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BRAND PREFERENCE OF NAGPUR'S FEMALE CONSUMERS TOWARDS COSMETIC & PERSONAL CARE PRODUCTS

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ABSTRACT

In recent years, the Cosmetic & Personal Care Product (C & PCP) market has experienced significant diversification, driven by the entry of numerous brands. The market has undergone a transformative shift, catalyzed by the rise in e-commerce platforms, increased accessibility to international products, and the emergence of homegrown brands committing to offering chemical-free, natural, and safe product alternatives. Positive post-COVID-19 effects proved to be the turning point for the substantial growth of the various brands entering the market with their different USPs catering to the diverse needs of Indian consumers.

With so many brands flooding the market, consumers have ample choices for each category of Cosmetic and Personal Care Products (C & PCPs).

The present research specifically focuses on discovering at the ground level which brands female consumers of Nagpur City prefer to choose from largely available alternatives.

The researcher gathered data from 426 respondents from Nagpur using a structured questionnaire and a convenient random sampling method. The questionnaire also contained open-ended questions that allowed the respondents to mention their specific preferred brands other than the given options.

Keywords: Brand Preference, Cosmetic & Personal Care Products (C & PCPs), Hair Care, Body & Skin Care, Fragrance, Colour Cosmetics

1. INTRODUCTION

American Marketing Association defined "Brand Preference" as one of the indicators of strength of a brand in the hearts and minds of customers; it represents which brands are preferred under assumptions of equality in price and availability.

Brand preferences help organizations gain insights into the current competitive landscape. About a decade ago, only a few brands dominated the whole market. Today's competition encompasses much more than this; it has become more diverse and expanded from different angles. Brand preference is the selective demand for a company's brand rather than a product; the degree to which consumers prefer one brand over another.

The scope of this study is confined to four specific categories within the broader spectrum of Cosmetic & Personal Care Products, which encompass a diverse range of product classifications.

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1) Hair Care Product Category
- Shampoo/ Conditioner
- Hair oil

2) Body & Skin Care Product Category
- Body lotion/ Cream/ Moisturizers
- Basic Face Care Products and Advanced Face Care Products.

3) Fragrance Product Category
- Perfumes
- Deodorants

4) Colour Cosmetic Product Category
- Lip Makeup Products
- Eye Makeup Products
- Nail Products

2. LITERATURE REVIEW

S. Bonde and I. Yadav (2019), primarily focused on two concepts i.e. brand awareness and brand perception towards the FMCG brands**JETIR1905839.pdf**

S. Shukla and R. Dhanger (2019), through this study the researchers tried to showcase the attitude of consumers and their preferences for online shopping. **https://www.researchgate.net/publication/381613952_Study_On_Consumer_Buying_Behavior_-Nagpur_City**

P. Patil (2017), focussed brand preference for FMCG product brands and also showed the difference in brand preference by rural and urban consumers. https://www.researchgate.net/publication/319482816_A_study_of_Brand_preference_among_Rural_and_Urban_consumers

K. Mukherjee (2019), Shows the purchasing pattern with reference to the concept of brand awareness in rural areas of Nagpur city. **(99+) Study on Purchasing Pattern with Reference to Brand Awareness at Nagpur District Rural Market | IOSR Journals - Academia.edu**

Chittibahu C, Vidya S, S. Patel, Yeshaas S, and Varun S (2023), analysed through their study, the consumer brand preferences for cosmetic products among college girls. IJRTI

Shereen Bhan (2024), in the summit a discussion held on the transformative shifts shaping the beauty landscape. https://www.cnbctv18.com/business/companies/nykaa-beauty-summit-2024-india-beauty-personal-care-industry-loreal-nivea-19471045.htm

3. OBJECTIVE

To study the brand preference of female Consumers for Cosmetic & Personal Care Products in Nagpur City.

