RESEARCH ARTICLE   OPEN ACCESS

A STUDY ON BUYER BEHAVIOUR AND BRAND PREFERENCE OF COSMETICS PRODUCTS AMONG THE COLLAGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY .

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Abstract

The cosmetic product is one of the frequently buying product in the market. It createsa more demand among the students to buy the cosmetic product in that there are many variety of product in available in the marketing platform. The studentsare preferring the brand products. The study was about the buyer behaviour and brand preference among the college students the number of sample has been taken for the study is 120 .The survey focus on the buyer behaviour and brand preference.

Key words: cosmetic, brand preference,buying behaviour.

Introduction

The India cosmetics industry is growing in term of product development and marketing.A cosmetic refer to all the product to care and clean the human body and make it more beautiful. It includes different type of cosmetic products like skin care, hair, oil, shampoo, soap etc.. In present know a day the cosmetic products create more demand on the market..

Buyer Behaviour

Buyer behaviour refer to the decision and acts people undertaken to buy products or services for individual or group use .It's synonymous with term "consumer buyer behaviour "which often applies to individual customers in contrast to business . Buyer behaviour is the driving force behind any marketing process**.**

Brand

Branding is the process of creating a identify for a business in the mind of   target audience and customer. The aim of the brand is to convey brand logo and message to the customer to buy the product.

The brand it create a huge impression among the people to buy the product and it reach to all over the world .through the advertisement ,the brand name ,logo etc.

Brand preference

The brand preference is means when a customer choose the one brand and they purchase the Same product in all the time is known as brand preference. The customer have desire to use a particular company product because they have satisfied with the product.

Statement of problem

The cosmetic products are mostly used by the youngest it create more demand among the college students to use the product like skin care, lipstick, soap etc. Weather the product used by all the people in the urban and rural areas. Cosmetic products price weather it convince to buy product. The brand product cost was very high in the market.

Objective of the study

- To study the demographic profile of the respondents.
- To study the purchase pattern of the respondents.
- To analyse the factors influencing the buying behaviour towards cosmetic product
- To know the brand preference for cosmetic product.

Scope of the study

- The study is related to buyer behaviour and brand preference of cosmetic product.
- The study will be helpful in understanding the consumer buyer behaviour.
- The study will be helpful to analysing the brand preference of cosmetic product.

Hypothesis

HO –There is no significant relationship between the gender of the respondents and frequency of purchasing cosmetics product .

HO-There is no significant relationship between the gender of the respondents and brand preference .

Limitation of the study

- The respondents were restricted only to college students.

- The period of study was very limited .
- Limited sample 120 size was taken for the study.

Research Methodology

Research methodology is defined astools or instruments used to accomplish the goals and attributes of study .

Methods of data collection

The data was collected for the study is

- **Primary data:** The primary data are those which are collected as fresh for the primary time.
- **Secondary data**: Secondary data is collected from journal, Magazine and books, newspaper and Internet.

Area of study: The study was conducted in Coimbatore city.

Sample size: The same size 120

Tools used for analysis: Data using tools such as simple percentage and chi - square test.

Simple percentage: Simple percentage method analysis helps to find the factors which are significant among number of factor.

Chi-square: A chi- square statistics is used to test the measure of expectation.

Review of literature

1.Lakshmi y p sai and sureshbabuM. (2019) studies the factors influencing the consumer behaviour towards the cosmetics . They discussed that various internal factors like attitude, motivation , perception, and learning along with the social and cultural factors. And the other factors like price,advertising and physical attribute shape the consumer's behaviour.

2.A. Saratha, Dr. K. Kamalakannan (April 2018) fast moving consumer goods are cosmetic goods are essential for the people in their day to day life. Their importance is to the personality oriented benefit to the consumer. The study reveals that ponds ,fair and lovely lake, clear, hamametc. ,and axe are the preferred the brands of personal care products of Hindustan Unilever Limited provide satisfaction to the consumers in the way of price, quality and available of the product. It is alsoassociate between the variable selected and level of satisfaction of the consumer.

3.Anjana .s. In her research attempted to identify the factors affecting the consumers buying behaviour towards cosmetics product .She concluded that quality ,price ,brand , packaging , advertising are important factors affecting the consumers behaviour in cosmetics segment .

4.Saravanakumar,santoshkumarbojan(2018) the study reveals that the people now are not consideringconsidering the luxury ,most of the consumer feel that thereare more chemical in the cosmetic ,which cause many side ,and started effects switching over to herbal basedcosmetic which can reduce by the manufacture, so that it would increase its usage by the customer .The study manufactures know the need and preference of customers which can implemented by them to improve their products.

5.Charwak B. (2016) defined the customer satisfaction as a key differentiator has become a key element of business strategy. Within organisation , customer satisfaction ratings can have powerful effect. Marketing required the coordination, planningimplementation of campaigns and employees with the appropriate skill to ensure the marketing success.

