

# A Study On College Girl's Preference Towards Cosmetics With Reference To Thoothukudi

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Cosmetic products play a significant role in enhancing beauty, promoting self-expression, and contributing to overall well-being. Their benefits extend beyond aesthetics, impacting mental health, self-confidence, and skincare. The growth of cosmetic industry indicates the usage level of the people. In India young generation especially college girls are using more cosmetics in their daily life. The main aim of conducting this research is to discover the college girl's preference towards cosmetics products. In order to conduct this research and to achieve the objectives like factors influence to purchase cosmetic products, familiar cosmetic products among the students and reason for choosing cosmetic products, the primary data has been collected by using structured questionnaire. Moreover, secondary data has been collected from published reports, journals, periodicals, newspapers, books, magazines, and other published literature. For collecting the primary data simple random sampling method is used. To undertake this study, a sample size of 200 respondents was taken.

**KEYWORDS:** Cosmetic products, College Girls.

## INTRODUCTION:

The usage of cosmetics evolved in the ancient period, the king and their family members used cosmetics in their daily life. It indicates the importance of cosmetics. They regularly used organic cosmetics in their life.

Also in the present modern world people are using cosmetic products in their daily life. Compared to non-working women, working women use more cosmetics in their life because it enhances their beauty as well as it is a needed one for their profession. Using cosmetic products give self-confidence to the people. Men and women worldwide are using cosmetics in the present world.

The Indian beauty industry has witnessed remarkable growth, driven by market trends and the increasing demand for beauty products. The market is valued at USD 14.9 billion in 2021 and is projected to reach USD 28.9 billion by 2026, reflecting a CAGR of 14.9%. Especially in India, young generations use more cosmetics in their life. The Indian college girls are using more number of cosmetic products in their life. It gives them smooth skin, prevents skin from heat, controls hair fall, increasing hair growth and gives self-confidence etc. All these points induce the researcher to do the present research work topic "A study on college girl's preference towards cosmetics with reference to Thoothukudi".

### **BENEFITS OF COSMETIC PRODUCTS:**

Enhances self-confidence	Nutrition for skin
Provides skin protection	Creates a professional look
Maintains skin health	Cosmetic users skin appears more youthful
Relaxation and stress relief	Fosters creativity and self-expression
Hydration and moisture balance	Even skin tone

### **REVIEW OF LITERATURE:**

**Mythily R , Mownika C (2023)**, their journal entitled "A Study on Women's Buying behaviour of Cosmetic Products in Reference to Coimbatore City", they concluded that, that women in Coimbatore city have a significant buying behaviour when it comes to cosmetic products. Quality, brand, price, and packaging were identified as some of the key factors that influence women's purchasing decisions.

**NileshAnute, Dr. AnandDeshmukh and Prof. AmolKhandagale (2007)**, their journal entitled "Consumer Buying Behavior towards Cosmetic Products", they found out that, Most of the people purchase cosmetic product comes in the age group of 15-30 years, Most of the people(60%) like to buy organic cosmetic product. Most of the people spend around 1000-2000 Rs per month on cosmetic product and they purchase it from shopping mall. Most of the people remain loyal to their cosmetic products, they don't change their cosmetic brand.

**TrishnaMakwana and Dr. JiteshParmar (2019)**, their research paper titled "Factors influencing female buying behaviour for cosmetic products", it is discover that, every factors are important to study at its own, and every factor directly or indirectly contributes its part to influence the female in its process of purchasing cosmetics; differs only at the stage of buying and which type of products are being purchased.

Women tend to look for products that enhance their physical appearance and boost their confidence.

### **STATEMENT OF THE PROBLEM:**

Now a days college students especially Girls spend huge amount for their cosmetic products for enhancing their beauty. Thus the researcher has chooses this topic "a study on college Girl's preference towards cosmetics with reference to Thoothukudi". The study has been undertaken among 200 ongoing Arts & Science college Girls.

**SCOPE OF THE STUDY:**

The scope of the study covers only cosmetic users from A.P.C Mahalakshmicollege (100) and V.O. Chidambaram College (100), Thoothukudi. The sample size is 200 ongoing college girls.

**OBJECTIVES OF THE STUDY :**

- To find out factors influencing the purchase of cosmetic products.
- To know the familiar cosmetic products among the students.
- To find out the reason for choosing cosmetic products.
- To offer suggestions based on the findings of the study.

