

A Study on Brand Preference of Women Towards Cosmetics with Special Reference to Face Creams in Bodinayakanur Taluk

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Abstract

This paper gives a brief analysis of the women consumers brand preference towards face creams in Bodinayakanur taluk. The main objective of the study is to find out the women consumers brand preference towards face creams in Bodinayakanur Taluk. This study is empirical research. The researcher used a convenient sampling method to collect data from the sample respondents. First hand data were collected from the 120 women respondent directly by the researcher himself with the help of an interview schedule. Secondary data are collected from face cream company journals, magazine, newspapers, relevant books, and web site. Percentage analysis and Chi-square test were used to analysis the data. The study in Bodinayakanur from May 2019 to January 2020. Finally, conclusions were drawn and suggestions were offered.

Keywords: *Face Cream, Consumers Brand Preference*

Introduction

The cosmetic industry in India plays a significant role in economic development. Besides providing employment to thousands of people the industry caters to the ever-increasing cosmetic product needs of the people in the length and breath of the nation. It adds substantial revenue to Government exchequer by the levy of excise duties and sales tax and helps in building up foreign exchange reserves by exports. Before 1990's the market penetration levels of international cosmetic brands in Indian were low. But many of the world's popular cosmetic brands entered the Indian market in the 1990s as the Indian market was opened up to foreign companies. At present foreign brands constitute about 20 per cent of the market, due largely to the higher pricing these brands carry¹.

Cosmetics are the substances used to enhance and care for the appearance of individual personality and in some cases they are used to do away with the odour of the human body. At present the use of cosmetics has become a common phenomeno of everyday life of many Indians. With the liberalization of the Indian economy many Multinational Companies (MNCs) have entered the Indian market and market their products in different brand names catering to the varying requirements of different people. The sales promotional program of cosmetic manufactures and the people's desire to learn and practice health-keep methods have pushed the sales of cosmetics

manifold. However, like other products the price and brand names of cosmetics products play an important role in making purchase decision. It is no secret that cosmetics produced and marketed at affordable prices by the reputed manufacturing with aggressive sales promotional methods are in high demand. Hence it may be stated that the brand name of a product is a significant factor in determining the products' ultimate success.

Statement of the Problem

The use of cosmetics either for personality related reasons or for health-related reasons has become widespread and is frequent among all the sections of people. Increase in the number of companies manufacturing cosmetics, introduction of different new cosmetics for new end uses, the increase in the demand for cosmetics, the woman's recent attitude of visiting beauty parlors are the proof of the growing importance and popularity of cosmetics. In this competitive modern age, where different qualities and types of goods exist, branding is of special importance in the business world. Branding not only gives a separate identification and easy recognition to the product but also creates special brand-preference. Branding is a powerful instrument of demand-creation and demand-retention. Women consumers are aware of and prefer a particular brand when it is available for purchase. In the earlier days people used to buy any brand available in the market. But

now-a-days they make enquiries regarding the best brand available. They have realized that quality of the product matters most. Thus, the consumer displays a good deal of awareness regarding the brand. Since branding plays an important role in determining the product's ultimate success or failure. Hence, the researcher has made an attempt to study the women consumers brand preference towards face creams in Bodinayakanur.

Objectives of the Study

To analysis the women consumers brand preference towards face creams in Bodinayakanur Taluk

Scope of the Study

As cosmetic products include numerous items only four brands have been chosen for study. They include (i) Fair & Lovely (ii) Ponds (iii) Himalaya and (iv) Garnier

Review of Literature

Review of literature is essential for every research to carry on investigation successfully.

Hence, the present study is based on the following review.

Ubakara selvam, in his study titled "Marketing of Selected Cosmetics in Nilakotai Taluk", has attempted to highlight the marketing of selected cosmetics such as chemical cosmetics and herbal cosmetics in Nilakotai Taluk2.

Parvatham K., in her study titled "Brand Preference of Cosmetics Products – A study with Special Reference to Madurai city" has highlighted the factors influencing the choice of cosmetic brands and identified the popular brands among the end users of cosmetics in the city of Madurai3.

Aswal et al. (2013) were prepared and evaluated the polyherbal cosmetic cream comprising extracts of natural products such as Aloe vera, Cucumis sativus and Daucus carota. Different types of formulation's oil in water (O/W) herbal creams namely F1 to F7 was formulated. The evaluations of all formulations (F1 to F7) were done on different parameters. Formulations F6 and F7 showed good spreadibility, good consistency, homogeneity, appearance, pH, spreadibility, no evidence of phase separation and ease of removal. The formulation F6 and F7 show no redness, edema, inflammation and irritation during irritancy studies. These formulations are safe to use

for skin. These studies suggest that composition of extracts and base of cream of F6 and F7 are more stable and safe; it may produce synergistic action4.

