

A Study on Consumers Perception Towards Maybelline Cosmetic Products

Dr. R. Devi Prasanna¹, S. Sherin²

Assistant Professor, PG Department of Commerce, Nirmala College for Women, Coimbatore^{1,2}

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.

I. INTRODUCTION

Maybelline New York is an American multinational cosmetic, fragrance, skin care, and personal care company and number one cosmetic brand in the world, available in over 129 countries, offering more than 200 products. It was founded in Chicago in 1914. Tom Lyle Williams is the founder of Maybelline cosmetics. Parent organization is L'Oreal. Maybelline's "Maybe She's Born with It" strapline of the past 150 years. Maybelline, in honour of his sister Mabel, who gave him the idea. Many makeup lovers have known .and cherished Maybelline since they were able to buy and pink and green tube of great lash. It is a small family-owned business. But now it is the number one company in America. Maybelline releases of 2022 is the Green Edition Collection of three products. Maybelline products are oil free, allergy tested and enough to use on sensitive skin types.

II. OBJECTIVES OF THE STUDY

- To study demographic profile of consumer buying Maybelline cosmetic products.
- To study factors influencing the consumer to purchase Maybelline cosmetic product.

III. LIMITATION

- The research is only about Maybelline cosmetic products.
- The sample survey is limited in 100 responded.
- All the respondents are women.
- Due to limitation of time only few people for selected for the study. So, the sample of consumer was not enough to generalize the finding of the study.

IV. RESEARCH METHODOLOGY

1) RESEARCH DESIGN:

Descriptive research design

2) SOURCES OF DATA:

Primary data
Secondary data

3) SAMPLING TECHNIQUES:

The sampling techniques used for the study is simple random sampling.

4) SAMPLE SIZE:

The sample size used for the study is 100 respondents.

5) AREA OF THE STUDY:

The study was conducted only within Coimbatore city.

6) TOOLS USED FOR ANALYSIS:

Percentage Analysis

Chi-square test

V. REVIEW OF LITERATURE

Umesh Maiya (2019)¹ “*Youth perception towards cosmetics*” This study mainly focuses on use of Maybelline cosmetics by the female youth. Now a day’s youths use more cosmetics to enhance their handsomeness. So, researchers made this research to know about use and knowledge regarding use of cosmetics. The present study has been undertaken in by sample size of 100. This study is descriptive in nature. The tools used for this study is hypothesis, chi-square. By analysing the response, researchers came to know that age, education qualification, marital and earning status will not affect the use of cosmetic by youth. Finally, we conclude that people prefer more of Maybelline.

Ligo koshy (2017)² “*Buying behaviour of face care product*” The study focuses on the factors influencing buying behaviour of face care product among youth. Improved technology, better education, advancement in science and economic growth has provided people with a chance to better standard of living. With increased purchasing power & influence of media made people more conscious towards beauty, hygiene and better life style. Ranking technique is used. Tools such as tables, percentages, ANOVA, chi-square test were used. Influence of advertisement on the consumer behaviour of youth is also analysed. The results of the study indicate that female consumers give the prime importance to the brand name of the product followed by ingredients and advertisements respectively.

VI. ANALYSIS AND INTERPRETATION

Table1: Percentage Analysis

PARTICULARS	CATEGORY	FREQUENCY	PERCENTAGE
AGE	15- 20	15	15
	21-25	59	59
	26-30	21	21
	30 and above	5	5
	TOTAL	100	100
MARITAL STATUS	Married	23	23
	Unmarried	77	77
	TOTAL	100	100
EDUCATIONAL QUALIFICATION	Undergraduate	47	47
	Postgraduate	42	42
	Professional	11	11
	TOTAL	100	100
INCOME	Less than 10000	37	37
	10000-20000	28	28
	20000-30000	22	22

	Above 30000	13	13
	TOTAL	100	100
FREQUENCY OF MAKEUP	Every day/night	16	16
	Weekly	17	17
	Special occasions	47	47
	Sometimes	20	20
	TOTAL	100	100

Source: Primary Data

Table 2: Chi-Square
(Comparison Between Age and Factors Influencing the Consumer to Purchase Maybelline Products.)

FACTORS	CALCULATED	D. F	P.VALUE
Personal care	9.366	12	0.671
Health care	9.968	12	0.619
Stylish look	16.756	12	0.159
Groomed professional	18.905	12	0.911
Fragrance	9.277	12	0.679

Source: Computed

H₀: There is no significant relationship between age and usage of Maybelline cosmetic products

H₁: There is a significant relationship between age and usage of Maybelline cosmetic products

Table 3: Comparison Between Income and Factors Influencing the Consumer to Purchase Maybelline Products

FACTORS	CALCULATED	D. F	P.VALUE
Personal care	18.501	12	0.101
Health care	16.385	12	0.174
Stylish look	0.658	12	0.417
Groomed professional	0.967	12	0.343
Fragrance	0.672	12	0.140

Source: Computed

H₀: There is no significant relationship between age and usage of Maybelline cosmetic products

H₁: There is a significant relationship between age and usage of Maybelline cosmetic products

VII. FINDINGS AND CONCLUSION

1) Percentage Analysis

- Majority (59%) of the respondents are between the age group 21-25.
- Majority (77%) of the respondents are unmarried
- 42% of the respondents are postgraduate.
- 37% of the respondent's monthly income is less than 10000.
- 47% of the respondents are using the makeup only in special occasions.

2) Chi-Square

- There is no significant relationship between age and factors influencing the consumer to purchase Maybelline cosmetic products.
- There is no significant relationship between income and factors influencing the consumer to purchase Maybelline cosmetic products.

VIII. CONCLUSION

The modern market is highly competitive in nature. The consumer is king in the market. Maybelline has been found to be the most preferred brand it meets the promise made to the consumer. Maybelline is not an Indian brand. It is an age-old American brand that retails worldwide. Now Maybelline's brand purpose is strictly based on empowering women to express their own self beauty and follow their dreams. Consumer relies on the Maybelline products because it provides good quality, good results, good services, etc. So that consumer may prefer Maybelline products. It is concluded that the consumer may like most the quality of the Maybelline products and the consumers of Maybelline products are satisfied.

REFERENCE

- [1] Umesh Maiya (2019), "Youth perception towards cosmetics", Vol 6, Issue-2, ISSN 2394- 7780, pp 657-690.
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