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IMPACT OF BRANDS OF COSMETICS ON CUSTOMERS' SATISFACTION: A STUDY OF SIRSA DISTRICT

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ABSTRACT

The present paper is to know the impact of brands of cosmetics products on customers' satisfaction. The present study is exploratory-cum-descriptive in nature. It used convenience as well as judgment sampling to select a sample of 200 female respondents from the Sirsa city of the Haryana State. Primary data as well as secondary were used in this study. Primary data were collected through the structured questionnaire. The secondary data were collected from various articles, journals, books and websites, etc. To analyze the data, a set of simple statistical techniques such as frequency distribution, cross tabulation, percentage, mean, standard deviation (S.D.) were used. It is found that most of the customers from the age group of 26-35 years are graduate and belongs to urban areas. Most of the factors influences the customers purchase decision in which life style and value at the top; followed by quality, personality, culture, reference group, occupation, religion, price, brand name and packaging. It also found that customers' satisfaction of branded shampoo at the top; followed by Face Wash, Cream, Nail Polish, Perfumes, Powder, Lipstick, Kajal, Eye shadow, and Face powder.

Keywords: branded, cosmetics, life style, shampoo and females, etc.

INTRODUCTION

Today the market of cosmetics has a different dynamic compared to the 20th century. Japan is the second largest market in the world. Regarding the growth of this market, cosmetics in Japan have entered a period of stability. However, the market situation is quickly changing. Now consumers can access a lot of information on the Internet and choose many alternatives, opening up many opportunities for newcomers entering the market, looking for chances to meet the diverse needs of consumers. The size of the cosmetics market for 2010 was 2286 billion yen on the basis of the value of shipments by brand manufacturer. With a growth rate of 100.1 per cent, the market was almost unchanged from the previous year. One of the most interesting emerging markets, actually the 5th largest in the world in 2012, the Russian perfumery and cosmetics market has shown the highest growth of 21 per cent since 2004, reaching $13.5 billion. The US market for sustainable products and services has already reached the range of $200 billion and natural and organic cosmetics are a strong part of this market. Celebrities like Julia Roberts, Brad Pitt, Kate Blanchett or Jennifer Aniston are role models who follow the "Lifestyle of Health and Sustainability (LOHAS)" and are priceless sales promoters for brands such as Dr. Hauschka cosmetics and other natural and organic cosmetics. In Asia, especially in Japan, Korea, Malaysia, Hong Kong, Singapore and Taiwan the popularity of natural and organic cosmetics has significantly grown. In countries gaining economic weight such as India, sales volumes of cosmetics have undergone a general growth including natural and organic cosmetics.

Amongst other reasons, this is due to rising income levels which allow the growing middle class to afford more personal care products. At the same time high income consumers have started to look for premium products. In Latin America, Brazil, a country where beauty and the use of cosmetics have traditionally played an important role in daily life, has become an interesting sales market. Brazil is renowned and important when it comes to sourcing ingredients for natural and organic cosmetics. In addition, Brazil is a significant cosmetics producer and increasingly serving the world market with finished products. Cosmetics consumers are increasingly watching the ingredients of the makeup products they choose, moving away from those that contain too many chemicals and preservatives and opting for something more natural like mineral makeup. Most cosmetic manufacturers are getting on the bandwagon, unwilling to lose a healthy chunk of their market share. Some, however, hope that by slapping a "mineral" label on the brand, their consumer won't notice that, overall, the formula hasn't changed. Women who purchase cosmetics are among the most loyal consumers of all. In an interview sample of over 30 women between the ages of 15 and 60 with varying skin types and makeup regimens, a startling three out of every ten stated that they would only consider a brand change if the new brand offered something their old did not. If not, they intended to stay put. If another brand offered greater health benefits, approximately eight out of every ten said they would definitely consider a brand change. While cost certainly continues to be a major factor in determining which brand to choose, nine out of every ten women expressed a willingness to pay slightly more for healthier cosmetic choices. The trend in cosmetics continues towards a more natural look. That is perfect for women who have already made the jump to mineral makeup or those who have moved away from the use of heavy foundations, instead using delicate translucent self-correcting powders such as Ready to Wear's Couture Finish Powder, which contain pigments of color that help to even out the skin tone while leaving behind the appearance of flawless looking bare skin.

REVIEW OF LITERATURE

Nash *et al.* (2006) explored whether 4 Caucasian women could be evaluated differently on 4 social measures depending on whether they were presented with or without makeup. 152 men and 171 women were split into 2 groups and were presented with the women's facial photographs either with or without cosmetics. Women presented wearing cosmetics were perceived as healthier as and more confident than when presented without. Respondents also awarded women wearing makeup with a greater earning potential and with more prestigious jobs than the same women without cosmetics. The results suggested that women can successfully employ cosmetics to manipulate how they are assessed, which may be advantageous in social situations where women may be judged on their appearance, such as job interviews.