4. RESEARCH METHODOLOGY

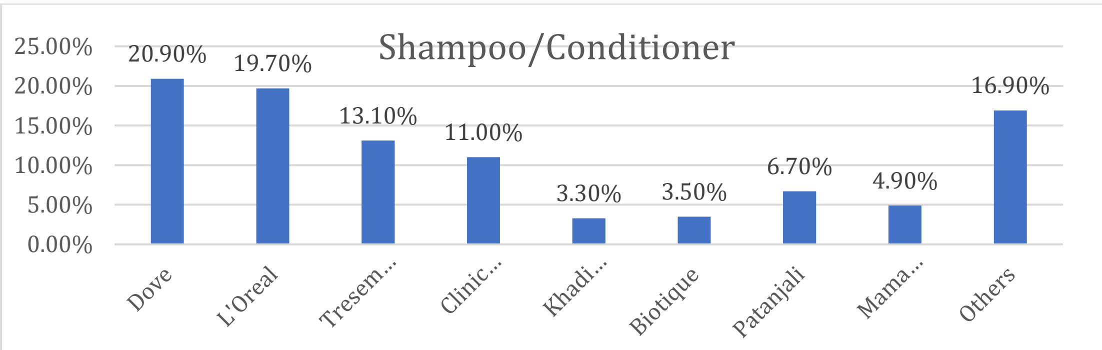
The researcher uses both methods of data collection. Secondary data was used to deeply understand the concept of brand preference, consumer behaviour, Cosmetic and personal care products, etc. by reviewing various research papers and articles from renowned sources. The researcher with the help of using a well-structured and comprehensive questionnaire, collected primary data from 426 female respondents from Nagpur city through a convenience random sampling technique.

5. RESULTS AND FINDINGS

The results and findings of the data collected from consumers on brand preference for the four selected product categories of Cosmetics & Personal Care Products are shown below with the help of the representative graphs.

5.1 Brand Preference in Hair Care Category.

5.1.1. Brand Preference for Shampoo/ Conditioner



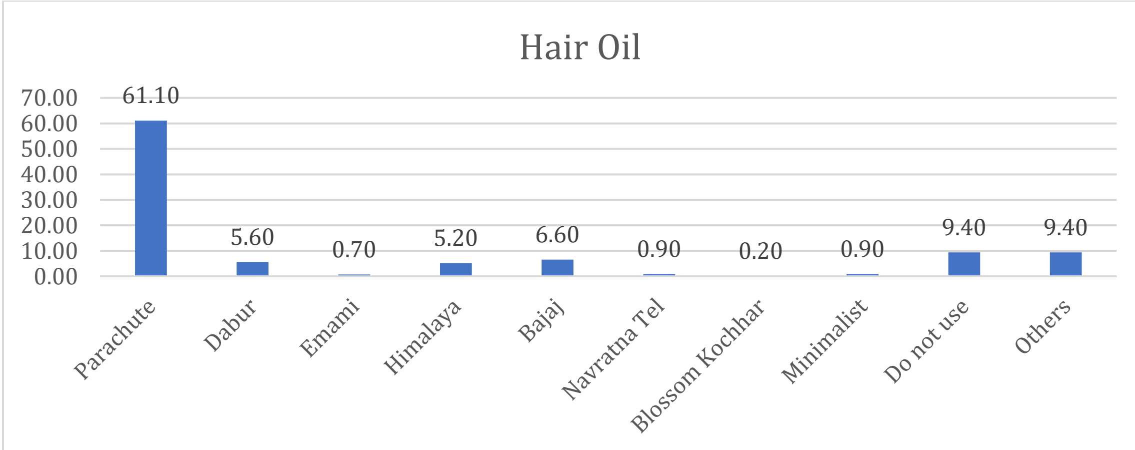
Observations:

The results indicate that the consumer preferences for Dove (21%) and L'Oreal (20%) are higher than other brands with a difference of only 1% between the two brands. 17% of the respondents who chose other brands reflect the diversity of the consumer preference list. After investigating the 17% of the respondents the bracket covers variety of brands from homeopathic brands to dermatologists-recommended brands to herbal brands to some home-made products too along with some popular brands that have not been given in the options like Head & Shoulders, Sunsilk, Vatika, etc.

