Brand Preferences of Selected Cosmetics - A Study on Selected Shampoo Products in Coimbatore District

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ABSTRACT

The Indian cosmetic market has outperformed world’s leading cosmetic markets in terms of growth in the recent past, it comprises of skin care, hair care, colour cosmetics, fragrances and oral care categories. It has outperformed world’s leading cosmetic markets in terms of growth in the recent past. Today Indian colour cosmetics market stands at $200 million and skin care at $450 million. Beauty product manufacturers in India have mostly been catering to the great demand for cosmetics and toiletries that fall into the low- or medium priced categories as the greatest demand in India always revolve around economically priced products. The sector has mainly been driven by improved purchasing power and rising fashion consciousness of the Indian population. The present article analyses past literature and find the relationship between educational qualification and brand preferences of selected respondents in Coimbatore district.

Keywords-- cosmetic market, skin care, hair care, colour cosmetics, purchasing power and Coimbatore district.

I. INTRODUCTION

Cosmetics are a blend of chemicals, used to enhance the appearance or odor of human body. Some of the cosmetic products or beauty and make-up products are skin care, hair care, sun care, deodorants, color cosmetics, make-up, fragrance that are widely used by the consumers (men as well as women, all over the world). Retail stores, super market, specialty store, exclusive brand outlets are some of the important distribution channels, used to supply or sell cosmetic, across the world. Even on-line sales are gaining importance and many retailers are restoring to multi-channel retailing. Over the last 10-15 years, the global cosmetic market has experienced a steady growth rate and it is expected to grow between 4 & 5 percent in the next two decades.

II. TOP FACTORS, IMPACTING WORLD COSMETIC MARKET

There are many factors, responsible for the continuous growth of cosmetic market in the world. Some of these factors are described as below:

2.1 Changing Lifestyles:

One of the most important factors, impacting the cosmetic industry is the changing life styles of consumers all over the world. Consumers have become more conscious about the use of cosmetics in their day to day life to improve their style and personality. Cosmetics play an important role in enhancing the beauty and personality of the people. Men are also increasingly using cosmetics in their day to day life including fragrance and deodorants. This growing demand for cosmetics in turn has resulted in the expansion of the cosmetic market in the world.

2.2 Rising GDP of Economies:

Another factor, responsible for the growth of cosmetic market is the rising GDP in most economies, including developing countries in the world. This has resulted in rising disposable income of the people. As a result, people today are spending more on luxury cosmetic brands.

2.3 Use of Natural Ingredients

Another factor, responsible for the growth of cosmetic sector is the growing demand for the use of natural ingredients, organic cosmetic products, use of herbal products, etc. This is to minimize the side-effects of the cosmetic products. This has resulted in the usage of cosmetic products all over the world.

2.4 Top Winning Strategies:
Cosmetic manufacturers all over the world, especially the top brands, are adopting new and innovative products as well as strategies for product launching, product acquisition, and product expansion and product agreement. Thus, due to the above factors, there is a rapid expansion in the size of the cosmetic industry in the world.

III. REVIEW OF PREVIOUS STUDIES

Vigneron and Johnson (2000) reported that people's needs for appearances and materialism were increasing. That was human beings wanted to satisfy the need to look and feel good. This created a boom in the cosmetic and toiletries sector across the world. Chambers Encyclopedia defines cosmetics as (a) articles intended to be rubbed, poured, sprinkled or sprayed on, introduced into or otherwise applied to the human body or any part thereof for cleaning, beautifying, promoting attractiveness or altering the appearance and (b) articles intended for use as a component of such articles. Now a variety of cosmetic and toiletries ranging from natural to sophisticated items were available in the market. The pattern and preference of use of these items varied according to different segments of gender, age and socio-economic class.

Jamal and Goode (2001) found that customer merchandise carried much more meaning than their utilitarian, functional and commercial significance. Individuals were more likely to buy brands whose personalities intimately matched their own self images and self expression. Moreover, consumers expressed themselves by selecting brands whose personalities were consistent with their own personalities.

