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**A STUDY ON CUSTOMERS ATTITUDE TOWARDS COSMETIC PRODUCTS IN MALAPPURAM DISTRICT**

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**Naseema CM****Guest lecturer, PSMO College, Tirurangadi, Kerala****ABSTRACT**

*Cosmetic market is one of the best growing market sections which have been competitive and grown continually during the past few years. The article attempts to study the customers attitude towards cosmetic products in Malappuram district. The purpose of this paper is to know the various factors influencing purchasing decision of consumers of cosmetics. In this paper, respondents were selected using random sampling method and data was analyzed and interpreted with the help of simple percentage. The study revealed that most of the customers are satisfied with the use of cosmetics. It is crucial for marketers to create and maintain the brand awareness with the help of appropriate marketing tools.*

*Key words: cosmetics, customers attitude, marketing tools*

**INTRODUCTION**

Consumer attitude refers to the conduct, nature, temperament, thought and way of behaving. It may be positive or negative and perform a very essential function in purchasing a product. It is a composite of a consumer's beliefs, feelings, and behavioural intentions towards some object within the context of marketing. It is the powerful and long term assessment for which the customers are having well-built way of thinking. Attitudes are formed through experience and learning and that attitudes influence buying behaviour. Consumer attitude towards a firm and its products greatly influence the success and failure of the firm.

Cosmetics refer to the entire product to care for and clean the human body and make it more beautiful. The main goal of such product is to maintain the body in a good condition, protect it from the effects of the environment and aging process, change the appearance and make the body smell nicer. The rising beauty concerns among both men and women are propelling the Indian cosmetics industry, which has witnessed a strong growth in the few years. The country's cosmetic sector has in fact emerged as one of the markets holding immense growth potential. New product launches catering to consumer's growing requirements will fuel growth in the industry, for which the future outlook seems exceptionally bright.

**OBJECTIVES**

- To study the level of customer satisfaction towards cosmetic products.
- To identify the factors influencing the selection of cosmetics

**Statement of the problem**

The present study is an attempt to examine the customers attitude towards cosmetic products in Malappuram district. Consumers are influenced by their attitude towards the product therefore marketers need to implement their strategies and tactics frequently in order to create and maintain customers. Advertisers and marketers are more concerned to know what are consumer's motives, preferences, options and their purchasing pattern and style in order to employ various types of strategies to influence their consumer behaviour. Hence this article aims to explore the consumer's awareness and attitude towards cosmetics in Malappuram district.

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**METHODOLOGY**

The present study is descriptive and analytical in nature. The study has made use of both primary and secondary data. The primary data has been collected by carrying out a sample survey among 200 customers of cosmetic products residing in Malappuram district using random sampling technique. Questionnaire was used as technique for data collection. Analysis was made by using simple percentage. A survey among 200 customers has been conducted to understand the attitude of customers toward cosmetics and to identify the level of satisfaction of customers. This survey also conducted to obtain suggestion from the customers for the better performance of cosmetic products. Secondary data for the study was collected from sources of external published data, computerized database and books of various authors.

**ANALYSIS AND INTERPRETATION OF DATA**

The present study has been conducted to analyze the customer attitude towards cosmetic products. The primary data have been collected through questionnaire from customers of cosmetics in Malappuram district. An analysis of customer attitude towards cosmetic products can be made as follows:

**Table No. 1: Age wise classification of subscribers**

Age	No. Of Respondents	Percentage
Below 20	32	16
21-30	70	35
31-40	54	27
41-50	10	5
51-60	12	6
Above 60	22	11
Total	200	100

Source of data: Primary data

Table NO.1 shows that 35% the subscribers are between 21-30 years old and 27% of the subscribers are between 31-40 years old and 16% of them are below 20 years old. About 11% of the subscribers are above 60 years old and 6% of them are between 51-60 years old. Only 5% of the subscribers are between 41-50 years old.

**Table No. 2: Gender wise classification of subscribers**

Gender	No. Of Respondents	Percentage
Male	90	45
Female	110	55
Total	200	100

Source of data: Primary data

Table No.2 shows that about 55% of the subscribers are female and 45% of the subscribers are male.

**Table No. 3:** Satisfaction with the use of cosmetics

Satisfaction level	No. Of Respondents	Percentage
Highly satisfied	24	12
Satisfied	168	84
Low satisfied	8	4
Not satisfied	-	-
Total	200	100

Source of data: Primary data

Table No.3 indicates that out 84% of the subscribers are satisfied with the use of cosmetics, only 12% of the subscribers are highly satisfied and 4% of them are low satisfied with the use of cosmetics.

