

Study on Customers Preference on Cosmetic Products.

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Abstract:

The cosmetic industry has witnessed remarkable growth in recent years, driven by evolving consumer preferences and increasing demand for personal care products. This research aims to delve into the complex landscape of customer preferences within the cosmetic products market. Through an extensive review of existing literature and a comprehensive survey of a diverse group of consumers, this study seeks to identify the key factors influencing customers' choices when selecting cosmetic products.

The research utilizes a mixed-methods approach, incorporating both qualitative and quantitative data collection methods. Qualitative interviews and focus groups provide insights into the emotional and psychological aspects of consumers' decision-making processes, while quantitative surveys yield statistical data to quantify and validate these preferences.

Preliminary findings suggest that customers consider a multitude of factors when selecting cosmetic products, including product quality, brand reputation, price, ingredients, and eco- friendliness. Furthermore, individual differences such as age, gender, and cultural background significantly impact these preferences. This research aims to offer valuable insights for both cosmetic manufacturers and marketers, enabling them to better understand and cater to the dynamic needs and desires of their target consumers.

By understanding the multifaceted nature of customer preferences in the cosmetic industry, this research contributes to the enhancement of product development, marketing strategies, and customer satisfaction, ultimately fostering the growth and sustainability of the cosmetic market.

Introduction:-

In today's world, the customer's demand and the authority of the retailers Are extremely rising due to reasonable surroundings and changing business. Nowadays, in the Market, a tremendous growth is experienced by beauty products which have become one of The Leading industries in the world. Manufacturers are likely to be aggressive in identifying Consumers' needs and requirements across all categories of cosmetics. Customers purchase Products based on their preferences, needs, and buying power. The media have an idea about How customers in this era can be targeted, and they have the power to change their thinking Through their emotions, wants, needs, and demands. The main purpose of this research is to Gain a better knowledge and understanding of consumer preference towards cosmetic Purchasing and what all the factors are influencing consumers in purchasing cosmetics. Cosmetics products refer to all of the produce used to care for and clean the human body And make it more beautiful. The main goal of such products is to maintain the body in good Condition, protect it from the effects of the environment and the ageing process, change its Appearance, and have a better body odour. Understanding the behaviour of consumers is key To The success of business organizations. Marketing personnel are constantly analysing the Patterns of buying behaviour and purchase decisions to predict future trends.

Consumer Behaviour Can be explained as the analysis of how, when, what, and why people buy. Cosmetics can help to improve our mood, enhance our appearance, and boost our self-esteem. They can also help to exhibit personal style, which is therefore an important means of social Expression.

Statement Of Problem:- Consumers are the masters of their money, and they have an Enormous influence on the economic market change because they possess the ability to Implement and coordinate their choice of spending or saving in the purchase decision. Consumers are influenced by their attitude towards the product and therefore marketers need To implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate target in finding out what customers are aware off and their attitude And there by offering products according to these needs will help the industry stake holders to Enrich their customer experience and accelerate growth of the market. The process that turns Marketing plans into marketing actions in order to fulfil strategic marketing objectives it is Called marketing plan but most of the markets are still challenged by their marketing. Hence This research aims to explore the consumer“ s awareness and attitude preference towards Cosmetic products with special reference to Maharashtra.

Literature Review:- Consumer preferences for cosmetic products are a dynamic subject of study within marketing and consumer behavior. Several factors influence the choices consumers make when selecting cosmetic products. Studies have demonstrated that consumer behavior in this industry is shaped by a myriad of factors, including cultural and social influences, individual psychological characteristics, and economic considerations. The attractiveness of cosmetic products is not solely dependent on their functional qualities but also on brand loyalty, trust, and the perceived value they offer. Furthermore, the cosmetics industry has witnessed a significant shift towards ethical and sustainable product preferences, with increasing awareness of environmental and social responsibility. In recent years, the online marketplace has become a vital platform for consumers to explore, review, and purchase cosmetic products, giving rise to new online shopping behaviors. Customer reviews and recommendations play an increasingly significant role, often surpassing traditional advertising in influencing purchase decisions. Additionally, cultural and demographic variations have been shown to impact preferences, with different regions and age groups displaying unique inclinations. As technology and innovation continue to transform the cosmetics landscape, keeping up with emerging trends is essential for both researchers and industry professionals. This literature review provides a foundational understanding of the various factors that shape customer preferences for cosmetic products, setting the stage for further exploration in this vibrant field of study.

This study aims to examine how customers' demographic profiles Affect their preferences for cosmetic items, with particular reference to Pune. The goal of this Research is to look into the numerous elements that influence customers' product preferences. The factors influencing the purchase decision for personal care products are “primary benefit” And “secondary benefit”. Primary benefits include price, quality, and quantity, while secondary benefits include product Ingredients, purpose, innovative features, manufacturer reputation, etc.

The factors Influencing purchase decision of personal care Products are “primary benefit” and “secondary Benefit”. The primary benefit includes price, quality, And quantity. However, the “secondary benefit” Includes ingredients of the product, the purpose of the Product, innovative features, manufacturer's Reputation, and certification of the product.

It attempted to reveal the consumers preference, satisfaction and Attitude towards the cosmetic products, Factors Influencing and Impact of media which permit the Women consumers to buy the cosmetic products.