Srinivas (2002) studied that rural India bought small packs, as they were perceived as value for money. There was brand stickiness, where a consumer bought a brand out of habit and not really by choice. Brands rarely fought for market share; they just had to be visible in the right place. Even expensive brands, such as Close-Up, Marie biscuits and Clinic shampoo were doing well because of deep distribution, many brands were doing well without much advertising support. The different brand elements have varying roles in reinforcing the value of brand and its relevance to the consumer groups.

Duff (2007) investigated the niche market in women's cosmetics, and the results showed 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. In general, loyalty took place when customers bought a product or a service repeatedly; customers also hold appropriate and positive attitudes towards goods and services. Brand loyalty was the commitment of the customer to buy a product in a durable manner in the future.

Mahajan et al., (2008) found that four of brand image benefits: functional, social, experiential and appearance enhances were positively related to overall satisfaction. The results also indicated that overall satisfaction did influence customers' loyalty. The trust and loyalty should be associated, because trust was important in relational exchanges and loyalty was also reserved for such valued relationships. Consumers, developed trust in a brand based on positive beliefs regarding their expectation for the behaviour of the organization and the performance of products a brand represents (Ashley and Leonard, 2009). Thus, brand trust would contribute to both purchase loyalty and attitudinal loyalty.

Valli Devasena (2012) found that availability, advertisements, price and package, freshness and safeness of ingredients were affecting the preference of Ponds talcum powder. Kadam, et. al., (2012) concluded that among the various alternatives available in the market, the respondents had been observed that respondents gave preference to the brands Clinic Plus, Pantene and Dove shampoo respectively. While purchasing the shampoos of various brands in the market respondents gave preference to reasons for purchase are their hair type, hair problem, price and fragrance while purchasing the same. In the decision making process self decision had preferred in majority by respondents, here influence of others had given least important, whereas only small proportion influenced by advertisement.

IV. OBJECTIVE OF THE STUDY

To examine the relationship between educational qualification and brand preference of Selected Shampoo products in Coimbatore

V. RESEARCH DESIGN

Research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine the relevance to the research purpose with economy in procedure. Descriptive research design has been employed for the present study. The present research work is a descriptive and analytical study based on empirical observations and a comprehensive survey. Both the Primary Data and Secondary Data were collected, analyzed and interpreted.

VI. SAMPLING DESIGN

6.1 SELECTION OF THE DISTRICT

Among all the districts of Tamilnadu, Coimbatore is selected for the study which has a population of 1,601,438. As per the 2011 census based on pre-expansion city limits, Coimbatore had a population of 1,050,721 with a sex ratio of 997 females for every 1,000 males, much
above the national average of 929. It is the second largest city in the state after capital Chennai and the sixteenth largest urban agglomeration in India. A total of 102,069 were under the age of six, comprising 52,275 males and 49,794 females. The average literacy of the city was 82.43%, compared to the national average of 72.99%. There were a total of 425,115 workers, comprising 1,539 cultivators, 2,908 main agricultural labourers, 11,789 in house hold industries, 385,802 other workers, 23,077 marginal workers, 531 marginal cultivators, 500 marginal agricultural labourers, 1,169 marginal workers in household industries and 20,877 other marginal workers.

6.2 SAMPLING DESIGN:
Coimbatore is the administrative headquarters of the district. It is one of the most industrialized districts and a major textile, industrial, commercial, educational, information technology, healthcare and manufacturing hub of Tamil Nadu. The region is bounded by Tiruppur district in the east, Nilgiris district in the north, Erode district in the north east, Palghat district and Idukki district of neighboring state of Kerala in the west and south respectively. Coimbatore district has Nine Taluks namely Coimbatore North, Coimbatore South, Pollachi, Mettupalayam, Sulur, Annur, Kinathukadavu, Perur and Madukkarai. With the help of stratified random sampling a sample of 1200 respondents have been selected for the study to analyse the brand preferences of selected FMCG products.

