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# Purchase Pattern of Skin Care Products among Women

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**ABSTRACT: Now-a-days due to urbanization and globalization urban consumers are more conscious about their skin care. Moreover due to the climate change, people are concerned about protection their exposed parts of skin to UV radiation. Hence consumers are particular about brand and quality of the cosmetic products. So, the present study on purchase pattern of skin care products was conducted in Hyderabad city by using ex post facto research design. Total of 120 women respondents of cosmetic users were selected by using simple random sampling technique. The data was collected by using structured questionnaire and analyzed by using frequencies and percentages and chi square test was used to test the association and comparison of proportions between independent and dependent variables. Results revealed that face powder was the most used skin care product followed by fairness cream, moisturizer and face wash. Majority of the respondents have preferred Ayurvedic, chemical followed by Herbal based ones. Highly significant association was found between the age and brand preference for skin care cosmetic products. International brands for skin care products were more preferred by young adulthood age group while national brands were more preferred by middle age group.**

**Keywords:** Cosmetics, skin care products, brand preference.

## INTRODUCTION

Over the years, the cosmetic products production and consumption has been rapidly increasing due to the increase in beauty consciousness among consumers around the globe, which in turn is increasing the revenue generation. Consumers are gaining more awareness now-a-days about the different brands of cosmetic products available in the market due to high exposure to media.

A market research report, "Indian Cosmetic Market Outlook - 2018", portrays the current and future scenario of cosmetic industry in India. As per the report, cosmetics market, once female dominated has started earning high revenues from male counterparts as well, by catering to male-specific needs especially in creams and lotions. The revenue generated through male cosmetic market has increased the total revenue of Indian cosmetic industry (Indian Cosmetic Market Outlook 2018).

Lavuri and Sreeramulu (2019) carried out a study on personal care products-A study on women consumer buying behavior. It revealed that buying behavior and mode of buying of the women respondents were influenced by brand ambassadors, family members and friend references. There was a significant relationship between marital status and education with buying of personal care products. Product factors like brand loyalty, brand name and quality of product were also got strong relation with respondents buying behavior. Brand ambassadors and family and friend references also showed the positive relation with buying personal care products.

Suvattanadilok (2020) conducted a study on the factors that influence the skin care purchasing behavior of southeast Asians. It was found that a positive correlation between marketing factors like 4P's (Price, Place, Promotion and Product) with buying behaviour towards skin whitening products. The highest statistical relationship was found between social factors and purchase intention, brand trust and consumer perceived value.

Towari *et al.* (2021) investigated on the influence of celebrity endorsement on women's purchase behaviour for beauty care products. From the results, it was found that there was no direct impact of celebrity endorsement on women buying behavior of beauty care products. Celebrity endorsement was helped in dissemination of new products into the market. While buying the beauty products women were more concerned about price and quality of the products.

Wang (2022) studied on the influence of eWOM on consumer behavior in the cosmetics/skin care products industry. The main findings of the study were consumers were more willing to believe the useful information from friends or families before purchase a product. Consumer's attitude towards rational behavior intentions may be affected by past experiences.

Kavitha and Santhi (2017) carried out a study on impact of customer satisfaction towards Ponds skin care products in Perambadur town. It revealed that brand awareness, quality and price were the reasons for preferring ponds skin care products. Majority preferred non-branded cosmetic products compared to the branded products as they did not have idea about the brand.

Anute *et al.* (2015) expressed that majority of the respondents used cosmetic products for maintaining or increasing the beauty. Kajapriya and Surya (2015) explored the insights of women consumers towards cosmetic products in Tamil Nadu and found that the most influencing factors to use cosmetics were skin concern, quality, followed by status symbol and brand reputation.

Lavanya (2014) through her study conducted in Madurai revealed that the reasons for buying cosmetics were to improve the self-image, improve skin colour, to have attractive skin and anti-ageing effect, and skin protection. There was a significant relationship between gender, price, income and brand with the purchasing behaviour of cosmetic products. Sabharwal *et al.* (2014) carried out a study on women buying behaviour and consumption pattern of facial skin care products in Haryana State. It was revealed that nearly 40 per cent of the women purchased cosmetics once in a month. Women in the age group of 21-25 years had brought cosmetics more frequently as compared to other age groups. Majority of the women respondents, who are unmarried, used cosmetics for improving the skin, also loyal to the brand, when compared to their counter parts. The important factors affecting the purchase of skin care products were brand, quality, naturalness and suitability of cosmetics to skin type. There was a significant association with age of the respondents and frequency of buying cosmetics; age and gender with the reasons of using facial skin care products.

