

Brand Awareness Among The Cosmetic Products: A Study Among The Coimbatore Consumers

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ABSTRACT

Brand awareness is best spread through both inbound and outbound marketing efforts. When competition in an industry is high, brand awareness can be one of a business's greatest assets. Nearly every society has used cosmetics. Cosmetics include any type of products or compounds which used to complete or enhance the beauty or looks of a person. Therefore, they are trusted more by consumers who are looking to purchase a new product. The present study attempted to analysis the awareness level on various cosmetic brands and tried to found the relationship of the social economic profile of the customers and their awareness level of the various cosmetic brands. Around 190 customers respond the questionnaire. Using the SPSS, the collected data was analysis made. Percentage analysis, WAM used to present the collected data. Regression used to analysis the difference level of awareness on cosmetic brand.

Keyword: Brand, Brand awareness, Cosmetic Products

Introduction:

Brand awareness is the level of consumer consciousness of a company. It measures a potential customer's ability to not only recognize a brand image, but to also associate it with a certain company's product or service. Brand awareness is a marketing term that describes the degree of consumer recognition of a product by its name. Creating brand awareness is a key step in promoting a new product or reviving an older brand. Ideally, awareness of the brand may include the qualities that distinguish the product from its competition. Brand awareness is best spread through both inbound and outbound marketing efforts. When competition in an industry is high, brand awareness can be one of a business's greatest assets. When consumers are aware of the product a company offers, they will more likely go straight to that company if they need that product, instead of researching other places that they can acquire that product. Businesses with strong branding are viewed as accepted by the market. Therefore, they are trusted more by consumers who are looking to purchase a new product.

Cosmetics products are care materials that are used in to enhance the appearance or odor of the human body. Most of them are generally made of chemical compounds, some being

derived from natural sources (such as coconut oil) and many being synthetics. The word cosmetics comes from the Greek world (kōsmētíkē téxne) which means how you show your dress and adornment. The history of cosmetics is very old and goes back to ancient times, at least 6,000 years human story, and Since then, they have been used in different forms. Nearly every society has used cosmetics. Cosmetics include any type of products or compounds which used to complete or enhance the beauty or looks of a person. This can include makeup, perfume, lotion, and nail polish. although the cosmetics industry has changed a lot, the cosmetics concept has not changed since the Egyptians times. Today, The cosmetic industry is one of the most profitable industries in the world and known as a multi-billion dollar industry, American cosmetics consumers alone spending almost \$10 billion US Dollars (USD) annually. (Khan, 2013) .

Review of Literature

Athulya, V., Ramya, M. (2019) has made an attempt in understanding the consumers' preference and brand awareness towards cosmetic products in Calicut City. Cosmetic Industry covers a wide range of products and services and it continues to grow, evolve, a profitable opportunity which enhances the growth of this industry. The buyers come to the market place with some hope, and they choose that brand of the product that satisfies their expectations. The consumers preference over the product has been influenced by a host of factors like the quality of the product, price, etc. which in turn are being determined by the social, economic conditions of the consumers" together with the nature of the usage of the product.

Khan, Asiya Faisal (2018) focuses on an effort to determine the impact of Brand awareness on the purchase of skincare products by Women living in the tier -3 cities of Madhya Pradesh. Questionnaires were distributed and self administered to 202 respondents. Chi-square and ranking method used in the study. The sample includes women skin care users both working & non working. The findings of the study indicated women buyers are influenced with Product Brand. Since, the research is on the consumer buying behavior, certain degree of subjectivity can be found among sample respondents was the limitation of the study. Its practical implication suggests that the Companies should strive to build Brand image in the minds of the consumers by exercising innovative practices to reinvent the Brand and create Brand equity.

Chinomona, Richard., Maziriri, Eugene Tafadzwa (2017) assessed the influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention among male consumers of cosmetic brands in South Africa. The study utilized a quantitative research design using a structured questionnaire. In addition, they study made use of a sample of male consumers in Gauteng province of South Africa. The findings indicate that brand awareness has a positive and significant influence on brand loyalty, brand association has a positive and insignificant influence on brand loyalty, product quality has a positive and significant influence on brand loyalty and brand loyalty exerts a positive and significant influence on purchase intention.

Parmar, Sushilkumar M. (2014) tries to find out a particular cosmetic brand which is popular and regular stuff of youth's basket irrespective of any purpose. For data analysis and testing of hypothesis, Chi-square test, Garrett Ranking method & descriptive statistic have been used. The findings indicate that brand loyalty has no significant association with gender

and domiciles of users of cosmetic products. Similarly, annual spending on cosmetic products and domiciles of youth are statistically independent variables. Results also disclose that an excellent quality of a cosmetic brand was highly ranked by majority of respondents followed by satisfaction of needs & brand Name.

