YOUTH PERCEPTION TOWARDS COSMETICS: A STUDY WITH REFERENCE TO UDUPI TALUK

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ABSTRACT
Global cosmetics market is expected to get garner $429.8 billion by 2022, registering a CAGR of 4.3% during the forecast period 2016-2022. In the light of these facts, this research paper mainly focuses use of cosmetics by the female youth. Now a days 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 Udupi Taluk by sample size of 100. Researchers made questionnaire and distributed in Udupi Taluk. 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 Lakme and Himalaya brands.

KEYWORDS: Perception, Attitude, Cosmetic usage, FMCG.

INTRODUCTION
In the present modern world consumer get a variety of products in the market. So it is very difficult to analyse the product. The younger generation have a strong desire and urge for enhancing their beauty. The emerging trend in consumer’s income and consumption pattern encourage study towards perception of FMCG’s. Fast Moving Consumer Goods (FMCG) are broadly divided into three types. They are Household care product, Personal care product and Food and Beverages. Our research article more concentrate on personal care product like face cream, face powder, eye products, perfumes etc. Cosmetic market (makeup or beauty product) is mixture of chemical, generally used to enhance the appearance or odor of the human body. Female youth’s buying pattern is different when it comes for price, brand, product, quality, use of natural ingredient and packaging. According to their buying pattern brand also differs from consumer to consumer.

OBJECTIVE
- To analyse the buying pattern of the youth.
- To aimed to explore the use and knowledge regarding use of cosmetics.
- To study the youth perception towards youth.
RESEARCH METHODOLOGY
All the findings are based on the survey done in the working area within time limit. It has been tried to select a sample representative of the whole group. The data has been collected from 100 respondents for studying consumer perception towards youth.

SAMPLING
For the purpose of the study, the researcher select the female youth of Udupi Taluk. On the basis of Random and stratified technique, Random and Stratified sampling is easier to tabulate and interpret and also least time consuming. The researcher personally contacted 100 female youths of Udupi Taluk on the basis of convenience and we requested to answer promptly.

TOOLS USED FOR THE STUDY
The research design adopted for the study is descriptive and analytical in nature. It is based on primary and secondary data. Secondary data was collected from books and internet. Primary data was collected by the researcher through a structured questionnaire form, covering 100 youth’s respondent. Sufficient care was taken to see that the sample is fairly representative of a cross section of the female consumers of cosmetics. For analysis and interpretation, researcher used simple statistical tools like percentage and some of the relevant and interesting data are presented in the tabular form and diagram (pie chart and bar). Chi-square test was used for testing hypothesis.

HYPOTHESIS
H₁: There is a close association between age and frequency of buying cosmetics.
H₀: There is no close association between age and frequency of buying cosmetics.

NEED AND SCOPE OF THE STUDY
The need of this proposal is to contribute to a better understanding and knowledge of consumer buyer behaviour towards use of cosmetics. The aim of the project is to find out the youth perception towards cosmetics. Here we only consider personal care product like Face cream, Lipstick, Eye products, Face powder, Body lotion, Perfumes.

LITERATURE REVIEW
Many women prefer cosmetics because it makes them feel confident and pretty. Women’s choice of cosmetics has changed category. They feel that cosmetics highlight their facial flaws. The increasing fashion trends, beauty consciousness, and to maintain health, consumer demand insist the cosmetic consumer to choose different cosmetic items.

Brion Davies, opined in his article, “colors Emerging strategy urges Trade Up” that Indian women still relay on natural home made products very much which keeps the size of cosmetic market small

According to Priyanka Bhattacharya stated in her article “Indian Quarterly Indian Beauty Market Roundup” that India is one among the fastest growing beauty markets in the world and that the colour cosmetics market segments is growing faster as more and more women become aware of become aware of beauty products and to use make-up products.

Choon Sup Hwang in his study, “segmentation of The Cosmetics Markets According to shopping Orientation consumers” revealed that consumers consider quality as the most important factor to purchase cosmetics.
Michelle Guthrie etal, in their study entitled, “The Effects of Facial Image and cosmetic Usage on Perception of Brand Personality” stated that in the total quantity of cosmetic consumption the consumers’ facial image may have an influence. Women trend to use more cosmetics when they have self-satisfaction of their facial image had more confidence in using cosmetics to enhance their beauty. They creatively manipulated their facial features which resulted in higher level of cosmetic use.

DATA ANALYSIS AND INTERPRETATION

<table>
<thead>
<tr>
<th>Table 1: Education Qualification of the Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education qualification</td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>Illiterate</td>
</tr>
<tr>
<td>Under Graduate</td>
</tr>
<tr>
<td>Post Graduate</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Field survey data
The above table indicate about the education qualification of the respondents, there is no illiterate as per concerned, 70% youths are post graduate, 30% youths are under graduate.

