

# **Study of Women's preferences with respect to various cosmetic brands in Plain region of Uttarakhand**

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## **Abstract**

This study attempt to explore the elements that impact the female buyer preferences towards various cosmetics brands present in the market. This study will help the cosmetics producers to know the view of the restorative customers towards distinctive purpose of purchase. The study is conducted in plain region of Uttarakhand and a survey method is used to collect the data.

The personal care industry is one of the biggest purchaser divisions in the nation. The buying force and dispensable Income of the Indian female buyers have significantly expanded and it has made a specialty for driving associations in this fragment in the most recent decade, bringing about remarkable development in this segment.

**Key words: Consumer preferences, Cosmetics, Buying forces, Dispensable Income**

## **1. INTRODUCTION**

Beautifying products plays a greater role in creating our outer looks and clean the human body and make it more delightful. The fundamental objective of such items is to keep up the body in a decent condition, challenge it from the impacts of the earth and maturing process, change the appearance and influence the body to smell more pleasant. The rising excellence worries among ladies are driving the Indian beauty care products industry, which has seen a solid development over the most recent couple of years. The nation's restorative division has, truth be told, developed as one of the business sectors holding massive development potential. New item dispatches obliging shoppers' developing prerequisites will fuel development in the business, for which what's to come viewpoint appears to be particularly splendid in the cosmetic market.

The historical backdrop of antiquated beautifying agents can be followed back to the way of life of old Greece and Roman Empire, where individuals utilized home grown creation with parts like henna, sage and chamomile to obscure their hair. At show in India, the interest for makeup items are so high that it could turn into the world's biggest restorative devouring nation in the following few decades, because of the rising interest, countless and additionally universal producers have bit by bit expanded their reaches and product offerings in various regions of India.

There has been a significant amount of research done on the effect of customer perception in fashion industry and cosmetic industry in context to the women consumers. Marketing people are constantly analyzing the perception, patterns of buying Behavior and purchase decisions to predict the future trends. Perception is a mental process, whereby a person selects data or information from the environment, organizes it and then draws significance or meaning from it. Consumer perception theory is useful to understand how consumer behaves, react or respond to a

particular product or services. The process by which consumers make purchasing decisions must be understood to develop strategic applications.

## **2. LITERATURE REVIEW**

**Sproles and Kendall (1986)** defined mold cognizance as an attention to new outlines, changing designs and appealing styling, and in addition the want to purchase something energizing and popular. They additionally watched that brands that supply classy bundles of highlights can draw in faithful buyers who are form cognizant. Form pioneers or Followers generally buy or proceed with over and over to buy their items in stores that are profoundly trendy. They pick up fulfillment from utilizing the most recent brands and outlines which additionally fulfills the customer's self image.

**Joseph Rydholm (1994)** investigated that the overall health and beauty care market, makeup margins tend to be the highest (as much as 38%), followed by skin care, consumers have been spending higher levels of disposable income on cosmetics than they had in the past. There also seems to be an increased interest in natural and organic beauty products.

**Bohdanowicz and Clamp (1994)** Fashion marketing, however is considered to be different since the fashion trends changes by season, therefore companies need to be able to answer the needs of consumers quickly and regardless the time constraints; the movement from catwalk to high street stores needs to be fast.

**Michelle, Hye-Shin Kim, and Jaehee Jung (1996)** examined that customers' facial picture affected the aggregate amount of beauty care products utilized however not the variety in amount

in various circumstances. Results likewise demonstrate that a relationship exists between facial picture and brand observations. Additionally, it was discovered that an alternate gathering of brand identity attributes affected brand mentality for every corrective brand.

**Cadogan and Foster (2000)** observed cost to be the most imperative thought for the normal shopper. Shoppers with high brand dependability will pay a top notch cost for their favored image, so their buy goal isn't effortlessly influenced by cost. Furthermore, clients have a solid confidence in the cost and estimation of their most loved brands, to such an extent that they would contrast and assess costs and option brands (**Keller, 2003**). Customer fulfillment can likewise be worked by contrasting cost and saw expenses and qualities. On the off chance that the apparent estimations of the item is more prominent than cost, it is watched that shoppers will buy that item. Steadfast clients will pay a premium regardless of the possibility that the cost has expanded in light of the fact that the apparent hazard is high and they want to pay a higher cost to keep away from the danger of any change (**Yoon & Kim, 2000**).

Duff (2007) studied the niche market in women's cosmetics and observed that cosmetics buyers were becoming more fashion conscious and were demanding products with more attractive design; furthermore, consumers have a tendency to use different makeup designs for different occasions. It is further contended that plan or visual appearance is the imperative piece of the item, which incorporates line, shape and subtle elements influencing shopper observation towards a brand.

**Guthrie, Kim and Jung (2008)** investigated women's perceptions of brand personality in relation to women's facial image and cosmetic usage. The survey included items measuring facial

image, cosmetic usage, brand personality and brand attitude. The findings showed that an effective brand personality was important across all three brands, although consumer perceptions pertaining to the remaining brand personality traits differed. The study found that buyers' facial picture affected the aggregate amount of beauty care products utilized. Results additionally demonstrated that a relationship existed between facial picture and brand perceptions.

**Asch and Wolfe (2009)** suggest perception as the key pre-process in a people's mind when they are exposed under an amount of information that influences to the buyer's decision process.

### **3. METHODOLOGY**

#### **3.1 Objectives**

Present study has been taken up with the objectives to study of women's preferences and level of awareness with respect to various cosmetic brands in the plain region of Uttarakhand.

#### **3.2 Hypothesis of the Study**

It was hypothesised that

H1: There is no difference in women's preference with respect to various cosmetic brands.

H2: There is no difference in the levels of awareness with respect to cosmetic brands.