Methodology: The study is based on primary data, which collected through a structured questionnaire Distributed through social media platforms. The study used snowball sampling method for Collecting data. The sample size is 101 Respondents.

Research Objectives:-

The primary research objectives are as follows:

- This study aims to investigate consumer preferences for cosmetic products.
- To study consumer preference for cosmetic Products.
- To find out how cultural, social, and psychological factors influence consumer's while Using cosmetic products.
- Customers perceptions about the available local and foreign-branded Cosmetics Products available in Maharashtra.

Significant Of Research:- The purpose of the research is to study consumer preference For cosmetic products. People consider quality to be the most significant factor in purchasing Cosmetic products. The findings may be used by the research and development team to plan Marketing strategies for cosmetic products. The motive behind the purchase decision is to buy the product to satisfy their respective Unique needs, which depends on the perception of the consumer about the quality of the Product that can satisfy those needs.

➤ Marketing mix factors includes :-

- Product quality brand,
- Price,
- Advertising,
- Product availability,
- Previous purchase experience,
- Product packaging is an important consideration for cosmetic purchasers

Discussion and Analysis:

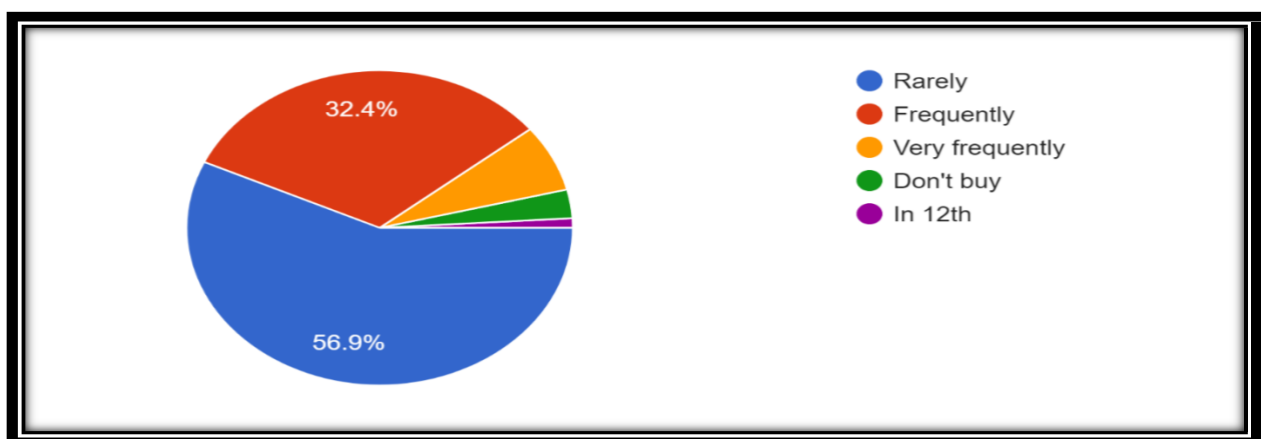
BASIS		PERCENTAGE (%)
Gender	Female	80.4
	Male	19.6
	Transgender	0
Marital status	Single	91.2
	Married	8.8
	Divorce	0
Type of Family	Single Family	28.4
	Joint Family	32.4
	Nuclear Family	39.2

Number of Children in Family	None One	40.2
	Two	5.9
	Three	30.4
	More than three	12.7
		10.8
Age	18 – 25	88.2
	26 – 35	7.8
	36 – 45	1
	46 – 55	2
	56 and above	1
Occupation	Student	68.6
	Working/ Service	21.6
	Business	3.9
	Profession	2
	Home maker	1
	Unemployed	2.9
Education	Up to 10 th Up to 12 th	0
		15.7
	Graduation	53.9
	Post Graduation PHD Holder	28.4
		2
Annual Income	Up to 2,50,000	35.3
	2,50,000 -5,00,000	15.7
	5,00,000 -10,00,000	17.6
	10,00,000 and above Other	6.9
		24.5

DEMOGRAPHIC PROFILE

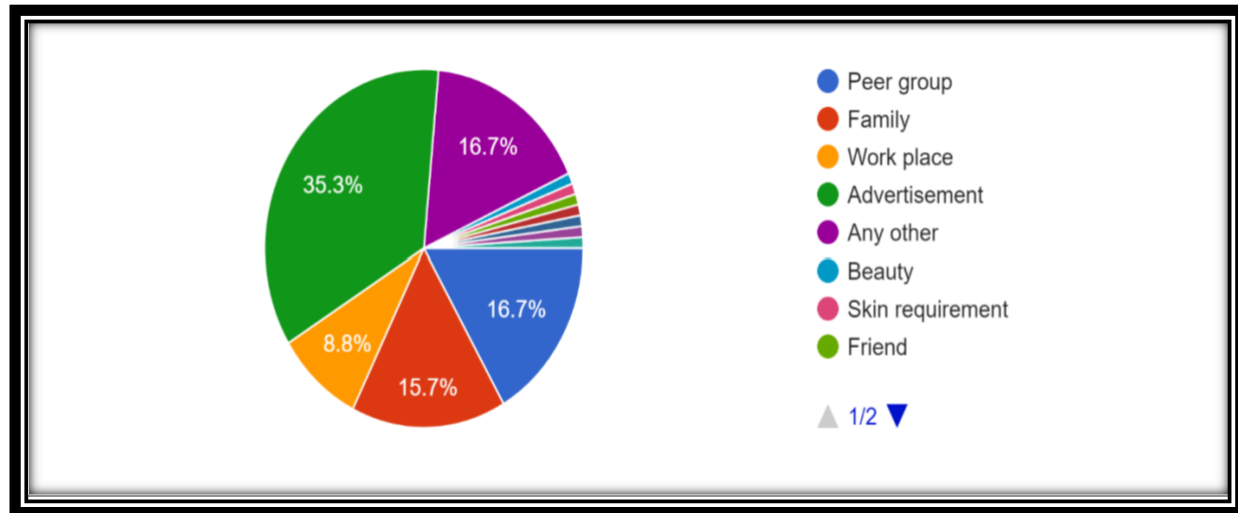
Study On Customers Preference on Cosmetic Products.