Junaid *et al.* (2014) worked on the behaviour of Indian consumers towards skin care products and found that the consumers studied mostly preferred shopping mall for the purchase of cosmetic products. Brand awareness, brand image, quality and price were the most influencing factors for the purchase of skin care products (Jamuna and Nandhini 2013). From these reviews, it is understood that many studies were conducted independently to explore the place of preference, consumption pattern and buying behaviour of cosmetics. However, very few studies were conducted with an integrated approach. Since cosmetic industry is an upcoming and profitable industry in India, this study would help the marketers and manufacturers to look into the purchase pattern of consumers so that they can tackle the issues to satisfy the consumers to a greater extent. Most of the research studies conducted in the past concentrated on consumer preferences and purchasing behavior in general but not studies specifically related to face powders, moisturizers, foundation cream etc. especially in a cosmopolitan city like Hyderabad. Thus the present study was taken up with the following objectives:

1. To elicit the purchase pattern of skin care products among women.
2. To study the influence of brand on skin care products purchase pattern.
3. To understand the factors affecting the purchasing pattern and brand satisfaction for skin care products.

## METHODOLOGY

An ex-post-facto research design was adopted where a total of 120 women respondents who are using skin care products were selected from Hyderabad city. The data was collected with the help of self-designed structured questionnaire by using simple random sampling technique. Collected data was tabulated and analyzed through frequency and percentages. Pearson's chi-square test was used to show association and relation between independent and dependent variables.

Independent variables of the study were age, education, occupation, monthly income, type of the family, marital status and brand name. Dependent variables were brand awareness, brand satisfaction and purchase pattern.

## RESULTS AND DISCUSSION

The results obtained from the present study were presented and discussed under this section.

**Pattern of skin care products usage by the respondents.** Table 1 revealed that face powder (92.5%) was the most used skin care product followed by fairness cream, moisturizer (68.33%); and face wash (62.50%). Forty-eight per cent of the respondents had used sunscreen lotion (48.33%) and foundation cream was used by 28 per cent of the respondents. Nearly one-fourth to one-fifth of the respondents had used cleanser (23.33%); toners (21.66%) and massage oil (20%). The least used skin care products were anti -aging cream (13.33%) followed by blushers (16.66%) and facial masks (19.16%).

The use of face powder is more in the respondents as they even out the skin tone, makes makeup lasts longer, absorbs oil and fixes makeup. It is applied to the face to minimize shininess caused by oily skin. As the respondents were most of the students and unemployed, the use of fairness cream, moisturizers and face wash was more. Most of them are dependent (do not earn) so, they might not afford to purchase blushers and facial masks, which are a bit costlier than fairness cream and face wash and moisturizers.

**Purpose of using skin care products.** Cosmetics are substances or products used to enhance or alter the appearance of the face or fragrance and texture of the body. Respondents were asked to mention the purposes of using various cosmetics and the results are discussed in the Table 2.

**Table 1: Distribution of respondents based on use of skin care products.**

| Sr. No. | Skin care products | F (n=120) | % |
|---|---|---|---|
| 1. | Face powder | 111 | 92.50 |
| 2. | Fairness cream | 82 | 68.33 |
| 3. | Moisturizer | 82 | 68.33 |
| 4. | Face wash | 75 | 62.50 |
| 5. | Sunscreen lotion | 58 | 48.33 |
| 6. | Foundation cream | 34 | 28.33 |
| 7. | Cleansers | 28 | 23.33 |
| 8. | Toners | 26 | 21.66 |
| 9. | Massage oil | 24 | 20.00 |
| 10. | Facial masks | 23 | 19.16 |
| 11. | Blushers | 20 | 16.66 |
| 12. | Anti-aging cream | 16 | 13.33 |

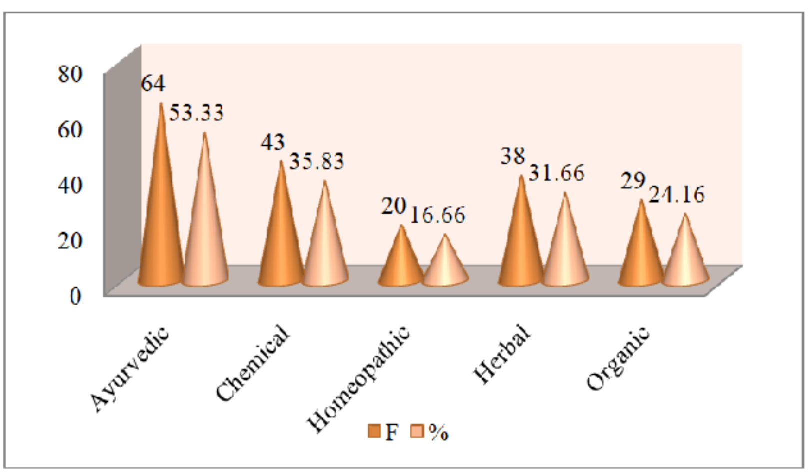
**Table 2: Distribution of respondents based on the purpose of using skin care products.**

| Sr. No. | Purposes | Frequency (n=120) | % |
|---|---|---|---|
| 1. | Facial care/ glowing skin | 78 | 65.00 |
| 2. | Occupational requirement | 23 | 19.16 |
| 3. | To look Young | 43 | 35.83 |
| 4. | Improving self-image | 45 | 37.50 |
| 5. | Better feeling | 52 | 43.33 |
| 6. | Medical purpose | 21 | 17.50 |
| 7. | Suits the skin type | 47 | 39.16 |
| 8. | Previous usage results | 24 | 20.00 |
| 9. | Being fashionable | 30 | 25.00 |

(*Due to multiple responses the total exceeds 120)

Results revealed that skin care products were used by majority (65%) for glowing skin, better feeling (43.33%), suitability to skin type (39.16%), improving self- image (37.50%) and to look young (35.83%). The results obtained were in accordance with the results of the study conducted by Sabharwal *et al.* (2014) stated that improving the skin was the major reason for the use of cosmetic products followed by personal hygiene.

