Research Paper
Impact Factor: 3.029
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

FACTORS INFLUENCING BRAND PREFERENCES OF WOMEN WITH REFERENCE TO COSMETICS

Dr. T. Suchitra Rani
Assistant Professor, Amity Global Business School, Hyderabad.

Abstract
Here an attempt is made to understand the respondents' brand preferences pertaining to cosmetics. The study revealed that Himalaya face wash, Fair & Lovely fairness cream, Sunsilk shampoo, Eye liner and Nail paint are the most preferred brands by respondents. The study brings out the relationship of demographic factors and purchase of cosmetics. The study reveals that demographic factors do influence the purchase decision of cosmetics. The findings carry practical implication to national as well as international cosmetic players in India especially in the metros like Hyderabad and Mumbai.

Introduction
The cosmetic and personal care industry in India is worth $7 billion and is growing at a steady annual rate of 12 percent. According to RNCOS Industry Research Solutions, the Indian cosmetic industry has witnessed strong growth during the past few years, even more so in the skin care segment.

Review of Literature
Five aspects of the rural consumers, access to information regarding various brands, consumption pattern of hair oil, factors influencing the brand choice, factors affecting the purchasing decision for using hair oil and consumers brand loyalty towards hair oil were observed by **Bhawna Garg (2007)** studied. It was observed that fragrance is the factor influencing in purchasing decision of hair oil, followed by attractive packing, small packs and low price. It was also stated that the favorite brand of hair oil is Vatika, followed by KeoKarpin and Dabur Amla. In a study done by **Ben Paul B. Gutierrez (2004)** it was revealed that product category, purchase frequency, brand comparison, and age are significant factors influencing planned and impulse purchases in urban Philippines. . One another study findings indicated that age, occupation and income has a significant influence on the reasons in usage of cosmetics done by **Jai Singh Parmar and Yashvant Gupta (2007)** in Shimla town. **Michael Weber .J (2002)** observes that while skin care category is doing well in France, it was hair care category which was leading among the Americans. Factors that intervene in the purchase behavior process are the following: price, quality, packaging, advertising, promotion, and local recognition, opinion toward particular firms or products and knowledgeable sales person. **ShivaKumar.K et al (2003)** observed in the facial cream Fair&Lovely was most purchased followed by Fair Ever and Lakme. In the Shampoo category Clinic Plus was the most preferred brand followed by Sun silk and Pantene. In the nail polish segment Elle 18 was the most preferred brand followed by Lakme and Revlon.

Objectives
1. To identify the brands preference of cosmetics among users.
2. To analyze the demographic determinants influencing the purchase decisions of cosmetics.

Hypothesis:H**o**: The purchase decision of cosmetics is independent of customers' demographic factors.

Sample Design: The present study is a survey method based on empirical data. Data for the study was collected from female visitors of different super markets, malls and specialty stores from twin cities of Hyderabad & Secunderabad, and Mumbai. The primary data was collected from 914 respondents.

Face Wash
Under the skin care products the face wash is also considered for the study. The data relating to consumers preference of face wash brands are presented in Table 3.

Table – 3: Face Wash Brands

S. No	Brands	Frequency	Percent	S. No	Brands	Frequency	Percent
1	Don't Use	301	32.9	11	Garnier	89	9.7
2	Pears	72	7.9	12	Biotique	3	.3
3	Neem	26	2.8	13	Dove	23	2.5
4	Himalaya	145	15.9	14	Oil of Olay	1	.1
5	Ponds	53	5.8	15	Nivea	12	1.3
6	Lakme	72	7.9	16	Local	4	.4
7	Ever Yuth	29	3.2	17	Loreal	5	.5
8	Anoos	7	.8	18	Lotus	3	.3
9	Ayur	20	2.2	19	Clearsil	3	.3
10	Clear and Clear	44	4.8	20	Oriflame	2	.2
Total						**914**	**100.0**

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

From the above table it was found that more than half of the respondents (32.9 per cent) (301) don't use the face wash. It was also found that Himalaya face wash was used by less than one-fourth (15.9 per cent) (145) of the respondents. The second most (9.7 per cent) (89) used face wash was found to be Garnier, followed by Pears and Lakme face wash (7.9 per cent) (72). Ponds were used by 5.8 per cent (53) of the respondents.

