

Influence of Factors Affecting the Purchasing Of Face Powder Brands on Satisfaction of Women Customers

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Abstract: *Cosmetics have been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness, but, the safety of cosmetic products is of prime importance for the general consumers. The majority of the women customers prefer Ponds brand of face powder. The regression analysis indicates that value, suitability, quality and familiarity are positively influencing the level of satisfaction of face powder brands of women customers at one per cent level, while, fragrance and familiarity are positively influencing the level of satisfaction of face powder brands of women customers at five per cent level.*

I. Introduction

Cosmeceuticals are topical cosmetic-pharmaceutical hybrids, intended to enhance the beauty through ingredients that provide additional health-related function or benefit. They are applied topically as cosmetics, but contain ingredients that influence the biological function of skin. The desire to improve one's physical attractiveness seems to be an inherent characteristic of most individuals. Cosmetics have been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness. From a self-presentational perspective, argued that cosmetics are used specifically for grooming behaviors and in general function to manage and control not only social impressions but also self-image.

Cosmetics are luxury articles and for the past few years, usage of cosmetics has increased multifold, resulting into an increased production, import, distribution and sale of cosmetics. These items may contain some ingredients, the constant use of which might prove to be harmful and hence needs control. The safety of cosmetic products is of prime importance for the general consumers. The cosmetic products have to be formulated and manufactured in accordance with Schedule M-II of Drugs and Cosmetics Act 1940 and Rules 1945 and Indian Standards issued by Bureau of Indian Standards, New Delhi, cGMP guidelines of USFDA as well as guidelines of CTFA (Cosmetic, Toiletries and Fragrance Association), IFRA (International Fragrance Association) and similar bodies. On a global scale, countries are reaching a consensus on the standards of quality of cosmetics by coming under a common umbrella of CHIC (Cosmetic Harmonization and International Cooperation) initiated in 1999 and revised from time to time.

Consumers of cosmetic products have also become aware of respect towards animals. The concern in this area is not only the use of animals for laboratory testing but also with the use of materials and ingredients derived from animal sources. Due to the growing pressure from vegetarians, religious groups and animal rights groups, there is a requirement of writing 'non-animal tested', 'contains no animal ingredients', etc. on the label of the product. The awareness towards environmental issues together with a trend towards green politics and consumerism has developed public opinion to a degree where products may be accepted or rejected according to their environmental performance. With this background, the present research is attempted to study the influence of factors affecting the purchasing of face powder brands on satisfaction of women customers.

II. Methodology

Among the different cities in Tamil Nadu, the Chennai city has been purposively selected for the present study. The 600 women customers of cosmetic products have been selected for the present study by adopting random sampling technique and the data and information pertain to the year 2012-2013. In order to understand the socio-economic features of women customers, the frequency and percentage analysis are carried out. In order to identify the factors affecting the purchasing of face powder brands by the women customers, the exploratory factor analysis has been employed. In order to study the influence of factors affecting the purchase of face powder brands on satisfaction of women customers, the multiple linear regression has been applied.

III. Results And Discussion

3.1. SOCIO - ECONOMIC FEATURES OF THE WOMEN CUSTOMERS

The socio-economic features of the women customers of cosmetic products were analyzed and the results are presented in Table-1.

Table-1. Socio-Economic Features of the Women Customers

Particulars	Customers (N=600)		Particulars	Customers (N=600)	
	Frequency	Per Cent		Frequency	Per Cent
Age(Years)			Educational Qualification		
15 – 25	72	12.00	Primary	18	3.00
25 – 35	179	29.83	Secondary	43	7.17
35 – 45	253	42.17	Higher Secondary	35	5.83
45 – 55	67	11.17	Graduation	138	23.00
Above 55	29	4.83	Post Graduation	366	61.00
Occupation			Monthly Income(Rs.)		
Private Sector	152	25.33	10000 - 15000	23	3.83
Public Sector	145	24.16	15000 - 20000	37	6.17
Self- Employed	48	8.00	20000 - 25000	408	68.00
Professionals	114	19.00	Above 25000	132	22.00
Students	19	3.17	Marital Status		
Housewife	79	13.17	Unmarried	252	42.00
Business	43	7.17	Married	348	58.00

The results show that about 42.17 per cent of women customers of cosmetic products belong to the age group of 35 – 45 years followed by 25 – 35 years(29.83 per cent), 15 – 25 years(12.00 per cent), 45 – 55 years(11.17 per cent) and above 55 years(4.83 per cent).