Chart 1: How often do you buy Cosmetic Products?



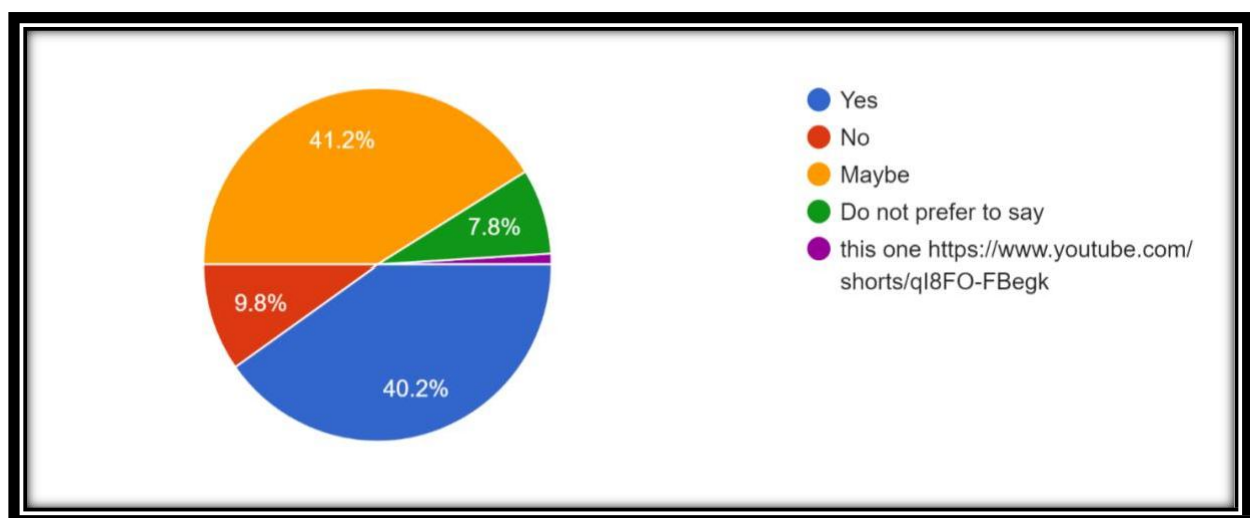
BASIS	RESPONDENT	PERCENTAGE (%)
Rarely	59	56.9
Frequently	33	32.4
Very frequently	7	6.9
Don't buy	3	3.8

Chart 2: Which factors influence you the most to buy Cosmetic Products?



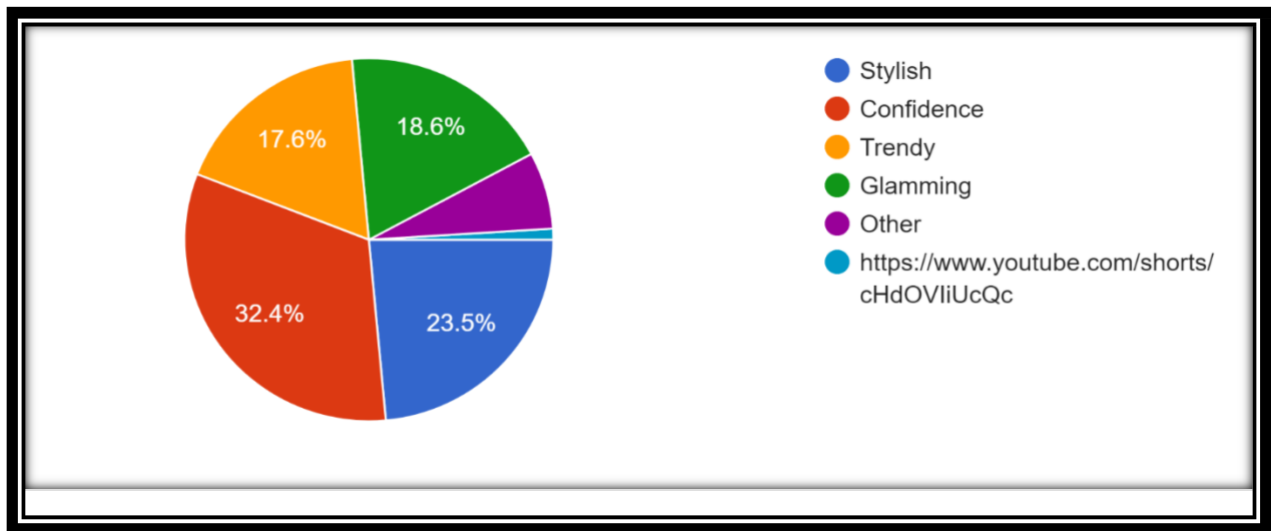
BASIS	RESPONDENT	PERCENTAGE (%)
Peer group	17	16.7
Family	16	15.7
Work place	9	8.8
Advertisement	36	35.3
Any other	24	23.5

Chart 3: Do quality advertisement change your perception about the particular product?



