

An Exploratory Study for Selection of Beauty Cream Brands

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INTRODUCTION

Today the beauty has become an integral part of our life. Beauty is the combination of many qualities like shape, colour which derives aesthetic sense in an individual. Beauty is also which present pleasure and satisfaction to individual mind spare. Beauty may have both internal and external compositions. Both the composition can work at any spare of time. Spritually also it has been quoted about the spare of inner beauty in human life.

Martin (2007) has described the beauty as lies in the eye of beholder. Euripide has described the beauty in Greek terms as 'being of one hour'. Beauty develops at child development stages in all the genders and culture. Rhodes (2006) has presented the study about the universality of beauty in all the sections (6).

Beauty is also defined as physical altrativeness as per Langlois (1994) has described beauty as average phenomenon. Aaron (2001) has linked the beauty with magic of black color . Lorenz (2005) has mentioned about more earning of people who are more beautiful.

BEAUTY AND SOCIETY

Sarwer gross burt and Didile (2003) has given beauty may esast in song, painting in density task. Beauty has social composition also. Study done by Martin (1954) has spoken about facial beauty in American Society.

Palten (2006) as shoken about colour on African and American women. It has spoken about normative manner. In India also many poets and writers have written about importance of beauty. Even in Hindi many writers have described beauty as "Soundarya". This beauty has been described to God, Mother and Child. The description of beauty has been mentioned in all the percepted body colours (search beauty of Indian Society).

While colour is the central theme of beauty in Asian countries. Ashikari (2003) has expressed perception of asian women centered around white skin colour. The role of mass media is also important in promotion of while colour in asian countries. Belk and Polly (1985) has given the importance to mass media in promotion of white colour. In India popular perception exist that fairness and while colours are complementary to each other. Franklin (1968) has expressed this situation. Hall (1995) has presented the same issue. Indians are obsessed with colour white and slim weight. Many advertisements are promoting these concept. Indians are having desire to perform best both on fairness and low weight accounts. Beauty industry and fitness industry is growing on this phenomenon.

INDIAN BEAUTY PRODUCT INDUSTRY

Coulter Feick (2002) has presented opinion tendership in Hungarian Consumers. Indian Beauty Product Industry is growing at 15-20% annually at par with United States and European counterparts ([www.cosmotext expo india.com](http://www.cosmotextexpoindia.com)). Indian Beauty Industry is making total momentum in many ways. The global opening of the sector has promoted the Indian Beauty products in a significant manner. Joining to many beauty products are also a kind of opening of Indian Consumers mind space.

The begining of Indian beauty product industry can be seen from easly 1950's when many brancs have came in to lime light through advertisements and movies. Companies like Dabur, HUL, GD Pharmaceutical etc. were quite artive in the market. 1950 to 1990 was the difficult period due to licence quota and permit raj.

The 1991 was the crucial year with the introduction of liberalization, privatisation and globalization as per indian minor cosmetic sector has recorded a CAGR of 7.5% between 2006-08. The contribution given by growth of print and electronic media had also played our important role. As per (Indian cosmetic sector forecast to 2015) rncos.com. India is observing that there is shift towards natural and herbal products and also rural india is also willing to look attractive.

Indian Cosmetic Industry.

The global cosmetic industry has been growing in India in a significant which is second most with population. The cosmetics industry attained the market size US\$1.5 billion The growth rate is Approx US\$3 billion by 2014. The annual rate of cosmetic industry growth is approx 20%,. The important factors for driving this industry are purchasing power , rising awareness about cosmetic product , high degree of advertising and indian cinema industry. As per published survey of The Associated Chambers of Commerce and Industry of India (ASSOCHAM) that out of 65% teenagers have increased thir expenditure aboit 75% more on cosmetic products.The indian target group age is 30 plis.

The Associated Chambers of Commerce and Industry of India (ASSOCHAM) has published a survey which stated that 65% of the teenagers claimed that their expenditure on branded cosmetics had increased 75% in the past 10 years. Unlike the western countries, where 55 plus age category is the target group, in India the target range is from 30 plus age group. Indian men are increasingly taking to cosmetics with men's personal-care segment estimated at over \$200 million. When compared to their female counterparts, the expense of the male segment has reported a rise of about 80% over this period. India's import of cosmetics, beauty products and intermediate raw materials such as essential oils is approx \$400 million per year.

The Total size of Indian Cosmetics Industry is \$ 4.6 billion. is approx US\$ 600 million. The low and medium prices are the contributory players in Indian cosmetic Industry. The following brands are the major members of indian and Global Cosmetic indistry.

Lakmé and Ponds

Revlon

Oriflame Cosmetics S.A.

