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# A Study on Brand Preference towards Face Cream among the College Students in Nagercoil

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## Abstract

Face cream has been used from pre-history until the present day to keep skin soft and youthful. Most people would like to be beautiful, healthy and good looking. The global world we are living in sets of stereotypes that become models. This desire and trends are growing and seen as a gold mine for the beauty care market. Face cream plays an important role in the life of people. Face cream is usually applied to the external skin. Face creams are formulated not as medicine by simply to smooth, rehydrate and soften the skin. The aim is to lighten pigmentation to given the skin as lighten rejuvenated more youthful and pleasant appearance. The cream used cosmetically for softening and cleaning the skin is known as the face cream. The present study deals with the brand preference towards face cream among the college students in Nagercoil. Buying face cream is not an easy job for a buyer because there are plenty of brands in the market. The brand preference of buyer has been influenced by internal and external factors. This study also analysis the selection of face cream brand by the college students. This study highlights the factors influencing to purchase a specific brand of face cream. To make the present research study highly effective and interesting statistical tools such as percentages and bar chart are used for analysis and interpretation of data . Likert's five-point scaling technique has been used to analysis the level of satisfaction of respondents. Simple random Sampling technique was used to select the sample respondents. From the study, it is clear that the marketer can succeed in their field and can satisfy the target of the consumer if they have a clear idea about the customers and produce quality products according to their requirements.

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## Introduction

In the globalization era, improvement of technology, science, society, economy, and education provide people to have the better standard of living and styles. Relating to the development of the purchasing power of the consumers and market trend that people become more conscious of hygiene and beauty. It affects rapid growth in beauty care industry, especially in the face cream. Because of the characteristic of the market is quite high by value thus it attracts many companies to enter to this market continually.

Most people would like to be beautiful, healthy and good looking. The global world we are living in sets of stereotypes that become models. This desire and trends are growing and seen as a gold mine for the beauty care market. Beauty care products imply psychologically that customers are taking care of their hygiene, beauty and healthiness by using some products items to support. Today people are more beauty conscious. Face cream plays an important role in the life of people. Face cream is usually applied to the external skin. Face creams are formulated not as medicine by simply to smooth, rehydrate and soften the skin.

The companies use to distinguish their product from others in the market by symbol, mark, logo, name, word, sentence or a combination of these items. It has been found out that most of the customers buy face cream products based on brand factors. Most of the customers buy face cream to look better cosmetics play a crucial role in developing self-esteem and in enhancing self-confidence level. Now face cream products are increased in numbers. So the users are in trouble to choose the product. So users give more preference to the brand of the face cream.

### **The Story of Face Cream**

Face cream has been used from pre-history until the present day to keep skin soft and youthful. Many of the earliest ingredients such as olive oil and animal fat; came from plants and animals while later formulas took advantage of mineral oil and petroleum jelly created in the production of gasoline. Olive oil is also popular as a moisturizer among the ancient Greeks. The celebrated Roman physician Galen was the first to develop cold cream which he created around 200BC by melting beeswax into rose oil and the adding water.

Around 1900 some manufactured products broke out of their local markets and attained nationwide distribution. One of the first was Hind's Honey and Almond cream, formulated in 1872 by a drugstore owner in Portland, marine. However, the development of the face creams took off in the 1930's. Many creams are moving away from the use of animal-based materials and on toward vegetable ingredients, such as coconut oil and palm kernel oil. Many formulas also now use retained alpha hydroxyl acids, hydroxyl acids, vitamins and minerals to help creams lighten, reduce wrinkles, improve skin tone and purport to perform a variety of other tasks in addition to just moisturizing.

### **Introduction of Face Cream**

Everyone wants to be confident in the skin that is in; after all, it is the first thing that others people notice about each other and the largest feature of your body. While being confident with your skin is something that most people desire, unfortunately. For people who are not satisfied with the look of their skin wearing makeup is certainly an option to correct imperfection.

However, wearing too much makeup can create a cakey and unnatural look or lead to clogged or oily pores. Fortunately thanks to the advance of modern science, these are another option for those who suffer from skin problems, skin lightening creams, etc. while they have been used for sometimes by the rich and famous; since they are more widely produced and are more readily available, these creams become quite popular with the general public. Skin lightening creams are comprised of specialized ingredients that aim to lighten the tone of the skin. The aim is to lighten pigmentation to given the skin as lighten rejuvenated more youthful and pleasant appearance. A cream used cosmetically for softening and cleaning the skin is known as face cream.

