
Everyouth	8	5.67
Others	15	10.63
Total	**141**	**100.00**

It is apparent that out of 200 consumers, 141 consumers use face cream. Out of 141 consumers, about 31.21 per cent of consumers prefer Fair and Lovely face cream followed by Fair Ever (21.99 per cent), Vicco Turmeric (20.57 per cent), other brands (10.63 per cent), Ponds Oil Face Cream (9.93 per cent) and Ever youth (5.67 per cent).

3.7. Consumers' Brand Preference of Toilet Soap

The consumers' brand preference of toilet soap was analyzed and the results are presented in Table-7.

Table – 7, Consumers' Brand Preference of Toilet Soap

Toilet Soap Brands	Number of Consumers	Percentage
Pears	50	25.25
Hamam	35	17.68
Mysore Sandal	17	8.59
Margo	16	8.08
Rexona	14	7.07
Dove	13	6.57
Lux	10	5.05
Cinthol	9	4.55
Savlon	7	3.53
Lifebuoy	5	2.52
Others	22	11.11
Total	**198**	**100.00**

The results reveal that out of 200 consumers, 198 consumers use face cream. Out of 198 consumers, about 25.25 per cent of consumers prefer Pears toilet soap followed by Hamam (17.68 per cent), other brands (11.11 per cent), Mysore Sandal (8.59 per cent), Margo (8.08 per cent), Rexona (7.07 per cent), Dove (6.57 per cent), Lux (5.05 per cent), Cinthol (4.55 per cent), Savlon (3.53 per cent) and Lifebuoy (2.52 per cent).

3.8. Consumers' Brand Preference of Perfume

The consumers' brand preference of perfume was analyzed and the results are presented in Table-8

Table – 8, Consumers' Brand Preference of Perfume

Perfume Brands	Number of Consumers	Percentage
Rexona	21	19.09
Medicare	18	16.36
Axe	15	13.64
Spins	14	12.73
Charli	12	10.91

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Denim	6	5.45
Ponds	4	3.64
Others	20	18.18
Total	**110**	**100.00**

The results show that out of 200 consumers, 198 consumers use face cream. Out of 198 consumers, about 19.09 per cent of consumers prefer Rexona perfume followed by other brands (18.18 per cent), Medicare (16.36 per cent), Axe (13.64 per cent), Spins (12.73 per cent), Charli (10.91 per cent), Denim (5.45 per cent) and Ponds (3.64 per cent).

3.9. Reason for Buying Branded Cosmetics

The reason for buying branded cosmetics by consumers was analyzed and the results are presented in Table-9.

Table – 9, Reason for Buying Branded Cosmetics

Reason for Buying Branded Cosmetics	Number of Consumers	Percentage
Quality	133	66.50
Price	31	15.50
Habit	22	11.00
Brand Loyalty	14	7.00
Total	**200**	**100.00**

The results indicate that about 66.50 per cent of consumers opine that quality is the major reason for buying branded cosmetics followed by price (15.50 per cent), habit (11.00 per cent) and brand loyalty (7.00 per cent).

3.10. Association between Monthly Income and Price of Cosmetics

The association between monthly income of consumers and price of cosmetics was analyzed and the results are presented in Table-10.

Table – 10, Monthly Income and Price of Cosmetics

Monthly Income	Level of Price			Total	Chi-square Value	Sig.
	High	Moderate	Low			
Below Rs.5,000	3 (21.43)	10 (71.43)	1 (7.14)	**14 (7.00)**	15.793	.034
Rs.5,000 – Rs.10,000	6 (33.33)	11 (61.11)	1 (5.56)	**18 (9.00)**		
Rs.10,000 – Rs.15,000	15 (17.44)	62 (72.09)	9 (10.47)	**86 (43.00)**		
Rs.15,000 – Rs.20,000	7 (25.00)	20 (71.43)	1 (3.57)	**28 (14.00)**		
Above Rs.20,000	22 (40.74)	30 (55.56)	2 (3.70)	**54 (27.00)**		
Total	**53 (26.50)**	**133 (66.50)**	**14 (7.00)**	**200 (100.00)**	-	-

(The figures in the parentheses are per cent to total)

The results show that out of 14 consumers who belong to the monthly income group of below Rs.5,000, about 71.43 per cent of consumers perceive that the level of price at moderate level followed by high level (21.43 per cent) and low level (7.14 per cent).