The L'Oréal Group

Chamb

Maybelline

Avon Products

Make-up Art Cosmetics or MAC Cosmetics

RESEARCH OBJECTIVES-

This paper will be for following objectives

- To explore various factors which are responsible for the customer purchase decision in the category of various cosmetic product
- To explore the behavioral pattern feelings which are attached with various buying patterns of various buyers
- The Paper aims for presenting segment which can be direct target of Cosmetic products.

CONCEPTUAL FRAME WORK-

• Product Marketing plays an important role for the successful retail delivery of the products. The retailers are the first unit which works as introducer of the product. The company opens the exclusive show room or appoints a franchise as per the class, reputation and elegance of the product. Customers when visit they get the retailers environment as warm, cold or light The customer has its own mindset of selection to a brand but Beauty product branding plays an important role for bringing suitable cares for customers. The consumer mindset may affect by stimuli's which are present in brand promotion. The consumer learning, personality and motivation are the driving forces for working of consumer behaviors.

• The Researcher has visited to different stores for the observation study on the impact of Branding efforts on the purchase influence of the customer. The visit has been done to understand the cosmetic product in first round. The color of the packaging wall was mostly golden and yellow in colour. The colour of wall of watch retail store was not very unique. It was with mix colours.. The display effect was also very impressive which was adding in to the impressiveness of the product. The management of these brands have given important consideration to reputation factors. The Younger generation was seemed to be more involved in the shopping due to this influence

METHODOLOGY

Research Philosophy

The option for selection research philosophy is an important. Proper research Philosophy works for the whole research work. Research Philosophy is here for identifying inherent features of consumer influence through cosmetic product ambience.

Research Approach

The approach selected for this research is inductive as it is base on the data collected through customers and based on the response’s interpretation about product experiences. .

Research Design and Strategy

The research design is the whole structure of the research. It gives the entire path for the conduct of research. Here both qualitative and exploratory research design has been selected. To execute the purpose of exploratory research three stages will be launched as follows

- Factors exploration
- Hypothesis testing with reference to the extracted factors

BEAUTY CULTURE AND ADVERTISEMENT CULTURE

Researcher has adopted qualitative research for particular objective of the research paper. The subject area was very vast so quantitative method was not only sufficient for this purpose.

Researcher had selected an ethnographic research design. Researcher had selected observation and participation approach. The basic idea was to observe and interact with the sample. Researcher has designed some statements for interaction.

- Traditional beauty concept is difficult to maintain in the present form.
- Beauty is now a branded phenomenon rather than individual culture.
- Beauty is marketing success which has social approval also.
- Working women culture has defined the beauty with new intpretation.
- Media culture is also catylyst in transforming the old beauty behaviour in to new one.
- The selection of beauty products is serious and objective issue.

These statements have become basis to carry this research in a moresignificant manner.

Sample Design

Researcher has decided Total 500 sample size for this Research. The multistage sampling method was adopted.

SAMPLING I STAGE

Demographic Profile at a glance(N=250)

	Number	Percentage
Gender		
Male	150	60
Female	100	40
Age		
21-30	50	20
31-50	100	40
Over 50	100	40
Marital Status		
Single	160	64
Married	90	36
Income(Annual)		
Up to 5Lakh	20	8
5-10Lakh-	30	12
10-15 Lakh	200	80

Students	10	4
Professionals	150	60
Self Employed	90	36

SAMPLING II STAGE
DEMOGRAPHIC PROFILE AT A GLANCE(N=30)

	Number	Percentage
Gender		
Male	20	66
Female	10	34
Age		
21-30	10	33
31-50	15	50
Over 50	5	17
Marital Status		
Single	12	40
Married	18	60
Income(Annual)		
Up to 5Lakh	20	66
5-10Lakh-	5	17
10-15 Lakh	5	17
Students	15	50
Professionals	10	33
Self Employed	5	17

SAMPLING II STAGE
DEMOGRAPHIC PROFILE AT A GLANCE(N=30)

	Number	Percentage
Gender		
Male	20	66
Female	10	34
Age		
21-30	10	33
31-50	15	50
Over 50	5	17
Marital Status		
Single	12	40
Married	18	60
Income(Annual)		
Up to 5Lakh	20	66
5-10Lakh-	5	17
10-15 Lakh	5	17
Students	15	50
Professionals	10	33
Self Employed	5	17

SAMPLING II STAGE

Demographic Profile at a glance(N=190)

	Number	Percentage
Gender		
Male	105	55.26
Female	85	44.74
Age		
21-30	100	52.63
31-50	25	13.15
Over 50	65	34.2
Marital Status		
Single	75	39.47
Married	115	60.52
Income(Annual)		
Up to 5Lakh	125	65.78
5-10Lakh-	50	26.31
10-15 Lakh	25	13.15
Students	116	61.05
Professionals	70	36.84
Self Employed	4	2.10

