



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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CONSUMER PREFERENCE FOR COSMETICS AMONG COLLEGE GIRLS IN TIRUNELVELI AND THOOTHUKUDI DISTRICTS

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ABSTRACT

The present paper aims to focus on the consumer preference for cosmetics among college girls in the districts of Tirunelveli and Tuticourin. A sample of 150 girls students were selected on basis of stratified random sampling method as respondents. The result of the analysis showed that consumers differed in preference for cosmetics. The preference of the majority of the girl students are: Lux toilet soap, Ponds Sandal powder, Fair and Lovely face cream, Parachute hair oil, Eva body Spray, Eyetex thilak, Ponds sunscreen and Clinic All clear Shampoo.

KEYWORDS

Brand Preference, Cosmetics, Dazzler.

INTRODUCTION

This Article aims at analyzing the brand preference of cosmetics among girl students in the colleges of Tirunelveli and Thoothukudi districts. The success of any industry offering either services or a product depends upon customer satisfaction. Customer preference also keeps changing and business firms find it a must to update themselves according to the tastes of the customers.

IMPORTANCE OF THE STUDY

Cosmetics are substances used to enhance or protect the appearance or order of the human skin. It is also intended to adorn or beautify the body. Even though cosmetics have been in use for thousands of years, during the 20th century, the popularity of cosmetics increased rapidly. The ways and means of looking beautiful have never been the same throughout the centuries. Especially among young ladies, the use of cosmetics has become an unavoidable one. The passion for cosmetics among college girls is growing day by day.

STATEMENT OF THE PROBLEM

Through this study, the researchers aim at analyzing the brand preference for cosmetics such as bathing soap, face powder, shampoo, Hair oil, face cream, nail polish, perfume, body cream and Thilak. Hence, the researchers are interested in finding out as to which brand, attracts more, the satisfaction level, the availability and the agreement on pride of the brands.

OBJECTIVES OF THE STUDY

The following are the broad objectives of the study.

1. To find out the consumer preference for cosmetics among college girls with reference to Tirunelveli and Thoothukudi districts.
2. To find out the popular brand of cosmetics used by majority of the college girls with reference to the districts of Tirunelveli and Tuticourin.
3. To study and understand whether the brand is available in many retail shops with reference to Tirunelveli and Thoothukudi Districts.
4. To find out whether the college girls are satisfied with the brands available at present.
5. To analyze and understand whether they are satisfied with the present price of cosmetics.
6. To give suggestions so as to meet the solution of problems faced by the respondents.

AREA OF STUDY

This study has been undertaken in six colleges covering Thoothukudi and Tirunelveli Districts. The colleges that were selected for study are Sara Tucker college for women, Saradha college for women, Sri Parasakthi College For women, A.P.C Mahalakshmi College for Women, St. Mary's College and G.U. Pope college at Tirunelveli and Tuticourin Districts.

SCOPE OF THE STUDY

This study analyses brand preferences for cosmetics among girl students in selected six colleges from Tirunelveli and Tuticourin Districts. This study covers about nine items of cosmetics normally used by college girls.

PERIOD OF STUDY

The study has been undertaken during a period of seven months from January to July 2009.

SOURCES OF DATA

The required information for the study has been collected both from primary and secondary sources. The primary data has been collected from the respondents by survey method through the issue of questionnaire in addition interview technique and informal talks were held for collecting first hand information. The secondary data has been collected from books, magazines, journals and from dealers.

SAMPLING DESIGN

A sample of 300 college girls from selected colleges have been chosen as respondents on the basis of stratified random sampling method. The details of sample are depicted in table1

TABLE 1: RESPONDENTS COLLEGE-WISE

TABLE 1: FIRST ORDERLY COLLEGE WISE					
S.NO	DISTRICT	NAME OF THE COLLEGE	ARTS	SCIENCE	TOTAL
1.	Tirunelveli	a) Sarah Tucker	25	25	50
		b) Saradha	25	25	50
		c) Sriparasakthi	25	25	50
2.	Thoothukudi	a) St. Mary's	25	25	50
		b) G.U. Pope	25	25	50
		c) APC Mahalakshmi	25	25	50
TOTAL			150	150	300

TOOLS USED FOR COLLECTION OF DATA

To collect the required primary data, the researchers have used a structured, close-ended questionnaire. The questionnaire consisted of 24 questions in all. In addition informal talk and interview technique were also used for collection of data.

TOOLS USED FOR ANALYSIS AND INTERPRETATION

Simple statistical tools such as averages, percentages, weighted average, tables, diagrams and likert's five point scale have been used for analysis and interpretation of the data collected.

SCHEME OF REPORTING

The study has been reported through five chapters. The introductory chapter is devoted to deal with the importance of the study and research methods followed. The second chapter deals with review of literature. The profile of the cosmetic industry is discussed in the third chapter. The fourth chapter is devoted to analyze and interpret the data collected. The fifth chapter being the concluding chapter is devoted to summaries the findings of the study. A few suggestions have been offered for solution of the problems faced by the respondents.

CONSUMER PREFERENCE FOR COSMETICS

The analysis of the data collected have been summarized below.