**Purchase pattern of the respondents with reference to cosmetics**. Fig. 1 analysed the type of cosmetic products purchased by the respondents. Majority have preferred Ayurvedic (53.33%), chemical (35.83%) followed by Herbal based ones (31.66%). Similar results were fund by Kajapriya and Surya (2015) that the respondents preferred both Chemical and Ayurvedic based cosmetic products.




(*Due to multiple responses the total exceeds 120)

**Fig. 1.** Type of skin care products purchased by the respondents.

**Table 3: Distribution of respondents based on the sources influencing to purchase skin care products.**

| Sr. No. | Influencing Factors | Skin care(n=120) | |
|---|---|---|---|
| | | F | % |
| 1. | Peer group | 54 | 45.00 |
| 2. | Family members | 66 | 55.00 |
| 3. | Work place | 33 | 27.50 |
| 4. | Brand name | 52 | 43.33 |
| 5. | Advertisements Television | 62 | 51.66 |
| | Magazines | 26 | 21.66 |
| | News paper | 16 | 13.33 |
| | Radio | 20 | 16.66 |
| | Hoardings | 18 | 15.00 |
| | Internet | 24 | 20.00 |
| | Pamphlets | 20 | 16.66 |
| 6. | Brand ambassador | (20) | 16.66 |
| 7. | Quality | 78 | 65.00 |
| 8. | Packaging and labeling | 41 | 34.16 |
| 9. | Special offers | 31 | 25.83 |
| 10. | Advice from sales person | 17 | 14.16 |
| 11. | Personal experience | 60 | 50.00 |

(*Due to multiple responses the total exceeds 120)

Table 3 revealed that majority of the skin care users got influenced with quality of the products, family members (55%) followed by personal experience (50%), Television Advertisements (51.16%), peer group (45%) and brand name (43.33%). Least influenced factor in case of skin care was newspaper (13.33%). The similar results were found by Lavuri and Sreeramulu (2019) buying behavior and mode of buying of the women respondents were influenced by brand ambassadors, family members and friend references.

Table 4 depicts that seventy nine per cent of the respondents had spent less than Rs. 500 on skin care products. Around 18.33 per cent of the respondents had spent about Rs. 500-1000, only one respondent had spent around Rs. 1000-1500, only two respondents had spent in the range between Rs.1500-2000 on skin care products. Similar result was found with Sabharwal *et al.* (2014) that majority of the respondents spent below Rs. 500 on cosmetics products per month.

**Table 4: Distribution of respondent's based on Money spent on skin care products.**

| Sr. No. | Money spent on skin care products | F | (%) |
|---|---|---|---|
| 1. | Below Rs. 500 | 95 | 79.20 |
| 2. | Rs. 500 to 1000 | 22 | 18.33 |
| 3. | Rs. 1000-1500 | 1 | 0.83 |
| 4. | Rs. 1500-2000 | 2 | 1.66 |

**Table 5: Place of purchase of skin care products.**

| Sr. No. | Place of purchase | Skin care | |
|---|---|---|---|
| | | F | % |
| 1. | Cosmetic store | 79 | 65.83 |
| 2. | Shopping malls | 45 | 37.50 |
| 3. | Medical stores | 20 | 16.66 |
| 4. | Co-operative stores | 36 | 30.00 |
| 5. | Online shopping | 31 | 25.83 |
| 6. | Departmental store | 13 | 10.83 |
| 7. | Beauty saloons | 11 | 9.16 |
| 8. | Door to door sale | 5 | 4.16 |
| 9. | Exhibition | 10 | 8.33 |

(*Due to multiple responses the total exceeds 120)

It was observed in Table 5 that, majority of the respondents (66%) had purchased skin care products from cosmetic stores followed by shopping malls (38%), cooperative stores (30%), online shopping (25.83%) and least preferred was door to door sale (4.16%). Results of the present study were opposing with Anandrajan and Sivagami (2016), found that majority of the respondents purchased cosmetics from departmental store and medical shop.

Majority of the respondents purchased skin care products whenever they required *i.e.* 50 per cent followed by monthly (28.33%). Few respondents purchased skin care products seasonally *i.e.* 23.33 per cent (Fig. 2). Similar result was found by Desai (2014) that majority of the respondents purchased cosmetics once in a month.