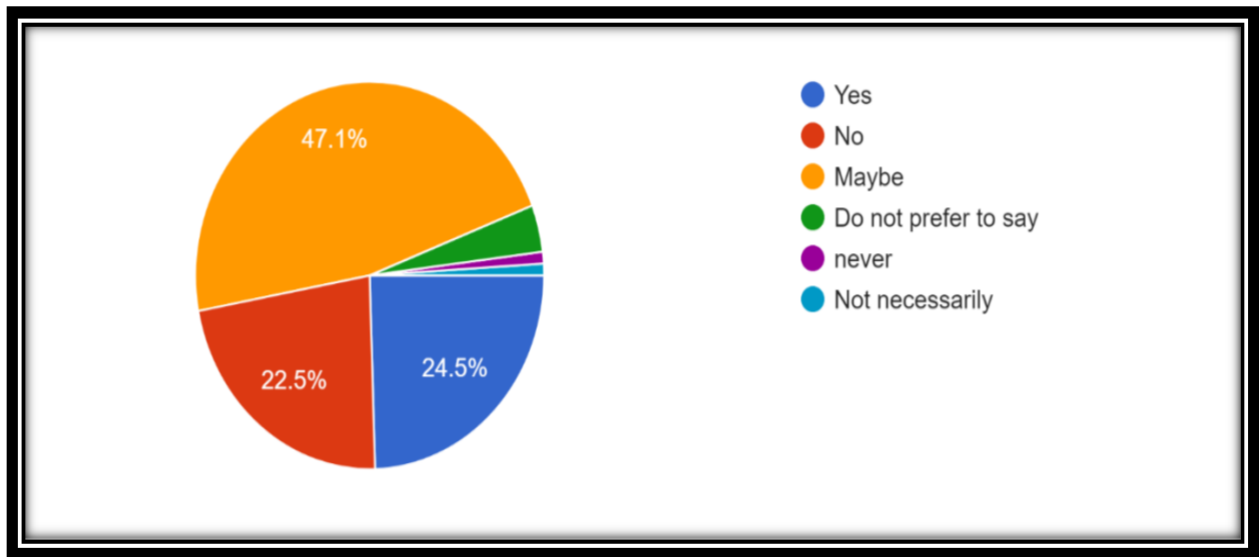
BASIS	RESPONDENT	PERCENTAGE (%)
Yes	41	40.2
No	11	9.8
Maybe	42	41.2
Do not prefer to say	8	8.8

Chart 4: What image to cosmetic user project to you?



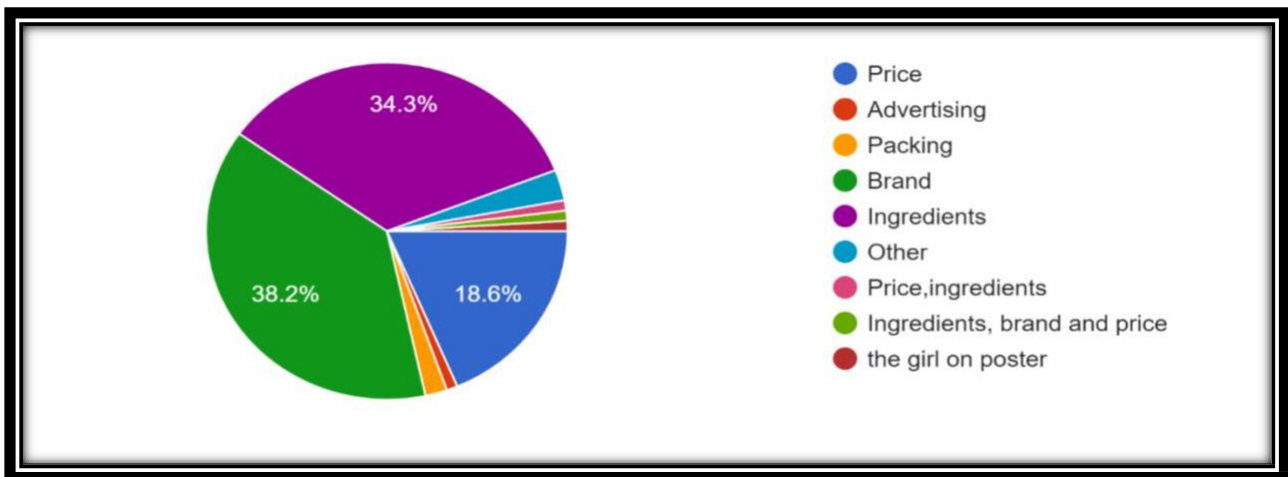
BASIS	RESPONDENT	PERCENTAGE (%)
Stylish	24	23.5
Confidence	33	32.4
Trendy	18	17.6
Glamming	19	18.5
Other	8	8

Chart 5: Do you buy a cosmetic product after watching advertisements?