**RESEARCH METHODOLOGY**

Sample size	-	200 respondents from A.P.C Mahalakshmi College (100) and V.O. Chidambaram College(100), Thoothukudi.
Sampling Techniques	-	Simple random sampling
Sources of data	-	Both primary & Secondary

**ANALYSIS AND RESEARCH FINDINGS**

An attempt is made to know the college Girl's preference towards cosmetics with reference to Thoothukudi. The variables such as the age of the respondents, gender, and reasons for choosing cosmetic products, factors that influence to purchase cosmetic products and familiar products among college Girls and overall satisfaction were analyzed.

**TABLE 1 – AGE OF THE RESPONDENTS**

S.no	Age	No. of. Respondent	Percentage
1.	Below 18	4	2
2.	18 – 20	168	84
3.	Above 20	28	14
	<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**TABLE 2 - EDUCATIONAL STREAM**

S. no	Educational stream	No. of response	percentage
1.	Arts stream	128	64
2.	Science stream	72	36
	<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**TABLE 3 - FACTORS INFLUENCE TO BUY COSMETIC PRODUCTS**

S.no	Factor Influence	No. of. Response	Percentage
1.	Advertisement	32	16
2.	Reasonable Price	16	8
3.	Friends/ Relatives	12	6
4.	Brand name	36	18
5.	Quality	92	46
6.	Others	12	6
	<b>Total</b>	<b>200</b>	<b>100</b>

**TABLE 4 - REASON FOR CHOOSING COSMETIC PRODUCTS**

S. No	Factors	Rank					Total score	Mean score	Rank
		I	II	III	IV	V			
1	Skin Care	56	32	56	36	20	10860	54.30	<b>I</b>
2	Hair care	36	72	28	32	32	10500	52.50	<b>III</b>
3	Beauty care	44	28	84	24	20	10640	53.20	<b>II</b>
4	Doctor Advise	12	44	16	64	64	8500	42.50	<b>V</b>
5	Boost our self esteem	52	24	16	44	64	9500	47.50	<b>IV</b>

Source: primary data

**TABLE 5 - BATH SOAPS PEREERENCE**

S.no	Factor	Rank								Total score	Mean score	Rank
		I	II	III	IV	V	VI	VII	VIII			
1.	Mysore sandal	64	40	52	16	8	8	8	4	12764	63.82	<b>I</b>
2.	Medimix	4	28	24	60	52	8	12	12	10232	51.16	<b>IV</b>
3.	Hamam	32	20	32	8	12	48	28	20	10000	50.00	<b>V</b>
4.	Lifebuoy	12	8	4	12	36	28	20	80	7424	37.12	<b>VIII</b>
5.	Dove	20	16	12	36	44	20	20	32	9448	47.24	<b>VI</b>

6.	Cinthol	16	16	12	28	16	44	48	20	9008	45.04	<b>VII</b>
7.	Pears	36	20	36	20	8	28	36	16	10376	51.88	<b>III</b>
8.	Lux	16	52	28	20	20	20	20	24	10424	52.12	<b>II</b>

Source : primary data

**TABLE 6 - PEREference TOWARDS SHAMPOO**

S.no	Factor	Rank								Total score	Mean score	Rank
		I	II	III	IV	V	VI	VII	VIII			
1.	Clinic plus	40	52	20	20	8	20	12	28	11108	55.54	<b>II</b>
2.	Sunsilk	36	40	24	8	28	8	44	12	10728	53.64	<b>III</b>
3.	Chick	12	8	20	44	12	56	32	16	9160	45.80	<b>VII</b>
4.	Pantene	24	16	28	32	32	12	16	40	9644	48.22	<b>VI</b>
5.	Dove	28	24	28	8	24	44	28	16	10048	50.24	<b>V</b>
6.	Garnier	0	4	12	12	32	44	48	48	7380	36.90	<b>VIII</b>
7.	Meera shampoo	52	20	20	36	28	12	16	16	11204	56.02	<b>I</b>
8.	Head & shoulder	12	32	48	36	40	4	4	24	10544	52.72	<b>IV</b>

Source : primary data

**TABLE 7 - PEREference TOWARDS TALCUM POWDER**

S.no	Factor	Rank					Total score	Mean score	Rank
		I	II	III	IV	V			
1.	Ponds	60	80	44	8	8	12020	60.10	<b>I</b>
2.	Cuticura	12	16	12	60	100	7360	36.80	<b>V</b>
3.	Spinz	24	32	60	48	36	9540	47.70	<b>IV</b>
4.	Gokul sandal	36	48	60	36	20	10520	52.60	<b>III</b>