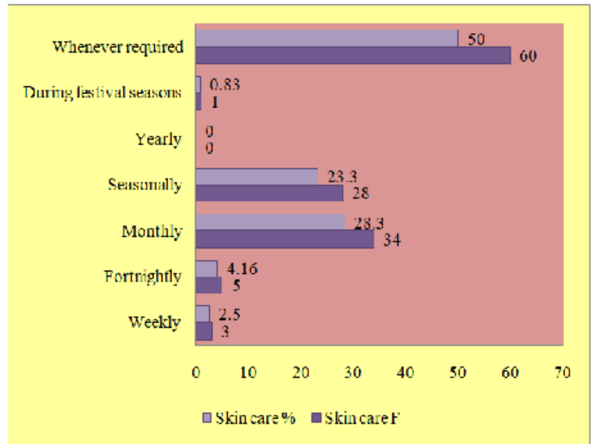


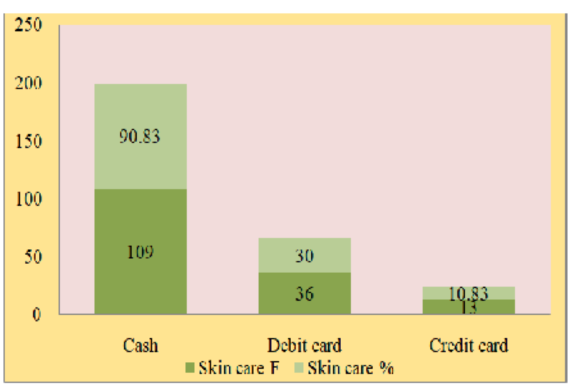

**Fig. 2.** Frequency of purchase of skin care products.

**Table 6: Time spent on purchase of skin care products per month n=120).**

| Sr. No. | Time spent | F | (%) |
|---|---|---|---|
| 1. | Half an hour (only for cosmetics) | 61 | 50.83 |
| 2. | One hour (continued with other purchases) | 38 | 31.66 |
| 3. | Two hours (continued with other purchases) | 28 | 23.33 |
| 4. | More than three hours (continued with other purchases) | 2 | 1.66 |

Majority (50.83%) of the respondents had spent nearly half an hour on purchase of skin care products. Very negligible number of the respondents had spent two hours on purchase of skin care products (Table 6).

Around 90 per cent of the respondents had used cash for the purchase of skin care products. Thirty per cent of the respondents had used debit card for the purchase of skin care products. Eleven per cent of the respondents preferred credit card for purchase of skin care products. None of the respondents had used a cheque for the purchase of cosmetic products (Fig. 3).




(*Due to multiple responses the total exceeds 120)

**Fig. 3.** Mode of payment for purchase of skin care products.

Fig. 4 revealed that around 55 per cent of the skin care users preferred national cosmetic brands. More or less thirty per cent of the skin care respondents had preferred both national and international brands. Parmar (2014) through study revealed that youngsters preferred international brands over the national brand.

Table 7 indicated that most preferred brands of toners were Lakme and Himalaya (30.76%), Nivea (19.23%). Negligible percentage had preferred (15.38%) Biotech and VLCC brands. Other preferred brands were facial bleach mask and Fair and lovely (11.53%) followed by Olive and L'Oreal (7.69%). Lakme (26.92%) was the most satisfied brand and least satisfied brands were Olive radiance and Neutrogena (3.84%). Majority of the respondents preferred Lakme in Parmar (2014) study.

Table 8 indicated that more or less an equal per cent of the respondents had preferred Everyuth facial mask brand and lotus (30.43%). Himalaya was preferred by 21.73 per cent of the respondents followed by Lakme (13.04%), Garnier (8.69%) and L'Oreal Paris (8.69%). More respondents were satisfied with Everyuth (30.43%) and Lotus brands (26.08%). Twenty-two per cent of the respondents were satisfied with Himalaya and Lakme (13.04%). Majority of the respondents preferred Lakme in Parmar (2014) study.

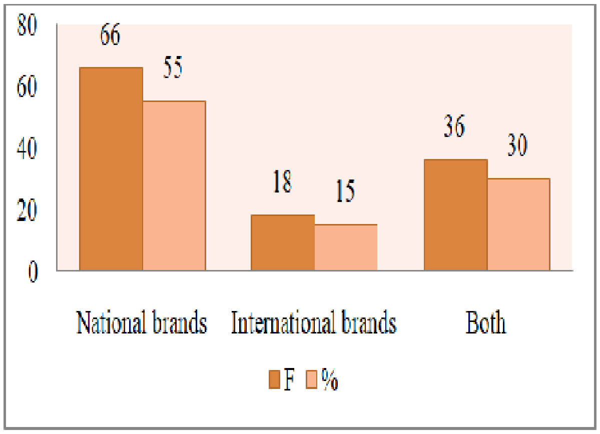



**Fig. 4.** Type of the brand preferred for skin care products.

**Table 7: Distribution of respondents based on the most preferred and most satisfied brands regarding toners (n=26).**

| Sr. No. | Brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Biotech | 4 | 15.38 | 4 | 15.38 |
| 2. | Lakme | 8 | 30.76 | 7 | 26.92 |
| 3. | VLCC | 4 | 15.38 | - | - |
| 4. | Olive | 2 | 7.69 | 2 | 7.69 |
| 5. | L'Oreal | 2 | 7.69 | 2 | 7.69 |
| 6. | Radiance | 1 | 3.84 | 1 | 3.84 |
| 7. | Nivea | 5 | 19.23 | 4 | 15.38 |
| 8. | Neutrogena | 1 | 3.84 | 1 | 3.84 |
| 9. | Himalaya | 8 | 30.76 | 6 | 23.07 |
| 10. | Fair and Lovely | 3 | 11.53 | 3 | 11.53 |