Hypothesis

The study aimed at testing the following hypotheses in line with the objectives mentioned above

- There is no significant association between age of the respondents and brand preference for face creams.
- There is no significant association between educational qualification and brand preference for face creams.
- There is no significant association between annual income of the respondents and brand preference for face creams.

Period of the Study

The study was conducted during the period from May 2019 to January 2020.

Methodology

Data, which is a vital to this research, has been collected through various resources. Both primary and secondary data have been used in this study.

Primary Data

Primary data is the first hand information, which has been collected through questionnaire from the women consumers in Bodinayakanur.

Secondary Data

The secondary data is an integral part of any research study or a project report as it provides information on key variables, which play a major part in the actual research. The sources of secondary data collected for this study include, The Hindu Business Line and Indian Journal of Marketing

Sampling Design

The study is based on sampling method. To study the brand preference of face creams, 120 samples were selected by adopting convenient sampling method from various area of the Bodinayakanur. Questionnaire is used for collecting the necessary primary data from the women consumer of face creams.

Limitations of the Study

This study has the following limitations

- The study is taken from limited sample and not from the whole population.
- Due to limited period, the samples will also be a limited one.
- It is based on the opinion of the women consumers. Hence, such opinions may be arbitrary, based or impulsive.
- The information provided by the respondents was based on their memory only.

It is truth now universally acknowledged that a company with powerful brands succeeds in the market place. When a manufacturer wants to introduce a new product to the market he wants the consumers to identify his product rather with a striking name – brand name and differentiate it from those of competitors. In olden days products were marketed without any brand name of unbranded without knowing the identification of the consumers. But this situation has changed with competition among the manufacturing due to large scale production. Consequently branding, packing and packaging of the products have become the order of the present marketing. In this chapter the respondents' reasons for using face cream, the reasons for preferring the brand, and frequency of using creams find place.

Brand Preference of Face Creams

Brands occupy a particular place in consumer's mind. Powerful brands influence consumers so much that it becomes difficult for them to shift their preference to other product. The table 1 reveals the brand preference of the respondents of the creams.

Table 1: Brand Preference of Face Creams

Brands	Number of Respondents	Percentage
Ponds	8	6.67
Fair & Lovely	54	45.00
Himalaya	40	33.33`
Garnier	18	15.00
Total	120	100.00

Source: Primary Data

Table 1 shows that our of 120 respondents, 54 respondents (45 percent) preferred Fair & Lovely, followed by 40 respondents (33.33 per cent) preferred Himalaya, 18 respondents (15 per cent) preferred Garnier and the remaining 8 respondents (6.67 per cent) preferred Ponds.

Relationship Between Age of the respondents and Brand Preference for Face Creams

To test whether there is any relationship between age of the respondents and brand preference, Chi-square test has been applied. The formula for

$$\text{Chi-square value} = \sum (O-E)^2/E$$

Where O = Observed Frequency E=Expected Frequency

Hypothesis

There is no significant association between age of the respondents and brand preference for face creams.

Table 2 Relationship between Age and Brand Preference

Brands	Age				Total
	Below 25	25 – 35	35 - 45	Above 45	
Ponds	2	4	1	1	8
Fair & Lovely	9	19	15	11	54
Himalaya	11	8	7	4	40
Garnier	4	7	4	3	18
Total	26	38	27	29	120

Source: Primary Data

Calculated value of Chi Square = 8.992

Degrees of Freedom = (R-1) (C-1) = (4-1) (4-9) = 9

Table value for 9 degrees of freedom at 5% level of significance = 16.9

The calculated value of chi-square 8.992 is less than the table value 16.9 at 5% level of significance. Hence the hypothesis is accepted. Thus there is no significant association between the age of the respondents and brand preference for face creams.

Relationship Between Education Qualification and Brand Preference for Face Creams

To test whether there is any relationship between educational qualification and brand preference, Chi-square test has been applied. Table 4.3 clearly explains the Chi-square test.

Table 3 Relationship between Educational Qualifications Brand Preference

Brands	Educational Qualification				Total
	Upto Higher Secondary	Under Graduate	Post Graduate	Technical	
Ponds	1	2	3	2	8
Fair & Lovely	33	12	6	3	54
Himalaya	10	19	7	4	40
Garnier	5	7	5	1	18
Total	49	40	21	10	120

Source: Primary Data

Calculated value of Chi Square = 23.846

Degree of Freedom = (R-1) (C-1) = (4-1) (4-1) = 9

Table value for 9 degrees of freedom at 5% level of significance = 16.9

The calculated value of chi-square (23.846) is more than the table value (16.9) at 5% level of significance. Hence the hypothesis is rejected. Thus there is a significant association between the educational qualification of the respondents and brand preference for face creams.