### **Profile of the Leading Branded Face Creams Fair and Lovely**

Fair and lovely's skin lightening technology is known to be the best in the world. However, this has not stopped the brand from innovating further to pioneer the development of cutting-edge fairness solution. Fair and lovely's brand's essence of 'Rescripting Destiny' has played a decisive role in its notable presence in over 30 countries. Today 250 million consumers across the globe strongly connect with Fair and Lovely as a brand that stands for the believer of that 'beauty that empowers women to change her destiny.' The brand's commitment towards empowering women has inspired the initiation of Fair and Lovely Foundation. Time after time the foundation initiation various education and employment related programs that give under privileged women the power to overcome all barriers and change their lives. Fair and Lovely is the undisputed leader, in the skin care, the first of its innovation was the Ayurvedic Fair and Lovely fairness cream, launched in 2002, which targeted at nature inclined people and was based on the ancient fairness recipe of a mixture of sixteen ayurvedic ingredients.

### **Olay**

Olay is an American skin care line. It is one of Procter and gambles multibillion dollar brand. when the 2009 fiscal year ended June 30, Olay accounted for an estimated 52.8 billion of &g's \$79 billion in revenue. Olay originated in South Africa as oil of Olay. Graham

Wulf an ex-unilever chemist from Durban started it in 1949. The name "oil of Olay "was chosen by Wulf as a spin on the word "conolin" a key ingredient.

In 1992, it was decided to unify the brand under a global name. Thus oil of plan and Olay become Olay and worldwide basis, except in German-speaking regions and Italy, where it remained oil of olay. In Netherland and Belgium. It was renamed and Belgium. It was renamed just as Olaz.

### **Lacto-Calamine**

Calamine lotion contains oxides of zinc which can be used as a topical treatment for acne and many other skin ailments. Calamine lotion with a smooth texture and is sold under various brand by different Names. The popularly known calamine lotion is Lacto calamine sold by Pirama I Health care calamine has been used since it is used for creating the wound and skin disorders.

### **Nivea**

Nivea is a global skin and body care brand that is owned by the German company Beiersdorf. The company was founded on March 28, 1882, by pharmacist Carly Paul Beiersdorf. In 1990, the new owner Oskar Troplowitz developed water -in -oil emulsion as a skin cream with the first state emulsion of its kind. This was the basis, for Excerin and later, Nivea comes from Latin world Nivea's / Nivea / meaning snow white.

### **Fairever**

Cavinkare, a leading FMCG company in India has announced the launch of its "Natural Fairness" Fairness cream with a new packaging popular South Indian star Asian had signed on as the brand ambassador of the company. This is the first time the group has gone in from of a brand ambassador. Fair ever is an all-natural product which is used in the very small amount to lighten and even out skin tune. Big improvement can be seen as soon two weeks and complete even skin tune can be achieved in little as four weeks. It is produced in India which is well known for its patent herbal products and this cream is very popular in the east and due to such high production and not expensive.

### **Patanjali**

Patanjali Ayurveda stated in 2007 and had benefited from close association with well know yoga guru Baba Ramdev . The company is different from a typical business and the stated philosophy is to plough back profit into the company or to be used for social cause .the idea is to be present in as many categories as possible in order to give consumer more choices and profit are to be reinvested in innovation and capacity expansion so pricing can be made more competitive.

### **Ever Youth**

The face is a reflection of one's inner health. Keeping this in mind, zyduss wellness ltd. Introduced a range of specialty skincare product under the brand name of ever youth naturals. These skincare products have been designed to work from within the skin to reflect a clear, beautified & healthy skin outside. While having the advantage of being a skincare brand from a health care company: ever youth naturals has always come up with product that is designed keeping in mind the different needs and skin types of women.

### **Statement of the Problem**

The present study deals with the brand preference towards face cream among the college students in Nagercoil. Buying face cream is not an easy job for a buyer because there are plenty of brands in the market. The brand preference of buyer has been influenced by internal and external factors.

