

A Study on Consumers Perception Towards Maybelline Cosmetic Products

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Abstract: *The research attempts to study the Consumer Perception towards Maybelline cosmetic products, with special reference to Coimbatore city. This study reveals that various factors like quality, brand, price, advertisement, packaging, availability and influence the consumer purchasing behaviour. The objective of the study is to analyse demographic profile and factors influencing the consumer to purchase Maybelline cosmetic products. The respondents are those who are use Maybelline products. The data was analysed and interpreted with the help of statistical tools. The study is descriptive in nature. The sampling techniques used for the study is simple random sampling. Sample of the study is 100 respondents. Consumer relies on the Maybelline products because it provides good quality, good results, good services, etc. So that consumer may prefer Maybelline products.*

Keywords: Buying Behaviour, Brand, Consumer Preference, Quality, Price, etc.

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