



A STUDY ON WOMEN'S PREFERENCE TOWARDS COSMETICS IN THOOTHUKUDI

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ABSTRACT

The cosmetics industry has witnessed exponential growth over the years, with a significant portion of its consumer base being women. Understanding women's preferences towards cosmetics is crucial for marketers and researchers alike. This study aims to provide a comprehensive analysis of women's preferences towards cosmetics, exploring factors such as product ingredients, brand perception, packaging, pricing, and marketing strategies. Through a combination of surveys, interviews, and literature review, this research identifies key factors influencing women's choices in cosmetics, shedding light on the evolving trends and consumer behaviors in the industry. The findings highlight the importance of natural ingredients, sustainability, brand reputation, and social media influence in shaping women's preferences. Furthermore, this study discusses the implications of these preferences on product development, marketing strategies, and the overall growth of the cosmetics industry.

KEY WORDS

Cosmetics, preference, women, buying behaviour, beauty products.

INTRODUCTION:

In 21st century, the winds of changes in the society are blowing forcefully in all parts of world for application of cosmetic. Cosmetic word is originated from Greek word “Kosmetikos” means adorn and preparation, which is used for this purpose, is known as cosmetic. We can define the cosmetic as “Cosmetic are external preparation meant for to apply on external part of the body i.e., nails, skin, hair for coloring, covering, softening, cleaning, nourishing, waving, setting, mollification, preservation, removal and protection” etc.

We can also define it as “A cosmetic is an item intended to be rubbed, poured, sprinkled or sprayed on, introduced in to or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness or altering the appearance”.

All cosmetic preparation has their application for long or short periods to beautify the body as well as to keep the body healthy up to some extent and has psychological impact to other. The “active life” of any cosmetic preparation begins the moment it is brought in contact with the skin/hair/teeth/or nails and ends when it is removed or has evaporated. During it is active life; it has intimate reciprocal relationship, which results, cosmetic changes on the body. The cosmetic product prevents its outmost layer from drying out, penetrate below the external layer and introduce active substances in to deep lying strata or adhere only superficially to change color or luster of areas. The cosmetic which are used for decorative purposes, i.e., eye lines, rouges, mascara, face masking preparations etc and also carries the inherent risk of desirable side effects. It may inhibit important physiological process, chemically modify certain skin constituents (e.g., in case of bleaching and coloring preparations), and contribute towards their removal or even give rise to certain allergic reactions.

Cosmetics have been an integral part of human culture for centuries, serving as tools for self-expression, enhancement, and empowerment. While both men and women utilize cosmetics, women's preferences towards cosmetics have garnered significant attention due to the complex interplay of societal, cultural, and individual factors shaping their choices. Understanding these preferences is crucial for businesses in the cosmetics industry, as well as researchers seeking insights into gender dynamics and consumer behaviour.

STATEMENT OF THE PROBLEM:

In today's society, the cosmetic industry plays a significant role in shaping beauty standards and individual preferences. However, there is still much to uncover about women's specific preferences towards cosmetics, including factors influencing their choices and the impact of cultural, social, and psychological factors. This study aims to delve deeper into understanding the study of women prefer towards cosmetics.

Factors influencing women's preferences is investigating the various factors suchas age, socio-economic status, cultural background, media influence, and personal experiences that shape women's preferences towards cosmetics.

Product attributes is identifying the specific attributes such as brand reputation, ingredient composition, packaging, price, and efficacy that are most valued by women

when selecting cosmetic products.

Consumer behavior and purchasing patterns is understanding women's behavior regarding the purchase, usage, and disposal of cosmetic products, including brand loyalty, impulse buying tendencies, and sustainability considerations.

OBJECTIVES:

- 1) To identify the preference of women to using cosmetic products.
- 2) To study the buying behaviours of women towards beauty products.

RESEARCH METHODOLOGY

Sampling design	Convenient sampling method
Period of study	December 2023-March 2024
Data used	Primary and Secondary data
Test for analysis	Percentage analysis, Likert scale technique, Garrett ranking technique, Chi-square test

LIMITATIONS OF THE STUDY

- Time is one of the major constraints, which limit the entire data collection
- The sample size is restricted to 120. Due to time constraints, the most essential information has been taken for the study
- Reliability and accuracy of the analysis depends on the respondent's openness and truthfulness towards each question in the questionnaire
- Some information cannot be accessed due to its confidential nature
- Some respondents felt annoyed to respond to the questionnaire

RESULTS AND DISCUSSIONS:

1.USING COSMETICS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	120	100
No	0	0

Source: Primary Data

INFERENCE:

From the above table show that 100% of the respondents are using cosmetics. Thus, it is inferred the majority 100% of the respondents answer yes for using cosmetics.