The results indicate that out of 18 consumers who belong to the monthly income group of Rs.5,000 – Rs.10,000, about 61.11 per cent of consumers perceive that the level of price at moderate level followed by high level (33.33 per cent) and low level (5.56 per cent).

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It is clear that out of 86 consumers who belong to the monthly income group of Rs.10,000 – Rs.15,000, about 72.09 per cent of consumers perceive that the level of price at moderate level followed by high level (17.44 per cent) and low level (10.47 per cent).

It is observed that out of 28 consumers who belong to the monthly income group of Rs.15,000 – Rs.20,000, about 71.43 per cent of consumers perceive that the level of price at moderate level followed by high level (25.00 per cent) and low level (3.57 per cent).

It is apparent that out of 54 consumers who belong to the monthly income group of above Rs.20,000, about 55.56 per cent of consumers perceive that the level of price at moderate level followed by high level (40.74 per cent) and low level (3.70 per cent).

The Chi-square value of 15.793 is significant at five per cent level indicating that there is a significant association between monthly income of consumers and price of cosmetics. Hence, the null hypothesis of there is no significant association between monthly income of consumers and price of cosmetics is rejected.

3.11. Association between Educational Qualification and Quality of Cosmetics
The association between educational qualification of consumers and quality of cosmetics was analyzed and the results are presented in Table-11.

Table – 11, Educational Qualification and Quality of Cosmetics

Educational Qualification	Level of Quality			Total	Chi-square Value	Sig.
	High	Moderate	Low			
Illiterates	2 (14.28)	9 (64.29)	3 (21.43)	14 (7.00)	9.492	.039
School Education	12 (32.43)	21 (56.76)	4 (10.81)	37 (18.50)		
College Education	41 (27.52)	102 (68.46)	6 (4.02)	149 (74.50)		
Total	**55 (27.50)**	**132 (66.00)**	**13 (6.50)**	**200 (100.00)**	-	-

(The figures in the parentheses are per cent to total)

The results show that out of 14 consumers who are illiterates, about 64.29 per cent of consumers perceive that the level of quality at moderate level followed by low level (21.43 per cent) and high level (14.28 per cent).

The results show that out of 37 consumers who have the educational qualification of school education, about 56.76 per cent of consumers perceive that the level of quality at moderate level followed by high level (32.43 per cent) and low level (10.81 per cent).

It is observed that out of 149 consumers who have the educational qualification of college education, about 68.46 per cent of consumers perceive that the level of quality at moderate level followed by high level (27.52 per cent) and low level (4.02 per cent).

The Chi-square value of 9.492 is significant at five per cent level indicating that there is a significant association between educational qualification of consumers and quality of cosmetics. Hence, the null hypothesis of there is no significant association between educational qualification of consumers and quality of cosmetics is rejected.

4. Conclusion
The foregoing analysis reveals that majority of consumers of cosmetics are females and most of them belong to the age group of below 25 years. Majority of consumers have college education and most of them belong to the monthly income group of Rs.10,000 – Rs.15,000.

Majority of consumers prefer Colgate tooth paste and most of them prefer Clinic Plus shampoo. Majority of consumers prefer VVD Gold hair oil and most of them prefer Ponds talcum powder. Majority of consumers prefer Fair and Lovely face cream

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and most of them prefer Pears toilet soap. Besides, majority of consumers prefer Rexona perfume and quality is the major reason for buying branded cosmetics.

The results show that there is a significant association between monthly income of consumers and price of cosmetics and there is a significant association between educational qualification of consumers and quality of cosmetics.

The consumer service should be given more importance so that the consumer will not face any difficulty on their queries regarding their preferred brands. Before purchasing the products, the consumers look for the quality of the product. Considering the quality attribute, retailers have to give due importance to the existing consumers so that they may not switch over to other competitors.

The similarity between competing brands and the increasing array of competing brands, combined with the increased cynicism towards advertising has resulted in consumers both satisfied and loyalty to brands. Therefore, an appropriate and efficient advertisement strategy should be adopted in order to attract more consumers towards specific brands of cosmetic products.

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