Parvin and Chowdhury (2006) investigated the influence of extrinsic cues, i.e. brand image, perceived price, perceived quality and perceived country of origin on consumers' evaluative judgments for beautification products. Multi-item measures were used for data collection. The results revealed that three extrinsic cues: brand image, perceived quality and perceived country of origin have positive and significant influence on consumers' brand evaluation of beautification brands. Only perceived price had shown no such influence on consumers' brand evaluation.

Nussara (2007) believed that each consumer interacts with a market with particular decision-making styles and these styles are stable overtime. This study aimed to investigate Thai female consumer decision making styles on imported cosmetic products and to segment them based on those styles. To achieve the objectives, Sproles and Kendall's Consumer Style Inventory (CSI) was employed. From a sample of 225 Thai females who buy foreign brand cosmetics, a new eight-factor model of CSI explaining these female consumers' decision-making styles was emerged using a factor analysis. Then, eight segments of consumers were identified using a cluster analysis. The results indicated that cluster one could represent most Thai female consumers who purchase imported cosmetics since the majority of the respondents belong to this cluster.

Apaolaza-Ibanezi *et al.* (2010) analyzed the effect of perceived instrumental/utilitarian and hedonic/emotional brand benefits on women's satisfaction with cosmetic brands, focusing on relief from dissatisfaction with one's self image as one of four identified emotional brand experiences. They carried out a survey of 355 women assessing instrumental and hedonic brand benefits of the brand used by each interviewed participant, as well as the degree of satisfaction with the surveyed brand. The collected data was modeled using structural equation analysis. The results of the study indicated that utilitarian and hedonic brand benefits both contribute to satisfaction with cosmetic brands with an overall stronger influence of emotional consumption experiences. The greatest influences were found for the feeling of relief from dissatisfaction with one's self image. The study revealed that one of the mechanisms through which cosmetics advertising works is by lowering women's self perception in the first place and then delivering relief from this negative feeling as an emotional benefit through the brand. However, from an ethical point of view, such a strategy is questionable, especially given the problems of eating disorders and body dysmorphia.

Kokoi (2011) examined the buying behaviour of Finnish women related to facial skin care products. The primary purpose of the study is to discover the similarities and differences in the buying behaviour of young and middle-aged women when purchasing facial skin care products. The study was conducted by using quantitative research method. The results indicated that 20-35 and 40-60 year old Finnish women were rather similar in terms of the factors affecting their buying behaviour related to facial skin care products. However, some differences were also found for example in the decision-making process. Regarding the attitudes toward the use of natural ingredients in facial skin care products, differences were found between different demographic groups. The results showed that it does not have that big of an impact on the purchasing behaviour of Finnish women related to facial skin care products. However, the findings of this study can definitely benefit the case company Lumene in their business actions.

Khraim (2011) investigated the influence of brand loyalty on cosmetics buying behavior of female consumers in the Emirate of Abu Dhabi in the UAE. The seven factors of brand loyalty are brand name, product quality, price, design, promotion, service quality and store environment. The findings of this study indicated that brand name has shown strong correlation with brand loyalty. The results showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, design, promotion, service quality and store environment) with cosmetics brand loyalty.

Shergill and Kuo (2011) investigated whether a brand's country of origin effects differ on consumers' brand perceptions in terms of brand awareness, perceived quality, brand association and brand loyalty for cosmetic products. Female consumers were the target population and the data was collected through a mall intercept survey. Confirmatory factor analysis was used for scale validation, and finally consumers' perceptions towards overseas brands and New Zealand brands were then compared. Based on a survey of 212 respondents aged over 18 years old, the findings indicate that respondents tend to show more positive brand perceptions toward overseas brands compared to domestic brands.

Thanisorn and Byaporn (2012) investigated the factors that influence perception of Thai consumers on facial herbal cosmetic products in Thailand. They revealed that most of the interviewees were female with age between 26-30 years, casual worker, bachelor degree being the highest education and salary from 10,000 -15,000 baht ($285-430) per month. The marketing mix (4Ps: product, price, place and promotion) were the key factors influencing Thai consumers' perception on facial herbal cosmetic products. The result found that Thai consumers were satisfied with physical appearance of products; texture, odor, penetration characteristic and viscosity. Thai consumers trust in the safety of the Thai and imported products. The imported products have new manufacturing technologies of production compare with the Thai products but imported products are more expensive than Thai products. Thai consumers were satisfied with packaging design and pump bottle shape of imported products. The imported products had more interesting marketing promotion than the Thai products. The marketing promotions are new product premium, promotion campaign eg. Cash discount, gift premium, fortune, tarot horoscope, makes up and massage workshop.

