

Comparative Analysis of Cosmetic Products Maybelline and Lakme in Coimbatore.

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Abstract

The research attempts to study the consumer buying behavior of cosmetic products, particularly Maybelline and Lakme in India, specifically with reference to Coimbatore. The purpose of this paper is to compare the two products and to decide which product is best. In this paper, respondents are only those who are using Maybelline and Lakme products and data was analyzed and interpreted with the help of statistical techniques. The study reveals that different factors have significant influence on buying behavior. This study also contribute to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.

Key words: *Cosmetics, consumer behavior, buying habits.*

1. Introduction

The Indian cosmetic market, which contains healthy skin, hair care, shading beauty care products consideration classifications, has beaten world's driving corrective markets regarding development in the on going past. The Indian cosmetic market has begun seeing uncontrolled development driven by improved spending force and rising shopper mindfulness about corrective items in the midst of developing magnificence cognizance.

The Indian cosmetic Industry has seen fast development over the most recent few years, developing at a CAGR(Compound Annual Growth Rate) of around 7.5% somewhere in the range of 2006 and 2008 ,as indicated by advertise experts. With improving buying power and expanding style awareness, the beauty care products industry is required to keep up the development energy during the period 2009-2012 with an anticipated development at a CAGR of around 7%. The normal shopper spending on beauty care products in India is a lot lesser than some other piece of the world. This suggests the Indian cosmetic industry has a much more noteworthy potential for development in future than present.

The offers of corrective items in India is expanding vigorously due to the expanding acquiring force and discretionary cashflow, urbanization, developing mindfulness about

magnificence items and makers forcefully promoting item in provincial territories in India. Moderateness and rising purchasers are additionally liable for high corrective deals.

As indicated by as of late distributed report of Bonafide inquire about "India corrective Market Outlook, 2021", restorative item in India was developing with a CAGR of 17.06% over recent years. Urban India prompts the market, with in excess of four fifth of the corrective portion utilization by volume. Numerous household and worldwide organizations are presently focusing on the rustic markets to push volume deals in classes like lip, hair and nail care, and some mass healthy skin items too.

The corrective and magnificence part are presently encountering extraordinary changes like exorbitant global excellence items are selling rapidly. The greatest excellence advancement as of late is men have begun their more beneficial skin routine away from the exercise center. The ascent in men's salons is proof to the reality.

According to the related Chambers of Commerce and industry of India ASSOCHAM, utilization of beautifying agents in India for every individual is around US Dollars 0.68 pennies when contrasted with US Dollars 40 in Hong Kong, US Dollar 12 in Japan , and US Dollar 1.5 in China.

REVIEW OF LITERATURE

Studies on consumer behaviour particularly in the Indian context are limited some of such important studies are briefly reviewed in the following papers.

Subrahamanyam& others (1982) conducted a study on "Marketing of consumer goods" in Vishakapatnam. It was found that large number of respondents purchased consumer products from private retail shop followed by super bazaar & consumer co-operative store and housewife played a vital role in taking purchase decision.

Ramakrishna Rao, Rama Raju& Ram Prasad (1987) conducted a survey on "Husband Wife Involvement in Buying Decision Making". One of the major findings of the study is husband who are young, highly educated & belong to high income group are relatively less dominated than their older, less educated & low income counterparts.

Singh J.D. (1981) conducted a survey on "A study of Brand loyalty in India". The study concluded that Indian consumers have been found becoming more & more brand loyal. Depending upon the nature of the product, they have single or multiple brand loyalty are „quality of the product, „habit of use" and „regular availability" of the product.

Debiprasd Mukherjee (2012) conducted a study entitled „Impact of celebrity endorsement on Brand Image". This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match.

Objectives of the Study

- ✚ To identify the buying behaviour of Maybelline and Lakme consumers.
- ✚ To analyse the consumer's satisfaction toward the products.

- ✚ To know the comparative analysis of Maybelline and Lakme.

Personal details of Respondents:

Factors	No. of Respondent N=100 Percentage
1. Age of the Respondents	
15-25	56
26-30	41
31-40	9
Above 41	4
2. Level Of Education	
School	11
Diploma	15
UG	54
PG	30
3. Occupation of the Respondents	
Students	55
Working	29
Business	10
Professional	11
Home maker	5
4. Income level of the Respondents	
Rs. 5000 - Rs.10000	25
Rs.10001- Rs. 25000	36
Rs. 25001- Rs. 40000	35
Above Rs. 40000	14
5. Shopping Destination of cosmetics	
Super market	35
Fancy store	27
Online shopping	21
Malls	27
6. Usage of Cosmetics	
Yes	99
No	11
total	100

Limitations of the study

- ✚ The research is only about comparing Maybelline and Lakme cosmetic products.
- ✚ There are only 100 respondents.
- ✚ All the respondents are women.
- ✚ The respondents belong to Coimbatore district only.

Research Methodology

The methodology used in the study is as follow:

Sources of Data : The study is based on both primary data & secondary data. The primary data has been collected by using a questionnaire and the secondary data has been collected from books, magazines and the internet.

Sample selected for the study: A total of 100 respondents from Coimbatore city were selected for the study. Convenience sampling method has been followed for collecting the response from the respondents.

Area of the study : The study area is limited to Coimbatore city, Tamil Nadu. It is identified as one of the fast developing city in India with high per capita income.

Tools for analysis :- The statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables & figures. Analysis and Interpretation: Factor Ranking Method: Under this method respondents were asked to assign the rank to the factors. The preference is taken as total score assigned to a factor. The factor scoring the least value is the most important rank & was determined with ascending order.

Findings of the Study

- 1) It has been observed that even though the cosmetic market is dominated by female consumers, male consumers are coming at par with them.
- 2) The working respondents were found more conscious of their appearance and ready to buy high priced products as compare to housewives & students.
- 3) Majority of the respondents preferred to purchase products from the shop that provide quality products with variety at reasonable price.
- 4) Majority of the respondents preferred to purchase cosmetic products from permanent stores, private bazaars & medical shops as they feel it is easily available and products are of good quality.
- 5) Quality was found as a most important factor for purchase of cosmetics by the respondents than price.
- 6) Most of the respondents are interested to recommend the product of others.
- 7) Television has found more impact on consumer and widely used for receiving information about the product. The use of internet by students and highly education consumers are also emerging as important factor.
- 8) It has been observed that in purchase decision, inspite of the impact of friends, family members, beauticians and others, the actual decision to buy was taken by the respondents on their own.

Suggestions

A company should market exclusive cosmetic products for male consumers. A marketer should built up a prompt distribution channel to avoid the problem of non – availability of products. A proper communication should be created with doctor's, beauticians and should be

involved in advertisement to make them more attractive, affective and reliable. Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.

Conclusion

The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. While purchase of cosmetic product, the consumers are found more quality conscious preferred to purchase ayurvedic products, they wait for the brand during non- availability, become emerging as important source of information and inspite of impact of other factors, the actual brand decision is taken by themselves.

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