

## Research Article

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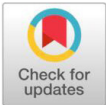
## Selection of Cosmetic Products According to the Awareness of Girls Students of Ayodhya District of U.P. India.

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### ABSTRACT

The present paper focuses on the understanding of awareness and attitudes of adolescents towards the use of cleanliness products. The college students include were females of a similar age group of 19-26 years. It was found that the female students in the four-target age group have a similar awarding pattern, price, and celebrity brand are two major factors influencing awareness preferences. The study was conducted through interview schedule reporting for the awarding behavior and satisfaction level. 48.3 percent of college students were aware of pears soap for use which acquires rank first whereas 35-8 percent of female students were awarded Dove soap and only 23.3 percent of students tried to award lux and santoor although 97.5 percent respondents were fully satisfied as for as refresher after body cleaning affair. All of 85 percent of students like to be aware of Patanjali soap due to the protection of the skin. Awareness is a common phenomenon in the modern marketing world. Female students are classified to induce the students to make marketing awarding selections. Results of the awareness regarding marketing strategies and promotional methods, they try to change the female student's decision-making through buying. The process of this study is to examine the student's attitudes towards awareness of bathing products. The results and implications are useful for future research. The present paper aims to focus on the awareness of female students for soap among college girls in the district of Ayodhya. A sample of college female students was selected based on stratified random sampling methods as respondents. The results of the analysis showed that students different differed in preference of soap. The preference of the majority of the college female students are lux toilet soap, ponds, pears, dove, santoor, and Patanjali soap.

**Challenges and Issues:** The key aspect of consumer buying behavior is marketing segmentation. Consumers can be grouped into different sections or parts, including product usage, demographics, and psychological and lifestyle segments. In any industry market research is vital because it ensures that the manufacturer produces the customer's actual want or demand and not their imagination or conjecture on the consumer's want or need. Whenever, an industry understands the customer's needs, it helps in improving their marketing strategies. Some of the issues of the consumer are:

The industry or company must understand the reaction (thinking, feeling, reasons of any action) of the consumer and the selection of diverse options like brand or products.

The consumer's influence in relation to the environment.

Consumer's behavior while making decisions or shopping for a product.

Inadequate knowledge or information of a product control decision-making and marketing result.

**Keywords:** Cosmetic Products, Female Students, Buying Behavior, Consumer Decision Making, Skin Protection, Awareness Pattern, Price, Marketing Strategies, Lifestyle.

The word "Cosmetics" is derived from the Greek word Kosmetikos which means "skilled at decorating" Cosmetics colloquially known as make-up are care substances used to enhance the appearance or odor of the human body. The U.S. Food and Drug Administration (FDA), which regulations cosmetics, defines cosmetics as intended to be applied to the human body for cleansing, beautifying promoting attractiveness, or altering the appearance without affecting the body structure or functions producing and marketing tends to motivate consumers intension to buy products through various promotional methods and marketing strategies. This fact hassled increasing to know about the factors which determine buying behavior. In recent years, with the advancement of women's

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economic status and self-conscience, buying has increased [1-3] women tend to engage in more impulse buying as compared men. Hence, it is important to learn the factors which determine female consumers buying cosmetics products. The consumer buying behavior steps in the decision process model. There are mainly five stages of consumer buying behavior.

**(1) Problem /need recognition.****(2) Information search.****(3) Evaluation of alternatives****(4) Purchase decision.****(3) Post purchase behavior.**

**Need of the Study:** The contribution that this research tends to make was to give a clear view to the cosmetic industry as to how college girls prefer to purchase cosmetics products of varied ranges. Also, it helps in knowing the customer base of various brands. Especially among young ladies the use of cosmetics is unavoidably one. The passion for cosmetics among college girls is growing day by day.

**Statement of the Problem:** Through this study, the researcher aims at analyzing consumer preferences for cosmetics such as bathing soap, face powder, shampoo, hair oil, face cream, nail polish, and body cream. Hence, the researchers are interested in friendly out which brand, attract more the satisfaction level, availability, and the agreement as pride of the brands.