Sarfaraz and Pratik (2012) examined the consumer's perception towards the private label and feeling associated with the purchase of private label brand with special focus on Anand and Vadodara region. The study aimed to uncover current consumer perceptions and attitudes towards, private label brands in the FMCG sector. The results of the study indicated that the private label brands can be positioned as premium quality products with price levels ranging from marginally below to the prices of category-leading manufacturer brands. On the other hand, retailers can position their private label brands based on pure value for money. This equates to average quality products at very affordable prices. Unfortunately, private label brand packaging was considered, for the most part, to be unattractive and failed to convey a sense of high product quality. A key limitation of this study was the sampling frame.

Kerasidou (2012) explored that how sensory stimuli influence emotions associated, perceived quality, satisfaction and loyalty towards a face cream brand. For the purposes of the study, an exploratory principal component analysis was conducted. The factor solution identified 11 factors. All factors were labeled, interpreted and discussed in the light of existing knowledge in order to understand better the consumer behavior in relation to sensory stimuli. The findings indicate that sensory stimuli influence brand perception positively leading to a stronger (rational and emotional) bond between the brand and the consumer.

Eze et al. (2012) examined the influence of brand image, product knowledge, product quality, and price promotion on consumers' purchase intention for cosmetic products. They used a survey questionnaire to collect 204 responses from Generation Y female consumers in Malacca, Malaysia. Data collected were analyzed using multiple linear regression. The findings revealed that product image, product knowledge and brand image emerged with a significant influence on intention to purchase cosmetics. However, price promotion was not significant.

Singh and Sharma (2014) analyzed the customers' perception towards brands of cosmetic products. The study used exploratory-cum-descriptive research design. It was used judgment sampling to select female respondents from the Hisar city of the Haryana State. The study found that Majority of the customers used the major cosmetics like shampoo, powder, cream. Lakme is the top brand of cosmetic which are preferred by customers.

RESEARCH METHODOLOGY

The objective of the study is to know the impact of branded cosmetics on customers' satisfaction. The present study is exploratory-cum-descriptive in nature. The present study used convenience sampling to select a sample of 200 females' respondent from the Sirsa district of the Haryana State. Both types of data *i.e.* primary data as well as secondary are used in the present study. Primary data were collected through the structured questionnaire on likert scale *i.e*, Strongly Agree to Strongly Disagree. The secondary data were collected from various articles, journals, books and websites, etc. To analyze the data, a set of simple statistical techniques such as frequency distribution, cross tabulation, percentage, mean, standard deviation (S.D.). PASW 18.0 was used for analysis.

ANALYSIS AND INTERPRETATIONS

Table 4.1 shows that 91 respondents (45.5 per cent) from the 26-35 age group and 64 respondents (32 per cent) from the 16-25 age group. 97 respondents (48.5 per cent) are graduate and 59 respondents (29.5 per cent) are post graduate. 152 respondents (76 per cent) are from the urban area and 48 respondents (24 per cent) are from the rural area.

Table 4.2 shows that 78 respondents (39 per cent) purchase decision influenced from reference group like family, friends and 122 respondents (61 per cent) do not influenced. 92 respondents (46 per cent) purchase decision influenced from culture and 74 respondents (37 per cent) purchase decision influenced from religion. 123 respond-ents (61.5 per cent) purchase decision influenced from personality and 141 respondents (70.5 per cent) purchase decision influenced from Life style and value. 76 respondents (38 per cent) purchase decision influenced from occupation and 130 respondents (65 per cent) purchase decision do not influenced from price. 157 respondents (78.5 per cent) purchase decision do not influenced from packaging and 125 respondents (62.5 per cent) purchase decision influenced from quality. 147 respondents (73.5 per cent) purchase decision do not influenced from brand name. It found that factors influences your purchase decision life style and value (Mean = 1.30, S.D. = 0.457) at the top; followed by quality (Mean = 1.38, S.D. = 0.485); Personality (Mean = 1.39, S.D. = 0.488); Culture (Mean = 1.54, S.D. = 0.500); Reference group (Mean = 1.61, S.D. = 0.489); Occupation (Mean = 1.62, S.D. = 0.487); Religion (Mean = 1.63, S.D. = 0.484); Price (Mean = 1.65, S.D. = 0.478); Brand Name (Mean = 1.74, S.D. = 0.442) and Packaging (Mean = 1.78, S.D. = 0.412).

Table 4.3 shows that 80 respondents (40 per cent) are satisfied with branded Shampoo and 64 respondents (32 per cent) are satisfied with branded cream. 75 respondents (37.5 per cent) are satisfied with branded perfumes and 79 respondents (39.5 per cent) are satisfied with branded Powder. 84 respondents (42 per cent) are satisfied with branded Face wash and 66 respondents (33 per cent) are satisfied with branded lipstick. 77 respondents (38.5 per cent) neither agree nor disagree with branded Kajal and 96 respondents (48 per cent) are satisfied with branded Nail Polish.