Hypothesis

There is no significant association between the educational qualification of the respondents and brand preference for the face creams.

Relationship Between Annual Income and Brand Preference for Face Creams

To test whether there is any relationship between annual income and brand preference, Chi-square test has been applied. Table 4 clearly explains the Chi-square test.

Hypothesis

There is no significant association between the annual income of the respondents and brand preference for face creams.

Table 4 Relationship between Annual Income and Brand Preference

Brands	Below 60000	60000-80000	80000-100000	100000-120000	Above 120000	Total
Ponds	1	1	2	2	2	8
Fair & Lovely	10	31	8	1	4	54
Himalaya	12	14	6	5	3	40
Garnier	4	3	7	2	2	18
Total	27	49	23	10	11	120

Source: Primary Data

Calculated value of Chi Square = 23.445

Degree of Freedom = (R-1) (C-1) = (4-1) (5-1) = 12

The calculated value of chi-square (23.455) is more than the table value (21) at 5% level of significance. Hence the hypothesis is rejected. Thus there is a significant association between the annual income of the respondents and brand preference for face creams.

Reasons for Brand Preference

The consumer's preference differs from person to person, place to place and time to time. The motives behind these choices of brands name may be of quality, economy, easy availability in the market and long period. The research makes attempt to analyse the reasons for preferring a particular brand. The reasons are presented in Table.5

Table 5 Reasons for Brand Preference

Reasons	Number of Respondents	Percentage
Quality	68	56.67
Economy	20	16.67
Easy Available	22	18.33
Long period	10	8.33
Total	120	100.00

Source: Primary Data

Table 5 explains that out of 120 respondents, a majority of 56.67 percent of the respondents preferred the brand for the reason of high quality, followed by 16.67 per cent of the respondents preferred because it is economical, 18.33 percent of the respondents preferred because their brand it is easily available in the market and the remaining 8.33 per cent of the respondents preferred, because their brand is ethnic.

Frequency of Purchase

The time between two subsequent purchases of frequency of purchases by respondents is outlined with the help of the Table 6

Table 6 Frequency of Purchase

Frequency of Purchase	Number of Respondents	Percentage
Twice a month	14	11.67
Once in two months	59	49.17
Whenever needed	29	24.16
Total	120	100.00

Source: Primary Data

It can be observed from the Table 6 that 11.67 per cent of the respondents purchased twice a month, followed

by 15 per cent of the respondents purchased once in a month, 49.17 per cent of the respondents purchased once in two months and the remaining 24.16 per cent of the respondents have no fixed period but they purchased whenever they needed.

Sources of Inducement

People can give awareness through advertisement, friends, relatives and shop keeper. But interestingly enough, there are so many sources through which people have gained awareness as displayed in Table 7

Table 7 Sources of Inducement

Sources	Number of Respondents	Percentage
Advertisement	82	68.33
Friend	12	6.67
Relatives	8	10.00
Shop keeper	18	15.00
Total	120	100.00

Source: Primary Data

Table 7 indicates that out of 120 respondents (68.33 per cent) influenced through advertisement, followed by 18 respondents (15 per cent) influenced through shop keeper, 8 respondents (6.67 per cent) motivated through relatives and the remaining 12 respondents (10 per cent) motivated through friends.

Respondent's Opinion About the Face Creams

The respondents were asked to rate the brand preference for face creams by five point scale which consists of 5,4,3,2 and 1 marks respectively. The weighted mean score for each brand is calculated by

$$x = \frac{\sum WX}{\sum W}$$

The weighted mean scores are presented in Table 8

Table 8 Respondents Opinion about the Face Creams

S. No	Brands	Rating					Total Respondent	Weighted Mean Score	Rank
		Very Good	Good	Neutral	Bad	Very Bad			
1	Ponds	16	22	54	26	2	120	3.20	III
2	Fair & Lovely	40	66	10	4	0	120	4.18	I

3	Fair Ever	36	62	18	2	2	120	4.07	II
4	Gamier	10	30	54	18	8	120	3.13	IV

Source: Primary Data

From the Table 8 it is observed that, out of the 4 brands, Fair & Lovely brand secures the first place with Weighted Mean Score of 4.18. The second rank goes to Himalaya. The third rank goes to Ponds and the fourth rank goes to Gamier.