<table>
<thead>
<tr>
<th>Table 2: Designation of the respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designation of the student</td>
</tr>
<tr>
<td>---------------------------</td>
</tr>
<tr>
<td>Student</td>
</tr>
<tr>
<td>Employed</td>
</tr>
<tr>
<td>Student and part time employed</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Field survey data
Majority of the respondents are Students (69%), followed by Employed (23%), and rest 8% of the respondents are in other designation like self-employed, House maker. No student and part time employed.

<table>
<thead>
<tr>
<th>Type of shop</th>
<th>No. of female youth</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>42</td>
<td>29.37%</td>
</tr>
<tr>
<td>Super centre</td>
<td>12</td>
<td>8.39%</td>
</tr>
<tr>
<td>Malls</td>
<td>31</td>
<td>21.68%</td>
</tr>
<tr>
<td>Wholesale shops</td>
<td>7</td>
<td>4.90%</td>
</tr>
<tr>
<td>Convenience store</td>
<td>36</td>
<td>25.17%</td>
</tr>
<tr>
<td>Online</td>
<td>15</td>
<td>10.49%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>143</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: Field survey data

The above data indicate that, 29.37% of the respondents prefer to shop in Retail, 25.17% prefer to go for convenient store, 21.68% of respondents prefer Malls, 10.49% prefer online shopping, 8.39% prefer Super centre, only 4.90% of respondents are prefer Wholesale shopping.

![Reason for using cosmetics](image_url)

Source: Field survey data

Figure 1 shows that 80 respondents are mainly used cosmetics for beauty purpose (68.97%), 18.10% respondents for Health, 12.07% are for Civility and only 0.86% i.e. only one person used for elegant look.

**Testing of Hypothesis 1:**

H<sub>1</sub>: There is a close association between age and frequency of buying cosmetics.

H<sub>0</sub>: There is no close association between age and frequency of buying cosmetics.

<table>
<thead>
<tr>
<th>Age</th>
<th>16 - 20</th>
<th>21 - 25</th>
<th>26 - 30</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a month</td>
<td>10</td>
<td>55</td>
<td>15</td>
<td>80</td>
</tr>
<tr>
<td>2 times a month</td>
<td>2</td>
<td>13</td>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td>More than 5 times a month</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>4 times a month</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>3 times a month</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12</strong></td>
<td><strong>72</strong></td>
<td><strong>16</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Field survey data

<table>
<thead>
<tr>
<th>Chi-square value</th>
<th>Table value</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.06</td>
<td>15.5</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

Source: Field survey data

80% of the respondents purchase cosmetics at once a month, which consist of 55% respondents from 21-25 age group, 15% respondents from 26-30 age group, 10% respondents from 16-20 age group. The chi-square analysis shows that there is no close association between age and frequency of buying cosmetics. Hence, the Hypothesis “There is close association between age and frequency of buying cosmetics” has been rejected. So it is conclude that there is no significant association between age and frequency of buying cosmetics.
Table 6: Brand Preference of the Respondents

<table>
<thead>
<tr>
<th>Brands</th>
<th>No. of female youth</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakme</td>
<td>65</td>
<td>37.36%</td>
</tr>
<tr>
<td>Himalaya</td>
<td>34</td>
<td>19.54%</td>
</tr>
<tr>
<td>Patanjali</td>
<td>26</td>
<td>14.94%</td>
</tr>
<tr>
<td>L’Oreal</td>
<td>16</td>
<td>9.19%</td>
</tr>
<tr>
<td>Maybelline</td>
<td>23</td>
<td>13.22%</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>5.75%</td>
</tr>
<tr>
<td>Total</td>
<td>174</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Field survey data

The table shows about the brand preference of the respondents. Majority of the respondents (37.36%) prefer Lakme brand, 19.45% prefer Himalaya brand, 14.94% female youth prefer Patanjali, 13.22% use Maybelline brand, 9.20% prefer L’Oreal brand and out of 100 respondents 5.75% prefer other brand like Ponds, Sandal, Revlon.

Table 7: Usage of cosmetics

<table>
<thead>
<tr>
<th>Cosmetics</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face cream</td>
<td>61</td>
<td>17%</td>
</tr>
<tr>
<td>Lipstick</td>
<td>60</td>
<td>16.71%</td>
</tr>
<tr>
<td>Eye Product</td>
<td>71</td>
<td>19.78%</td>
</tr>
<tr>
<td>Face Powder</td>
<td>67</td>
<td>18.66%</td>
</tr>
<tr>
<td>Body lotion</td>
<td>32</td>
<td>8.91%</td>
</tr>
<tr>
<td>Perfumes</td>
<td>62</td>
<td>17.27%</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>1.67%</td>
</tr>
<tr>
<td>Total</td>
<td>359</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Field survey data

According to Table 7, 19.78% of respondents use Eye product, 18.66% use Face powder, 17.27% respondents use perfumes, 17% use Face cream, 16.71% of the respondents use Lipstick, 8.91% use Body lotion and 1.67% use other cosmetic like Gel and sun cream. Here we can see that female youths use more of eye product to enhance their beauty.