6.3 EDUCATIONAL QUALIFICATION AND BRAND PREFERENCE OF SHAMPOO PRODUCTS:
The association between the educational qualification of the women customers and the brand preference of shampoo was analyzed and the results are presented in Table

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Educational Qualification</th>
<th>Sun Silk</th>
<th>All Clear</th>
<th>Clinic Plus</th>
<th>Pantene</th>
<th>Head &amp; Shoulder</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Primary</td>
<td>8</td>
<td>8</td>
<td>12</td>
<td>2</td>
<td>6</td>
<td>36</td>
</tr>
<tr>
<td>2</td>
<td>Secondary</td>
<td>22</td>
<td>22</td>
<td>32</td>
<td>2</td>
<td>8</td>
<td>86</td>
</tr>
<tr>
<td>3</td>
<td>Higher Secondary</td>
<td>18</td>
<td>18</td>
<td>22</td>
<td>2</td>
<td>10</td>
<td>70</td>
</tr>
<tr>
<td>4</td>
<td>Graduation</td>
<td>62</td>
<td>76</td>
<td>98</td>
<td>8</td>
<td>32</td>
<td>276</td>
</tr>
<tr>
<td>5</td>
<td>Post Graduation</td>
<td>154</td>
<td>212</td>
<td>262</td>
<td>16</td>
<td>88</td>
<td>732</td>
</tr>
<tr>
<td>total</td>
<td></td>
<td>264</td>
<td>336</td>
<td>426</td>
<td>30</td>
<td>144</td>
<td>1200</td>
</tr>
</tbody>
</table>

Source: Primary Data collected from respondents

The results indicate that out of the 36 customers having the educational qualification of primary education, 38.89 per cent of customers prefer Clinic Plus shampoo followed by All Clear and Sun Silk (22.22 per cent) and Head & Shoulder (16.67 per cent).

The results show that out of the 86 customers having the educational qualification of secondary education, 39.54 per cent of customers prefer Clinic Plus shampoo followed by All Clear and Sun Silk (25.58 per cent) and Head & Shoulder (9.30 per cent).

It is clear that out of the 70 customers having the educational qualification of higher secondary education, 32.49 per cent of customers prefer Clinic Plus shampoo followed by All Clear and Sun Silk (25.71 per cent) and Head & Shoulder (14.29 per cent).

It is apparent that out of the 236 customers having the educational qualification of graduation, 35.51 per cent of women customers prefer Clinic Plus shampoo followed by All Clear (27.54 per cent), Sun Silk (22.46 per cent), Head & Shoulder (11.59 per cent) and Pantene (2.90 per cent).

It is observed that out of the 366 women customers having the educational qualification of graduation, 35.79 per cent of women customers prefer Clinic Plus shampoo followed by All Clear (28.96 per cent), Sun Silk (21.04 per cent), Head & Shoulder (12.02 per cent) and Pantene (2.19 per cent).

In order to examine the relationship between educational qualification of the customers and the brand preference of shampoo, the Chi-square test has been applied and the results are presented in Table:

<table>
<thead>
<tr>
<th>Value</th>
<th>Degrees of Freedom</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-square</td>
<td>5.321</td>
<td>16</td>
</tr>
</tbody>
</table>

Source: Primary Data collected from respondents and analysed using spss
The Chi-square value of 5.321 is significant at one per cent level of significance indicating that there is a significant difference in brand preference of shampoo among the educational qualification of the selected customers of Coimbatore District. Therefore, the null hypothesis of there is no significant difference in brand preference of shampoo among the educational qualification of women customers is rejected and the alternative hypothesis is accepted which shows that there is a significance relationship between education qualification and brand preferences of shampoo products among selected customers.

VII. CONCLUSION

The increase in number of loyal customers will increase market share and the brand becomes more profitable. Share rises because those customers who become repeat purchasers are no longer lost to the competition. In addition, repeat customers are more profitable than new customers - attracting new customers involves investing far more marketing and promotional funds. To some extent, brand loyalty is being developed and managed by all successful brands. But in many cases loyalty itself is considered simply the result of well executed marketing programmes. The best way to achieve greater brand loyalty is by managing the brand loyalty process. This involves measuring the drivers of brand loyalty, selecting high impact loyalty improvement projects, and quickly carrying them out. Here in this study we analysed the relationship between educational qualification and brand preference of shampoo products in Coimbatore district which proved that there is a significant relationship between the educational qualification and preferences of shampoo products.

REFERENCES