2.AMOUNT SPEND ON COSMETIC PRODUCTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Below 500	33	27.5
500-1000	79	65.8
Above 1000	8	6.7
Total	120	100

Source: Primary Data

INFERENCE:

From the above table is revealed that the respondents 65.8% of them spend 500-1000, 27.5% of them spend below 500 and 6.7% of them spend above 1000. Thus majority (65.8%) of the respondents are willing to spend 500-1000.

3.PREFERRED SHOPPING CHANNEL FOR COSMETICS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Physical Stores	29	24.2
Online Platforms	62	51.7
Subscription	3	2.5
Social Media Influence & Recommendation	26	21.6
Total	120	100

Source: Primary Data

INFERENCE:

The above table shows that 51.7% of the respondents are preferred online platforms, 24.2% of the respondents preferred physical stores, 21.6% of the respondents are preferred social media influence & recommendation, 2.5% of the respondents are preferred subscription. Therefore majority (51.7%) of the respondents are preferred online platforms.

GARRETT'S RANKING

4.FACTORS WISE DECIDE TO PURCHASE COSMETIC PRODUCTS

SL.NO	100(Rij-0.5/NJ)	CALCULATED VALUE	GARRETT VALUE
1	100(1-0.5/8)	6.25	80
2	100(2-0.5/8)	18.75	69
3	100(3-0.5/8)	31.25	60
4	100(4-0.5/8)	43.75	53
5	100(5-0.5/8)	56.25	47
6	100(6-0.5/8)	68.75	41
7	100(7-0.5/8)	81.25	33
8	100(8-0.5/8)	93.75	20

PARTI CULAR S	1	3	4	5	6	7	8
Price	50	36	4	2	1	-	7
Brand	36	13	7	1	1	4	3

Recom mend ation From Frien ds	9	56	14	14	11	3	3
Packagin g	5	5	67	18	11	2	2
Quality	18	3	19	55	5	1	3
Quantity	3	7	8	15	69	8	5
Status	2	3	6	6	7	72	18
Attractiv eness	9	4	1	3	11	20	69

PARTICUL ARS	I	III	III	IV	V	VI	VII	V I I I	TO T AL	SCOR E(%)
Price	40 00	13 80	21 60	21 2	94	41	-	14 0	8027	66.89
Brand	28 80	37 95	78 0	37 1	47	41	132	60	8106	67.55
Recommen dation From Friends	72 0	69 0	33 60	74 2	65 8	45 1	99	60	6780	56.5
Packaging	40 0	69 0	30 0	35 51	84 6	45 1	66	40	6344	52.86

Quality	14 40	11 04	18 0	10 07	2,5 85	20 5	33	60	6614	55.11
Quantity	24 0	34 5	42 0	42 4	70 5	28 29	264	10 0	5327	44.39
Status	16 0	41 4	18 0	31 8	28 5	28 7	237 6	36 0	4380	36.5
Attractiveness	72 0	20 7	24 0	53	14 1	41	660	13 80	3442	28.68

INFERENCE:

From the above table shows that the respondents have been decide to purchase cosmetic products because of brand factor rank as I Garrett score 69 percentage, price rank as II with the score 80 percentage, recommendation from friends rank as III with the score 60 percentage, quality rank as IV with the score 47, packaging rank as V with the score 53 percentage, quantity rank as VI with the score 41 percentage, status rank VII with the score 33percentage, attractiveness rank as VIII with the score 20 percentag. Thus, majority 69% of the respondents have been decide to purchase cosmetic products because of brand factor rank as I Garrett score 69 percentage.