Table 8: Recommend of the product

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>94</td>
<td>94%</td>
</tr>
<tr>
<td>No</td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Field survey data

It is gratify to note that majority of the respondent recommend the product to other. As per data collected 94% of the respondents recommend their cosmetic brand other and only 6% will not recommend the product they used.

Table 9: Perception towards amount spent on cosmetics

<table>
<thead>
<tr>
<th>Products</th>
<th>Less than 25</th>
<th>25-50</th>
<th>50-150</th>
<th>More than 150</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face cream</td>
<td>8</td>
<td>22</td>
<td>22</td>
<td>25</td>
<td>77</td>
<td>16.04%</td>
</tr>
<tr>
<td>Lipstick</td>
<td>6</td>
<td>4</td>
<td>22</td>
<td>42</td>
<td>74</td>
<td>15.42%</td>
</tr>
<tr>
<td>Eye product</td>
<td>5</td>
<td>21</td>
<td>21</td>
<td>33</td>
<td>80</td>
<td>16.67%</td>
</tr>
<tr>
<td>Face powder</td>
<td>6</td>
<td>22</td>
<td>24</td>
<td>22</td>
<td>74</td>
<td>15.42%</td>
</tr>
<tr>
<td>Body lotion</td>
<td>1</td>
<td>8</td>
<td>25</td>
<td>29</td>
<td>63</td>
<td>13.12%</td>
</tr>
<tr>
<td>Perfumes</td>
<td>3</td>
<td>2</td>
<td>17</td>
<td>58</td>
<td>80</td>
<td>16.67%</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>3</td>
<td>14</td>
<td>13</td>
<td>32</td>
<td>6.66%</td>
</tr>
</tbody>
</table>

Source: Field survey data

Above table shows about the amount spend on cosmetic by the respondents. Here we can see that female youth spend more on Eye product and perfumes i.e. both at 16.67%. In Eyeproduct 6.25% respondents spend below 25, 26.25% respondents spend between 25-50, 26.25% respondents spend between 50-150, 41.25% respondents spend above 150. In Perfumes out of 80 respondents, 3.75% spend below 25, 2.5% spend between 25-50, 21.25% spend between 50-150, 72.5% spend more than 150.
Table 10: Perception towards how youth learn to apply makeup

<table>
<thead>
<tr>
<th>How youth learn to apply</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mom or elder sister</td>
<td>41</td>
<td>37.61%</td>
</tr>
<tr>
<td>Friends</td>
<td>44</td>
<td>40.38%</td>
</tr>
<tr>
<td>Youtube videos or online</td>
<td>18</td>
<td>16.51%</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>5.50%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>109</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: Field survey data

From Table 6, it is examined that 40.38% of respondents learn to apply makeup from friends, 37.61% from mom or elder sister, 16.51% are from youtube videos and online and 5.50% are learn to apply from advertisement.

Table 11: Perception towards respondent reaction when brand not available

<table>
<thead>
<tr>
<th>Reaction</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wait till it is supplied next time</td>
<td>11</td>
<td>10.28%</td>
</tr>
<tr>
<td>Switch brand</td>
<td>3</td>
<td>2.80%</td>
</tr>
<tr>
<td>Search in other shops</td>
<td>71</td>
<td>66.36%</td>
</tr>
<tr>
<td>Buy it online</td>
<td>22</td>
<td>20.56%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>107</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: Field survey data

The above table shows that 66.36% of the respondents are search in other shops when brand not available, 10.28% are wait till it is supplied next time and 2.80% are switch brand. Here we can see that it is rare to switch brand from one brand to another. And also respondents are more loyal to their brand.

CONCLUSION

Cosmetic market is one of the best growing market sections which have been competitive and grown continually during the past few years. The younger population is increasingly accepting the cosmetics. They use cosmetic mainly to enhance their beauty. Regardless of age, education and earning status they spent more and more on cosmetics to look young and beautiful. The producers of the FMCG’s in the personal care sector will have a roaring business provided they cater to the needs of all sections of the female youth. As per our research, people prefer quality and natural ingredient in the product. So producers must concentrate on these two facts. Researcher also comes to know that female youth prefer more of National brand than the International brands.

REFERENCES