

A Study On Customer's Perception Cosmetic Products In Cuddalore District

Sivaranjani S^{1*}, Dr. Malathi²

^{1*}Ph.D Research scholar, Department of Commerce, Annamalai University, Annamalai Nagar, 608 002.

²S Assistant Professor and Research Supervisor, Department of Commerce, Annamalai University, Annamalai Nagar – 608 002.

Abstract

The study is based on customer's perception of cosmetic items in the Cuddalore District. The quality of a cosmetic item is the primary reason for customers' continued purchases of cosmetic products; quality, brand recognition, product knowledge, and pricing of cosmetic products are all impacted by respondents' age and employment. The research region was gathered on a date from Cuddalore, with a sample size of 200 respondents. The study found that many factors have a substantial impact on consumer perception. This study also adds to one's understanding of how cosmetic businesses might be better understood based on customers' purchasing behavior.

INDRODUCTION

Customer perception is the totality of a customer attitudes, preferences, intentions, and decisions about their marketplace behavior while acquiring a product or service. Customer behavior research incorporates the social science disciplines of anthropology, psychology, sociology, and economics. If a marketer wants clear positioning, the first step is to determine the consumer's purchasing behavior. This will put the marketer in a better position to target those items and services required by the customer. Individual, social, and organizational demands drive buying behavior. So, the necessity is to have a good grasp of the relationship between those demands and customer purchasing behavior. To understand buying consumer behavior, it is critical to establish how customers engage with the marketing mix. The reason for this is that each individual's psychology toward items and services varies depending on their culture, attitude, previous learning, and perception. Customers then make further decisions about whether or not to buy the product that they like, as well as where to get it.

REVIEW OF LITERATURE

Sivagami T. (2016) studied consumer purchase decision behavior towards cosmetic marketing. The aim of the study was to study consumer behavior marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. Sample size was 200. Direct interview method was adopted to collect data. Simple and bi-variety tables were prepared from information collected. Percentage analysis was used for analyzing data. It was found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufactures need to identify the need before marketing the cosmetic product.

Khandagale A. (2015) studied consumer buying behavior towards cosmetic products. The main aim of the study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, and also television is the most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision.

Sundari and Murugan (2011), "primary benefit" and "secondary benefit" are the elements affecting the decision to purchase a personal care product. Quantity, quality, and pricing are the main advantages. That being said, the "secondary benefit" quantity, quality, and pricing are the main advantages. The product's ingredients, goal, unique characteristics, manufacturer's reputation, and certification are all considered part of the "secondary benefit."

Vidhya and Tamizhjothi (2014) found out the consumer attitude towards impulse buying; and to know the factors that determines female consumers' impulsive purchase of cosmetics. To collect the required primary data, a structured questionnaire was distributed among 120 female respondents in Sirkazhi town. Among the distributed questionnaires, 104 were found to be valid questionnaire. The results indicate that majority of the respondents define their need before shopping, and most of the respondents do impulsive buying. It is also identified that most of the respondents feel happy after doing impulsive purchase, and most of the respondents prefer impulsive buying because of the recommendations of their friends. Credit card, financial aspects and rewarding themselves are the key factors for impulsive buying whereas packaging is the least influencing factor for impulsive buying of cosmetics. Hence, it is concluded that credit

cards, financial aspects, discounts and losing self-control have significant effect on the impulsive buying of cosmetics. Finally, by maintaining and strengthening the promotional methods and marketing strategies, producers and marketers can induce the attitude of impulsive buying in market.

STATEMENT OF THE PROBLEM

In the dynamic business environment of cuddalore district, where the cosmetic industry is thriving, competition among companies is fierce. The success of cosmetic businesses relies heavily on their ability to implement effective marketing strategies, including product positioning and advertising, to attract and retain customers. The diverse array of cosmetic products available in the market plays a crucial role in the day-to-day lives of consumers.

As consumer preferences evolve, understanding and meeting their expectations become paramount for the sustained success of cosmetic businesses. While there is a substantial body of research addressing customer perceptions and satisfaction in the broader cosmetic industry, limited empirical studies have specifically delved into the nuances of customer behaviour towards general cosmetic products in the local context of cuddalore district.