5.	Yardley	68	24	24	48	36	10560	52.80	II
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Source : primary data

**TABLE 8 - PEREFERENCE TOWARDS HAIR OIL**

S.no	Factor	Rank							Total score	Mean score	Rank
		I	II	III	IV	V	VI	VII			
1.	Parachute	16	92	24	24	8	4	32	11076	55.38	II
2.	VVD coconut oil	120	12	28	16	16	4	4	13464	67.32	I
3.	Vatika	4	20	20	24	56	64	12	8884	44.42	V
4.	Dhatri	8	12	24	16	40	64	36	8336	41.68	VI
5.	Dabur	32	8	28	40	44	16	32	9776	48.88	IV
6.	Immami	4	20	12	32	24	36	72	7792	38.96	VII
7.	Indulekha	16	36	60	52	12	12	12	10844	54.22	III

Source : primary data

**TABLE 9 - PEREFERENCE TOWARDS FACE CREAM**

S.no	Factor	Rank					Total score	Mean score	Rank
		I	II	III	IV	V			
1.	Fair & Lovely	44	88	40	24	4	11640	58.20	I
2.	Fair ever	4	24	60	68	44	8560	42.80	IV
3.	Vicco	76	24	8	40	52	10440	52.20	III
4.	Nivea	16	12	68	40	64	8520	42.60	V
5.	Ponds face cream	60	52	24	28	36	10840	54.20	II

Source : primary data

**TABLE 10 - PEREFERENCE TOWARDS SUNSCREEN**

S.no	Factor	Rank							Total score	Mean score	Rank
		I	II	III	IV	V	VI	VII			

1.	Vaseline	24	64	48	24	16	20	4	11508	57.54	<b>I</b>
2.	Ponds	56	28	24	36	28	12	16	11360	56.80	<b>II</b>
3.	Himalaya	56	20	20	28	32	36	8	11040	55.20	<b>III</b>
4.	Lakme	28	32	20	40	24	28	28	10064	50.32	<b>IV</b>
5.	Nivea	16	16	44	16	20	24	64	8720	43.60	<b>VI</b>
6.	Mamaearth sunscreen	12	28	20	24	56	40	20	9372	46.86	<b>V</b>
7.	Ayur	8	12	24	32	24	44	56	8188	40.94	<b>VII</b>

Source : primary data

**TABLE 11 - OVERALL SATISFACTION**

<b>Overall satisfaction</b>	<b>Satisfied</b>	<b>Not satisfied</b>	<b>Total</b>
	132	68	200
<b>Percentage</b>	66%	34%	100%

Source : Primary data

### **FINDINGS OF THE STUDY:**

- It is found that, out of 200 respondents, 84% of the respondents belong to 18 – 20 years of age.
- It is observed that, 64% of the respondents come under Arts stream.
- It is discovered that, 46% of the respondents were influenced by quality factor.
- It is found out that, the main reason for using cosmetic product is Skin care.
- Most of the students preferred Mysore sandal soap.
- In Thoothukudi majority preferred Meera shampoo.
- Majority of the respondents choose Ponds talcum powder.
- Most of the girls prefer VVD coconut hair oil for their hair care.
- In the study area majority used fair and lovely face cream.
- First priority goes to Vaseline sunscreen.
- Out of 200 respondents, 66% were satisfied with the overall cosmetic products.

### **SUGGESTIONS:**

- ✓ Most of the respondents are facing Skin Problems. So every Company has to focus on those problems to work out strategies to rectify this problem in the near future.
- ✓ Every Consumer has to be aware of Choosing a Product.
- ✓ Every company should provide adequate information about their products to their customers.
- ✓ Customer like best quality product on any price, so every cosmetic product company should keep eye on this point.

- ✓ Certain percent of the respondents are not satisfied with their cosmetic products. Hence it is suggested that the manufactures should identify the reasons behind factors that cause dis-satisfaction and then provide them with the requirements.
- ✓ Every company has to keep in mind to follow the business ethics.

## **CONCLUSION:**

Finally the researcher concluded that, majority of the college girls were satisfied with their cosmetic products in Thoothukudi, but certain percentage were dis-satisfied with their cosmetic products. In this regard companies have to take necessary efforts to remove dis-satisfaction among girls in future. It will attract more customers in future as well as retain their existing customers too. The success of the organization mainly depends on their customer satisfaction. Every company should keep in mind the golden words of Gandhiji's "A customer is our boss".

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