Fairness Cream

The particulars relating to fairness creams and respondents' brand preferences are presented in Table 4.

Table-4: Fairness Cream Brands

S. No	Brands	Frequency	Percent	S. No	Brands	Frequency	Percent
1	Don't Use	328	35.9	14	Nivea	20	2.2
2	Olay	24	2.6	15	Any Cream	5	.5
3	Ponds	62	6.8	16	Revlon	3	.3
4	Fair & Lovely	274	30.0	17	Fair one	7	.8
5	Ever Yuth	8	.9	18	Ayur	7	.8
6	Lacto Calamine	20	2.2	19	Himalaya	11	1.2
7	Vicco	7	.8	20	Oatkin	1	.1
8	Fair Ever	40	4.4	21	Boroplus	4	.4
9	Lakme	22	2.4	22	Vaseline	6	.7
10	Clear Lil	2	.2	23	Emami	3	.3
11	Loreal	4	.4	24	Dove	5	.5
12	Garnier	47	5.1	25	Oriflame	2	.2
13	Lotus	2	.2		**Total**	**914**	**100.0**

From the above table it was found that more than half of the respondents (35.9 per cent) (328) don't use the fairness cream. It was also found that fair and lovely fairness cream was used by less than one-fourth (30.0 per cent) (274)of the respondents. The second most (6.8 per cent) (62) used fairness cream was found be to Ponds, followed by Garnier fairness creams (5.1 per cent) (47). Fair ever was used by 4.4 per cent (40) of the respondents.

Shampoo

The data pertaining to shampoo categories and the choice of the most preferred brands by respondents is presented in Table 5.

Table – 5: Shampoo Brands

S. No	Brands	Frequency	Percent	S. No	Brands	Frequency	Percent
1	Local/Homema	14	1.5	14	Nyle	16	1.8
2	Fiama Di Wills	18	2.0	15	Chick	17	1.9
3	Sunsilk	219	24.0	16	Mildy	2	.2
4	Dove	154	16.8	17	Clean and Clear	2	.2
5	Head	69	7.5	18	Biotique	6	.7
6	Rejoice	3	.3	19	Himalaya	24	2.6
7	Garnier	75	8.2	20	Ayur	19	2.1
8	Pantene	74	8.1	21	Halo	1	.1
9	Clinic Plus	74	8.1	22	Vatika	43	4.7
10	Keep Changing	5	.5	23	Superia	3	.3
11	Clinic All Clear	9	1.0	24	Loreal	27	3.0
12	Meera	25	2.7	25	Selson	6	.7
13	Herbal Essence	9	1.0				
Total						**914**	**100.0**

From the above table it was found that less than half of the respondents (24.0 per cent) (219) preferred using Sunsilk shampoo. It was also found that Dove shampoo is used by 16.8 per cent of the respondents. The third most (8.2 per cent) (75) used shampoo was found be to Garnier, followed by Pantene and Clinic Plus shampoo (8.1 per cent) (74). It was interesting to find that few of the respondents have preferred the local or homemade shampoo like soap nuts to use instead of branded shampoos.

Eye Liner

The second product considered for the study is eye liner in the eye care category. The data and the analysis resulted pertaining to this aspect are presented in Table 6.