(*Due to multiple responses the total exceeds 26)

**Table 8: Distribution of respondents based on the most preferred and most satisfied brands regarding facial masks (n=23).**

| Sr. No. | Facial mask brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Lotus | 6 | 26.08 | 6 | 26.08 |
| 2. | Everyuth | 7 | 30.43 | 7 | 30.43 |
| 3. | Garnier | 2 | 8.69 | 2 | 8.69 |
| 4. | L'Oreal Paris | 2 | 8.69 | 2 | 8.69 |
| 5. | Lakme | 3 | 13.04 | 3 | 13.04 |
| 6. | Himalaya | 5 | 21.73 | 5 | 21.73 |

(*Due to multiple responses the total exceeds 23)

**Table 9: Distribution of respondents based on the most preferred and most satisfied brands regarding massage oil (n=24).**

| Sr. No. | Massage oil brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Parachute | 8 | 33.33 | 8 | 33.33 |
| 2. | VLCC | 1 | 4.16 | 1 | 4.16 |
| 3. | Bajaj almond | 5 | 20.83 | 4 | 16.66 |
| 4. | Olive | 4 | 16.66 | 4 | 16.66 |
| 5. | Navaratna | 5 | 20.83 | 5 | 20.83 |
| 6. | Biotique | 2 | 8.33 | 2 | 8.33 |

(*Due to multiple responses the total exceeds 24)

Table 9 depicts that Parachute (33.33%) was the most preferred brand for massage oil. Twenty one per cent of the respondents preferred Bajaj almond and Navaratna, two respondents preferred Biotique and least preferred was VLCC. Thirty three per of the respondents were satisfied with Parachute brand followed by other brands such as Navaratna (20.83%), Bajaj almond (16.66%), Olive (16.66%), Biotique (8.33%) and VLCC (4.16%).

**Table 10: Distribution of respondents based on the most preferred and most satisfied brands regarding fairness cream (n=82).**

| Sr. No. | Fairness cream brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Ponds | 35 | 42.68 | 31 | 37.80 |
| 2. | Fair and lovely | 31 | 37.80 | 24 | 29.26 |
| 3. | Vicco turmeric | 9 | 10.97 | 5 | 6.09 |
| 4. | Lakme | 11 | 13.41 | 7 | 8.53 |
| 5. | Biotique | 3 | 3.65 | 3 | 3.65 |
| 6. | Lotus | 3 | 3.65 | 2 | 2.43 |
| 7. | Dove | 3 | 3.65 | - | - |
| 8. | Patanjali | 3 | 3.65 | 2 | 2.43 |
| 9. | Nivea | 6 | 7.31 | 4 | 4.87 |
| 10. | Lacto calamine | 3 | 3.65 | 2 | 2.43 |
| 11. | Classic white | 2 | 2.43 | - | - |
| 12. | Clean and clear | 2 | 2.43 | 1 | 1.21 |
| 13. | Olay | 4 | 4.87 | 3 | 3.65 |
| 14. | Himalaya | 2 | 2.43 | 4 | 4.87 |

(*Due to multiple responses the total exceeds 82)

According to Table 10, forty-three per cent of the respondents had preferred Ponds and 38 per cent Fair and lovely followed by Lakme (13.41%), Viccoturmeric (10.97%) and Nivea (7.31%). Ponds (37.80%) was the most satisfied brand for fairness cream followed by Fair and Lovely (29.26%). Around 9 per cent of the respondents were satisfied with Lakme brand followed by Vicco turmeric (6.09%), Nivea and Himalaya (4.87%) brands. Least satisfied brand was Clean and Clear (1.21%). Parmar (2014) in his study revealed that Fair & Lovely and Nivea were the most preferred brands for fairness cream.

When it comes to anti- aging cream Olay (50%) was the most preferred brand, L'Oreal (31.25%) was the second most preferred brand followed by Vicco turmeric (25%), Amway and Lakme (18.75%) and Ponds (12.50%). Twenty five per cent of the respondents were satisfied with Olay and Vicco turmeric brands (Table 11). Negligible percentages were satisfied with Lakme (18.75%) and L'Oreal(18.75%).