The internal factors are the need, culture, taste, experience, etc. The external factors are the supply, price, quality, package, advertisement to find out the products and the brand of the face cream preferred by the respondents.

### **Objectives**

1. To find out the demographic profile of the respondents.
2. To know the brand preference of the college student.
3. To understand, the level of brand satisfaction of the college student regarding the usage of face cream.
4. To offer a suggestion and recommendation to the user and manufactures to improve the quality and Benefits.

### The Scope of the Study

This project aims to study on the brand preference towards face cream among the college student in Nagercoil. This study also analysis the selection of face cream brand by the college students. This study highlights the factors influencing to purchase a specific brand of face cream.

### Methodology

The required information has been collected both from primary data and secondary data. Primary data has been collected by questionnaire method. Secondary data has been collected from various books, journals, and websites.

### Area of the Study

The area of operation is in Nagercoil town. Information is collected from the female consumers especially special attention is given to the college students and all these respondents are in and around Nagercoil town.

### Statistical Tools

To make the present research study highly effective and interesting, statistical tools such as percentages and bar chart are used for analysis and interpretation of data .L Likert's five-point scaling technique has been used to analysis the level of satisfaction of respondents.

### Method of Sampling

Simple random Sampling technique was used to select the sample respondents. The research study is descriptive and analytical. It is descriptive in the sense of the present and it includes facts and findings. It is analytical in the sense of collected data and information. The data has collected from 50 sample respondent in the study area.

### Analysis and Interpretation

The analysis of data requires some closely related operations such as the establishment of categories to raw data through coding, tabulations and drawing the inference. Interpretation of data refers to the tasks of drawings inferences from the collected facts after an analysis. In this chapter, the researchers attempt to analyze the brand preference

towards face cream among the college students in Nagercoil. Data collection and analysis are presented in a very simple form using tables and diagrams.

### Age

Age is one of the important factors which influence the social states of the respondents. The respondents are divided into different age groups. The researcher has taken a special interest to find out the age group of the respondents in the study area. The age composition of the respondents is given in table.1

**Table 1 Age**

Age	No. of Respondents	%
15-20	26	52
21-25	20	40
26-30	3	6
Above 30	1	2
Total	50	100

Source: Primary data

The above table 1 shows that the 52 percent (26) of the respondents belong to the age group below 15-20 years. 40 percent (20) of the respondents belong to the age group 21-25 years. 6percent (3) of the respondents belong to the age group 26-30years and the only 2percent of the respondents belong to the age group above 31 years. Mostly the college students are interested in using face cream to improve and stylish their appearance.

### Educational Qualification

Education is a significant variable which determines the social states of the sample respondents. The educational status of the respondents is given in the figure 1.

**Figure 1 Education Qualification**

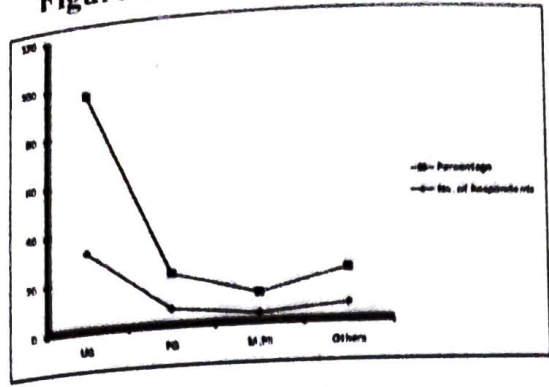
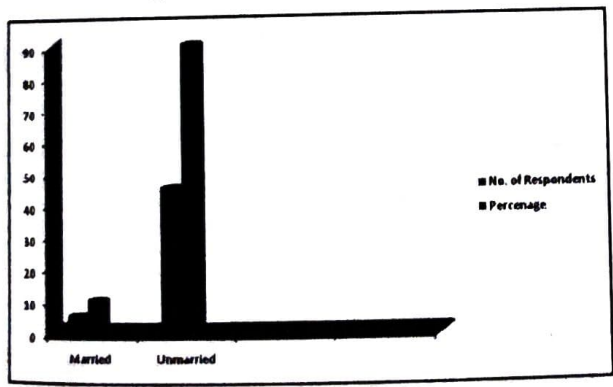


Figure 1 shows that 64 percent (32) of the respondents belong to the group of under graduate. 14 percent (7) of the respondents belong to the group of post graduate. 8 percent (4) of the respondents belong to the group of M.Phil. 14 percent (7) respondents belong to others. This reveals that maximum numbers of respondents are UG because the educated people may care about appearance and beauty more than uneducated people. Marital status Marriage is an important social event and it is considered the most essential part of human life, which decides about the saving habit of the people. The following Figure gives the marital status of the sample respondents.