**Objectives of the study**

**The following are the broad objectives of the study.**

- (1)** To find out the popular brand of cosmetics used by the majority of the college girls with reference to the Ayodhya district.
- (2)** To find out whether the college girls are satisfied with the brands available at present.
- (3)** To find out the consumer's preferences for cosmetics among college girls with reference to the Ayodhya district.

**Literature Review:** Brands is the name associated with one of more items in the product line that is used to identify the source of characters of the items [4-5] also cited that a brand is defined as a specific name, symbol or design, or the combination of these that is employed to differentiate a product. The brand name has become an ordinary feature of revery product available and the market. The specialty of each brand its different value in the mind of the potential buyers. A strong brand image and reputation enhances differentiation and has a positive influence on buying behavior [6-9], marketers see the significance of powerful brands and this is shown in all effort to build up a strong brand. To customers, brands mean familiarity and credibility as they get to experience some contacts in their everyday life; therefore, they use the brands as an indicator to try or make a decision to buy new products [10]. Moreover, brands are regarded as casual signs of determinants of product quality depends on if the intrinsic attributes and processes that truly determine the quality [11] such as familiarity and credibility in the mind of consumer, which creates value to the firm, can be enforced by the use of brand equity: brand awareness, brand loyalty, brand association and perceived quality [12].

**Consumer Attitude**

**According to** [13] attitude is the conduct, nature, temperament thought, and wax of behaving. It can be positive or negative and performs a very essential function in purchasing a product. [14] defines consumer attitude simply as a composite of a consumer's beliefs, feelings and behavioral intentions toward some object within the context of marketing [15] defined attitude as a powerful and long-term assessment for which the consumers are having well- built way of thinking and it can be an individual, entity, announcement or a matter. Attitudes are formed through experience and learning and attitudes influence buying behavior [16] Consumer attitudes toward a firm and its product, greatly influence the success or failure of the firm [17-18] have argued that there is a direct causal relationship between attitudes and behavior.

**Consumer decision marking**

The consumer decision-making process consists of mainly five steps according to most researchers with in the field (Mccall et. 2002, cross 1999, Peter and Olser 2005, p.169, Hawkins et al, 2011). The steps included in the model are; need or problem recognition, information search, evaluation of alternatives, purchase and the post-purchase process. However, not all purchased require every step (1999), Peter & Olsen 2005, p168). Consumers can skip the evaluation of alternatives when considering low-involvement products (Peter & Olson 2005). According to Hawkins et al. (2001), there are more aspects than only the decision-making process that affect consumer behavior which are external and internal influences. External influences are social class and reference groups while internal factors are motivation exposure, attention, perception and attitude.

**Consumer Preference:**

**Dialogues (2008) and Mucuk (2001)** According to the report, with the exception of cleaning products, consumer loyalty to private brand-products were found to have increased for products in all categories. Despite the growing demand for private brand products, consumers, have different reasons for their preferences that are sensitive to product type and price, and the socio-economic status of consumers (Jack and rose 2000). It would be difficult and almost impossible to create quantitative variable to describe the overall appearance of the main characters combining varying views (e.g., price, taste, quality, hygiene etc.) as well as the dynamic design, colors, and sound of the machine in that vending solution, which may have a significant impact on consumer preference Monirul & Han J.tl;(2012), states the demand of coffee is more than tea and earring good amount of profit. It is assumed that about 20 billion. Cups of hot drinks are solid every year.

**Research Methodology:** This chapter will describe the method used in the research, explain the method conducting, procedure of data collection and sampling and finally describe the questionnaire design.

**Research Method:** Selecting the right methodology is important for the researches as it will affect the relevant information extracted from the data. There are two type of method researcher use to collect data.