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Table -6: Eye Liner Brands

S. No	Brands	Frequency	Percent	S. No	Brands	Frequency	Percent
1	Don't Use	445	48.7	9	Chambor	3	.3
2	Eyetex	47	5.1	10	Shahnaz	1	.1
3	Lakme	239	26.1	11	kajal is used for eyeliner	24	2.6
4	Dazzler	13	1.4	12	Avon	20	2.2
5	Elle 18	57	6.2	13	Gala	10	1.1
6	Himalaya	4	.4	14	Granier	3	.3
7	Revlon	34	3.7	15	Oriflame	4	.4
8	Loreal	10	1.1				
Total						**914**	**100.0**

From the above table it was found that less than half of the respondents (48.7 per cent) (445) don’t use the Eye Liner. It was found that **Lakme** eye liner was used by more than one-fourth (.261 per cent) (239) of the respondents. The second most (6.2 per cent) (57) preferred eye liner brand was found be to Elle 18, followed by **Eyetex and Revlon** (5.1 per cent) (47) and (3.7 per cent) (34). One interesting finding is that 24 (2.6) of the respondents use kajal as eyeliner.

Nail Paint The detailed analysis of nail paint brand preference of respondents is presented in Table 7.

-7: Nail Paint Brands

S. No	Brands	Frequency	Percent	S. No	Brands	Frequency	Percent
1	Don't Use	227	24.8	10	Color Bar	1	.1
2	Maybelline	38	4.2	11	Any Brand	23	2.5
3	Lakme	346	37.9	12	Dove	8	.9
4	Dazzler	56	6.1	13	Elite	1	.1
5	Himalaya	5	.5	14	Street Wear	1	.1
6	Revlon	57	6.2	15	Oriflame	7	.8
7	Elle 18	63	6.9	16	Chambor	9	1.0
8	Italia	2	.2	17	Avon	23	2.5
9	Local	43	4.7	18	Amway	4	.4
Total						**914**	**100.0**

From the above table it was found that less than half of the respondents (24.8 per cent) (227) don’t use nail print. It was found that Lakme nail print brand was used by more than one-fourth (37.9 per cent) (346) of the respondents. The second most used brands which having almost close percentages were found to be Elle 18 (6.9 per cent) (63), Revlon (6.2 per cent) (63) and Dazzler (6.1 per cent) (56). It is also evident from the above table that few (43) 4.7 per cent of the respondents use Local made eye liner. One such is Gala Brand mostly available in west India.

Demographic Factors

In this chapter the demographic factors influencing the purchase decision of cosmetics is presented. The demographic variables considered under the study were age, occupation, income, education and location of the respondents. The results for each variable is presented in the form of frequencies and percentages. Chi-square test was conducted to prove the association between the demographic factors and cosmetics. The data relating to the demographic factor age is presented in Table 8.

Table – 8: Age

Years	Frequency	Percent
15-25	211	23.1
26-35	328	35.9
36-45	175	19.1
46-55	150	16.4
> 55	50	5.5
Total	**914**	**100.0**

From a closer examination of Table 8the data reveals that more than one-fourth (35.9 per cent) (328) of the respondents are from the age group of 26-35 years. It is also evident that less than one-fourth (23.1 per cent) 211 of the respondents are from the age group of 15-25 years. Further, 5.5 per cent of the respondents are from the age group above 55 years.In order to understand the association between age and purchase decision relating to cosmetics, it was hypothesized that ‘the purchase decision of cosmetics is independent of customers’ age’. The data and results relating to this aspect are presented in Table 9.

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Table – 9: Age and Cosmetics

Items	Chi-Square	Hypothesis
Face Wash	.000	Significant
Fairness Cream	.000	Significant
Shampoo	.000	Significant
Eye Liner	.000	Significant
Nail Paint	.000	Significant

- **H1.1:** The purchase decision of cosmetics is independent of customers' (age) demographic factors.

From the data analysis of Table 9it was found that the purchase decision of cosmetics (face wash, fairness cream, shampoo, eye liner and nail paint) is dependent on age. Hence, it could be concluded that null hypotheses is not accepted.

Occupation

The data pertaining to occupation viz., students, housewife, employee, business women and retired is presented in Table 10.