Shampoo/Conditioner Brands	%	f
Dove	20.90	89
L'Oreal	19.70	84
Tresemme	13.10	56
Clinic Plus+	11.00	47
Khadi Naturals	3.30	14
Biotique	3.50	15
Patanjali	6.70	28
Mama earth	4.90	21
Others	16.90	72
Total	100.00%	426

Table 5.1.1

Graph 5.1.2. Brand Preference for Hair Oil.



Observations:

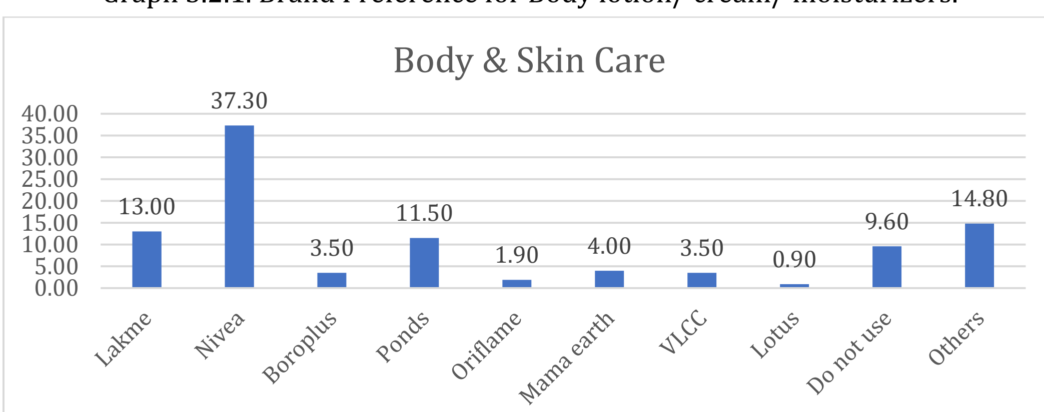
Parachute is the overwhelmingly preferred brand under this category, with 61% of respondents selecting it. The combined percentages of Dabur, Emami, Himalaya, Bajaj, Navratna Tel Blossom Kochhar, and minimalist are almost 40% less than the parachute's share. Additionally, Non-users and other brands make up 20% of the total, with each receiving an identical score.

Hair oil Brands	%	f
Parachute	61.10	260
Dabur	5.60	24
Emami	0.70	3
Himalaya	5.20	22
Bajaj	6.60	28
Navratna Tel	0.90	4
Blossom Kochhar	0.20	1
Minimalist	0.90	4
Do not use	9.40	40
Others	9.40	40
Total	100.00	426

Table 5.1.2

5.2. Brand Preference in Body & Skin Care category.

Graph 5.2.1. Brand Preference for Body lotion/ cream/ moisturizers.



