



A STUDY ON CUSTOMER AWARENESS TOWARDS REVLON COSMETICS THROUGH E-BUYING WITH SPECIAL REFERENCE IN COIMBATORE CITY

Dr. S. Gandhimathi¹ M.Com., M.Phil., B.Ed., Ph.D., P.G.D.C.A. ,

M. R. Sriraga²

¹Associate Professor, Department of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore.

²III. B.Com, Department of Commerce, Dr. N.G.P. Arts and Science College, Coimbatore.

ABSTRACT

Consciousness of consumers in their appearance and beauty is reflected in the growing demand for the market of cosmetic and beauty products. Cosmetic used by consumers depends on various attributes such as size, consistency, brand name, brand loyalty and labeling. This study therefore tries to analyze awareness level of consumers on purchasing online beauty products. Likewise, awareness level is also measured with the help of awareness index. Findings of the study revealed that females are aware about online purchase of cosmetic products. Likewise, both literate and illiterate women use online platforms to buy cosmetic products however, the ratio of literate women is higher. Moreover, the propensity to buy cosmetic products is higher among single women than among married women. Thus, the study concludes effectiveness of online beauty products can be enhanced if an online site focuses on delivering quality products in reliable price to customers.

KEYWORDS: Beauty products, Awareness, Cosmetics.

1.1 INTRODUCTION

Consumer research is essential in formulating strategies because knowledge of the factors that influence consumer purchases can help to increase market share. The ultimate motive of all marketing activities is to satisfy the consumer. A sense of psychological and socio-cultural factors operating on consumers enables the marketers to make predictions about the consumer's desire to new products, price changes, promotional campaigns and their needs and wants.

Causing awareness and buying preference is essential in the global modern marketing. It will help in identifying different market segments and in shaping consumers desires and aspirations. Thus the study plans to analyze how individuals make decisions to spend their available resources on consumption-related products. Consumer preferential patterns are a mirror in which everyone displays his own image.

1.2 STATEMENT OF THE PROBLEM

There are many brands available in cosmetics segment and hence there is inevitable intensive competition among various cosmetics products. In retail outlet, the number of brands of cosmetics is ranging from 25 to 35.

Apart from Indian brands, many foreign cosmetics are available in the markets, even in a particular brand, there are slight variant varieties offered to satisfy all segments of the people. Even in the shelves of petty shops of remote villages, shampoo, talcum powder, tooth paste and so on are sold in the same manner as other consumer items. It is the natural tendency of every human being to use a unique item in consumption. Manufacturers are striving very hard to popularize their cosmetics by the way of various advertisements in television, radios, newspapers, magazines and internet.

1.3 SCOPE OF THE STUDY

Consumers have lot of interest regarding the cosmetic products and also they having awareness about cosmetic product attributes. Here, the cosmetic companies need to understand the consumer attitude on cosmetics buying behaviour which brings success of the company. This study focuses on the factors that factors that affect the buying decisions of consumers. This research objective is to get reliable and valid results that helps to the company in planning their future activities and marketing strategies.



1.4 OBJECTIVE OF THE STUDY

- ❖ To know about the knowledge of Revlon cosmetics
- ❖ To analyse the awareness of Revlon cost in market
- ❖ To identify the problems of customer by using Revlon cosmetics

1.5 RESEARCH METHODOLOGY

Research design

A research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. It is descriptive in nature.

Area of the study

The study is undertaken in Coimbatore city.

Sample size

The sample size for the study is 125 respondents.

Source of data

The study is based on primary and secondary data.

1.6 LIMITATIONS OF THE STUDY

- This study has also some limitations and they must be acknowledged.
- The study confined to Coimbatore city only and hence the result cannot be generated to other areas.
- Due to time constrains, the number of respondents taken for the study is limited to 125.

2.1 REVIEW OF THE LITERATURE

Stephanie of burg (2019) Both of my ears swell up, my scalp swells up, the back of my neck swells up. I get a mix of dry skin, blisters with pus like fluid in them, it itches like crazy and for some reason it makes my skin weaker so after 2 scratches I'll have dried fluid like scabs and it hurts so much so that I can't even sleep, itches and hurts.