**Figure 2 Marital Status**



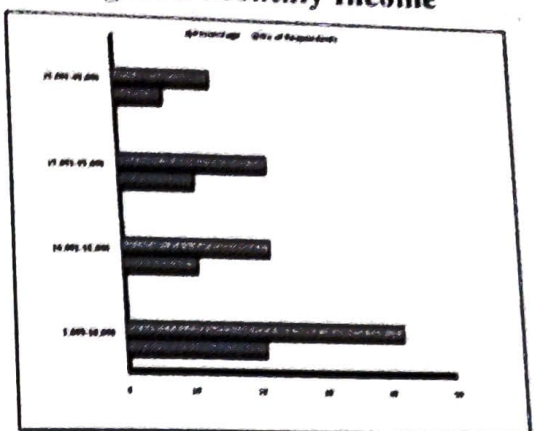
Source: Primary data

Figure 2 shows that 90 percent (45) of the sample respondents are unmarried and 10 percent (5) of the sample respondents are married.

**Monthly Income**

Income is considered as one of the indicators of the economic status and the standard of living of the sample respondents. Income may be permanent or temporary. The income of the sample respondents are given in Figure 3

**Figure 3 Monthly Income**

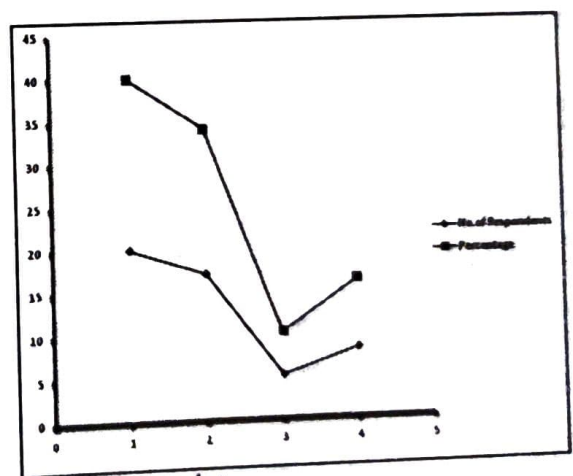


The Figure 3 shows that out of 50 respondents 42 percent (21) of the respondents fell in the income group Rs.5,000-10,000. 22 percent (11) of the respondents fell in the income group Rs.10,001-15,000. And 22 percent (11) of the respondents fell in the income group of 15,001-25,000. And 15 percent (7) of the respondents fell in the income group of 25,001-35,000.

**Duration of Usage**

The respondents use the face cream for improving their look. The duration of usage is given in Figure 4.

**Figure 4 Duration of Usage**



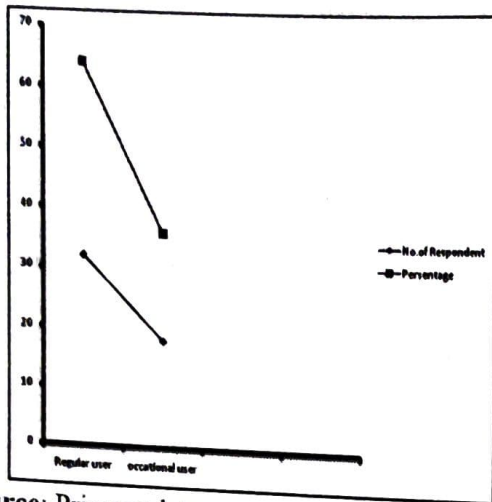
Source: Primary data

Figure 4 shows that 40 percent (20) of the sample respondents use face cream below one year. 34 percent (17) of the sample respondents use face cream 2 to 3 years. 10 percent (5) of the sample respondents use face cream 4 to 5 years. 16 percent (8) of the sample respondents' use face cream for over five years.

### Usage

The face creams are used by the respondents regularly or occasionally. The usage of face cream is given in figure 5.