Objectives:

The present study attempted to analysis the awareness level on various cosmetic brand and tried to found the relationship of the social economic profile of the customers and their awareness level of the various cosmetic brands.

Methodology:

For obtaining the objectives, the study adopted questionnaire to collect the data from the customers. The study collected data from the customer, who visiting the shopping malls for buying the cosmetic brand products. Around 190 customers respond the questionnaire. Using the SPSS, the collected data was analysis made. Percentage analysis, WAM used to present the collected data. Regression used to test the hypothesis of the study

Data Analysis and Interpretation:

Table No 1

Distribution of the respondents by social economic profile

Profile	Sl No	Gender	No of Respondents	Percentage
Gender	1	Male	86	45.3
	2	Female	104	54.7
		Total	190	100
Age Group	1	Below 25	65	34.2
	2	26 - 30	71	37.4
	3	31 - 35	20	10.5
	4	36 - 40	18	9.5
	5	Above 40	16	8.4
		Total	190	100
Educational Category	1	HSLC/Diploma	19	10
	2	UG	55	28.9
	3	PG	116	61.1
		Total	190	100
Income Level	1	Below 10,000	22	11.6
	2	10,001 - 15,000	26	13.7
	3	15,001 - 20,000	38	20
	4	20,001 - 25,000	35	18.4
	5	Above 25,000	69	36.3
		Total	190	100
Nativity	1	Rural	64	33.7
	2	Urban	102	53.7
	3	Semi-Urban	24	12.6

		Total	190	100
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The table shows the social economic profile of the respondents. It is noticed that 55% of the respondents were female and 45% of the respondents were male. It is clear from the table that 37% of the respondents were belongs to 26 -30 age group and 34 % of the respondents were aged below 25. Around 11% of the respondents were in 31.35 age group and 10% of the respondents were 36-40 age group. Only 8% of the respondents were above 40 years. It is noticed from the table that 61% of the respondents were studied/ studying Post Graduate degree. 29% of the respondents were studied under graduate degree. Only 10% of the respondents were studied up to HSLC/Diploma courses. It is noticed from the table that 36% of the respondents have above 25,000 as monthly income and 20% of the respondents belongs to the income group of 15001 to 20000. Around 18% of the respondents have the monthly income group of 20001 to 25000 and 14% of the respondents were belongs to 10001 to 15000 income group. Only 12% of the respondents have below 10000 as monthly income. It is noticed from the table that 54% of the respondents were belongs to urban area and 34 % of the respondents were belongs to rural area. Only 13% of the respondents were belongs to semi-urban area.

Table No 2
Awareness about the various cosmetics brands

Sl. No	Brand Name		Highly Aware	Moderately Aware	Not Aware	Total
1	Olay	N	113	16	61	190
		%	59.5	8.4	32.1	100
2	Avon	N	106	5	79	190
		%	55.8	2.6	41.6	100
3	L'oreal	N	79	43	68	190
		%	41.6	22.6	35.8	100
4	Nivea	N	129	15	46	190
		%	67.9	7.9	24.2	100
5	Dove	N	75	47	68	190
		%	39.5	24.7	35.8	100
6	Lancome	N	140	15	35	190
		%	73.7	7.9	18.4	100
7	Biore	N	92	23	75	190
		%	48.4	12.1	39.5	100
8	Estee Lauder	N	110	30	50	190
		%	57.9	15.8	26.3	100
9	Neutrogena	N	91	76	23	190
		%	47.9	40	12.1	100
10	Shiseido	N	99	60	31	190
		%	52.1	31.6	16.3	100

The table shows the opinion of the respondents on awareness about the various cosmetics brands. It is noticed from the table that 60% of respondents were highly aware on Olay products and 56% of the respondents were aware about the Avon products. It is noticed that 42% of the respondents were highly aware about the L'oreal products and 68% of the respondents highly aware about the Nivea. It is noticed that 39.5% of the respondents had high level of awareness on Dove products and 74% of the respondents had high level of awareness about the Lancome products. It is clear from the table that 48% of the respondents had high level of awareness about the Biore products and 57.9% of the respondents have high level of awareness about the Estee Lauder products. It is clear from the table that 48% of the respondents have high level of awareness about the Neutrogena products and 52.1% of the respondents have high level of awareness about Shiseido products.

Table No 3
Ranking of Awareness about the various cosmetics brands

Luxury Brand	WAM	Rank
Olay	2.27	6
Avon	2.14	7
L'oreal	2.06	9
Nivea	2.44	2
Dove	2.04	10
Lancome	2.55	1
Biore	2.09	8
Estee Lauder	2.32	5
Neutrogena	2.36	4
Shiseido	2.37	3

The table shows the ranking of respondents opinions about the awareness level on various cosmetics brand products. The table presented the weighted average mean of the respondents' opinion. Based on the WAM, it is understand that among the various luxury cosmetics brands, Lancome (2.55) ranked first, Nivea (2.44) ranked second, Shiseido (2.37) ranked third, Neutrogena (2.36) ranked fourth and Estee Lauder (2.32) ranked fifth. It is also noticed that Olay (2.27) ranked sixth, Avon (2.14) ranked seventh, Biore (2.09) ranked eighth, L'oreal (2.06), ranked ninth and Dove (2.04) ranked tenth.

