THE STUDY ON BRAND AWARENESS AND CONSUMER BUYING BEHAVIOUR TOWARDS REVLON COSMETIC PRODUCT SPECIAL REFERENCE TO COIMBATORE CITY

Nivetha.R

Student of III B.com (PA), Department of commerce with professional accounting
Dr .N.G.P. Arts and Science College, Coimbatore

Mrs. Ramya. N

Assistant Professor, Department of commerce with professional accounting
Dr .N.G.P. Arts and Science College, Coimbatore

ABSTRACT

Brand awareness *is a key indicator of a brand's competitive market performance. Given the importance of brand awareness in consumer purchasing decisions, marketers have developed a number of metrics designed to measure brand awareness and other measures of brand health. These metrics are collectively known as Awareness, Attitudes and Usage (AAU) metrics.* ***Consumer behaviour*** *is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area. This analysis consist of interpretation, findings and suggestion to find the brand awareness and consumer buying behaviour towards Revlon cosmetic product.*

KEYWORDS-*Brand awareness, consumer buying behaviour.*

INTRODUCTION

The word "cosmetics" is derived from the Greek word **Kosmetikos** which means "skilled at decorating". cosmetics colloquially known as makeup or make- up are care substance used to enhance the appearance or odour of the human body. The U.S., the food and drug administration (FDA), which regulates cosmetics, defines cosmetics as intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body structure or function. producer and marketers tend to motivate consumers intention to buy the product through various promotional method and marketing strategies. This fact hassled increase to about the factors which determines buying behaviour. In recent years, with the advancement of women's economic status and self-conscience, buying has increasing.

OBJECTIVES OF THE STUDY

- ❖ To identify the buying the buying behaviour of customers with regards to Revlon cosmetic products.
- ❖ To study the customer awareness level and preference towards Revlon cosmetic products.
- ❖ To identify the various factors that influence purchase decision.

STATEMENT OF THE PROPLEM

Awareness is everywhere in our economy from single consumer to business who buy in bulk. In the modern business market there is a trend that many companies transformed from traditional marketing method to modern marketing method. In this process to different elements have different effects that have influence the consumer buying behaviour. Due to this increase of competition towards Revlon product it has become extremely,

EPRA International Journal of Research and Development (IJRD)

important to study the brand awareness and consumer buying behaviour of Revlon product.

SCOPE OF THE STUDY

❖ This study helps to find how far peoples are aware and attracted towards the brand name.

❖ The satisfaction level of the customers in different ways towards the branded products, can be studied through this project.

❖ To find the behaviour of the consumers while buying the cosmetic products.

RESEARCH METHODOLOGY

- **Data collection**
  Both primary and secondary data were used.
- **Primary data**

Primary data is information collected through original or first-hand research. Usually, collection of primary data is costly & more time-consuming than secondary data but it serves a specific need and control biases.

- **Secondary data**

Secondary data refers to data that is collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

RESEARCH DESIGN

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the problem research.

SAMPLING TECHNIQUES

Sampling helps a lot in research. It is one of the most important factors which determines the accuracy of your research/survey result. If anything goes wrong with your sample then it will be directly reflected in the final result. There are lot of techniques which help us to gather sample depending upon the need and situation. This blog post tries to explain some of those techniques.

SAMPLE SIZE

The sample of 100 respondents was chosen for the study.

AREA OF STUDY

The study is conducted within the Coimbatore city.

SPECIAL TOOLS APPLIED

- Simple percentage analysis
- Likert scale analysis
- rank analysis

LITERATURE REVIEW

P. Guru Raghavendra, G. Deva Kumar, Santhosh Upadhyay (2009)[1], In todays global market brand awareness among the consumers plays a decisive role in the sales turnover of the company. The objectives of the study are to find the factors influencing brand awareness of chick and chink satin shampoo product. They used quality function deployment (QFD) methodology. They found many consumers expect the quality of the product.