The analysis shows that out of 150 respondents 122 are below 20 years and the remaining 28 are between the ages of 20 and 30. Table 2 shows that 54% of the respondents have been using cosmetics for more than 10 years. About 13% of the respondents have used cosmetics for more than 15 years.

ITEMS OF COSMETICS

About nine items of cosmetics that are normally used by college girls have been selected for the study. They are:

1. Bathing Soap
2. Face Powder
3. Shampoo
4. Hair Oil
5. Face Cream
6. Nail Polish
7. Perfume
8. Sun Screen
9. Thilak

EXPENDITURE ON COSMETICS

Table 2 shows the details of the expenditure incurred by the respondents per month.

TABLE 2: EXPENDITURE ON COSMETICS

S.NO	OPTIONS RS.	NO OF RESPONDENTS	PERCENTAGE
1.	Below 500	118	79
2.	500 – 1000	20	13
3.	Above 1000	12	08
Total		150	100

Source: Computed from primary data

Table 2 indicates that above 79% of the respondents spend up to Rs.500 per month. It is also seen in the table that about 13% of the respondents spend Rs. 500 to 1000 per month and only a meagre 8% of the respondents spend above Rs 1000 per month for cosmetics.

PREFERENCE FOR COSMETICS

The Preference for different cosmetics by the respondents have been analyzed one after another. Table 3 shows the preference for bathing soap.

TABLE 3: PREFERENCE FOR BATHING SOAP

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Lux toilet Soap	62	41
2	Mysore Sandal	23	15
3	Hamam	30	20
4	Lifebuoy	16	11
5	Dove Soap	07	05
6	Cinthal	08	05
7	Other Soaps	04	03
TOTAL		150	100

Source: Computed from primary data

Table 3 shows that about 62 respondents covering 41% prefer Lux toilet soap. Hamam Soap preferred next by 23 respondents and Mysore sandal ranks third in preference.

PREFERENCE FOR TALCUM POWDER

The analysis shows that a majority of 55% of the respondents preferred to use ponds sandal. The next preference is for cuticura (18%) followed by Gokul sandal (14%). Yardley has been preferred by only one respondent. These things have been displayed in Table4.

TABLE 4: PREFERENCE FOR TALCUM POWDER

S.No	Preference	No of Respondents	Percentage
1	Ponds-Sandal	82	55
2	Cuticura	26	18
3	Spinz	14	09
4	Gokul Sandal	21	14
5	Yardley	02	01
6	Others	05	03
TOTAL		150	100

Source: Calculated from primary data

PREFERENCE FOR SHAMPOO

Table 5 shows the details of preference for shampoo by the respondents. A perusal of the table will show that sunsilk is preferred by 54 respondents covering 36% followed by clinic All Clear and Pantene in second and third place respectively.

TABLE 5: PREFERENCE FOR SHAMPOO

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	Clinic All Clear	52	35
2	Sunsilk	54	36
3	Chick	04	03
4	Pantene	20	13
5	Garnier	03	02
6	Meera Shampoo	16	10
7	Others	01	01
TOTAL		150	100

Source: Computed from primary data

PREFERENCE FOR FACE CREAM

Majority of the respondents expressed that they prefer Fair and lovely followed by Fair Ever and Vicco. Table 6 shows the details.

TABLE 6: PREFERENCE FOR FACE CREAM

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	Fair & Lovely	68	45
2	Fair Ever	56	37
3	Vicco	16	11
4	Nivea	06	04
5	Others	04	03
TOTAL		150	100

Source: Calculated from primary data

PREFERENCE FOR HAIR OIL

Enquiry showed that about 66 respondents covering 44% preferred parachute coconut hair oil followed by VVD (39%) and Vatika (08%). Table 7 shows the details for different hair oils used by girl students in colleges.

TABLE 7: PREFERENCE FOR HAIR OIL

S.No	Preference	No of Respondents	Percentage
1	Parachute	66	44
2	VVD coconut oil	58	39
3	Vatika	12	08
4	Dhatri	06	04
5	Dabur	05	03
6	Others	03	02
Total		150	100

Source: Prepared from primary data

PREFERENCE FOR BODY SPRAY / PERFUME

The study shows that about 40 respondents covering 27% preferred 'Eva' followed by 'Fa' 34% and Yardly 20%. These details are exhibited by table 8.

TABLE 8: PREFERENCE FOR BODY SPRAY

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Eva	40	27
2	Fa	36	24
3	Spinz	12	08
4	Nivea	09	06
5	Yardly	30	20
6	Charhi	05	03
7	Others	02	01
8	N.A	16	11
TOTAL		150	100

Source: Computed from primary data

PREFERENCE FOR "THILAK" BRAND

The study shows that about 41% of the respondents prefer to use Eyetex brand as thilak. About 30% prefer sringar. Table 9 shows the details.

TABLE 9: PREFERENCE FOR THILAK BRANDS

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1	Eyetex	62	41
2	Sringar	44	30
3	Others	20	13
4	NA	24	16
Total		150	100

PREFERENCE FOR SUNSCREEN

Table 10 shows the details of different creams used as sunscreen by the girl students.