**Table 11: Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Anti-aging cream (n=16).**

| Sr. No. | Anti-aging cream brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Olay | 8 | 50.00 | 4 | 25.00 |
| 2. | L'Oreal | 5 | 31.25 | 3 | 18.75 |
| 3. | Ponds | 2 | 12.50 | 1 | 6.25 |
| 4. | Vicco turmeric | 4 | 25.00 | 4 | 25.00 |
| 5. | Amway | 3 | 18.75 | 1 | 6.25 |
| 6. | Lakme | 3 | 18.75 | 3 | 18.75 |

(*Due to multiple responses the total exceeds 16)

**Table 12: Distribution of respondents based on the most preferred and most satisfied brands regarding Foundation cream (n=34).**

| Sr. No. | Foundation cream brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Lakme | 20 | 58.82 | 20 | 58.82 |
| 2. | Fair and lovely | 5 | 14.70 | 5 | 14.70 |
| 3. | Face | 2 | 5.88 | 1 | 2.94 |
| 4. | L'Oreal | 6 | 17.64 | 5 | 14.70 |
| 5. | Ponds | 6 | 17.64 | 3 | 8.82 |
| 6. | Revlon | 4 | 11.76 | 1 | 2.94 |

(*Due to multiple responses the total exceeds 34)

Table 12 clearly indicates that Lakme (58.82%) was the most preferred foundation cream brand. L'Oreal and Ponds were preferred by an equal percentage of the respondents (17.64%). Fair and lovely was preferred by 15 per cent of the respondents followed by Revlon (11.76%) and Face (5.88%) brands. Lakme (58.82%) was the most satisfied brand followed by Fair and lovely and L'Oreal (14.70%), Ponds (8.82%); Face and Revlon (2.94%) brands. Table 13 indicates that most preferred blushers were Lakme (45%) and L'Oreal (40%). Thirty per cent of the respondents had preferred Revlon followed by Face (25%) and Avon (20%). Most satisfied blushers brands were Lakme and L'Oreal (30%) followed by Revlon (25%). The least satisfied brands were Face (15%) and Avon (10%).

Table 14 depicts that most highly preferred face powder brand was ponds (54.95%). Lakme was preferred by 14.16 per cent respondents and Santoor (10%). Other preferred brands were Eva (7.50%) followed by Spinz (5.83%), Yardley (5.40%). The least preferred brands were L'Oreal (3.33%) followed by Eva spring (2.50%), Whitetone (2.50%), Maybeline (2.50%) and Avon (0.83%). The most satisfied face powder brands were Ponds (47.50%) followed by Lakme (11.66%), Santoor and Eva (6.66%). Least satisfied brands were Avon and Eva spring (0.83%).

Table 15 reveals that 30.48 per cent of the respondents preferred Vaseline and Nivea (23.17%). Ponds were preferred by 19.51 per cent of the respondents followed by Boroplus (10.97%), Himalaya (8.53%) and Coconut milk (6.09%). Some other preferred brands were Ayur (4.87%), Cetapol (3.65%), Lakme (3.65%), Patanajali (3.65%) and Santoor (3.65%). Vaseline (25.60%) was the most satisfied brand, next best was Nivea (17.07%). Other satisfied brands were Ponds (15.85%), Santoor (14.63%), Boro plus (9.75%), Himalaya (8.53%) and Coconut milk (6.09%).

Table 16 shows that 22.41 per cent of the respondents preferred Vaseline sunscreen lotion. Lakme and Himalaya was preferred by 17.24 per cent of the respondents. Other preferred brands were Nivea (13.79%), Ponds (12.06%), Amway (6.89%), Garnier (5.17%), Oriflamme (5.17%), Neutrogena (5.17%) and Ayur (1.72%). Most satisfied brands of sunscreen lotion were Vaseline (22.41%), Lakme and Himalaya (13.79%) and least satisfied brand was Ayur (1.72%). It was found that Himalaya was the most preferred brand in (Parmar, 2014) study.

Table 17 concluded that 32.14 per cent of the respondents had preferred Himalaya brand. Lakme and Ayur brands were preferred by 28.57 per cent of the respondents. Some other preferred brands were Pears (14.28%), Oriflamme (14.28%), Biotique (7.14%) and Neutrogena (7.14%). Twenty-five per cent of the respondents were satisfied with Lakme and Himalaya brands followed by Oriflame (14.28%). Eighteen per cent of the respondents were satisfied with Ayur and least satisfied brands were Neutrogena and Biotique (3.57%).

**Table 13: Distribution of respondents based on the most preferred and most satisfied brands regarding Blushers (n=20).**

| Sr. No. | Blushers brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Revlon | 6 | 30.00 | 5 | 25.00 |
| 2. | Lakme | 9 | 45.00 | 6 | 30.00 |
| 3. | L'Oreal | 8 | 40.00 | 6 | 30.00 |
| 4. | Face | 5 | 25.00 | 3 | 15.00 |
| 5. | Avon | 4 | 20.00 | 2 | 10.00 |

(*Due to multiple responses the total exceeds 20)

**Table 14: Distribution of respondents based on the most preferred and most satisfied brands regarding Face powder (n=111).**

| Sr. No. | Face powder brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Ponds | 61 | 54.95 | 57 | 47.50 |
| 2. | Avon | 1 | 0.90 | 1 | 0.83 |
| 3. | Santoor | 12 | 10.00 | 8 | 6.66 |
| 4. | Lakme | 17 | 14.16 | 14 | 11.66 |
| 5. | Eva | 9 | 7.50 | 8 | 6.66 |
| 6. | L'Oreal | 4 | 3.33 | 2 | 1.66 |
| 7. | Maybeline | 3 | 2.50 | 3 | 2.50 |
| 8. | Spinz | 7 | 5.83 | 6 | 5.00 |
| 9 | Whitetone | 5 | 4.16 | 5 | 4.16 |
| 10. | Eva spring | 3 | 2.50 | 1 | 0.83 |
| 11. | Yardley | 6 | 5.40 | 3 | 2.50 |