**Qualitative and Quantitative method:** Quantities research methods are more intrusive and less structured than quantitative research techniques, and thus are appropriate

when the research is exploring in nature, when the research is clinical (Jarratt, 1996). Qualitative research is collecting, analyzing, and interpreting data by observing what people do any sax. Small no of people is interviews in depth and /or a relatively small number of focus groups are conducted .The techniques is administered by highly trained interviewer – analyst who also analyzed the finding and tends to somewhat subjective (Schiff man & Knuk, 2000,p.15) while quantitative research method is aimed to classify features , count them and contrast statistical models in an attempt to explain what is observed and the data collected are in form of number and statistics (Neil,2007).It is descriptive in nature and is used by researchers to understand the effect of various promotional input on consumers (Schiffman and Kanuk, 2000.p.15).Quantitative research is invaliding the use of structured questions where the response options have been predetermined and a large number of respondents is involved. According to Mc Daniel and Roger (2002), to study the meaning of involving variables statistically, quantitative, research is considered useful. Quantitative research searches for references about a larger population, giving a result that portrays statistical analysis capability, high reliability and general is ability (Sae-jiks 2007) in addition, and most of that research in this area of the study utilized quantitative research with similar methodology. The use of quantitative research for this study will produce a comparison with prior study within same context.

**Sources of Data:** The required information for the study has been collected both from primary and secondary sources. The primary data has been collected from the respondents by survey method through the issue of the questionnaire in addition interview techniques and informal talks were held for collecting first-hand information. The secondary data has been collected from books magazines, journals and from dealers.

**Tools Used for Analysis and Imprecision:** Simple statistical tools such as averages, and percentage have been used for analysis and interpretation.

**Items of Cosmetics:**

**About seven items of cosmetics that are normally used by college girls have been selected for the study. They are;**

1. Bathing soap, 2. Talcum powder, 3. Shampoo, 4. Face powder, 5. Hair oil, 6. Perfume, 7. Sun Screen

**Sampling Design:**

Samples of 270 college girls are selected as respondents on the basis of a stratified random sampling method. The details of the sampling are given below-

**Table: 1 Category of colleges:**

Sl.No.	Name of Arts & Science College	No. of Respondents
1	Asha Devi P.G. College	30
2.	Ram Newaj P. G. College	30
3.	Jhunjhun wala P.G. College	30
4.	Gurunanak Girls Degree College	30
5.	Vindtheshawar Devi P.G. College	30
6.	Shyam Baksh Singh P.G. College	30
7.	Mharana Pratap Degree College	30
8.	Jai Ganesh Shiv Sagar Mahila P.G. College	30
9.	BNS Girls Degree College	30
	<b>Total</b>	<b>270</b>

**Table 2: Preference for cosmetics in bathing soap:**

The preferences for different cosmetics by the respondents have been analyzed after another.

**Table -2 Shows the preference for bathing soap.**

Sl.No.	Cosmetics soap	No. of respondents	Percentage
1.	Saffron castile soap	08	08%
2.	Khadi natural hand made	16	06%
3.	Herbal soap pears	11	04%
4.	Lavender	14	05%
5.	Sandal wood	14	05%
6.	Mysore sandal wood soap	28	10%
7.	Dove	49	18%
8.	Lux	27	10%
9.	Patanjali soaps	103	38%

**Sources:** Calculated from primary data.

From the above table Patanjali soaps is preferred by most of the college girls (38%) followed by Dove soap (18%) of respondents and lavender and sandalwood soap is followed by same (05%) of respondents.

**Table- 3 Shows the preference for talcum powder.**

Sl.No.	Preference	No of respondents	Percentage
1.	Ponds	126	46%
2.	Other	50	18%
3.	Organic aqyiram	24	8%
4.	Degas vanilla talc	38	14%
5.	Mysore sandal wood	10	3%
6.	Yardley lender gold	03	1%

From the above table shows that the majority of college girls in Kumarganj are used ponds of -126 respondents in percentage of 46% of college girls are using talcum powders. The next preference is for others (18%) followed by Degas vanilla tale (14%). Organic aquarium (8%) followed by Mysore sandal wood. Secret temptation pink perfumed talc and white tone face powder 2% followed by Yardley lender gold and wild stone (1%).

**Table: 4 Shows the preference for shampoo.**

Sl.No.	Preference	No of respondents	Percentage
1.	Sunsilk	89	33%
2.	Ptanjali	81	30%
3.	Dove	08	0.3%
4.	Garnier	35	13%
5.	Head's Shoulder	20	07%
6.	Tresemme	05	02%
7.	Clinic plus	27	10%
8.	Others	05	02%
	<b>Total</b>	<b>270</b>	<b>100%</b>

**Source:** Calculated from primary data.

From the above table, it clearly shows that (33%) of college girls prefer Sunsilk shampoo and the second category of Pantene shampoo of (30%) and the third category of Garnier shampoo of (13%) of respondents.