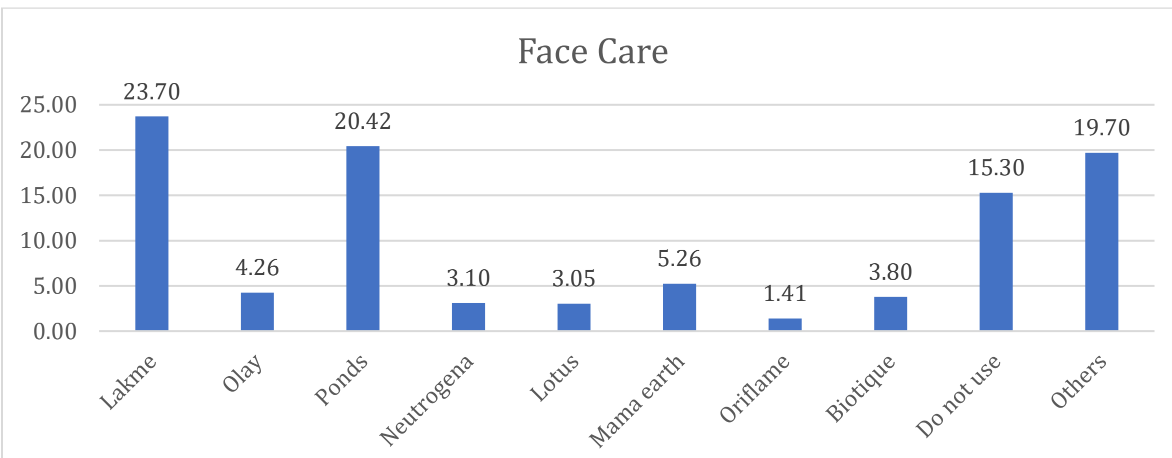
Observations:

Nivea seems to be the dominant brand under this category, preferred by almost 1/3rd % i.e. 37% of the respondents. There arrives a large gap between Nivea and the second-most preferred brand i.e. Lakme (13%) closely followed by Ponds (12%).

Body Care Brands	%	f
Lakme	13.00	55
Nivea	37.30	159
Boroplus	3.50	15
Ponds	11.50	49
Oriflame	1.90	8
Mama earth	4.00	17
VLCC	3.50	15
Lotus	0.90	4
Do not use	9.60	41
Others	14.80	63
Total	100.00	426

Table 5.2.1

Graph 5.2.2. Brand Preference for Basic Face Care Products and Advance Face Care Products.



Observations:

Lakme leads the category preferred by 24% of the respondents. Ponds (21%) is the close competitor of Lakme with a minor gap of 3%. 20% of the respondents who mentioned their preferred brand in the "other" option indicate significant market fragmentation.

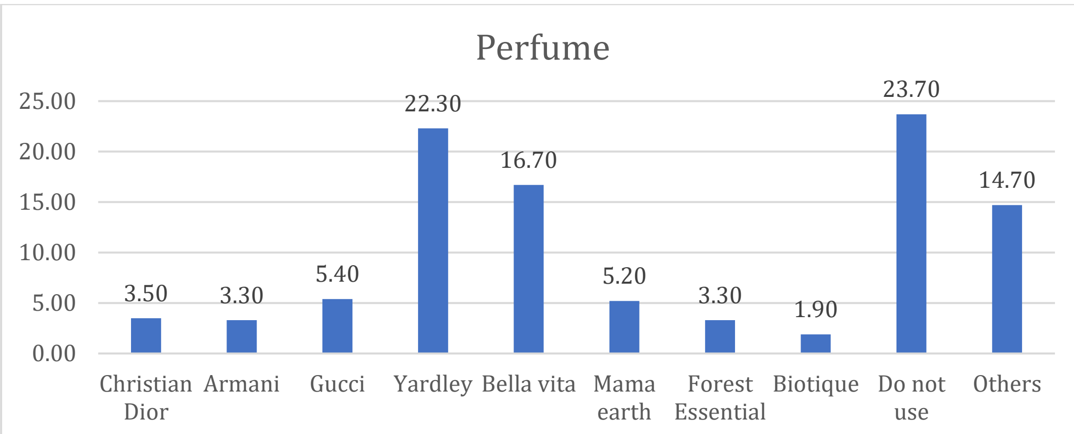
Face Care Brands	%	f
Lakme	23.70	100
Olay	4.26	18
Ponds	20.42	87
Neutrogena	3.10	13
Lotus	3.05	15
Mama earth	5.26	22

Oriflame	1.41	6
Biotique	3.80	16
Do not use	15.30	65
Others	19.70	84
Total	100.00	426

Table 5.2.2

5.3. Brand Preference in Fragrance Product Category.

Graph 5.3.1. Brand Preference for Perfumes.