Usman Yousaf, Rida Zulfiqar, Madiha Aslam, Mohsin Altaf (2012)[2], The study is to find how brand awareness is important to build brand loyalty. The Cronbach's Alpha statistic tool was used in order to check the reliability of the scale. Correlation analysis was used to study the relationship. Finally, they found the positive relationship and brand awareness has the highest impact on brand loyalty.

Phuah kit Teng, Assoc Prof. Dr. Wan jamaliah wan jusoh (2013)[3], The objective for this study is to investigate the awareness and usage of halal labelled cosmetic in Malaysia. Descriptive analysis and chi-square analysis were performed. They found there are most respondents were aware about the Hala cosmetic product and mostly used by Muslim in Malaysia.

Ms. Shallu, Ms. Sangeeta Gupta (2013)[4], The objective of this study is to identify the various factors that influence consumer buying behaviour and purchase decision. They used sampling method. They have taken 200 samples. They finally found promotional activity have positive effects on consumer purchasing behaviour or brand choice in cosmetic.

[1] **P. Guru Ragavendran, G. Devakumar , Santhosh Upadhyay** (2009) in the study titled " A study on Brand Awareness of Shampoo Products for CavinKare Pvt. Ltd "SASTech journal, Volume 8 : PP no:33-40.

[2] **Usman Yousaf , Rida Zulfiqar , Mohsin Altaf** (2012) in the study titled " studying brand loyalty in the cosmetics industry" scientific journals of logistics, Log Forum 8 (4).PP no:327-337
URL: http://www.logforum.net/vol8/issue4/no6 .

[3] **Phuah kit Teng , Assoc Prof. Dr . Wan jamaliah wan jusoh** (2013)**,**in the study title "Brand awareness and usage intention towards HALAL LABELLED COSMETICS and personal care products in Malaysia" international journal of business, economics and management, ISBN:978-967-5705-10-PP no:367-376 6.WEBSITE:www.internationalconference.com

[4] **Ms. Shallu , Ms. Sangeeta Gupta 2013 ,** in the study title "Impact of promotional activities on consumer buying behaviour: A study of cosmetic industry" international journal of commerce , business and management(IJCBM), ISSN: 2319-2828 Vol, 2, No.6, December 2013 PP no:379-385

DATA ANALYSIS AND INTERPRETATION
SIMPLE PERCENTAGE METHOD

TABLE SHOWING THE SOURCE OF INFORMATION ABOUT REVLON PRODUCT

S.NO	FACTORS	NUMBERS OF RESPONDENTS	PERCENTAGES
1	FRIENDS	34	34%
2	SOCIAL MEDIA	14	14%
3	ADS IN MOBILE APP	7	7%
4	ONLINE SEARCH	7	7%
5	OUR WEBSITE	6	6%
	TOTAL	100	100%

(source: primary data)

INTERPRETATION

From the above table it is revelled that 34% of the respondents are heard from friends. 14% of them are heard from social media.

Majority 34% of them reared from friends.

TABLE SHOWING AMOUNT SPEND ON BUYING REVLON MAKEUP PRODUCTS

S.NO	FACTORS	NUMBERS OF RESPONDENTS	PERCENTAGES
1	500-1000	45	45%
2	1001-3000	33	33%
3	3001-4000	16	16%
4	4001-5000	4	4%
5	ABOVE 5000	2	2%
	TOTAL	100	100%

(*source: primary data*)

INTERPRETATION

From the above table it is revelled that 45% of the respondents spends 500-1000. 33% of the respondents spends 1001-3000 .16% spends 3001-4000.

Majority 45% of the respondents spends 500-1000 to buy this brand products.

TABLE SHOWING HOW FAMILIAR WITH REVLON BRAND

S.NO	FACTORS	NUMBERS OF RESPONDENTS	PERCENTAGES
1	EXTREMELY FAMILIAR	17	17%
2	NOT SO FAMILIAR	57	57%
3	VERY FAMILIAR	15	15%
4	NOT AT ALL FAMILIAR	11	11%
	TOTAL	100	100%

(source: primary data)

INTERPRETATION

From the above table it is revelled that 17% of the respondents are extremely familiar, 57% of the respondents are not so familiar, 15% of them are very familiar, and 11% of them are not so familiar of this Revlon brand.