BASIS	RESPONDENT	PERCENTAGE (%)
Yes	25	24.5
No	25	22.5
Maybe	48	47
Do not prefer to say	4	6

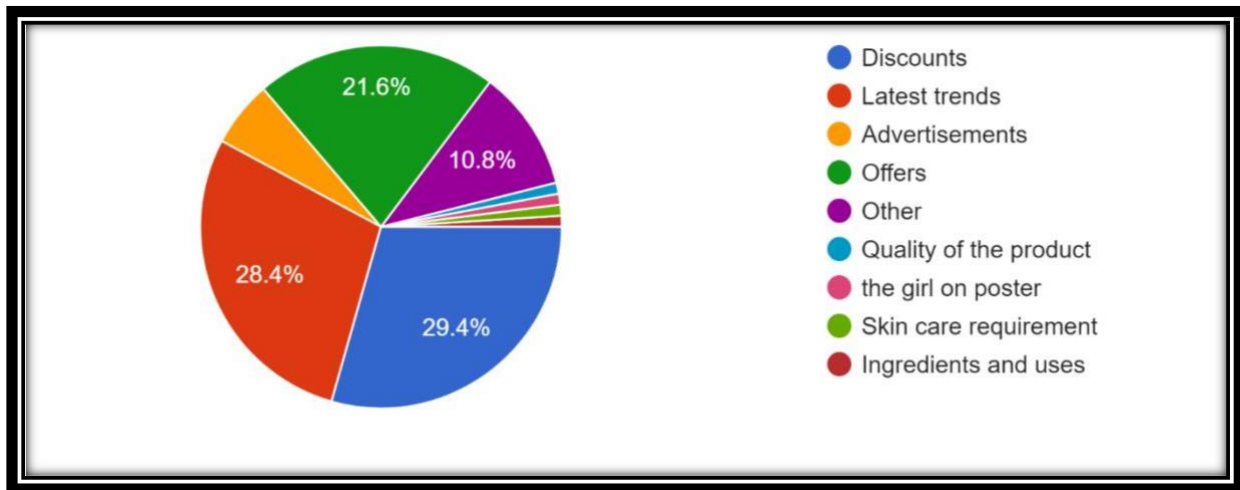
Chart 6: What do you look first while purchasing a cosmetic product?



BASIS	RESPONDENT	PERCENTAGE (%)
Price	21	18.6

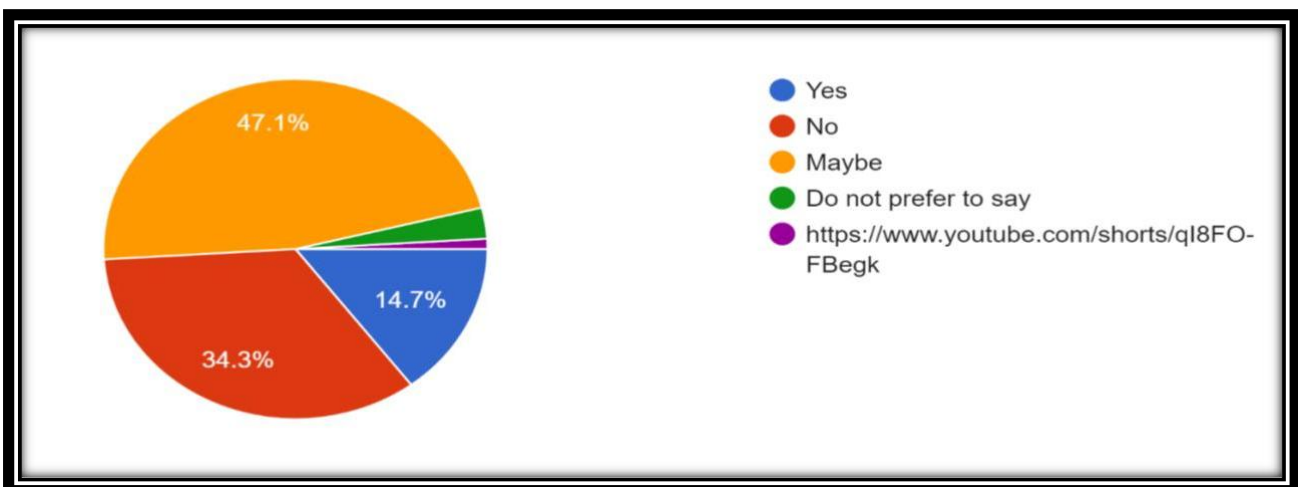
Advertising	1	2
Packing	2	2
Brand	39	38.2
Ingredients	36	34.3
Other	3	4.9