Yaffa (2019) When I began searching through different beauty and cosmetic brands, I was told to try Revlon. I didn't have to travel somewhere special for some major expensive brand and it's a great price and quality. I tried numerous brands and nothing made more happy and confident than Revlon. I'd highly recommend the liquid eyeliner for best results.

Jaseena Hisham (2018) I have been using this Revlon compact for the past 5 years. I used to wear it on top of my foundation during parties or will wear just the compact while going shopping. It gives a good coverage to my pigmentation and dark spots and stays pretty long time and don't leave any dry patches. I also tested other brands but this is my favourite.

Nallaradhakrishna (2017) The Revlon face makeup is the product that which gives the skin glow on the face but may

cause skin diseases to the users. Most of the girls used to use this type products but it is not good for all because all the peoples skin are different from each other so have remember that not to use these type of products.

P Mathurya (2016) Revlon touch and glow moisturising powder is a face compact. I am using this product since 3years. It gives good result, and keeps the skin with good moisturising. It is face compacts which can be apply directly or on foundation. I'll use this compact for makeup and touch ups for natural finish at last. It gives good glow to my face.

3.1 HISTORY AND OVERVIEW OF THE STUDY

Revlon, Inc Company was founded by two nail polish distributors and a nail polish supplier in 1932. Brothers Charles and Joseph Revson, along with Charles Lachman, developed a new process for manufacturing nail enamel. The process used pigments instead of dyes, creating richer looking enamel. Using pigments allowed the company to offer nail enamel in more colours than any other company to date. As a result of this innovation, Revlon, Inc. became a multimillion dollar company in only six years.

In the 1950s, Revlon began introducing new colours for their cosmetics twice a year, to coincide with the fashion industry's clothing announcements. It was during this time that Revlon also began advertising on television. In the 1960s, Revlon aggressively attacked the international market. Using models, the company introduced the "American Look" to the world.

4. DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. A detailed analysis can be made so as to present suitable interpretation for the same. The data have been analysed using the following statistical tools.

The tools used for analysis are

- ❖ Simple percentage analysis
- ❖ Chi – square test

4.1 SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is mainly used to determine the distribution of respondents coming under different categories. It is expressed in percentage mainly to facilitate standardization and comparison between two or more series of data. Percentages are used to describe the relationship.



Number of Respondents

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} * 100$$

Total Number of Respondents

**TABLE 4.1.1
GENDER OF THE RESPONDENTS**

S.NO	FACTORS	NO.OF RESPONDENTS	PERCENTAGE
1	Male	44	35%
2	Female	81	65%
	TOTAL	125	100

SOURCE: Primary Data

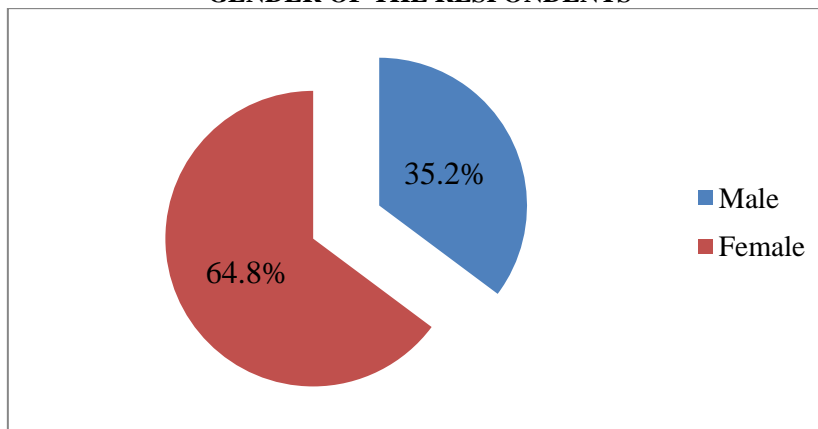
INTERPRETATION

It is observed from the above table 65% of them are belongs to Female and remaining 35% of them are Male.