5.CHI-SQUARE TEST

RELATIONSHIP BETWEEN AGE AND AMOUNT SPENT ON COSMETICS

Observed Frequencies(O)

AMOUNT SPENT ON COSMETICS	BELOW 500	500-1000	ABOVE 1000	TOTAL
AGE				
Below 25	23	41	5	69
25-35	7	28	2	37
35-45	3	7	1	11
Above 45	-	3	-	3
Total	33	79	8	120

Expected frequencies (E)

AMOUNT SPENT ON COSMETICS	BELOW 500	500-1000	ABOVE 1000
AGE			
Below 25	18.975	45.425	4.6
25-35	10.175	24.358	2.466
35-45	3.025	7.241	0.733
Above 45	0.825	1.975	0.2
Total	33	78.999	7.999

O	E	(O-E)	(O-E)²	(O-E)²/E
23	18.975	4.025	16.200	0.85
7	10.175	3.175	10.080	0.99
3	3.025	0.025	6.25	2.06
0	0.825	0.825	0.680	0.8
41	45.425	4.425	19.580	0.43
28	24.358	3.642	13.264	0.54
7	7.241	0.241	0.5	0.06
3	1.975	1.025	1.050	0.53
5	4.6	0.4	0.16	0.034
2	2.466	0.466	0.217	0.087
1	0.733	0.267	0.071	0.096
0	0.2	0.2	0.04	0.2
				6.664

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

$$= (4-1) (3-1)$$

$$= 3*2$$

$$= 6$$

Table value =

12.592

Calculated value

= 6.664

The table value for 3 degree of freedom at 5% level of significance is 12.592. It is found that the calculated value i.e., 6.664 is less than the table value. Thus, the result is independent. Hence it is concluded that there is no significant relationship between the age and

amount spend cosmetics. Therefore, Null Hypothesis is accepted.

SUGGESTIONS:

- Respect the customer's budget and offer options across different price points, ensuring they find suitable products without overspending.
- Highlight products with ingredients suitable for the customer's skin concerns, such as hydrating ingredients for dry skin or non-comedogenic formulas for acne-prone skin.
- Determine the customer's level of makeup expertise to recommend products that are user-friendly and suitable for their skill level.
- Explore the customer's desired finish for specific makeup products, such as lipsticks (matte, glossy, satin) or eyeshadows (shimmer, matte, metallic), to tailor recommendations accordingly.
- If the customer has any upcoming special occasions or events (wedding, party, photoshoot) to suggest makeup products that can create a desired look for the occasion.
- Women often appreciate cosmetics that offer versatility and can be used for multiple purposes or looks. Showcase products that can easily transition from day to night or offer multifunctional benefits.
- Embrace diversity and inclusivity in your advertisement by featuring women of different ages, ethnicities, body types, and skin tones. This sends a message of representation and inclusivity, making your brand more relatable to a wider audience.
- Many women are drawn to brands that empower them and celebrate their individuality. Incorporate messages of self-confidence, empowerment, and self-expression in your advertisement to resonate with your audience on a deeper level.
- Highlight the quality and performance of your products by showcasing before-and-after transformations, demonstrating long-lasting wear, and featuring positive reviews or testimonials from satisfied customers.
- Keep up with current beauty trends and innovations in the cosmetics industry. Incorporate trendy colors, techniques, or product formulations into your advertisement to appeal to women who are interested in staying up-to-date with the latest beauty trends.

CONCLUSION

Women's preferences in cosmetics products often prioritize quality, effectiveness, versatility, and eco-friendliness, with an increasing emphasis on clean ingredients and sustainability.

Women purchasing cosmetics generally span a wide range of demographics, including age groups from teenagers to seniors, varying socioeconomic backgrounds, education levels, and geographic locations. However, certain trends may indicate preferences based on factors such as age, income level, cultural background, and lifestyle choices. Women's buying behavior towards beauty products is influenced by a combination of factors including personal preferences, societal norms, brand reputation, product reviews, advertising, and peer recommendations. Key aspects such as product efficacy, affordability, convenience of purchase, and alignment with personal values play significant roles in shaping purchasing decisions.

WEBSITES:

- [https://ijpsl.in/wp-content/uploads/2022/01/Women-and-Consumer-Behaviour-in-the- Cosmetics-Industry-Analysing-the-Impact-of-Intersectionality](https://ijpsl.in/wp-content/uploads/2022/01/Women-and-Consumer-Behaviour-in-the-Cosmetics-Industry-Analysing-the-Impact-of-Intersectionality)
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