**Table No. 4:** Factors influencing selection of cosmetic products

Factors	No. Of Respondents	Percentage
Quality	36	18
Price	20	10
Brand awareness	132	66
Brand image	12	6
Total	200	100

Source of data: Primary data

Table No.4 indicates that 66% of the consumers are influenced by brand awareness, 18% of them are influenced by quality, 10% give preference to price and only 6% are influenced by brand image.

**Table No. 5:** Preferred place for purchase of cosmetics

Preferred place	No. Of Respondents	Percentage
Permanent store	74	37
Shopping mall	18	9
Co-operative bazaars	14	7
Private bazaars	56	28
Medical shop	38	19
Total	200	100

Source of data: Primary data

It is clear from the above table that 1<sup>st</sup> preference is given to permanent stores followed by private bazaars and medical shops. The last preference is given to co-operative bazaars.

**Table No. 6:** Reasons for purchase from a particular shop

Reasons	No. Of Respondents	Percentage
Nearest to home	56	28
Variety of products	16	8
Extension of credit	12	6
Quality goods	96	48
Reasonable price	12	6
Goods behaviour	8	4
Others	-	-
Total	200	100

Source of data: Primary data

The table shows that out of 200 customers, 48% of them purchase from a particular shop because of quality of goods, 28% give preference to nearest to home, 8% due to the variety of goods offered by the

shop, 6% give importance to extension of credit and reasonable price and 4% give preference to good behaviour of staffs.

**Table No. 7:** Frequency of purchasing

Intervals	No. Of Respondents	Percentage
Daily	-	-
Weekly	10	5
Monthly	140	70
Yearly	22	11
Festival	28	14
Total	200	100

Source of data: Primary data

Table No.7 reveals that 70% of the customers purchase the cosmetic products monthly, 14% of them purchase during festival season, 11% of them purchase yearly and 5% of them purchase weekly.

**Table No. 8:** Reasons for using cosmetics

Reasons	No. Of Respondents	Percentage
Good looking	130	65
Fashion/trend	40	20
To show oneself modern	20	10
Others	10	5
Total	200	100

Source of data: Primary data

Above table shows that 65% of the respondents use cosmetics for good looking, 20% of them use it for fashion or trend, 10% of them use to show oneself modern and only 5% of the respondents use cosmetics for other reasons.

**Table No. 9:** Type of products preferred by respondents

Type of products	No. Of Respondents	Percentage
Ayurvedic	48	24
Chemical	32	16
both	120	60
Total	200	100

Source of data: Primary data

Above table indicates that 24% of the respondents preferred ayurvedic products, 16% of the respondents preferred chemical based products and 60% of the respondents preferred both type of products. It means that today's consumers are changing their attitude towards more healthier and natural cosmetic products.

**Table No. 10:** Information collected before purchasing of cosmetics

Intervals	No. Of Respondents	Percentage
Always	82	41
Sometimes	108	54
Rarely	4	2
Not at all	6	3
Total	200	100

Source of data: Primary data

It reveals that 41% of the respondents always collect the information, 54% of them sometimes collect the information whereas 2% of them sometimes collect information and only 3% never collect the information before purchasing cosmetics.

**Table No. 11:** Source of Information

Source	No. Of Respondents	Percentage
Magazine/newspaper	56	28
Beautician	16	8
Friends	6	3
Relatives	10	5
Doctors	12	6
Commercial media	96	48
Total	200	100

Source of data: Primary data

Consumers mainly get information regarding cosmetics through commercial media. Magazines and newspaper comes next. Beautician and doctors also provide information regarding cosmetics. Friends come next.

#### SUGGESTIONS

- ✓ The marketer should adopt a prompt distribution channel to avoid the problem of non availability of cosmetic products
- ✓ A proper communication should be created with doctors, beauticians and should be involved in advertisement to make them more attractive, effective and reliable
- ✓ The manufacturer should reduce the chemical contents in the cosmetic products

#### CONCLUSION

From this article concludes that the most of the respondents are aware about the cosmetic products. The people now are not considering the cosmetics as luxury. Most of the consumers feel that there were chemicals in cosmetics which cause many side effects and started switching over to ayurvedic based cosmetics. The cosmetics manufacturing company after realizing the need of the customers started ayurvedic based cosmetics. This study enabled the manufactures to know the need and preference of the customers which can be implemented by the manufactures to improve their products

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