Majority 57% of the respondents are not so familiar with this product.

RANK ANALYSIS

TABLE SHOWING SOURCE OF KNOWLEDGE LEVEL

S.NO	FACTORS	1	2	3	4	5	6	7	8	9	10	TOTAL	RANK
1	TV	37	31	14	7	2	3	1	-	4	1	320	IV
2	MAGAZINES	15	27	27	11	4	9	2	3	1	1	415	II
3	ONLINE ADVERTISEMENT	9	19	25	19	6		8	3	1	2	385	III
4	FRIENDS	10	13	18	22	13	8	8	5	1	2	416	I

(source: primary data)

INTERPRETATION

From the above table the respondents ranked the friends as the I, the respondents ranked the magazines as the II, the respondents ranked online advertisements as III and the respondents ranked the tv as IV as the course of information of Revlon products.

It revealed that the respondents ranked the friends as the based on the course of information.

TABLE SHOWING THE FACTORS WHICH INDUCE THEM TO BUY

S.NO	FACTORS	1	2	3	4	5	6	7	8	9	10	TOTAL	RANK
1	Colour	21	26	11	8	8	7	13	11	54	20	447	V
2	Fragrance	14	12	12	9	7	7	20	9	6	4	493	IV
3	Quality	12	6	17	7	11	9	17	15	2	4	509	III
4	Price	10	6	9	18	9	11	20	10	4	3	512	II
5	Long lasting	11	8	6	12	13	9	18	9	10	4	540	I

INTERPRETATION

From the above table the respondents ranked long lasting as I, the respondents ranked the price as II, the respondents ranked the quality as III, the respondents ranked the fragrance as IV and the respondents ranked the colour as V as the factors which induce them to buy.

LIKERT SCALE ANALYSIS

TABLE SHOWING SATISFACTION LEVEL OF PRICE

S.NO	FACTORS	NUMBER OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL
1	HIGHLY SATISFIED	14	5	70
2	SATISFIED	33	4	132
3	NEUTRAL	51	3	153
4	DIS-SATISFIED	1	2	2
5	HIGHLY DIS-SATISFIED	1	1	1
	TOTAL	100	15	358

(source: primary data)

LIKERT SCALE =   358/100
                      3.58

Likert scale value 3.6 is greater than the middle value of (3), so the customers are satisfied with the product experience of Revlon product.

TABLE SHOWING SATISFACTION LEVEL OF COLOUR AND SHADES

S.NO	FACTORS	NUMBER OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL
1	HIGHLY SATISFIED	9	5	45
2	SATISFIED	53	4	212
3	NEUTRAL	36	3	108
4	DIS-SATISFIED	2	2	4
5	HIGHLY DIS-SATISFIED	0	1	0
	TOTAL	100	15	369

(source: primary data)

EPRA International Journal of Research and Development (IJRD)

LIKERT SCALE = 369/100
  3.69

Likert scale value 3.7 is greater than the middle value of (3), so the customers are satisfied with the product experience of Revlon product.

TABLE SHOWING SATISFACTION LEVEL OF QUALITY

S.NO	FACTORS	NUMBER OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL
1	HIGHLY SATISFIED	6	5	30
2	SATISFIED	37	4	148
3	NEUTRAL	54	3	162
4	DIS-SATISFIED	2	2	4
5	HIGHLY DIS-SATISFIED	1	1	1
	TOTAL	100	15	345

(source: primary data)

LIKERT SCALE = 345/100
  3.45

Likert scale value 3.5 is greater than the middle value of (3), so the customers are satisfied with the product experience of Revlon product.