Figure 5 Usage



Source: Primary data

Figure 5 shows that the 64 percent (32) of the sample respondents use face creams regularly and 36 percent (18) of the sample respondents use face creams occasionally.

### Difficulties in using Face Creams

The respondents face so many difficulties while using face creams. The number of respondents facing problems while using face cream is given in table 2.

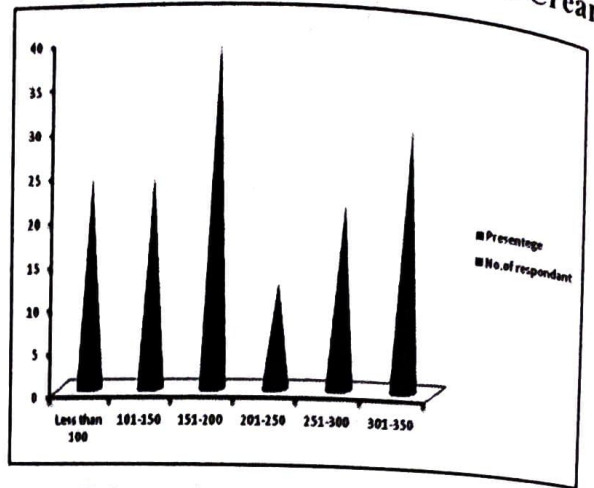
Table 2 Difficulties in using Face Cream

Difficulties	No. of respondent	%
Facing problem	36	72
Not facing problem	14	28
Total	50	100

Source: Primary data

Table 2 shows that 72 percent (36) of the sample respondents do not face any difficulty while using face creams, 28 percent (14) of the sample respondents face difficulties while using face creams. Amount Spend for the Face cream. The amounts spend by the respondents for purchasing the face creams vary. It is given in figure 4

Figure 6 Amount Spend for the Face Cream



Source: Primary data

The Figure 6 shows that 16 percent (8) of the respondents spent less than Rs.100. 16 percent (8) of the respondents spent Rs.101-150. 26 percent (13) of the respondents spent Rs.151-200. 8 percent (4) of the respondents spent Rs.201-250. 14 percent (7) of the respondents spent Rs.251-300. 20 percent (10) of the respondents spent Rs.301-350.

### Influence of Purchase of Face Cream

The following table presents the nature of influence and their impact on the women consumer towards face cream.

Table 3 Influence of Purchase of Face cream

Influence	No. of Respondent	%
Advertisement	22	44
Friends	5	10
Display in shop	2	4
Attractive offers	2	4
Parents & Relative	3	6
Quality	2	4
Price	13	26
Total	50	100

Source: Primary data

From the table 3 it is shown that 22 percent (11) of the respondents are mostly influenced by the advertisement, 10 percent (5) of the respondents are of friends, 4 percent (2) of the respondents are attracted by display in shop, 4 percent (2) of the



respondents are influenced by attractive offers, 6 percent (3) of the respondents are influenced by parents & relatives, 4 percent (2) of the respondents are influenced by packages, 26 percent (13) of the respondents attracted by quality and 2 percent (1) of the respondents are influenced by price. Most of the respondents are influenced by advertisements.

### Purchase of Face Cream

Women respondents buy the cosmetics from different shops (i.e.) exclusive cosmetics shops, chain stores, departmental stores, and local provision stores. The following table shows the preference of stores by the respondents to purchase the face cream.

**Table 4 Purchase of Face cream**

Purchase of face cream	No. of Respondent	%
Exclusive Cosmetics shop	15	30
Chain stores	3	6
Departmental stores	21	42
Local provision stores	11	22
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

Table 4 shows that the 30 percent (15) of the sample respondents buy face cream from the exclusive cosmetics shop, 6 percent (3) of the sample respondents purchase from chain stores, 42 percent (21) of the sample respondents purchase from departmental stores and 22 percent (11) of the sample respondents purchase from local provision stores. Most of the respondents prefer to purchase face creams from the exclusive cosmetics shops.