Chart 7: What motivates you the most while purchasing cosmetics products



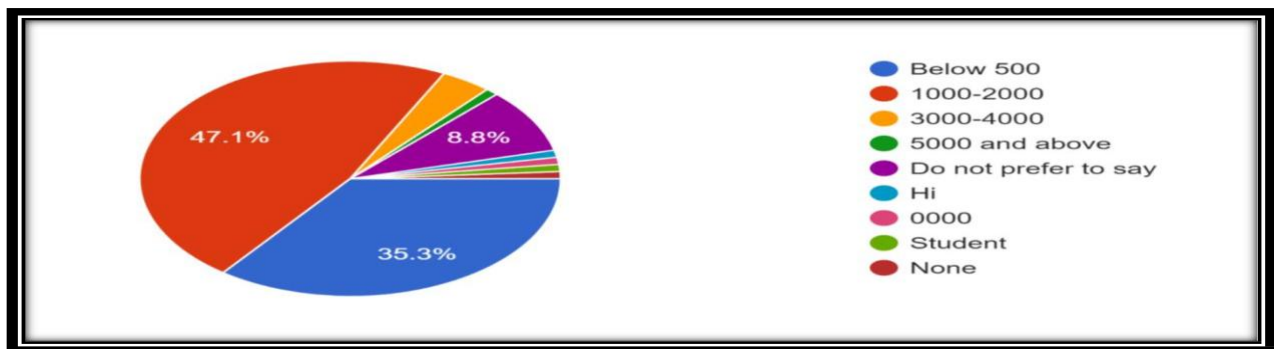
BASIS	RESPONDENT	PERCENTAGE (%)
Discounts	30	29.4
Latest trends	29	28.4
Advertisements	6	5.9
Offers	22	21.6
Other	15	14.7

Chart 8: Does celebrity endorsements influence you to buy Cosmetic Products?



BASIS	RESPONDENT	PERCENTAGE (%)
Yes	15	14.7
No	35	34.3
Maybe	48	47.1
Do not prefer to say	3	2.9
others	1	1

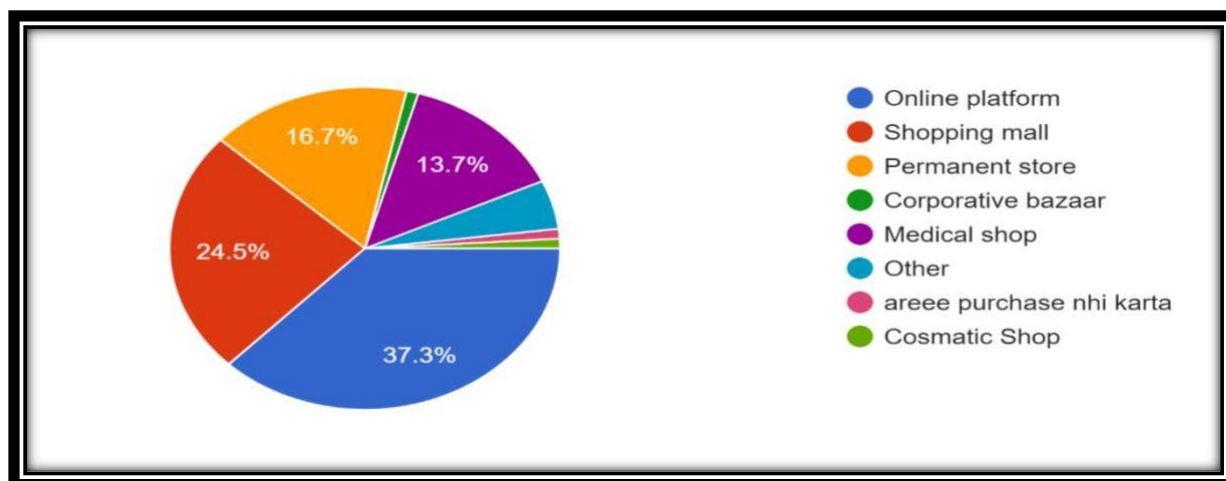
Chart 9: How much money do you spend monthly to buy Cosmetic Products?



BASIS	RESPONDENT	PERCENTAGE (%)
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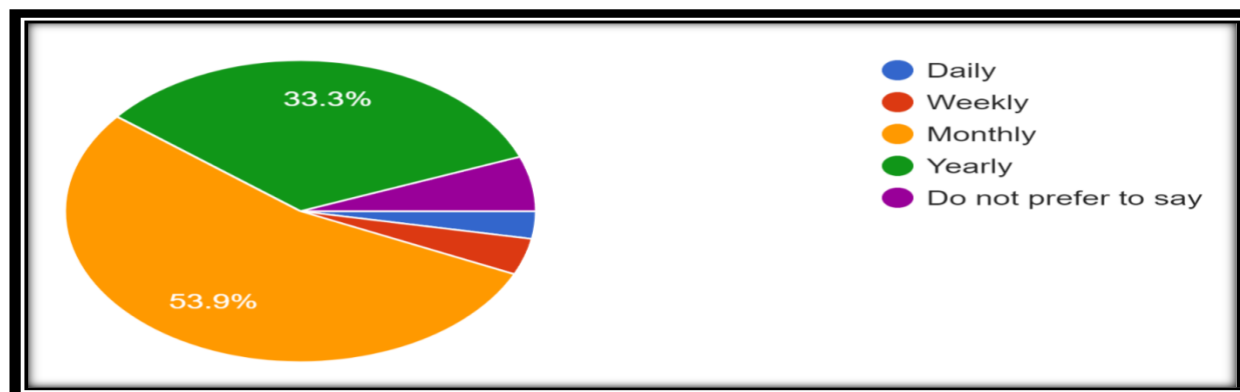
Below 500	36	35.3
1000-2000	48	47.1
3000-4000	4	3.9
5000 and above	1	1
Do not prefer to say	13	12.7

Chart10: From which place you preferred to purchase Cosmetic Products?