Observations

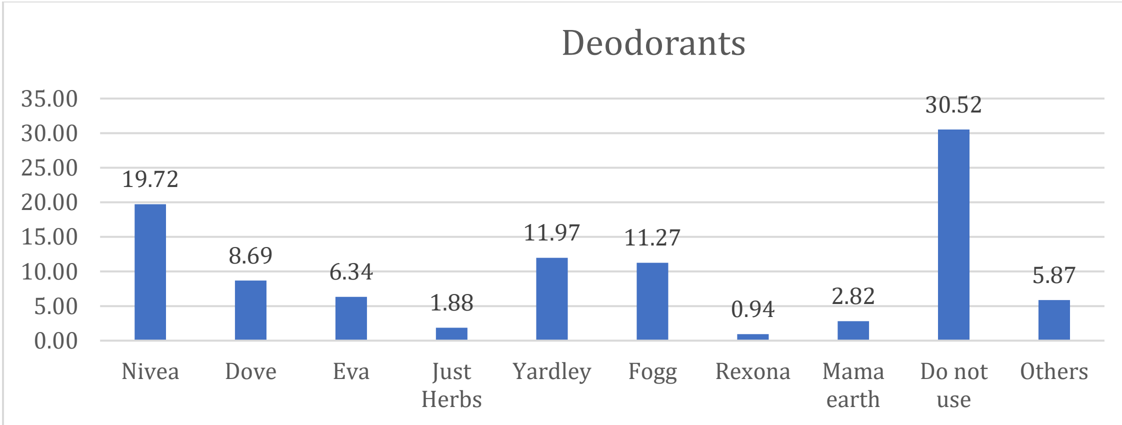
From the above graph, the most preferred brand in the Perfume category is Yardley (22%) and 24% of the respondents don't use perfumes.

Since this question was an open-ended question 15% of the respondents mentioned their preferred brand other than the options provided in the question. It can be inferred that the consumer's preference list for the perfume category might not be restricted to a few popular brands; rather its spectrum is wide enough that cover many brand names.

Perfume Brands	%	f
Christian Dior	3.50	15
Armani	3.30	14
Gucci	5.40	23
Yardley	22.30	95
Bella vita	16.70	71
Mama earth	5.20	22
Forest Essential	3.30	14
Biotique	1.90	8
Do not use	23.70	101
Others	14.70	63
Total	100.00	426

Table 5.3.1

Graph 5.3.2. Brand Preference for Deodorant.



Observations:

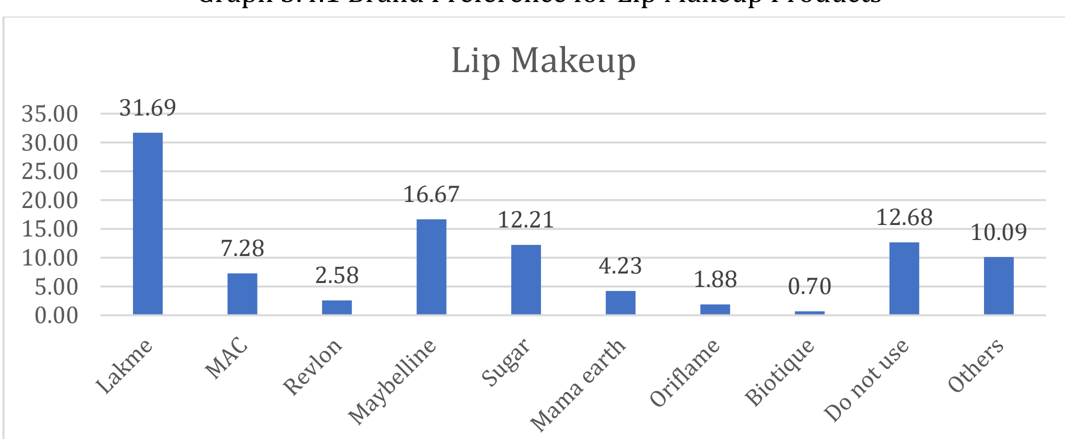
From the above graph, 20% of the respondents chose Nivea as their most preferred brand in the Deodorant category. Fogg and Yardley both got the same 12% preference from the respondents, which is moderately preferred by consumers. The non-users of the deodorant products are very high indicating the scope of further expansion under this particular product category.