(*Due to multiple responses the total exceeds 111)

**Table 15: Distribution of respondents based on the most preferred and most satisfied brands regarding Moisturizer (n=82).**

| Sr. No. | Moisturizer brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Nivea | 19 | 23.17 | 14 | 17.07 |
| 2. | Vaseline | 25 | 30.48 | 21 | 25.60 |
| 3. | Ponds | 16 | 19.51 | 13 | 15.85 |
| 4. | Cetapol | 3 | 3.65 | 3 | 3.65 |
| 5. | Boroplus | 9 | 10.97 | 8 | 9.75 |
| 6. | Lakme | 3 | 3.65 | 3 | 3.65 |
| 7. | Biotique | 2 | 2.43 | - | |
| 8. | Ayur | 4 | 4.87 | 4 | 4.87 |
| 9. | Coconut milk | 5 | 6.09 | 5 | 6.09 |
| 10. | Himalaya | 7 | 8.53 | 7 | 8.53 |
| 11. | Patanjali | 3 | 3.65 | 3 | 3.65 |
| 12. | Santoor | 3 | 3.65 | 12 | 14.63 |
| 13. | Alovera | 1 | 1.21 | 1 | 1.21 |
| 14. | Amway | 1 | 1.21 | 1 | 1.21 |
| 15. | Olay | 1 | 1.21 | 3 | 3.65 |
| 16. | Japanese cherry blossom | 1 | 1.21 | 1 | 1.21 |

(*Due to multiple responses the total exceeds 82)

**Table 16: Distribution of respondents based on the most preferred and most satisfied brands regarding Sunscreen lotion (n=58).**

| Sr. No. | Sun screen lotion brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Lotus | 5 | 8.62 | 5 | 8.62 |
| 2. | Vaseline | 13 | 22.41 | 13 | 22.41 |
| 3. | Lakme | 10 | 17.24 | 8 | 13.79 |
| 4. | Garnier | 3 | 5.17 | 2 | 3.44 |
| 5. | Ponds | 7 | 12.06 | 6 | 10.34 |
| 6. | Himalaya | 10 | 17.24 | 8 | 13.79 |
| 7. | Oriflamme | 3 | 5.17 | 3 | 5.17 |
| 8. | Neutrogena | 3 | 5.17 | 2 | 3.44 |
| 9. | Total 24 | 2 | 3.44 | 2 | 3.44 |
| 10. | Amway | 4 | 6.89 | 2 | 3.44 |
| 11. | Nivea | 8 | 13.79 | 6 | 10.34 |
| 12. | Ayur | 1 | 1.72 | 1 | 1.72 |

(*Due to multiple responses the total exceeds 58)

**Table 17: Distribution of respondents based on the most preferred and most satisfied brands regarding Cleansers (n=28).**

| Sr. No. | Cleansers brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Lakme | 8 | 28.57 | 7 | 25.00 |
| 2. | Ayur | 8 | 28.57 | 5 | 17.85 |
| 3. | Biotique | 2 | 7.14 | 1 | 3.57 |
| 4. | Pears | 4 | 14.28 | 3 | 10.71 |
| 5. | Himalaya | 9 | 32.14 | 7 | 25.00 |
| 6. | Oriflame | 4 | 14.28 | 4 | 14.28 |
| 7. | Neutrogena | 2 | 7.14 | 1 | 3.57 |

(*Due to multiple responses the total exceeds 28)

Himalaya (49.33%) was the most preferred face wash brand (Table 18). Ponds face wash was preferred by thirty-one per cent of the respondents followed by Lakme (18.66%), Clean and Clear (12%), Patanjali (9.33%). Few respondents had preferred Amway (5.33%), Olay (4%), Globans (4%), Biotech (4%), Lotus (4%) and Pears (1.33%). Most satisfied brands found were Himalaya (36%) and Ponds (24%). Twelve per cent of the respondents were satisfied with Lakme brand followed by Clean and Clear (6.66). Other satisfied brands were Biotech (4%), Globans (4%) and Amway (4%). Lotus, Olay and Pears were found

satisfying with negligible percentage of the respondents. Himalaya was the most preferred brand as per Parmar' (2014) study.
Table 19 reveals that majority of the respondents were satisfied with face powder (1st rank) followed by moisturizer (2nd rank), fairness cream (3rd rank) and least satisfied brand was anti-aging cream (12th rank).