Present study is based on descriptive study. Study is based on primary as well as secondary data. Secondary data was collected from various Sources such as news paper, research journals, magazines, internet etc. Primary data was collected from respondents using questionnaire

method of data collection. A structured questionnaire was designed covering various aspects like Women Perception, Awareness level.

### **3.3 Rationale of the Study**

The cosmetics market has grown a lot during last few years in our country due to global influence from the rest of the world. In Uttarakhand also it has grown a lot specially among the female youngsters. The main factors influencing this growth of Fashion in the state are Income, Age, Occupation, Standard of living, Persuasive advertising, Celebrity endorsement and International quality brands. In order to study the consumer preferences related to cosmetics industry, the present study shall provide an in depth understanding of key parameters affecting consumer purchasing decisions towards the different available cosmetics products. Keeping in mind these all essential parameters, this study aims to study the consumers loyalty towards cosmetic products in the region.

### **4. DATA ANALYSIS AND INTERPRETATION**

To prove/disapprove the above captioned hypothesis, analysis of variance was executed with various cosmetic brands as independent variables and women's preferences as the dependent variables. Analysis of variance, popularly known as ANOVA, is the technique used when there are more than two groups and the objective is to see the differences across these groups on a metric scaled dependent variable. The brands taken in the study are three or more; ANOVA is use as a statistical tool for finding the result. The results of the ANOVA are presented in the following tables:-

**Table-1: Descriptive statistics**

<b>Attribute</b>	<b>Cosmetic brands</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Women's preference</b>	Unilever(HUL)	3.974	0.374
	Revlon	4.486	0.782
	Patanjali	4.56	0.981
	Cavin Care	3.854	0.879
	L'oreal	3.02	0.743
	Lakme	4.72	0.908
	Oriflame	3.7488	0.673
	Versace	2.54	0.289
	Botique	2.39	0.299
	Avon	4.132	0.593
	Amway	2.111	0.482

From the descriptive statistics **table-1**, it can be clearly seen that there seems enough difference in the women's preference towards cosmetic brands. The highest mean is reported for Lakme (mean = 4.72), whereas the least is for Amway (mean = 2.111). This finding suggests that there are differences in women's preferences towards cosmetic brands, however, the conclusive statement about it can only be made after examining statistical significance. The following table-2 presents the F statistics used for that matter.

**Table-2: ANOVA**

Attributes	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Women's preference	Between Groups	311.34	9	34.593333	20.6719	0.032*
	Within Groups	500.36	299	1.6734448		
	Total	811.70	308			

As evident from table-2, the overall result of F statistics is significant corresponding (F = 20.6719; p = .032 < .05) at 5 % level of significance. Therefore, the null hypotheses (HO) that there is no significant difference in women's preference for cosmetic brands is straightaway rejected at 5 % level of significance. Further, from the descriptive statistics table-1, it can be inferred that women's prefer Lakme brand the most (mean = 4.72; S.D = .908) whereas Amway is the least preferred brand ( mean = 2.111; S.D. = 0.482).

The second variable/ notion, in line to the first notion, Analysis of variance was performed to approve/disapprove the hypothesis-2. In this case the level of awareness was taken as dependent variable, whereas the various cosmetic brands were treated as independent variable. The results of the analysis are presented in table-3 & 4 below.

**Table-3: Descriptive**

Attribute	Cosmetic brands	Mean	Std. Deviation
Level of awareness	Unilever(HUL)	4.13	0.411
	Revlon	4.442	0.682

	Patanjali	<b>4.726</b>	0.751
	Cavin Care	2.97	0.814
	L'oreal	2.871	0.633
	Lakme	4.672	0.818
	Oriflame	3.256	0.618
	Versace	1.945	0.309
	Botique	2.028	0.391
	Avon	3.78	0.633
	Amway	1.63	0.582

From the descriptive statistics **table-3**, enough difference are witnessed in terms of level of awareness women's have for various cosmetic brands. *Surprisingly, the highest awareness is witnesses for Patanjali (mean = 4.726), whereas the least is for Amway (mean = 1.63). The results are so, perhaps due to the heavy advertisements flashed by Patanjali at various platforms.* This huge difference in the highest and lowest mean value suggests that there are differences in women's level of awareness towards cosmetic brands, however, the conclusive statement about it can only be made after examining statistical Inferences. The following table-4 presents the F statistics used for that matter.

**Table-4: ANOVA**

<b>Attributes</b>	<b>Source of variation</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Level of awareness</b>	<b>Between Groups</b>	295.629	9	32.847667	17.235	0.039

	<b>Within Groups</b>	569.854	299	1.9058662		
	<b>Total</b>	865.483	308			

As evident from table-4, the overall result of F statistics is significant ( $F = 17.235$ ;  $p = .039 < .05$ ) at 5 % level of significance. Therefore, the null hypotheses that there is no significant difference in women's level of awareness for cosmetic brands is straightaway rejected at 5 % level of significance. Further, from the descriptive statistics table-3, it can be inferred that women's possess highest awareness for Patanjali brand (mean = **4.726**; S.D = .751) whereas lowest awareness is witnessed for Amway brand (mean = 1.63; S.D. = 0.582).

## **5. CONCLUSION & SUGGESTIONS**

The study of the women's preference with respect to various cosmetic products local, national and international brand of cosmetics products. It's also conclude that women perception towards cosmetic products is built largely on the satisfactory value that a user receives after paying for +the product and the benefits the user looking for. The cosmetics sector in the country has gone through a dynamic change over the years. Electronic media has also played a role in creating awareness among the consumers of consumer are viewing the advertisement and taking information from internet. The study indicates that television is the most reliable source of information as perceived by the respondents. Through creativity, cosmetic manufacturers provide improved and better products while ensuring that consumer safety remains their utmost priority.

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