The results indicate that about 61.00 per cent of women customers of cosmetic products are educated up to post graduation followed by graduation (23.00 per cent), secondary education (7.17 per cent), higher secondary education (5.83 per cent) and primary education (3.00 per cent).

It is observed that about 25.33 per cent of women customers of cosmetic products are employed in private sector followed by public sector (24.16 per cent), professionals(19.00 per cent), housewife(13.17 per cent), self-employed(8.00 per cent), business(7.17 per cent) and students(3.17 per cent).

It is apparent that about 68.00 per cent of women customers of cosmetic products belong to the monthly income group of Rs. 20000 - 25000 followed by above Rs. 25000(22.00 per cent), Rs. 15000 – 20000(6.17 per cent) and Rs. 10000 – 15000(3.83 per cent).

It is clear that about 58.00 per cent of women customers of cosmetic products are married and the rest of 42.00 per cent of women customers of cosmetic products are unmarried.

3.2. Brand Preference Of Face Powder

The face powder is the most popular cosmetic product preferred by the majority of the customers. There are different face powder brands available in the market and the brand preferences of customers are also different. The brand preference of face powder by women customers was analysed and the results are presented in Table-2.

Table-2. Brand Preference of Face Powder by Women Customers

Sl. No.	Face Powder Brands	Number of Women Customers	Percentage
1.	Ponds	180	30.00
2.	Cuticura	120	20.00
3.	Gokul Santol	144	24.00
4.	Yardly	96	16.00
5.	Spinz	60	10.00
	Total	600	100.00

It is observed that about 30.00 per cent of women customers prefer Ponds brand of face powder followed by Gokul Santol(24.00 per cent), Cuticura(20.00 per cent), Yardly(16.00 per cent) and Spinz(10.00 per cent). It is inferred that the majority of the women customers prefer Ponds brand of face powder.

3.3. Factors Affecting The Purchasing Of Face Powder Brands

In order to identify the factors affecting the purchasing of face powder brands by the women customers, the exploratory factor analysis has been employed. The principal component method of factor analysis was carried out with Eigen values greater than one through varimax rotation and the results obtained through rotated component matrix are presented in Table -3.

Table-3. Factors Affecting the Purchasing of Face Powder Brands - Exploratory Factor Analysis

S.No	Attributes	Rotated Factors Loadings on					
		Factor-I	Factor-II	Factor-III	Factor-IV	Factor-V	Factor-VI
1.	Brand Name	.59					
2.	Value for Money	-.75					
3.	Skin Suitability		-.80				
4.	Freshness				.81		
5.	Ingredients			.74			
6.	Fragrance				.68		
7.	Price	-.60					
8.	Quantity	.75					
9.	Skin Smoothness			.62			
10.	Absorption of Oil in Skin		.74				
11.	Easy Availability					-.78	
12.	Attractive Package					.69	
13.	Advertisement						.72
14.	Recommendation by Doctors						-.69
	Eigen Value	2.11	1.75	1.64	1.50	1.40	1.12
	% of Variance	12.18	12.14	11.93	10.82	10.61	10.33
	Cumulative % of Variance	12.18	24.32	36.25	47.07	57.68	68.01
	Cronbach's Alpha			0.79			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 9 iterations.

Factor-I: From the table, it is inferred that out of 14 attributes, four attributes have their high, relatively tightly grouped factor loadings on factor-I.