### Attributes Influence the Purchase of Face-Creams

Consumers are motivated by so many features to purchase cosmetics. Attributes influence the purchase of cosmetics is presented in table

**Table 5 Attributes Influence the Purchase of Face cream**

Attributes	No. of Respondent	%
Beauty	25	50
Healthy	1	2
Hygiene	5	10
Freshness	19	38
<b>Total</b>	<b>50</b>	<b>100</b>

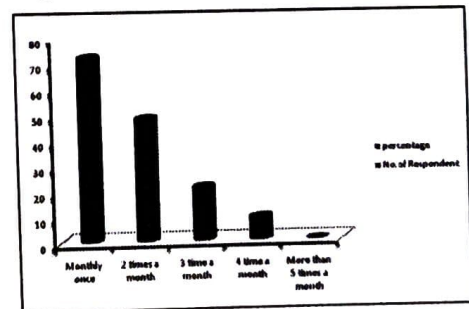
Source: Primary data

Table 5 shows that the 50 percent (25) of the customers are using face cream to enhance their beauty, 2 percent (1) of the customers using face cream to enhance their health, 10 percent (5) of the customers using face cream to enhance their hygiene and 38 percent (19) of the customers are using face cream to enhance their freshness. Most of the women use the face cream to improve their beauty and enhance the appearance in front of everyone.

### Frequency of Purchase

The frequency of purchasing face cream varies from consumer to consumer. The frequencies of purchasing face cream by the respondents are presented in Figure 7.

**Figure 7 Frequency of Purchase**



Source: Primary data

Figure 7 shows that 48 percent (24) of the respondents are purchasing face cream once a month, 32 percent (21) of the respondents purchasing face cream twice in a month, 14 percent (7) of the respondents purchasing face cream 3 times in a month and 6 percent (3) of the respondents are purchasing face cream 4 times in a month. Most of the respondents purchasing face cream once a month.

### Face Cream Product

The face cream is essential for women to protect their face from pimples, pimple marks, and dark circle and so on. The Below table presents the brand preference towards face cream by sample respondents.

**Table 6 Face cream Product**

Face cream	No. of Respondent	%
Fair & lovely	12	24
Dove	4	8
Ponds	8	16
Vicco turmeric	1	2
Clay	4	8
Lotus	2	4
Patanjali	2	4
Fairever	1	2
Ever Youth	6	12
Vivel	0	0
Himalaya	2	4
Ayush	0	0
Lacto calamine	0	0
Nivea	1	2
Total	50	100

Source: Primary data

The table 6 shows that 24 percent (12) of the respondent are using fair & lovely, 8 percent (4) of the respondent are using Dove, 16 percent (8) of the respondent is using Ponds, 2 percent (1) of the respondents are using Vicco Turmeric, 8 percent (4) of the respondent are using Clay, 4 percent (2) of the respondent are using Lotus, 4 percent (2) of the respondent are using Patanjali, 2 percent (1) of the respondent are using Fairever, 0 percent (0) of the respondent are using Vival, 4 percent (2) of the respondent are using Himalaya, 0 (0) of the respondent are using Ayush, 12 percent (6) of the respondent are using Ever Youth, 0 percent (0) of the respondent are using Lacto Calamine, 2 percent (1) of the respondent are using Nivea and 14 percent (7) Of the respondent is using Another face cream. It is evident that Fair & Lovely is the brand mostly preferred by the sample respondents.

### Level of Satisfaction

Satisfaction varies from person to person. The following table represents the satisfaction level of the respondents towards face cream.

**Table 7 Level of Satisfaction**

Particulars	Highly satisfaction	Satisfaction	Neutral	Dis satisfaction	Highly Dis satisfaction	Total	Rank
	5	4	3	2	1		
Price	11(55)	28(112)	8(24)	4(8)	1(1)	50(200)	III
Confidence	13(65)	24(96)	10(30)	2(4)	1(1)	50(196)	IV
Quality	15(75)	29(116)	3(9)	2(4)	1(1)	50(205)	I
Fragrance	8(40)	29(116)	10(30)	2(4)	1(1)	50(191)	V
No side effect	10(50)	29(116)	6(18)	2(4)	3(3)	50(191)	V
Package	16(80)	24(96)	8(24)	1(2)	1(1)	50(203)	II

From the table 7 it was observed that the respondent are highly satisfied with the quality of Face cream and the first rank is given to quality of face cream, the second rank is given to package, the third rank is given to price of the face cream, the fourth rank is given to confidence and the fifth rank by the respondents is given to fragrance of the face cream and also to No side effect with the use of face cream.