Deodorant Brands	%	f
Nivea	19.72	84
Dove	8.69	37
Eva	6.34	27
Just Herbs	1.88	8
Yardley	11.97	51
Fogg	11.27	48
Rexona	0.94	4
Mama earth	2.82	12
Do not use	30.52	130
Others	5.87	25
Total	100.00	426

Table 5.3.2

5.4. Brand preference in Colour Cosmetic Product Category.

Graph 5.4.1 Brand Preference for Lip Makeup Products



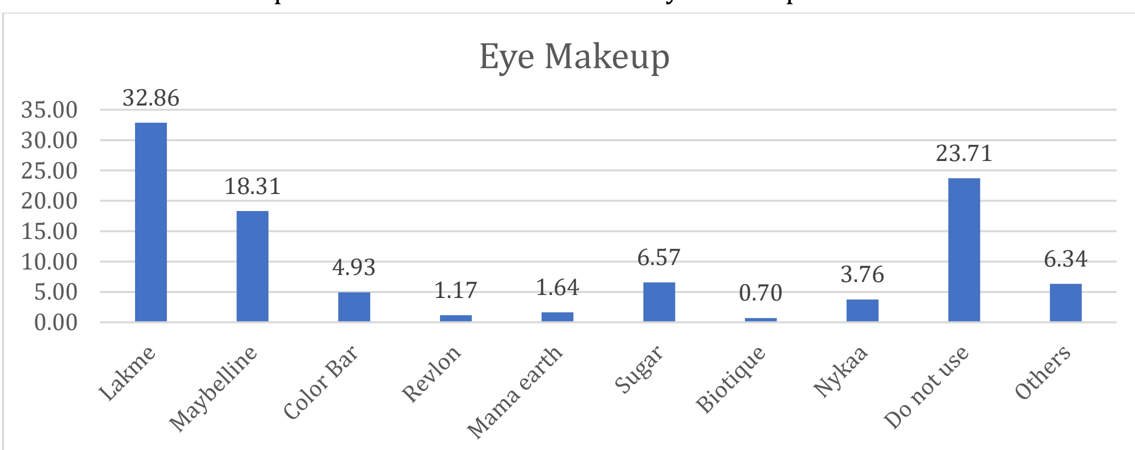
Observations

With 32% of the respondents choosing Lakme as their most preferred brand, it has the largest proportion of choice. Maybelline (17%) and sugar (12%) doing well in the market but still their percentage of share in preferences seems to be far from Lakme.

Lip Makeup Brands	%	f
Lakme	31.69	135
MAC	7.28	31
Revlon	2.58	11
Maybelline	16.67	71
Sugar	12.21	52
Mama earth	4.23	18
Oriflame	1.88	8
Biotique	0.70	3
Do not use	12.68	54
Others	10.09	43
Total	100.00	426