TABLE 10: PREFERENCE FOR SUNSCREEN

S.NO	OPTIONS	NO OF RESPONDENTS	PERCENTAGE
1	Ponds	62	42
2	Himalaya	31	21
3	Lakme	26	17
4	Vaseline	09	06
5	Nivea	02	01
6	Garnier	04	03
7	Ayur	06	04
8	Others	02	01
9	No Answer (N.A)	08	05
Total		150	100

Source: Computed from primary data

Even though turmeric is a good germicide, no girl student seems to use it as a face cream.

FACTORS FOR BRAND PREFERENCE

The students expressed the following factors that have influenced them to prefer a particular item of cosmetics. The factors have been depicted in table 11.

TABLE 11: PREFERENCE FOR BRAND PREFERENCE

S.No	Options	No of Respondents	Percentage
1	Quality	62	41
2	Price	30	20
3	Utility	02	01
4	Brand Name	18	12
5	Package	05	04
6	Promotions	03	22
7	Advertisements	30	20
TOTAL		150	100

SATISFACTION LEVEL

The satisfaction level of the respondents have been measured by the liker's five point's scale such as Highly satisfied (HS), satisfied, Neutral dissatisfied and highly dissatisfied. Table 12 shows that the overall satisfaction is high dissatisfied. Table 12 shows that the overall satisfaction is high for hair oil, thilak and shampoo.

TABLE 12: SATISFACTION LEVEL

S.NO	COSMETICS	HS	SAT	NEUTRAL	DS	HDS	ROWTOTAL	WEIGHT AVERAGE
1	Bath Soap	165	248	117	10	11	551	3.673333
2	Face Powder	140	88	213	48	05	494	3.293333
3	Shampoo	315	132	93	22	12	574	3.826667
4	Hair oil	400	80	114	20	02	616	4.106617
5	Face Cream	105	48	234	68	05	460	3.066667
6	Nail Polish	165	272	84	30	06	557	3.713333
7	Sunfume	205	92	258	0	0	555	3.7
8	Sunscreen	215	48	264	14	0	541	3.606667
9	Thilak	360	132	57	36	08	593	3.953333

Source: Weighted average computed from primary data

It is evident from the analysis that the overall satisfaction is high for hair oil, thilak and shampoo.

BRAND PREFERENCES

The analysis of the data collected shows the following as the preferences shown by majority of the respondents.

TABLE 13: BRAND PREFERENCE

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1. Soap	Lux	51	34
2. Talcum	Ponds	79	53
3. Shampoo	Sunsilk	62	41
4. Hair oil	Parachute	58	39
5. Face Cream	Fair & Lovely	52	35
6. Nail Polish	Dazzler	61	41
7. Perfume	Eva	41	27
8. Sunscreen	Himalayas	23	15
9. Thilak	Eyetex	61	41

FINDINGS OF THE STUDY

The following are the main findings of the study.

1. Majority of the respondents are spending less than Rs.500 per month on cosmetics.
2. Lux is most preferred bathing soap by majority of the respondents.
3. Ponds is most preferred talcum powder by more than average number of respondents.
4. Sunsilk and clinic plus shampoo are preferred more or less equally by average number of respondents.
5. Fair and lovely is the most preferred face cream by average number of respondents.
6. Parachute and VVD hair oil are preferred more or less equally by average number of respondents.
7. Dazzler is most preferred nail polish among college girls.
8. Eva and Fa perfumes are preferred more or less by majority of the respondents.
9. Eyetax is the most preferred thilak loved by majority of respondents.
10. Ponds is most preferred sunscreen lotion by majority of the respondents.
11. Quality is preferred factor for brand preference by majority of the respondents.

SUGGESTIONS

1. The satisfaction level of respondents is very low on the cosmetic products. Hence it is suggested that the manufactures should identify the reasons behind this and then provide them with the requirements.
2. The respondents feel that the prices of cosmetics are comparatively higher. Hence, it is suggested that manufacturers should concentrate on product changes and diversification in the cosmetics, through which they can reduce the prices.
3. Girl students may be influenced to use turmeric as face cream. The medical benefits of using turmeric must be brought to the notice of girls.

CONCLUSION

Cosmetic is a preparation extremely applied to change or enhance the beauty of skin, hair, nail, lips and eyes. Every exposable part of the human anatomy is subject to cosmetic attraction. So cosmetics have been used from ancient times to modern times. It is not only used by females but also by males. Mushroom growth of beauty parlors is the testimony for the importance of cosmetics. If the findings and suggestions of this study carried out, no doubt the projection that studying pattern of cosmetics will hold good not only in the area selected for study but also in other districts of Tamilnadu.

Cosmetics have been defined by the Indian Drugs and cosmetics Act, 1940 as "articles meant to be rubbed, poured, sprinkled or sprayed or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness or altering the appearance. Cosmetics generate beauty, fragrance, pleasant look and love as well. In the service sector, more and more opportunities and avenues are open to ladies for starting beauty parlors and earn a lot of income.

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Co-ordinator