Given the changing landscape of consumer preferences, there is a recognized need to explore and understand the dynamics influencing customer perception and satisfaction with general cosmetics. This study seeks to bridge by investigating customer behaviours related to general cosmetic products in cuddalore district. By examining factors such as product quality, pricing, and promotional strategies, the research aims to provide valuable insights for businesses operating in the local cosmetic market. The following research questions guide this study in uncovering essential patterns and dynamics in customers' interactions with general cosmetic products.

OBJECTIVES OF THE STUDY

1. To examine the influence of demographic characteristics of the customer's cosmetic products in Cuddalore district.
2. To explore decision-making influences in purchasing cosmetic products.
3. To investigate primary sources of information in shaping customer's awareness of cosmetic products.
4. To examine preferred retail channels of cosmetic customers in cuddalore district.
5. To assess reasons for purchasing cosmetic products and identify customer preferences.
6. To analyze customer satisfaction and preferences for cosmetic products.

SCOPE OF THE STUDY

This study analyses brands of cosmetic products among the men and women in the selected area of Cuddalore district. This study also covers about the items in skin care, hair care, perfume, of cosmetic products normally used by men and women.

RESEARCH METHODOLOGY

Sources of data

The study is based on primary data & secondary data. The primary data have been collected by using a questionnaire and the secondary data have been collected from books, journals, magazines, internet etc.

Sample selected for the study

A total of 200 respondents from cuddalore district were selected for the study. Convenience sampling method has been followed for collecting the response from the respondents.

Area of the study

The study area is limited to cuddalore district. It is identified as one of the developed district in Cuddalore.

Tools for analysis

The statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared.

Cosmetics:

Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, novelettes, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, hand

sanitizer, baby products, bath oil, bubble bath salts, butters and many other types of products. A subset of cosmetics is called “make-up,” which refers primarily to colored products intended to alter the user’s appearance.

LIMITATION

Geographical scope: the study was conducted in a limited geographical region, thus the results may not be applicable to customers in other regions with different cultural and economic back ground.

Sample size: the sample size used for this study was relatively small, which may limit its representatives of the population and may lead to biases in the results.

Time constraints: this study was limited to a short period of time, thus may not be applicable to future customer perception.

Period of Study

The study was conducted for a period of 4 months starting from June 2023 to August 2023.

Analysis and Discussion

Factor ranking method: under this method respondents were asked to assign the rank to the factors. The preference is taken as total score assigned to factor. The factor scoring the least value is the most important rank & was determined with ascending order.

Characteristics	Sub categories	Number	Percentage
Gender	Male	84	42
	Female	116	58
	Total	200	100
Age	Below 20 years	30	15
	21 to 35 years	98	49
	36 to 50 years	52	26
	Above 50 years	20	10
	Total	200	100
Marital status	Married	116	58
	Unmarried	84	42
	Total	200	100
Education	High school	16	8
	Graduate	76	38
	Post graduate	64	32
	Others	44	22
	Total	200	100
Occupation	Students	44	22
	House wife	20	10
	Govt. Services	22	11
	Business	34	17
	Private services	50	25
	Professionals	16	8
	Any others	14	7
	Total	200	100
Monthly income	Low	26	13
	Medium	128	64
	High	46	23
	Total	200	100

Table 2 Preferred places for purchases of cosmetics

S. No	Place	Score	Rank
1	Permanent stores	3.64	I
2	Shopping malls	3.02	IV
3	Co-operative stores	2.66	V
4	Private bazaars	3.06	II
5	Medical shops	3.03	III

It is clear from the above table that first preference is given to permanent stores followed by private bazaars and medical shop. The least preference is given to co- operative stores.

Table 3 Reasons for purchases from particular shop

S. No	Particulars	Score	Rank
1	Nearer to home	2.57	V
2	Variety of goods	3.97	II
3	Extension of credit	1.95	VI
4	Quality of goods	4.66	I
5	Reasonable prices	3.76	III
6	Good behaviour	3.09	IV
7	Any other	1.30	VII

The above statistical data shows the reasons for purchase from a particular shop. It is inferred from the table that first rank is given by the respondents to quality goods followed by variety of goods, reasonable prices. The least important factors for respondents are extension of credit & members of home.