**Table 18: Distribution of respondents based on the most preferred and most satisfied brands regarding Face wash (n=75).**

| Sr. No. | Face wash brands | Most preferred brands | | Most satisfied brands | |
|---|---|---|---|---|---|
| | | F | % | F | % |
| 1. | Ponds | 23 | 30.66 | 18 | 24.00 |
| 2. | Himalaya | 37 | 49.33 | 27 | 36.00 |
| 3. | Lotus | 3 | 4.00 | 2 | 2.66 |
| 4. | Lakme | 14 | 18.66 | 9 | 12.00 |
| 5. | Biotech | 3 | 4.00 | 3 | 4.00 |
| 6. | Clean and clear | 9 | 12.00 | 5 | 6.66 |
| 7. | Patanjali | 7 | 9.33 | 2 | 2.66 |
| 8. | Globans | 3 | 4.00 | 3 | 4.00 |
| 9. | Olay | 3 | 4.00 | 2 | 2.66 |
| 10. | Amway | 4 | 5.33 | 3 | 4.00 |
| 11. | Pears | 1 | 1.33 | 1 | 1.33 |

(*Due to multiple responses the total exceeds 75)

**Table 19: Distribution of respondents regarding brand satisfaction about Skin care cosmetic products (n=120).**

| Sr. No. | Cosmetic products | 5 | 4 | 3 | 2 | 1 | Total score | Rank |
|---|---|---|---|---|---|---|---|---|
| 1. | Toners | 7 | 14 | 5 | - | - | 106 | 8 |
| 2. | Facial masks | 5 | 10 | 4 | 4 | - | 85 | 9 |
| 3. | Massage oil | 2 | 13 | 4 | 4 | 1 | 83 | 10 |
| 4. | Fairness cream | 16 | 42 | 19 | 4 | 1 | 314 | 3 |
| 5. | Anti-aging cream | 4 | 5 | 3 | 3 | 1 | 56 | 12 |
| 6. | Foundation cream | 12 | 14 | 7 | 1 | - | 139 | 6 |
| 7. | Blusher | 6 | 7 | 5 | 1 | 1 | 76 | 11 |
| 8. | Face powder | 24 | 64 | 14 | 5 | 4 | 432 | 1 |
| 9. | Moisturizer | 35 | 40 | 6 | 1 | - | 355 | 2 |
| 10. | Sunscreen lotion | 11 | 32 | 8 | 5 | 2 | 219 | 5 |
| 11. | Cleansers | 7 | 14 | 5 | 1 | 1 | 109 | 7 |
| 12. | Face wash | 18 | 41 | 12 | 2 | 2 | 296 | 4 |

**Table 20: Distribution of respondents regarding brands satisfaction for different factors related to skin care cosmetics (n=120).**

| Sr. No. | Factors | 5 | 4 | 3 | 2 | 1 | Total score | Rank |
|---|---|---|---|---|---|---|---|---|
| 1. | Price | 4 | 34 | 61 | 18 | 3 | 378 | 6 |
| 2. | Quality | 16 | 48 | 39 | 14 | 3 | 420 | 4 |
| 3. | Look | 20 | 42 | 23 | 10 | 6 | 363 | 7 |
| 4. | Durability | 22 | 37 | 42 | 16 | 3 | 419 | 5 |
| 5. | Fragrance | 20 | 49 | 39 | 12 | - | 437 | 3 |
| 6. | Brand | 34 | 48 | 31 | 5 | 2 | 467 | 1 |
| 7. | Packaging | 25 | 50 | 40 | 3 | 2 | 453 | 2 |

Most satisfied factor in case of skin care was brand (1st rank), packaging (2nd rank), fragrance (3rd rank) and least satisfied factor was look of the product. Study conducted by Parmar (2014) revealed that quality was the major factor for consumer satisfaction (Table 20).
Significant association was tested between independent and dependent variables by using a chi square test. The results showed that there is a highly significant association between the age and brand preference for skin care cosmetic products. Further analysis revealed that international brands for skin care products were more preferred by young adulthood age group while national brands were more preferred by middle adulthood age group.

**Table 21: Association between age and consumer brand preference-skin care.**

| | Brand preferences – Skin care | | | Total |
|---|---|---|---|---|
| **Age** | **National** | **International** | **Both** | **1.00** |
| Below 40 years | 34 | 11 | 15 | 60 |
| Above 40 years | 49 | 7 | 4 | 60 |
| Total | 83 | 18 | 19 | 120 |

Pearson Chi-Square=11.592; p=.003**significant

## CONCLUSION

Brand was found to be the major factor considered by all women while purchasing. The study reveals that face powder was found to be used most prevalently by all age groups. Anti-aging and toners were found to be preferred by the older age group to enhance their beauty and minimizing the effect of old age. Younger group preferred international branded products. Majority mentioned that skin care products were preferred more as they give glow to the skin. Preferences of brands were varied depending on the type of skin care product used. It implies that no single brand is predominantly used that means brand loyalty for skin care products is not visible in this study. Findings of the study support the theory of reasoned action as the respondents are rational consumers rather than impulsive purchasers.

## FUTURE SCOPE

- Similar study can be conducted on married and working women; teenagers and old age people; men and women; babies and toddlers.
- Health effects of cosmetic products on regular users can be explored.
- A comparative study on purchasing pattern and brand satisfaction about various cosmetic products used in different regions can be conducted.
- Relation between consumer satisfaction, quality of cosmetic products and profitability to the manufacturers can be studied by marketing professionals.

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