Reasons for Changing the Brand

The brand shifting is normally based on certain such as quality, free offers, economy and long period. The various reasons for changing the brand are displayed in Table 9

Table 9 Reasons for Changing the Brand

Sl.No	Reasons	Number of Respondents	Percentage
1.	Quality	34	28.33
2.	Free Offers	22	18.33
3.	Economy	24	20.00
4.	Long Usage	40	33.34
	Total	120	100.00

Source: Primary Data

Table 9 shows that, out of 120 respondents, 40 respondents (33.34 per cent) changed their because of that there is in the market for a long period, followed by 34 respondents (28.33 per cent) changed due to quality, 24 responding (20 per cent) changed due to economy and the remaining 22 respondents (18.33 per cent) changed their brand due to free offers

Reasons for Changing the Attitude

There are so many reasons to change from one brand to the other. The reasons may be intention to use new brand, poor quality and economy. The various reasons for changing the brand at every purchase are displayed in Table 10.

Table 10 Reasons for Changing the Attitude

Reasons	Number of Respondents	Percentage
Intention to use New Brand	10	23.81

Poor quality	8	19.05
Economy	24	57.14
Total	42	100.00

Source: Primary Data

Table 10 per cent shows that out of consumers, 24 consumers (57.14 per cent) changed their brand due to economy, followed by 10 consumers (23.81 per cent) changed their brand because of the intention to use new brand and the remaining 8 consumers (19.05 per cent) changed their brand due to poor quality.

Opinion about the Price

The price is an important factor which determines the market of a particular product. The price must be a reasonable one; otherwise the product may lose its market. The respondents' opinion about the price is explained in Table 11.

Table 11 Opinion about the Price

Opinion	Number of Respondents	Percentage
Low	6	5
Moderate	102	85
High	12	10
Total	120	100

Source: Primary Data

The Table 11 indicates that our of 120 respondents, 102 respondents (85 per cent) expressed that the price of their brand is moderate, followed by 12 respondents (10 per cent) said that the price of their brand is high and the remaining 6 respondents (5 per cent) considered that the price is low.

Facilities Expected at the Time of Purchase

The consumers are expecting some facilities at the time of purchasing their brand namely availability at all branches, new arrival and the reasonable price. The various facility expected by the respondents at the time of purchase are displayed in Table 12.

Table 12 Facilities Expected at the Time of Purchase

Facilities	Number of Respondents	Percentage
Availability at all branches	70	58.33
New Arrival	6	5.00
Reasonable price	44	36.67
Total	120	100.00

Source: Primary Data

Table 12 indicates that out of 120 respondents, 70 respondents (58.33 per cent) expected the facility that their brand must be available at all branches, followed by 44 respondents (36.67 per cent) expected that the price must be a reasonable one and the remaining 6 respondents (5 per cent) expected that the product should be a new one.

Sources of Knowledge About the Offer

There are many sources which extend awareness to the consumers about offers, namely, through print media, electronic media, friends, relatives and others. The study shows the different sources available to the consumers through which they gain ideas about the offer of the face creams. The different sources of knowledge about the offer are displayed in Table 13

Table 13 Sources of Knowledge About the Offer

Sources	Number of Respondents	Percentage
Print Media	12	10.53
Electronic Media	84	73.68
Friends	10	8.77
Relatives	4	3.51
Others	4	3.51
Total	114	100.00

Source: Primary Data

Table 13 shows that out of 114 respondents, 73.68 per cent of the respondents know about the offer through electronic media, followed by 10.53 per cent of the respondents know from print media, 8.77 per cent of the respondents got the knowledge from their friends, 3.51 per cent respondents know their relatives and the remaining 3.51 per cent of the respondents know from the offers (shop keeper).

Suggestions

The following are the suggestions for the improvement of face creams:

The manufacturers of face creams should try to give their product more quality one.

The manufacturers should try to reduce the price of the product because many people are earning lower income.

The respondents are facing some defect on using the face creams namely allergy. It will affect the skin of the consumers. In order to reduce this problem, the manufacturers should try to reduce or to avoid more chemicals used in the face creams.

The manufacturers of face creams should take necessary steps to change their packing style with intention of attracting the consumers.

Conclusion

The cosmetic industry in India plays a significant role in its economic development. Cosmetics are the substances used to enhance and care for the appearance of individual personality. Majority of the women consumers are belongs to the age group of 25-35 years in the study area. Cosmetics are bought from the shops by homemakers and their most preferred brand is Fair and lovely. There is a significant association between educational qualification of the women consumers and their brand preference towards face creams. Most of the women consumers are using the face creams daily for good looking. Advertisement is the most powerful tool which is available to carry the message of seller to the prospective buyer their about their favored brand. Thus, the research exposes that branding success is all about creating and holding a distinct and valuable position in the perception of target customers.

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