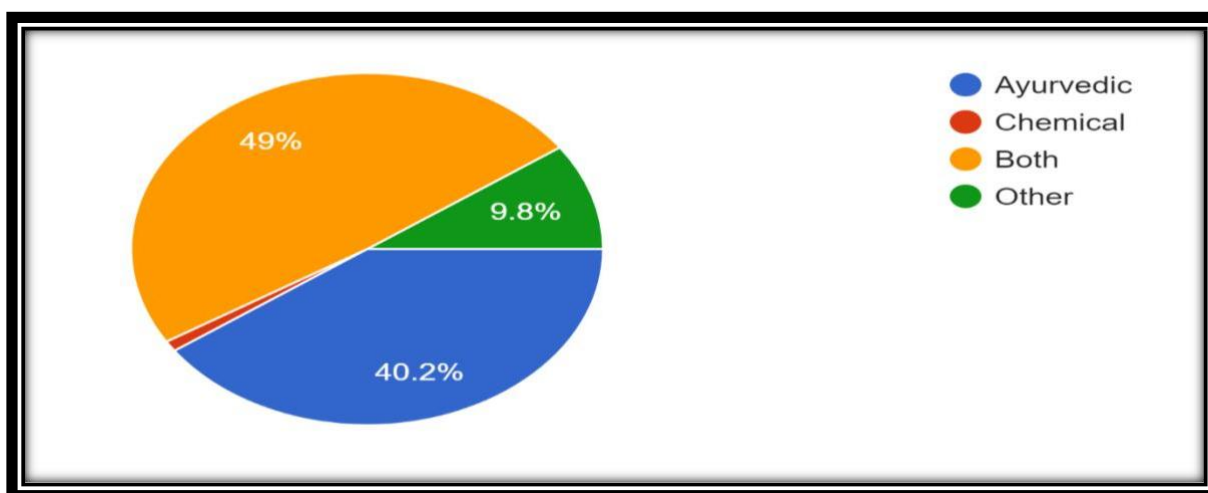
BASIS	RESPONDENT	PERCENTAGE (%)
Online platform	38	37.3
Shopping mall	25	24.5
Permanent store	17	16.7
Corporative bazaar	2	1
Medical shop	14	13.7
Other	6	6.8

Chart11: How frequently do you purchase Cosmetic Products?



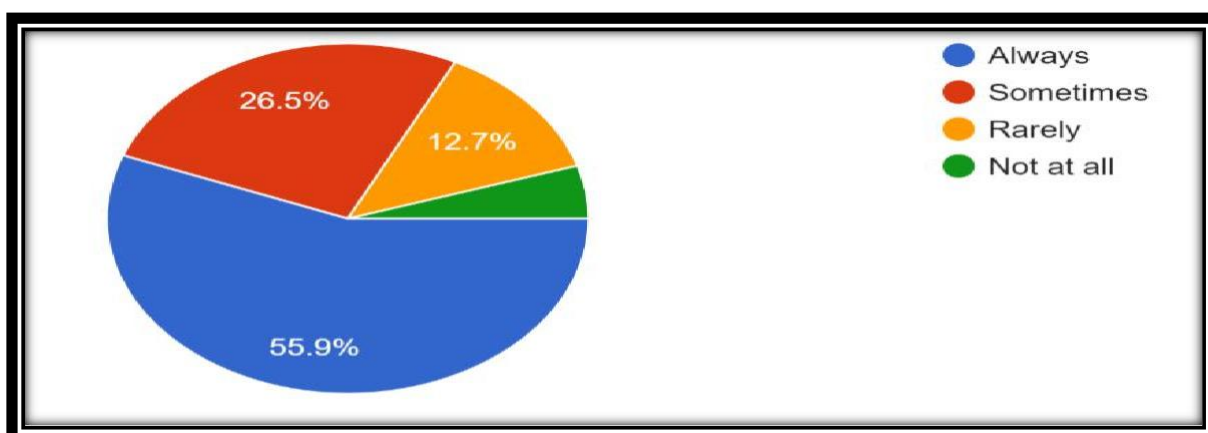
BASIS	RESPONDENT	PERCENTAGE (%)
Daily	3	2.9
Weekly	4	3.9
Monthly	55	53.9
Yearly	34	33.3
Do not prefer to say	6	6

Chart 12: What type of Cosmetic Products you preferred to purchase?



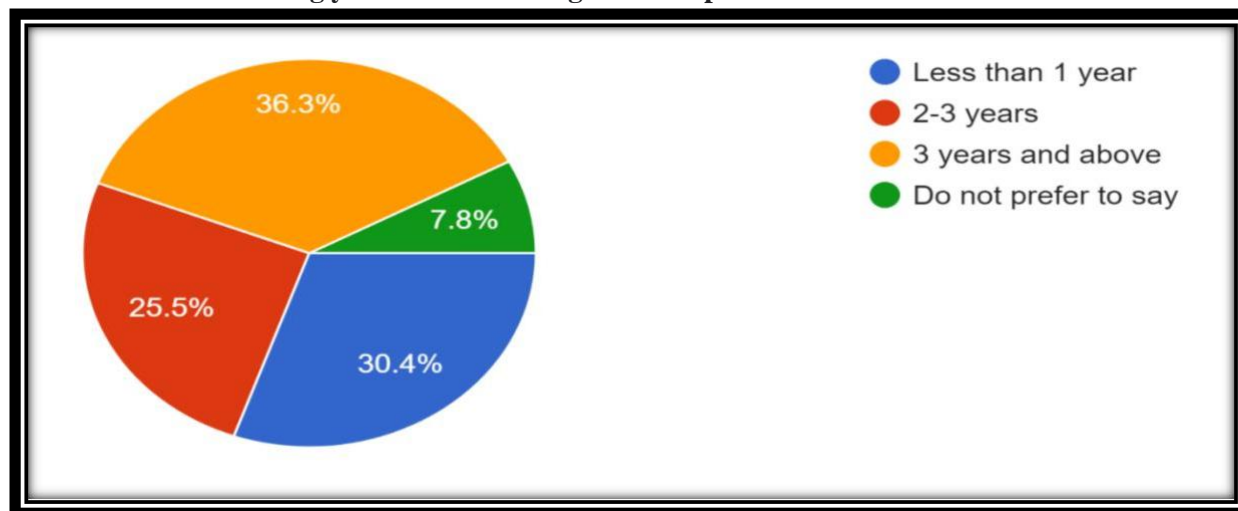
BASIS	RESPONDENT	PERCENTAGE (%)
Ayurvedic	41	40.2
Chemical	1	1
Both	50	49
Other	10	9.8