**Table: 5 Shows the preference for face cream.**

Sl.No.	Preference	No of respondents	Percentage
1.	Nivea	122	45%
2.	Vicco	100	37%
3.	Fair & Lovely	30	11%
4.	ponds	10	04%
5.	Almond.	08	03%
	<b>Total</b>	<b>270</b>	<b>03%</b>

**Source:** Calculated from primary data.

From the above table, it indicates that the majority of the respondents expressed that they prefer nivea followed by Vicco and Fair & Lovely.

**Table: 6 Shows the preference for hair oil.**

Sl.No.	Preference	No of respondents	Percentage
1.	Parachute	111	43%
2.	Dabur amla	105	40%
3.	Navratan	22	0.8%
4.	Lentil	08	04%
5.	Vatika	07	03%
6.	Musturd	05	02%
	<b>Total</b>	<b>270</b>	<b>100%</b>

**Sources:** Calculated from primary data.

Result showed that about 111 of respondents covering 43% preferred parachute coconut hair oil followed by Dabur amla 40%.and Navratan (08%).

**Table :7 Shows the preference for perfume.**

Sl.No.	Preference	No of respondents	Percentage
1.	Yardley london	73	27%
2.	Fogg	65	24%
3.	Ramco women's Jasmine	21	0.8%
4.	Riya melody apparel	17	06%
5.	Bella vita organic	54	20%
6.	Engage women's	08	03%
7.	Ramsons	29	11%
8.	Others	05	01%
	<b>Total</b>	270	100%

**Sources:** Calculated from primary data.

From the above table, the study shows that 73 respondents covering 27% preferred Yardley Landon followed by Fogge 24% and Bella Vita organic 20% their details are exhibited here.

**Table 8: Shows the preference for sunscreen:**

Sl.No.	Preference	No. of respondents	Percentage
1.	Ayur	73	42%
2.	Lakme	65	21%
3.	Himalaya	21	17%
4.	Biotique	17	06%
5.	Mama earth	54	01%
6.	Fair & lovely	08	03%
7.	Lotus	29	04%
8.	Nevia	03	01%
	<b>Total</b>	270	100 %

**Sources:** Calculated from primary data.

Even through turmeric is a good germicide no girls students seem to use it as a face cream.

**Table 9: Expenditure on cosmetics.**

Sl.No.	Options (Rs)	No of respondents	Percentage
1.	Below 500	111	79%
2.	500- 1000	81	13%
3.	Above 1000	35	0.8%
	<b>Total</b>	270	100%

#### Findings of the study-

The following are the main findings of the study.

1. Majority of the respondents are spending less than Rs 500 per month on cosmetics.
2. Others is most preferred bathing soap by the majority of the respondents.
3. ponds is most preferred talcum powder by more than the average number of respondents.
4. Parachute hair oil are preferred more or less equally by average number of respondents.

5. Quality is most preferred factor for brand preference is the majority of the respondents.

#### Suggestions

1. The satisfaction level of respondents is very low on the cosmetic products. Hence it is suggested that the manufacturers should identify the reasons behind this and then provide them with the requirements.
2. The respondents feel that the prices of cosmetics are comparatively higher.
3. Girls students may be influenced to use turmeric as face cream. The medical benefit of using turmeric must be brought to the notice of girls.

## CONCLUSION

Cosmetic is a preparation extremely applied to change or enhance the beauty of skin, hair, nail, lips, and eyes in today's scenario the cosmeceutical market is considered to be a potential market for the cosmeceutical pharmaceutical companies. Due to the diversity in population and also having a large population. India is supposed to be are of the emerging markets in the field of cosmetical production and also having has a large population Indian's supposed to be are of the emerging markets in the field of cosmetic production this globe cosmetic generation beauty, fragrance pleasant look and love as wealth findings of the study help cosmetic companies to make their strategies so as to capture this new emerging cosmeceutical market segment.

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