Table -10: Occupation

	Frequency	Percent
Student	116	12.7
Housewife	322	35.2
Employee	369	40.4
Businesswoman	77	8.4
Retired	27	3.0
Any other	3	.3
Total	**914**	**100.0**

From the above table it is evident that out of 914 respondents more than one-fourth (40.4 per cent) 369 of the respondents were employees. It is also evident that more than one-fourth (35.2 per cent) (322) of the respondents were house wives. Further, 12.7 per cent of the respondents were found to be students. Further, it was found that 8.4 per cent of the respondents were business woman. It was also found that 3 per cent were retired woman.

In order to understand the association between occupation and purchase decision relating to cosmetics, it was hypothesized that 'the purchase decision of cosmetics is independent of customers' occupation'. The data and results relating to this aspect are presented in Table 11.

Table – 11: Occupation and Cosmetics

Items	Chi-Square	Inferences
Face Wash	.000	Significant
Fairness Cream	.000	Significant
Shampoo	.000	Significant
Henna	.000	Significant
Nail Paint	.000	Significant

- **H1.2:** The purchase decision of cosmetics is independent of customers' (occupation) demographic factors.

From the above data analysis it was found that the purchase decision of cosmetics (beauty soaps, face wash, fairness cream, shampoo, henna hair oil, kajal, eye liner and nail paint) is dependent on occupation. Hence, it could be concluded that null hypotheses is not accepted.

Education: The data analysis of education is presented in Table 12.

Table – 12: Education

	Frequency	Percent
No Formal Education	25	2.7
Up to 9th class	14	1.5
10th-12th class	85	9.3
Diploma	71	7.8
UG Degree	297	32.5
P.G	389	42.6
Doctral Degree	33	3.6
Total	**914**	**100.0**

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

From the above table it is evident that less than half (42.6 per cent) 389 of the respondents out of 914 were found to be Post Graduates. It was also found that more than one-fourth (32.5 per cent) 297 of the respondents were Under Graduates. 9.3 per cent (85) were found to be $10^{th} – 12^{th}$ class. 7.8 per cent (71) were found to be diploma holders.

In order to understand the association between education and purchase decision relating to cosmetics, it was hypothesized that 'the purchase decision of cosmetics is independent of customers' education'. The data and results relating to this aspect are presented in Table 13.

Table – 13: Education and Cosmetics

Items	Chi-Square	Inferences
Face Wash	.000	Significant
Fairness Cream	.000	Significant
Shampoo	.000	Significant
Eye Liner	.000	Significant
Nail Paint	.000	Significant

- **H1.3:** The purchase decision of cosmetics is independent of customers' (education) demographic factors.

From the above data analysis it is found that the purchase decision of cosmetics (face wash, fairness cream, shampoo, eye liner and nail paint) is dependent on the demographic factor 'education'. Hence, it could be concluded that null hypotheses is not accepted.

Income: The fourth factor considered for the study in the demographic factors is monthly income of the respondents. The analysis of the same is presented in Table 14.

Table – 14: Monthly Income

	Frequency	Percent
Below Rs.10,000	116	12.7
Rs.10,001-20,000	191	20.9
Rs.20,001- 30,000	264	28.9
Rs.30,001-40,000	202	22.1
Rs.40,001-50,000	90	9.8
Above Rs.50,001	51	5.6
Total	**914**	**100.0**

From the above table it is evident that more than one-fourth (28.9 per cent) 264 of the respondents are from the income group Rs.20, 001-30,000 per month. It was also found that less than one-fourth (22.1 per cent) (202) of the respondents are from the income group of Rs.30, 001-40,000 per month. Further, it was also found that less than one-fourth (20.9 per cent) (191) of the respondents are from the income group of Rs.10, 001-20,000 per month.

In order to understand the association between income and purchase decision relating to cosmetics, it was hypothesized that 'the purchase decision of cosmetics is independent of customers' income'. The data and results relating to this aspect are presented in Table 15.