Analysis and Interpretation

Demographic Profile of Respondent

S.NO	Demographic		No of Responded	Percentage
1.	Gender	a)Male	32	26.7
		b)Female	88	73.33
2.	Age	a)18-20	71	59.17
		b)21-23	48	40.00
		c)24-26	1	0.83
3.	Education qualification	a)UG	74	61.67
		b)PG	37	30.83
		c)Professional	5	4.17
		d)Others	4	3.33
4.	How frequency purchasing cosmetics product	a)Daily	14	11.67
		b)Weekly	50	41.67
		c)Monthly	47	39.17
		d)Yearly	9	7.50
5.	Preferring the cosmetics product brand	a)Lakme	12	10.00
		b)Mama earth	37	30.83
		c)Loreal	10	8.33
		d)Himalaya	29	24.17
		e)Others	32	26.67

Interpretation

Table 1 clearly state the demographic profile of the sample respondents .Most of them are female .Majority of the respondents are in the age group (18-20).Majority of them are under graduates students .Majority of them are buy cosmetics products every week. Majority of the respondents prefer the cosmetics product on mama earth .

Chi –square table

Formula:$\chi^2 = \sum (O_i - E_i)^2 / E_i$

Degree of freedom =(r-1) (c-1)

HO – There is no significant relationship between the gender of the respondents and frequency purchasing cosmetic product.

Chi-square-table

O	E	(Oi-Ei)²	(Oi-Ei)²/Ei
7	3.73	10.69	2.86
20	13.33	44.48	3.33
5	12.53	56.90	4.52
0	2.4	5.76	2.4
7	10.27	10.69	1.04
30	36.67	44.49	1.22
42	34.47	56.70	1.64
9	6.6	5.76	0.87
		Total	17.88

Source : Primary data

Significant : 0.05

Result:

Calculation of the chi square value is (17.88) is greater than(3.841) table value hence the hypothesis is rejected .It does notfound that there is no significant relationship between gender and frequently purchasing product.

HO – There is no significant relationship between gender of the respondent and brand preference

Chi square table

O	E	(Oi-Ei)²	(Oi-Ei)²/Ei
6	3.2	7.84	2.45
5	9.87	23.71	2.40
5	2.67	0.108	0.04
8	7.73	0.072	9.31
8	8.53	0.280	0.03
6	8.8	7.84	0.89
32	27.13	23.71	0.87
5	7.33	5.428	074
21	21.27	0.072	3.38
24	23.47	0.280	0.01
		Total	20.12

Source : primary data

Significant level :0.05

Result

Calculation of chi square value is (20.12)is greater than(16.919) table value hence the hypothesis is rejected .it does not found that there is no significant relationship between gender and brand preference.

Result and discussion

1. Majority (73.3%) of the respondents are female.

2.The age of majority of respondents (59.2%)are between 18 and 21 years.

3.Majority of the respondents(62.67%) respondents live in joint family

4.The number of family members of majority(73.3%) are between 4and 6.

5.Majority of the respondents (61.6%) are undergraduates .

6.Majority of the respondents (49.2%)know about cosmetics product through the internet.

7.Majorityof the respondents (41.7%) buy cosmetic product every week

8.Advertisement influence majority of respondents (75.0%)to choose the brand.

9.Majority of the respondents(40.8%) collect the information before purchasing product.

10.Majority of the respondents (48.3%) first they look on the price.

11.Majority of the respondents(50.0%) motivate to purchase product on latest brand.

12.Majorityof the respondents 45.8%) are prefer to purchase on both chemical and ayyurvedic.

13.Majority of the respondents (64.3%) purchase the product based on the brand.

14.Majorityof the respondents(30.8%) prefer to purchase bran product on the mama earth.

15.Majority of the respondents(65.8%)buy cosmetics for quality preference.

16.Majority of the respondents(40.8%) purchasing the cosmetic product through E- shopping.

17.Majorityof the respondents(40.8%) spent amount to purchase the product between 1000-2000.

18.Majorityof the respondents (50.8%) they using the cosmetics product less than 1 year.

19 Majority of the respondent (50.0%) are satisfied.

20.There is no significant relationship between gender and frequency of purchasing cosmetic product.

21.There is no significant relationship between gender and brand preference .

Suggestion

In the study they suggest to use the Ayurvedic cosmetic product. When using the cosmetic product it is not good for the skin. In cosmetic product their will be a chemical product are added to extra beauty. So use the Ayurvedic product. The brand name also create a huge impression among the consumer but the brand cosmetic product are high in price. So every person cannot buy the brand product.

Conclusion

In the modern world every person use the cosmetic product it create more demand among the youngest. Cosmetics market is one of the growing market in current year. In the cosmetic there are many variety of product are available in the market the consumer are choosing the brand product on the base of brand name and the consumer preferring the brand product.

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