Chi- square test

Association between type of family and different brands of toothpaste

Type of Family	Tooth Paste Brand					Total
	Colgate	Peposdent	Close-up	Deburred	Others	
Nuclear family	20	27	14	7	3	71
Joint family	25	54	34	14	2	129
Total	45	81	48	21	5	200

$\chi^2 = 3.933$, d.f=4, pvalue=0.415** (significant at 5% level)

Inference

There is no significant relationship between type of family of the respondents and the different brands of tooth paste at $\chi^2 = 3.933$, d.f=4, p-value=0.415** (significant at 5% level). Therefore the hypothesis is accepted.

- Type of family of the respondents does not influence the purchase of different brands of tooth paste.

FINDINGS

It has been observed that even though the cosmetic market is dominated by female customers, male customers are coming at par with them. Majority of respondents preferred to purchase products from the shop that provide quality products with variety at reasonable price. Quality is the major reason for the continuous purchase of the cosmetic product. Majority of respondents preferred to purchase cosmetic products from permanent stores, private bazaars & medical shop as they feel it is easily available and products are of good quality. Type of family of the respondents does not influence the purchase of different brands of tooth paste. It has been observed that in purchase decision, in spite of the impact of friends, family members, beautician and others, has actual decision to buy was taken by the respondents on their own.

SUGGESTIONS

A company should market exclusive cosmetic products for male customers. A marketer should build up a prompt distribution channel to avoid the problem of non – availability of products. A proper communication should be created with doctors, beauticians and should be involved in advertisement to make them more attractive, affective and reliable. Marketers should include their attitude and personal appeal in their advertising communication as the customer buys cosmetic products on their own.

CONCLUSION

The customer reigns supreme in the marketplace. The importance of the individual customer in today's market demands that marketers anticipate customer buying behaviors, preferences, tastes, likes, and dislikes and change their policies and marketing mix appropriately. In this study, customers learn about cosmetic products through television and frequently purchase cosmetic products from fancy stores for Rs. 100 per month every 15 days fortnightly. The various brands of cosmetic products are in high demand and are preferred more by people in Cuddalore than other brands of

cosmetic products. As a result, the study concludes that consumer behavior towards cosmetic products in Cuddalore district appears to be beneficial from the perspective of cosmetic product users.

Scope for Further Research

While considering the limitation of the existing study, the researcher proposes the following scope for the further study;

1. Statistical model developed by the researcher can further be refined to predict the purchase outcome of male customers for cosmetic products.
2. A similar kind of study can be conducted in rural parts of the country to get more insight the subject.
3. Researcher suggests that a similar kind of study can be taken - up in respect of different dimension like female orientation, specific brands/product/company orientation.

REFERENCES

1. C.S.Cortez-Pereira, A.R.Baby and M.V.R. Velasco, Fragrance Technology for Dermatologist-A Review and Practical Application, Journals Of Cosmetics Dermatology, Vol.9, No.3, Pp.230, 241, 2010.
2. S.Kapoor and S.Saraf, Risk Analysis Tools for Toxicological Profile Cosmetics, the Internet Journal Of Toxicology Volume.5, No.2, 2008.
3. M.Norudin, E. Denika, and R. Mohd, Cosmetic Usage in Malaysia; Understanding the Major Determinant Affecting the Users, International Journal Of Business And Social Science, Vol 1, Pp, 273-281, 2010.
4. G. Satheesh and R. Rahul (2016), "Customer Preference towards Patanjali Product: A Study On Consumers With Reference To Waragal District, International Journal Of Commerce And Management Research. Vol. 2 (11), Pp26-28.
5. Sundari .R And Murugan .Ms (2011) Brand Loyalty's Influence on Women's Buying Behaviour with Special Reference to Personal Care Products". International Journal of Commerce, It and Management, Vol. 1(2), Pp 56-62.
6. Vidhya J and Tamizhjyothi K (2014) "Consumer Attitude towards Impulsive Buying Of Cosmetic Products." International Journal of Research in Social Science, Vol. 4 (16), Pp 89-94.
7. Philip Kotler, "Marketing Management" 12th Edition, Prentice Hall Of India.