Table – 15: Income and Cosmetics

Items	Chi-Square	Contingency	Inferences
Face Wash	.000	.519	Significant
Fairness Cream	.000	.529	Significant
Shampoo	.000	.566	Significant
Henna	.000	.387	insignificant
Nail Paint	.000	.488	insignificant

- **H1.4:** The purchase decision of cosmetics is independent of customers' (monthly income) demographic factors.

From the above data analysis it is clear that the purchase decision of cosmetics (face wash, fairness cream, shampoo, eye liner and nail paint) is to a large extent dependent on the demographic factor 'income'. Hence, it could be concluded that null hypotheses is not accepted.

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Location
The last demographic considered for the study is location. The results pertaining to this aspect are presented in Table 16.

Table – 16: Location

	Frequency	Percent
Hyderabad	467	51.1
Mumbai	447	48.9
Total	914	100.0

From the above table it is evident that more than half (51.1 per cent) (467) of the respondents belong to the Hyderabad city. It was also found that less than half (48.9 per cent) (447) of the respondents are from Mumbai city.

In order to understand the association between location and purchase decision relating to cosmetics, it was hypothesized that ‘the purchase decision of cosmetics is independent of customers’ location’. The data and results relating to this aspect are presented in Table 17.

Table – 17: Location and Cosmetics

Items	Chi-Square	Inferences
Face Wash	.000	significant
Fairness Cream	.000	significant
Shampoo	.000	significant
Eye Liner	.000	significant
Nail Paint	.000	significant

- **H1.5: The purchase decision of cosmetics is independent of customers’ (location) demographic factors.**

From the above data analysis it is clear that the purchase decision of cosmetics (face wash, fairness cream, shampoo, eye liner and nail paint) is not influenced by the demographic factor ‘location’. Hence, it could be concluded that null hypotheses is not accepted since the purchase of nine personal products is depended on location.

Conclusion
At present, there is a huge potential for the personal care industry in general and skin care industry in specific in India. In stark contrast with earlier times, Indian customers have evolved to the point where they are ready to experience new skin care products As study indicated that the demographic factors like age, education, occupation, monthly income and location influence the purchase decision of cosmetics the different cosmetic companies coming up with new brands and with a wide range of products at a much faster pace is really worth. Each of these manufacturers perhaps should ad0pt according to growing awareness and emphasis on wellness and grooming among consumers.

References
1. Ben Paul B. Gutierrez, ‘Determinants of Planned and Impulse Buying: The Case of the Philippines,’ Asia Pacific Management Review2004 9(6), pp 1061-1078.
2. Clare Nishikawa, ‘Canadian and Global Insights on the Personal Care Industry,’ acnielsen Global Services, CCTFA: 6th October 2005.
3. Nandagopal.R and Chinnaiyan.P, ‘Brand Preference of Toilet Soap in Rural Tamil Nadu,’ Indian Economic Panorama, Vol.13 No. 2 July 2003 pp 24-27.
4. Jai Singh Parmar and Yashvant Gupta, ‘Consumer Behaviour Towards Cosmetics an Emprical Analysis’, Journal of IPM Meerut, Vol 8, No 1 Jan – June 2007 pp 17-24.
5. Tarangvaish, ‘Cosmetic Buying Behaviour in India,’ The Icfai Journal of Consumer Behaviour, June 2006, Archives.
6. Urvashi Makkar, Amandeep Singh Sehra, ‘Changing Attitude of Consumers from Chemical to Herbal Cosmetics in India,’ Indian Journal of Marketing, Vol.37, No.4, April, 2007. Pp 3-7.
7. Vinith Kumar Nair, Prakash Pillai R, ‘A Study on Purchase Pattern of Cosmetics among Consumers in Kerala,’ International Marketing Conference on Marketing & Society, 8-10 April, 2007, IIMK Part VI – Consumer Markets & Marketing, pp 581 -595.