INFERENCE

Majority 65% of the respondents are belonging to Female.

**CHART 4.1.1
GENDER OF THE RESPONDENTS**



4.2 CHI SQUARE TEST

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the standard deviation of a population is equal to the specific value. Chi-square is a statistical significance test based on frequency of occurrence, it is applicable both to qualitative and quantitative variables.

Among its many uses, the most common are tests of hypothesized probabilities or probability distributions, statistical dependence or independence and common population. A Chi-square test is any statistical hypothesis test in which the test statistic has a Chi-square distribution if the null hypothesis is true.



TABLE 4.2.1

RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND PREFERENCE OF THE PRODUCT

Age	Preference				TOTAL
	Quality	Price	Offers	Brand image	
Above 18-25	43	13	5	7	68
Above 26-36	7	2	5	5	19
Above 37-47	5	9	9	2	25
Above 48 years	2	2	4	5	13
TOTAL	57	26	23	19	125

HYPOTHESIS: There is no significant between age of the respondents and preference of the product through e-buying.

CHI –SQUARE TEST

Factor	Calculation value	Df	Table value	Remarks
Age	33.718 ^a	9	16.92	Rejected

INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is less than the table value. Hence the hypothesis is rejected. So there is no relationship between age and preference of the product level of respondents.

5. FINDINGS, SUGGESTIONS AND CONCLUSION**5.1 FINDINGS****SIMPLE PERCENTAGE ANALYSIS**

- Majority 65% of the respondents are belonging to Female.
- Majority 41% of the respondents are belonging to Student.
- Majority 54% of the respondents are belonging to Above 18-25 years.
- Majority 38% of the respondents are belongs to Advertisement.
- Majority 46% of the respondents are belongs to 1 Year.

CHI –SQUARE TEST

There is no significant between age of the respondents and preference of the product through e-buying.

5.2 SUGGESTIONS

- Steps should be taken by the marketer to replace the negative attitude of respondents, by creating a favourable image on usage of cosmetics.
- While choosing a particular shop to buy cosmetic products they ranked “Attractive good service” as first and “Advice from beauty experts as second.
- So the retailing outlets should concentrate on providing valuable service in a convincing manner.
- The beauty consultants and the sales personnel should have complete knowledge about the available

cosmetic products; in addition they should be aware of new arrivals of beauty products offered by various manufacturers.

- To cover middle income and low income groups of consumers, the producers of cosmetic products can produce multipurpose products, such as perfumed nail polish or lipstick cum blush.

5.3 CONCLUSION

Thus cosmetic is a preparation extremely applied to change or enhance the beauty of skin, hair, nails, lips and eyes. Every exposable part of the human anatomy is subject to cosmetic attraction. The ever increasing population makes the use of cosmetics multiply considerably. So marketing of cosmetics becomes competitive. Advertisements through mass media like radio, TV, newspapers etc., promote the sale of cosmetics in a larger scale. Research has been carried out to improve its quality and new kinds of cosmetics products are coming to the market. Consumers expect quality cosmetics at reasonable price.

REFERENCES

1. *Stephanie of burg (2019)* https://www.consumeraffairs.com/articles/cosmetics/revlon.htm?#sort=top_reviews&filter=none
2. *Yaffa (2019)* https://www.consumeraffairs.com/articles/cosmetics/revlon.htm?#sort=top_reviews&filter=none
3. *Jaseena Hisham (2018)* <https://www.google.com/articles/m.mouthshut.com/product-reviews/Revlon-Touch-Glow-reviews>
4. *Nallaradhakrishna (2017)* www.mouthshut.com/product-reviews/Revlon-Face-Makeup-reviews
5. *P Mathurya(2016)* <https://www.google.com/articles/url?sa=t&source=web&rc=j&url=https://m.mouthshut.com/product-reviews/Revlon-Touch-Glow-Compact-reviews>