Table No 3
Regression between Gender of the respondents and their awareness level about the cosmetic brand Products

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.662	10	3.266	40.569	.000 ^a
	Residual	14.411	179	.081		

Total	47.074	189		
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a. Predictors: (Constant), Shiseido, Avon, Estee Lauder, Olay, Neutrogena, L'oreal, Biore, Nivea, Lancome, Dove

b. Dependent Variable: Gender

The table shows the regression analysis between gender of the respondents and their awareness level on various cosmetics products. It is inferred from the table that P values is lesser than the table value. Hence the null hypothesis is rejected and alternative hypothesis is accepted.

Table No 4
Regression between age of the respondents and their awareness level about the cosmetic brand Products

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	306.948	10	30.695	50.432	.000 ^a
Residual	108.947	179	.609		
Total	415.895	189			

a. Predictors: (Constant), Shiseido, Avon, Estee Lauder, Olay, Neutrogena, L'oreal, Biore, Nivea, Lancome, Dove

b. Dependent Variable: Age

The table shows the regression analysis between age of the respondents and their awareness level on various cosmetics products. It is inferred from the table that the P values is lesser than the table value. Hence the null hypothesis is rejected and alternative hypothesis is accepted.

Table No 5
Regression between educational qualification of the respondents and their awareness level about the cosmetic brand Products

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.250	10	9.425	66.045	.000 ^a
	Residual	25.545	179	.143		
	Total	119.795	189			

a. Predictors: (Constant), Shiseido, Avon, Estee Lauder, Olay, Neutrogena, L'oreal, Biore, Nivea, Lancome, Dove

b. Dependent Variable: Educational Qualification

The table shows the regression analysis between educational qualification of the respondents and their awareness level on various cosmetics brand products. It is inferred from the table that the P values is lesser than the table value. Hence the null hypothesis is rejected and alternative hypothesis is accepted.

Findings:

The findings of the social economic profile of the respondents as follow as: The study indicated that majorities of the respondents were female. The study indicated that one third of the respondents were belongs to 26 -30 age group. The study indicated that six out ten respondents were studied/ studying Post Graduate degree. The study indicated that one third of the respondents have above 25,000 as monthly income. And The study indicated that one out of two respondents were belongs to urban area and one third of the respondents were belongs to rural area.

Awareness about the various cosmetics brands

- ❖ From the study it is understood that 60% of respondents were highly aware on Olay products, 56% of the respondents were aware about the Avon products and 48% of the respondents had high level of awareness about the Biore products.
- ❖ From the study it is understood that 42% of the respondents were highly aware about the L'oreal products., 58% of the respondents have high level of awareness about the Estee Lauder products and 48% of the respondents have high level of awareness about the Neutrogena products.
- ❖ From the study it is understood that 68% of the respondents highly aware about the Nivea and 40% of the respondents had high level of awareness on Dove products, 74% of the respondents had high level of awareness about the Lancome products and 53% of the respondents have high level of awareness about Shiseido products
- ❖ It is understand that among the various luxury cosmetics brands, Lancome ranked first, Nivea ranked second, Shiseido ranked third, Neutrogena ranked fourth and Estee Lauder ranked fifth. It is also noticed that Olay ranked sixth, Avon ranked seventh, Biore ranked eighth, L'oreal, ranked ninth and Dove ranked tenth.

- ❖ The study proved through the alternative hypothesis as there is a significant difference between gender of the respondents and their awareness level on various cosmetics brand products.
- ❖ The study proved through the alternative hypothesis as there is a significant difference between age of the respondents and their awareness level on various cosmetics brand products.
- ❖ The study proved through the alternative hypothesis as there is a significant difference between educational qualification of the respondents and their awareness level on various cosmetics brand products.

Conclusion

It is the dream of any marketer to create a strong connection with consumers and to have a long term relationship. This dream can only come true if his efforts are completely diverted towards those factors which are responsible for building a brand loyalty. Besides this, cosmetic manufactures are required to understand thoroughly the buying behaviour before implementing any marketing strategy. The purpose of this study was to investigate the brand awareness of cosmetic products among the customers of Coimbatore city. In particular, three hypotheses were postulated. To test the proposed hypotheses, data were collected from Coimbatore city of South India. The empirical results supported all the posited research hypotheses in a significant way.

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