### Conclusion

In this chapter the important variable like age, sex, education, marital status, monthly income, duration of usage, usage, difficulty in using face cream amount spent for the face cream, influence of attributes, frequency of purchase, face cream product, customer satisfaction towards face cream by the

sample respondents were analysed using percentage, bars, charts and Likert's five-point scaling technique. The results were obtained and shown in chapter five.

### Findings

Nowadays women are interested in using cosmetics to beautify themselves than before. The respondents showed keen cut cosmetic. On the basis of analysis in chapter four, the findings of the study are given below. 52 percent of the respondents belong to the age group 15-20 years and 2 percent of the respondents belong to the age group of above 31 years. The young generation is mostly influenced to buy the face cream. 64 percent of the sample respondents have completed UG. 8 percent of the sample respondents have completed M.Phil. The educated people are interested in consuming the face cream. 90 percent of the sample respondents are unmarried and 10 percent of the sample respondents are married.

42 percent of the sample respondents earn income between Rs.5000-10,000 per month and 22 percent of the sample respondents earn between Rs.10,001-15,000 and 15,001-25,000.

40 percent of the sample respondents use face cream less than one year and 10 percent of the sample respondents use face creams 4-5 years.

64 percent of the sample respondents use face cream regularly and 36 percent of the sample respondents use face cream occasionally.

72 percent of the sample respondents do not face any difficulty while using face cream, 28 percent of the sample respondents face difficulties while using face creams.

26 percent of the sample respondents spent up to Rs.151-200 per month for purchasing face creams, and 8 percent of the sample respondents, spend Rs.201-250.

26 percent of the sample respondents purchase face creams because they are influenced by the quality and 2 percent were influenced by price.

42 percent of the sample respondents buy face creams from the departmental stores, 30 percent of the sample respondents' purchase from exclusive face creams, 22 percent of the sample respondents from local provision stores and 6 percent of the sample respondent's purchase from chain stores.

50 percent of the customers are using face creams enhance their beauty, 38 percent of

the respondents for freshness, 10 percent of the respondents for improving their Hygiene and 2 percent of the respondents for health.

48 percent of the respondents are purchasing face creams once in a month, 32 percent are purchasing face creams twice in a month, 14 percent are purchasing face creams 3 times per month, 6 percent are purchasing face creams 4 times a month and 0 percent are purchasing face creams more than 5 times in a month.

24 percent of the respondents are using fair & lovely, 16 percent of the respondents are using ponds, 12 percent of the respondents are using youth ever, 8 percent of the respondents are using dove and olay, 4 percent of the respondents are using lotus, Patanjali and Himalaya, 2 percent of respondents are using vicco turmeric, fairever and Nivea. It is evident the fair & lovely is the brand mostly preferred by the sample respondents.

The sample respondents have given the first rank is to the quality of face cream, the second rank is given to package, the third rank is given to price of the face cream, the fourth rank is given to confidence and the fifth rank by the respondents is given to fragrance of the face cream and also to No side effect with the use of face cream.

### Suggestions

#### To the Manufacturers

1. The consumers prefer quality products. So the manufacturers should concentrate on producing face cream with superior quality.
2. The attractive package is preferred by the consumers. So, effective packages should be introduced concentrating on durability.
3. The price of the face cream should be reasonable.
4. Consumers prefer the variety of fragrance. So that the freshness would last long.
5. The face cream must be prepared from natural ingredients which will not cause skin problem and allergies.
6. The disposable container can be introduced.
7. Free samples can be distributed to create awareness among the people.
8. The manufacturer should not corrupt the consumers regarding the weight of products.
9. The manufacturers must watch the

- taste and preference of the consumers from time to and improve the products.
10. The stock of different brands must be made available to avoid the consumers switch over to other brands.

### To the Consumer

The consumers must see the expire date of the product before purchasing.

They must use the products according to the instructions given by the manufactures.

The consumer must purchase the products according to their needs and must not be influenced by advertisement.

### Conclusion

The study analysis the brand preference towards face cream among the college students in Nagercoil town. From the study, it is clear that the marketer can succeed in their field and can satisfy the target of the consumer if they have a clear idea about the customers and produce quality products according to their requirements.

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