59 respondents (29.5 per cent) neither agree nor disagree with branded face powder and 64 respondents (32 per cent) are satisfied and neither agree nor disagree with branded Eye shadow. It founds that customers' satisfaction of branded shampoo (Mean= 2.38, S.D. =1.105) at the top; followed by Face Wash (Mean= 2.40, S.D. =0.977); Cream (Mean= 2.54, S.D. =1.138); Nail Polish (Mean= 2.54, S.D. =0.929); Perfumes (Mean= 2.58, S.D. =1.158); Powder (Mean= 2.63, S.D. =1.100); Lipstick (Mean= 2.67, S.D. =1.057); Kajal (Mean= 2.68, S.D. =1.084); Eye shadow (Mean= 2.78, S.D. =1.057); Face powder (Mean= 2.82, S.D. =1.169).

CONCLUSIONS

The study concluded that mostly respondents are graduates from the 26-35 years age group and from the urban area. Most of the factors influences the customers purchase decision in which life style and value at the top; followed by quality, personality, culture, reference group, occupation, religion, price, brand name and packaging. It also found that customers' satisfaction of branded shampoo at the top; followed by Face Wash, Cream, Nail Polish, Perfumes, Powder, Lipstick, Kajal, Eye shadow, and Face powder. The study also explains the impact of the brand on the consumer mind which influences the buying behaviour of the customer in the context of cosmetics.

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Table 1.1: Profile of the Respondents

Age (Years)	No of respondents	Per cent
16-25	64	32.0

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26-35	91	45.5
36-45	39	19.5
46-55	6	3.0
Total	200	100.0
Education Qualifications		
10th	17	8.5
10+2	27	13.5
Graduation	97	48.5
Post graduation	59	29.5
Total	200	100.0
Area		
Rural	48	24.0
Urban	152	76.0
Total	200	100.0

Source: Survey.

Table 4.2: Factors which influence customer purchase decision

Factors		**Yes**	**No**	**Total**	**Mean**	**S. D.**
Reference Group	N	78	122	200	1.61	.489
	Per cent	39.0	61.0	100.0		
Culture	N	92	108	200	1.54	.500
	Per cent	46.0	54.0	100.0		
Religion	N	74	126	200	1.63	.484
	Per cent	37.0	63.0	100.0		
Personality	N	123	77	200	1.39	.488
	Per cent	61.5	38.5	100.0		
Life style and value	N	141	59	200	1.30	.457
	Per cent	70.5	29.5	100.0		
Occupation	N	76	124	200	1.62	.487
	Per cent	38.0	62.0	100.0		
Price	N	70	130	200	1.65	.478
	Per cent	35.0	65.0	100.0		
Packaging	N	43	157	200	1.79	.412
	Per cent	21.5	78.5	100.0		
Quality	N	125	75	200	1.38	.485
	Per cent	62.5	37.5	100.0		
Brand Name	N	53	147	200	1.74	.442
	Per cent	26.5	73.5	100.0		

Source: Survey,

Table 4.3: Responses regarding satisfaction of Branded Cosmetic Product

Cosmetic Product	**Response**						**Descriptive Statistics**	
	SA	**A**	**N**	**D**	**SD**	**Total**	**Mean**	**S.D.**

Shampoo	N	44	80	42	24	10	200	2.38	1.10
	Per cent	22.0	40.0	21.0	12.0	5.0	100.0		
Cream	N	40	64	56	28	12	200	2.54	1.13
	Per cent	20.0	32.0	28.0	14.0	6.0	100.0		
Perfumes	N	34	75	48	27	16	200	2.58	1.15
	Per cent	17.0	37.5	24.0	13.5	8.0	100.0		
Powder	N	26	79	54	26	15	200	2.63	1.10
	Per cent	13.0	39.5	27.0	13.0	7.5	100.0		
Face wash	N	34	84	57	19	6	200	2.40	0.97
	Per cent	17.0	42.0	28.5	9.5	3.0	100.0		
Lipstick	N	27	66	61	38	8	200	2.67	1.05
	Per cent	13.5	33.0	30.5	19.0	4.0	100.0		
Kajal	N	28	60	77	19	16	200	2.68	1.08
	Per cent	14.0	30.0	38.5	9.5	8.0	100.0		
Nail Polish	N	18	96	51	31	4	200	2.54	0.92
	Per cent	9.0	48.0	25.5	15.5	2.0	100.0		
Face powder	N	29	54	59	41	17	200	2.82	1.16
	Per cent	14.5	27.0	29.5	20.5	8.5	100.0		
Eye shadow	N	21	64	64	40	11	200	2.78	1.05
	Per cent	10.5	32.0	32.0	20.0	5.5	100.0		

Source: Survey