Chart 13: Whether you collect information before purchasing any particular Cosmetic Product?



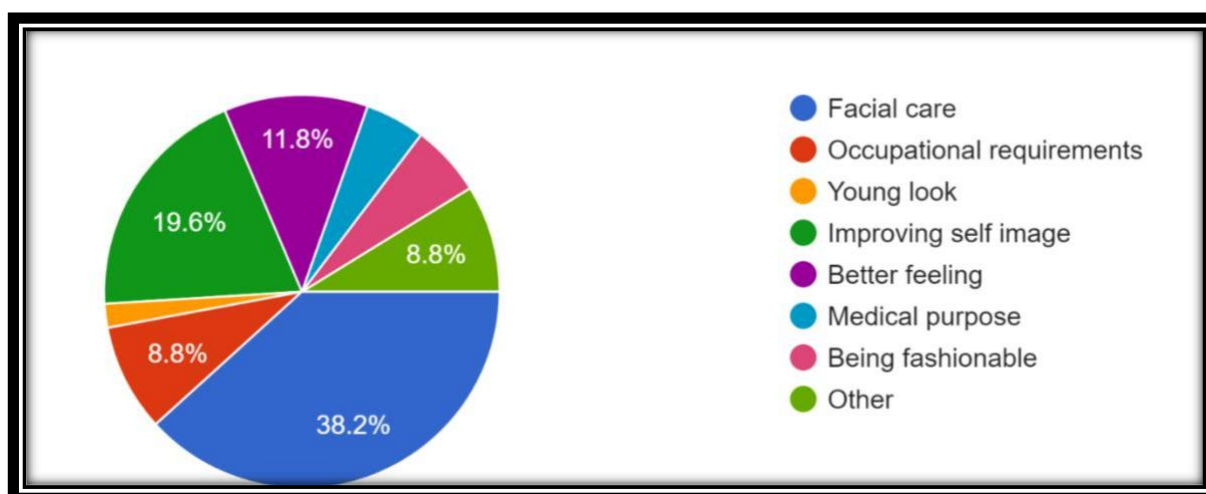
BASIS	RESPONDENT	PERCENTAGE (%)
Always	57	55.9
Sometimes	27	26.5
Rarely	13	12.7
Not at all	5	4.9

Chart 14: Since how long you have been using cosmetic products?



BASIS	RESPONDENT	PERCENTAGE (%)
Less than 1 year	31	30.4
2-3 years	26	25.5
3 years and above	37	36.3
Do not prefer to say	8	7.8

Chart 15: What is your purpose of using cosmetic products?



BASIS	RESPONDENT	PERCENTAGE (%)
Facial care	39	38.2
Occupational requirements	9	8.8
Young look	2	2
Improving self image	20	19.6
Better feeling	12	11.8
Medical purpose	5	4.9
Being fashionable	6	5.9
Other	9	8.8

Recommendations: Based on the research project outlined above, the following recommendations are made for cosmetic brands:

Cosmetic brands should invest in research and development to create innovative products that meet the needs of their customers.

Offer a wide range of products to meet different customer needs. Customers have different cosmetic needs and preferences. Cosmetic brands should offer a wide range of products to choose from, including products for different skin types, skin concerns, and age groups.

Be transparent about product ingredients and safety. Customers are increasingly interested in using cosmetic products that are safe and made with natural ingredients. Cosmetic brands should be transparent about the ingredients in their products and should conduct rigorous safety testing.

Embrace emerging trends in the cosmetic industry. The cosmetic industry is constantly evolving, with new trends emerging all the time. Cosmetic brands should stay ahead of the curve by embracing new trends and offering innovative products that meet the demands of their customers.

Market products in a way that resonates with customers. Cosmetic brands should market their products in a way that resonates with their target audience. This may involve using social media marketing, influencer marketing, or other targeted marketing strategies.

Conclusion: The customer preferences on cosmetic products research project is a valuable initiative that will provide cosmetic brands with insights into the changing needs and wants of their customers. By understanding the factors that influence customer preferences, cosmetic brands can develop products and marketing campaigns that are more likely to resonate with their target audience.

The research findings will also be beneficial for cosmetic brands in identifying new opportunities in the market and staying ahead of the competition. By embracing the recommendations outlined in the conclusion, cosmetic brands can position themselves for success in the ever-changing cosmetic market.

References:

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