



Consumer attitude towards cosmetic products in Srivilliputhur

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Abstract

In the modern world due to the impact of western culture the people even in the rural areas are also attracted towards the different cosmetics. There is wide variety of cosmetic companies such as cavinkare, Unilever Limited, Indian Tobacco Corporation, Himalaya, VLCC, Matrix, Bio metric etc., producing more number of products. These companies are producing hair care products, face wash, soaps, fairness cream moisturizer etc. The study was carried out in Srivilliputhur and the researcher has collected data from 80 respondents. Chi square test is used to test the hypothesis there is a significant association between age and attitude of the consumers towards cosmetic products. This paper reveals about the attitude of the consumers towards the various cosmetic products in the study area.

Keywords: consumers, attitude, cosmetic

1. Introduction

The Indian cosmetic industry is defined as skin care, hair care, colour cosmetics, fragrances and oral care segments which stood at an estimated \$2.5 billion 2008 and is accepted to grow at 7% according to an analysis of the sector. Today herbal cosmetics industry is driving growth in the beauty business in India and is expected to grow at a rate of 7% as more people shun chemical products in favour of organic ones. The emphasis of the herbal cosmetics has been on the spectacular growth of the herbal and Ayurvedic beauty products business as conveyed by beauty expert Shahnaz Husain who has the first to introduce the concept of Ayurvedic cosmetics to the world when she launched her products way back in 1970. Today, the Indian cosmetics industry has a plethora of herbal cosmetics brand like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and many more. The Indian cosmetics industry has emerged as one of the unique industries holding huge potential for further growth. In 2009, the cosmetics industry registered sales of INR 356.60 Billion (US\$7.1 Billion) despite the global economic recession. Indian cosmetics industry has mainly been driven by improved purchasing power and rising fashion consciousness of the Indian population and industry players spending readily on the promotional activities to increase consumer awareness and develop their products.

According to a new research report, the Indian cosmetics industry is expected to witness impressive growth rate in the near future owing to rising beauty concern of both men and women. Today the industry holds promising growth prospects for both existing and new players.

The baseline is that there has been a rise in variety of products offered by the industry players in the country. The companies have started going for rural expansion and are offering specialized products to generate revenues from all the corners of the country. Improvement and strengthening of the Indian economy in the coming years will also pave the way for the Indian cosmetics market over the forecast period and developing the cosmetics industry.

2. Objectives of the Study

1. To study the socio economic profile of the respondents
2. To analyse the consumers attitude towards cosmetic products.
3. To offer the suitable findings, suggestions, and conclusion of the study.

3. Research Methodology

Source of Data

The present study was based on primary data as well as secondary data. The data were collected from every possible source.

Primary Data

Primary data were collected from the customer of the selected private sector banks conducting through interview schedule. In the present study at most care has been taken to reduce the non-sampling errors. The researcher has paid attention to reduce responds errors.

Secondary data

Secondary data have been collected from Standard Textbooks, Magazines, Journal and Internet.

Sampling Design

The scope of the study extends only to the Sivakasi area. As the number of respondents in infinite, the researcher has adopted systematic convenient sampling technique for this study. There by, the researcher has interviewed 80 respondents from Srivilliputhur area.

Tools for Analysis

Following tools and techniques are to be used for analyzing the data:

- Percentage Analysis
- Chi-square Test

Hypothesis

“There is no association between age and consumer attitude towards cosmetic products”.

4. Results and Discussion

Table 1: Socio economic profile of the respondents

S. No.	Particulars	No of Respondents	Percentage
Gender wise Classification of Respondents			
1	Male	26	32.50
2	Female	54	67.50
Age wise Classification of Respondents			
1	Below 20 years	14	17.50
2	20-30 years	50	62.50
3	30-40 years	8	10.00
4	Above 40 years	8	10.00
Level of Education			
1	Illiterate	6	7.50
2	School level	13	16.20
3	Degree	24	30.00
4	Post graduate	30	37.50
5	Professional	7	8.80
Nature of Occupation			
1	Students	9	11.20
2	Government employees	11	13.80
3	Private employees	31	38.80
4	Business	26	32.50
5	Professionals	3	3.80
Monthly Income Level of the Respondents			
1	Below Rs.10000	22	27.50
2	Rs.10001- Rs.20000	34	42.50
3	Rs.20001-Rs.30000	7	8.80
4	Above Rs.30000	17	21.20
	Total Number of Respondents	80	100

Source: Primary Data

From the Table 1 clearly exhibit that out of 80 respondents, most of the respondents are female, belong to the age group of 20 to 30 years, post graduate, their family income Rs10001 to 20000, out of 80 respondents majority of the respondents are Private employees.

Hypothesis Testing

“There is no association between age and consumer attitude towards cosmetic products”

Table 2: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.517	6	.998
Likelihood Ratio	.509	6	.998
Linear-by-Linear Association	.098	1	.755
N of Valid Cases	80		

Source: calculated value

From the above results it is found that the significant value of .517 is more than the acceptance level 0.05(p=0.654). Hence the null hypothesis is accepted and it is concluded that there is no association between age and their attitude towards cosmetic products.

5. Findings

The findings of the research study are reported below

- Among 80 respondents majority 67.50per cent of the respondents are female.
- From the age – wise classification of the respondents, majority 62.50per cent of the respondents are in the group of 20 to 30 years.

- From the literacy level of classification, majority of the customers are literates.
- Among 80 respondents majority 38.80 per cent of the respondents are private employee.
- Out of 80 respondents 37.50percent of the respondents are post graduate.
- From the analysis of monthly income, majority 42.50per cent of the respondent’s monthly income ranges between Rs10001 to 20000.
- There is no association between age and consumer attitude towards cosmetic products

6. Suggestions

On the basis of the findings of the study the research has offered the following suggestions:

- The male section of the society has minimum brand of cosmetics forward to produce cosmetics for male.
- Most of the consumers are expecting good quality. Therefore, the companies should come forward to satisfy the existing consumers by supplying good quality cosmetic products.
- The most of the respondents are need Ayurvedic products. So, the producers may take steps to reduce the chemical content in the cosmetic products.
- Most of the respondents are facing the problem of high price. So, the sellers are come forward to provide a cosmetic products at a reasonable price.
- Some respondents are expecting easy availability of the cosmetic products. So, the manufacturers provide easy availability to the consumers.
- “A satisfied consumer act as a unpaid advertisement for the product”. Therefore the companies should come forward to satisfy the existing consumers by producing quality cosmetics with reasonable price.

7. Conclusions

Now-a-days the cosmetics have got good image among the public. Majority of the female respondents are using the cosmetics products like face cream. The study concluded that the majority of the respondents the female respondents are satisfied with the cosmetic products. Therefore, cosmetic products got a good market in future. If the above suggestions are carried out properly the sale of cosmetic products will increase. And also consumers can be highly satisfied and the companies can make more achievements.

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