Factor analysis is applied for the selection of the final responsible factors of purchasing under the influence of Cosmetic Product. The variables selected for factor analysis are once again presented here i.e. (1) Colors (2) Packaging (3) Technology(4)Softness (5) Skin Experience (6) Shopping comfort (7) Display (8) Quality Hygiene (9) Customer Service (10) Process(11) Customer Friendly Attitude (12) Public Relation 13) Ad effect (14) Relationship Marketing (15) Life style The result of factor analysis is as follows :

KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.570
Bartlett's Test of Sphericity	Approx. Chi-Square	203.605
	df	45
	Sig.	.000

Measure of Sampling Adequacy is .570 and Bartlett's Test of Sphericity is 203.605. These two are the indicators about the strength of Factor analysis. KMO is above 0.5 which is satisfactory in itself

Presentation of Factors - After employing Factor loadings in Varimax method the following details are here :

Factors	Variables Included	Interpretation
1. Visual System	Quality , Ad , Display and Display	May change with time
2. CustomerRelationship, Management	Technology,Customerservice Shopping Comfort, Process, Relationship	Customer friendly behavior required
3. The Shopping system	Technology and Quality Hygiene, Life style	Determining factor

4.Customer Experiencing	Colors, softness , Skin experirnce	Reliable Source
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Stage III

Hypothesis Testing

- H01- Visual Effect has significant role in the purchase decision
- H1 - Visual Effect has no significant role in the purchase decision
- H02 CustomerRelationship, Management has important role in Purchase decision
- H2- CRM has no role in Purchase decision
- H03- 3 The Store system has role in Purchase decision
- H3- The Store system has role in Purchase decision
- H04- The Customer Facilitation has important Role in Purchase decision
- H4- The Customer Facilitation has important Role in Purchase decision

The Regression analysis applied at this stage with sample size 40

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.230	4	5.808	4.543	.005 ^a
	Residual	44.745	35	1.278		
	Total	67.975	39			
a. Predictors: (Constant), VAR00005, VAR00003, VAR00002, VAR00004						
b. Dependent Variable: VAR00001						

P value is .005 the overall model is significant at a confidence level of 95%

The equation comes as follows

$$Y = 3.138 - .643 X_1 - 0.14 X_2 + .062 X_3 + .331 X_4$$

- X1- Visual Effect IV1
- X2- CRM IV2
- X3- Store System IV3
- X4- Customer Facilitation IV4
- Y- Purchase Decision DV

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	3.138	.981		3.199	.003					
	VAR00002	-.643	.180	-.508	-3.580	.001	-.499	-.518	-.491	.935	1.070
	VAR00003	-.014	.124	-.017	-.114	.910	.029	-.019	-.016	.887	1.127
	VAR00004	.062	.140	.067	.443	.661	.213	.075	.061	.825	1.213
	VAR00005	.331	.171	.277	1.936	.061	.269	.311	.265	.917	1.090
a. Dependent Variable: VAR00001											

- Var2 (Visual Effect) has No significant contribution as the pvalue is less than .005
- Hence hypothesis H01 value is not true
- Var3 (CRM) has significant contribution as the pvalue is greater than .005

MODEL SUMMARY^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.585 ^a	.342	.267	1.13068	.342	4.543	4	35	.005

a. Predictors: (Constant), VAR00005, VAR00003, VAR00002, VAR00004

b. Dependent Variable: VAR00001

- R square is .342 that indicates that 34.2 of variance is explained by the Independent variables to dependent variable.
- Var4(Store system) has significant contribution as the value is greater than .005
- Var4(Customer facilitation) has significant contribution as the value is greater than .005

FINDINGS

After the conduct of Ethnographic research the researcher has received following views

- On s Traditional beauty concept is difficult to maintain in the present form.- Relevant
- Beauty is now a branded phenomenon rather than individual culture.- Relevant
- Beauty is marketing success which has social approval also.- Relevant
- Working women culture has defined the beauty with new intpretation.- Relevant
- Media culture is also catylst in transforming the old beauty behaviour in to new one.- Relevant
- The selection of beauty products is serious and objective issue.- Relevant
- **Conclusion and Suggestions**

• Branding factors have a role in selection. The strategy could be developed as per specific choice. An internal survey could be conducted at regular interval.

• New variables emerged could be a useful segments. The More focused study could be conducted on these segment profiles.

• CRM has a great role in these issues. CRM softwares can be applied at store stages.

LIMITATIONS-

- This was limited up to local retail stores of Jabalpur city
- The sample size was small
- The research was mostly in exploratory nature.

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