This factor consists of:

- Brand Name(0.59)
- Value for Money(-0.75)
- Price (-0.60)
- Quantity(0.75)

This factor is named as **“VALUE”**.

Factor-II: is formed with:

- Skin Suitability (-0.80)
- Absorption of Oil in Skin (0.74)

This factor is named as **“SUITABILITY”**

Factor-III: This factor includes:

- Ingredients (0.74)
- Skin Smoothness(0.62)

This factor is named as **“QUALITY”**

Factor-IV: This factor is formed with:

- Freshness (0.81)
- Fragrance (0.68)

This factor is named as **“FRAGRANCE”**

Factor-V: This factor includes:

- Easy Availability (-0.78)
- Attractive Package (0.69)

This factor is named as **“ATTRACTIVENESS”**

Factor-VI: This factor is formed with

- Advertisement (0.72)
- Recommendation by Doctors (-0.69)

This factor is named as **“FAMILIARITY”**

The Cronbach's alpha of the scale was 0.79 indicating that each measure demonstrated acceptable internal consistency. It is inferred that value, suitability, quality,

fragrance, attractiveness and familiarity are the factors affecting the purchasing of face powder brands by the women customers.

3.4. Influence Of Factors Affecting The Purchasing Of Face Powder Brands On Satisfaction Of Women Customers

In order to study the influence of factors affecting the purchase of face powder brands on satisfaction of women customers, the multiple linear regression has been employed and the results are presented in Table-4. The level of satisfaction is considered as dependent variable and the factors derived from explanatory factor analysis are considered as independent variables.

The results indicate that the coefficient of multiple determination (R^2) is 0.71 and adjusted R^2 is 0.69 indicating the regression model is moderately fit. It shows that about 69.00 per cent of variation in dependent variable (Level of Satisfaction) is explained by the independent variables (Factors Affecting Purchase of Face Powder Brands). The F-value of 5.127 is significant at five per cent level indicating that the regression model is good fit.

Table-4. Influence of Factors Affecting the Purchasing of Face Powder Brands on Satisfaction Level of Women Customers

S.No	Particulars	Regression Coefficients	t-value	Sig
1.	Intercept	2.752**	4.957	.001
2.	Value(X_1)	.527**	3.261	.000
3.	Suitability(X_2)	.493**	3.729	.001
4.	Quality(X_3)	.468**	3.692	.001
5.	Fragrance(X_4)	.345*	2.123	.032
6.	Attractiveness(X_5)	.318*	2.218	.041
7.	Familiarity(X_6)	.332**	3.494	.001
8.	R^2	0.71		
9.	Adjusted R^2	0.69		
10.	F	5.127		0.02
11.	N	600		

Note: ** Significance at one per cent level

* Significance at five per cent level

The results show that value, suitability, quality and familiarity are positively influencing the level of satisfaction of face powder brands of women customers at one per cent level, while, fragrance and familiarity are positively influencing the level of satisfaction of face powder brands of women customers at five per cent level. Hence, there is a significant influence of factors affecting the purchase of face powder brands on satisfaction level of women customers. Therefore, there is no significant influence of factors affecting the purchase of face powder brands on satisfaction level of women customers is rejected.

IV. Conclusion

The research findings reveal that the majority of women customers of cosmetic products belong to the age group of 35 – 45 years and the most of the women customers of cosmetic products are post graduates. The majority of the women customers of cosmetic products are employed in private sector and the most of the women customers of cosmetic products belong to the monthly income group of Rs. 20000 - 25000 and the most of them are married. The majority of the women customers prefer Ponds brand of face powder.

The factor analysis shows that that value, suitability, quality, fragrance, attractiveness and familiarity are the factors affecting the purchasing of face powder brands by the women customers. The regression analysis indicates that value, suitability, quality and familiarity are positively influencing the level of satisfaction of face powder brands of women customers at one per cent level, while, fragrance and familiarity are positively influencing the level of satisfaction of face powder brands of women customers at five per cent level.

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