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS
SIMPLE PERCENTAGE ANALYSIS
- It revealed that majority 81% of the respondents are the age group of 18-30 years.
- It revealed that mostly females are using this product.
- It revealed that majority 48% of them are students so mostly students are aware of this brand.
- It revealed that majority 41% of them are earning below 5000.
- It revealed that majority 75% of respondence **are** unmarried.
- It revealed that majority 45% of the respondents spends 500-1000 to buy this brand products.
- It revealed that majority 34% of them reared from friends.
- It revealed that majority 57% of the respondents are not so familiar with this product.
- It revealed that majority 45% of the respondents heard once or twice about this Revlon product.

RANK ANALYSIS
- It revealed that the respondents ranked the friends as the I based on the course of information.
- It revealed that the respondents ranked the fragrance as I as the product which they tend to buy in Revlon brand.
- It revealed that the respondents ranked the long lasting as I as the factor which induce them to buy.

LIKERT SCALE ANALYSIS
- Likert scale value 3.6 is greater than the middle value of (3), so the customers are satisfied with the product experience of Revlon product.
- Likert scale value 3.7 is greater than the middle value of (3), so the customers are satisfied with the product experience of Revlon product.
- Likert scale value 3.5 is greater than the middle value of (3), so the customers are satisfied with the product experience of Revlon product.
- Likert scale value 3.4 is greater than the middle value of (3), so the customers are satisfied with the product experience of Revlon product.
- Likert scale value 3.5 is greater than the middle value of (3), so the customers are satisfied with the product experience of Revlon product.
- Likert scale value 3.4 is greater than the middle value of (3), so the customers are satisfied with the product experience of Revlon product.

SUGGESTION
- On the basis of findings of the present study, the following suggestion are made which may contribute to the brand awareness and consumer buying behaviour of Revlon cosmetic products.
- Beauty consciousness is the major reason which majority of the customers to purchase the Revlon products. Hence, attempts are made to increase the sales of Revlon product among customers through various sales

promotional measures and suitable advertisements.

➢ In order to increase the awareness level of customers, it is suggested to the manufacture of Revlon product to increase the sales promotions

➢ Consumer education does affect decision quality, and decision quality does influence the consumer buying behaviour. Although consumer education does not show a direct impact on consumer awareness in cosmetic industry, a company should improve consumer awareness, and provide a positive image for companies.

CONCLUSION

The Revlon cosmetic products are booming and holds a distinct position compared to other products but this conditions only in western countries and in India metro cities. Among the customers, the grade of Revlon products has come a long way and the market is set to achieve tremendous growth in near future. The evolution of product functionality and demand for innovative products is on rise. The present study concludes that there is a limited awareness of Revlon product among the peoples in Coimbatore city.

REFFERENCE

1. **P. Guru Raghavendra, G. Devakumar, Santhosh Upadhyay** (2009) in the study titled "**A study on Brand Awareness of Shampoo Products for CavinKare Pvt. Ltd**" SASTech journal, Volume 8: PP no:33-40.

2. **Usman Yousaf, Rida Zulfiqar , Mohsin Altaf** (2012) in the study titled " studying brand loyalty in the cosmetics industry" scientific journals of logistics, Log Forum 8 (4).PP no:327-337

3. URL: http://www.logforum.net/vol8/issue4/no6 .

4. **Phuah kit Teng , Assoc Prof. Dr . Wan jamaliah wan jusoh** (2013),in the study title "Brand awareness and usage intention towards HALAL LABELLED COSMETICS and personal care products in Malaysia" international journal of business, economics and management, ISBN:978-967-5705-10-PP no:367-376 6.WEBSITE:www.internationalconference.com

5. **Ms. Shallu , Ms. Sangeeta Gupta 2013 ,** in the study title "Impact of promotional activities on consumer buying behaviour: A study of cosmetic industry" international journal of commerce , business and management(IJCBM), ISSN: 2319-2828 Vol, 2, No.6, December 2013 PP no:379-385