Table 5.4.1

Graph 5.4.2 Brand Preference for Eye Makeup Products



Observations

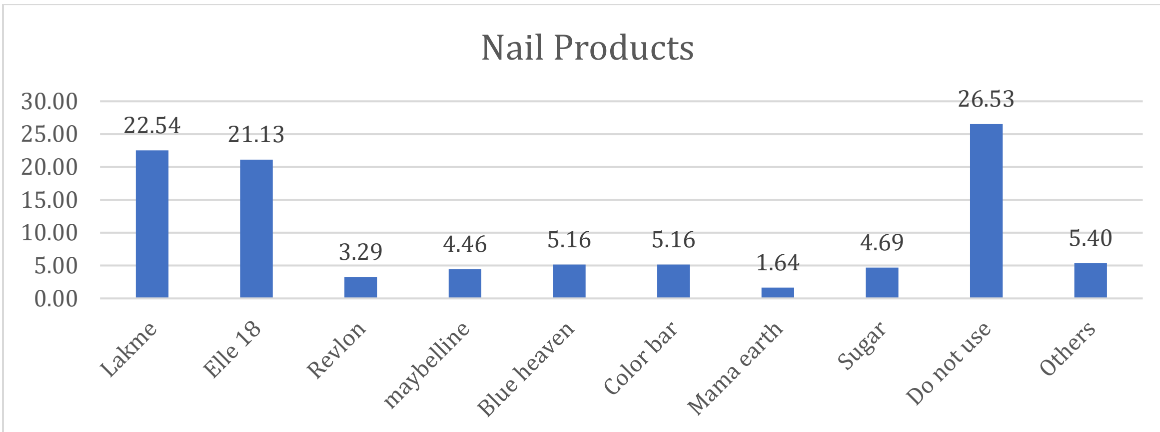
Lakme holds the highest share of preference, with 33% of the respondents selecting it as their preferred brand. Maybelline, with 18%, is the second most popular brand, emerging as Lakme's competitor. A significant proportion of respondents, 24%, identify as non-users, highlighting a notable segment of individuals who are not engaging with eye makeup products.

Eye Makeup Brands	%	f
Lakme	32.86	140
Maybelline	18.31	78
Color Bar	4.93	21
Revlon	1.17	5
Mama earth	1.64	7
Sugar	6.57	28
Biotique	0.70	3

Nykaa	3.76	16
Do not use	23.71	101
Others	6.34	27
Total	100.00	426

Table 5.4.2

Graph 5.4.2 Brand Preference for Nail Products



Observations

The findings on the above category indicate that Lakme emerges as the most preferred brand, with around 23% of the respondents indicating it as their choice, closely followed by Elle 18, being preferred by 21% of the respondents. Revlon (3%), Maybelline (4%), Sugar (5%), Blue Heaven (5%), Colorbar (5%) each capture a small share of the preferences. Mama earth (2%) is the least preferred brand of all. The highest percentage of non-users of the product i.e. 27% indicates the untapped segment of the consumers.

Nail Products	%	f
Lakme	22.54	96
Elle 18	21.13	90
Revlon	3.29	14
maybelline	4.46	19
Blue heaven	5.16	22
Color bar	5.16	22
Mama earth	1.64	7
Sugar	4.69	20
Do not use	26.53	113
Others	5.40	23
Total	100.00	426

Table 5.4.3

6. CONCLUSIONS

Leading brands in Nagpur as per the results of the survey:

Sr. No.	Cosmetic & Personal Care Product Categories	Leading Brands
7.1	**Hair Care Product Category**	

7.1.1	Shampoo/ Conditioner	Dove
7.1.2	Hair Oil	Parachute
7.3	**Body & Skin Care Product Category**	
7.3.1	Body lotion/ Cream/ Moisturizers	Nivea
7.3.2	Basic Face Care Products and Advanced Face Care Products	Lakme
7.4	**Fragrance Product Category**	
7.4.1	Perfume	Yardley
7.4.2	Deodorant	Nivea
7.5	**Colour Cosmetic Product Category**	
7.5.1	Lip Makeup Products	Lakme
7.5.2	Eye Makeup Products	Lakme
7.5.3	Nail Products	Lakme

This study contributes to the understanding of brand preferences among female consumers of Nagpur city, offering valuable insights about 5 selected categories of C & PCPs. It is to be concluded and inferred from the above results and findings that few popular brands with a longstanding presence in the market continue to dominate consumer preferences among respondents, despite the influx of numerous new entrants.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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