



## IDENTIFICATION OF ATTRIBUTES CAPABLE OF INFLUENCING CUSTOMERS OF LIPSTICK - A STUDY ON FEMALE STUDENTS OF ASSAM UNIVERSITY, SILCHAR

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### ABSTRACT

**T**he objective of the study is to identify the attributes of lipstick capable of influencing the buying behaviour of the female students and also to know the degree of influence of these attributes of lipstick on the buying behaviour of the female students of Assam University, Silchar. The study further makes an attempt to measure the degree of satisfaction over the select attributes of lipstick used by the female students of Assam University, Silchar. The universe of the study includes all the female students of Assam University, Silchar. The study revealed that in terms of degree of influence, the top three attributes of lipsticks influencing the buying behaviour are Brand Image, Colour Lasting and Type of Finishes, while the bottom three attributes are Denominations, Chemical Composition and Packaging. In terms of overall satisfaction, the study reveals that the users of Maybelline lipstick registered highest degree of satisfaction and the users of Avon registered the lowest degree of satisfaction.

**KEYWORDS:** Brand Image, Colour Lasting, lipstick, human behavior, customer.

### INTRODUCTION

Marketing concepts starts with the consumer needs and behaviour in meeting the needs. Every action of a person is based on needs. The real problem is to learn what a consumer takes into consideration when he/she chooses a particular brand. Consumer behaviour is that subject of human behaviour that is concerned with decisions and acts of individuals in purchasing and using products (Pillai, 2009). Consumer behaviour can be defined as the decision-making process and physical activity

involved in acquiring, evaluating, using and disposing of goods and services (Khan, 2006). The producers or the markets need to understand the reasons that cause a customer to buy or not to buy a particular product. The study of the root reasons enables one to understand the changing needs and wants of the consumers. Therefore, the study of consumer behaviour is the study of how individuals make decisions to spend their available resources to satisfy their needs and wants.

## STATEMENT OF THE PROBLEM

One of the major reasons of today's fierce competition in the markets has been increased cross boundary trade. Consumers, like earlier, are willing to consume better in terms of their likings and the preferences. It is the international trade which has provided those services and/or products to the consumers which they could not get by the manufacturers and traders of their own countries. To the question that why is it so that the domestic businessmen could not respond to the needs and the preferences of the consumers of their respective countries-the answer is in multiple. These multiple reasons may again vary from product to product and service to service. In some cases the factor which prevents the local manufacturers is cost of production, in certain others it is volume of production and in still others it is not being able to identify timely the changing needs of the consumers and/or ability to persuade the consumers for buying the brand one is dealing with.

The products which are in demand in its variety, be it in terms of range of price or the quality or the composition of the ingredients, not all the manufacturers of such product would like to produce all such which may cater to the needs of all the sets of the customers.

When a domestic producer finds that producing the product of certain such quality the price of which may be very high and the number of buyers of this high price product may not be substantial within the country, he/she feels shy to get in the business and thus loses the scope of reaping the gains of the economies of scale. The consumers when fail to get such high price products from their domestic manufacturers often switch over to foreign products. Almost similar is the scenario when the matter of variety relates to the buying preferences of the consumers living in different climates and terrains. In this case the consumers wish to consume the product having a specific blend of the ingredients.

The product which has been chosen for this study is one of the cosmetics i.e., Lipstick. The range of price of Lipstick is substantially great. So is the case of the variety of its consumer sets based on the climatic conditions they live in. Not all producers would like to produce such lipstick which is acceptable to the consumers of all income groups or living in all kinds of weathers. Customer segmentation naturally, therefore, is one of the ways for manufacturers to identify the set(s) of customers they may like to concentrate upon. Not to say that the identification of the customers of the segment(s) they would like to deal with thus becomes the foremost. One of the ways to identify various consumer segments could be- knowing their preferences in terms of product attributes.

This study deals with one of the important cosmetic products-Lipstick. Lipstick has been one such cosmetic product in the country which because of its product range in terms of price and also in terms of ingredients has attracted the attention of many foreign producers. The study is aimed at identifying the product variables of Lipstick which are capable to attract the young girls studying in Indian universities.

## REVIEW OF LITERATURE

Park et.al (2006) conducted a study that aims to examine the causal relationships among fashion involvement, positive emotion, and fashion oriented impulse buying in the context of shopping. A self administered questionnaire developed from the literature was administered to 217 college students during a scheduled class. They were enrolled at one metropolitan university in a southwestern state in the USA. A structural equation model using a correlation matrix with maximum likelihood was estimated. The study indicated that Fashion involvement and positive emotion had positive effects on consumers' fashion oriented impulse buying behavior with fashion involvement having the greatest effect. Hedonic consumption tendency was an important mediator in determining fashion oriented impulse buying. Sondoh et.al (2007) examined the effect of brand image benefits on satisfaction and loyalty intention in the context of color cosmetic product. Five brand image benefits consisting of functional, social, symbolic, experiential and appearance enhances were investigated. A survey carried out on 97 females showed that functional and appearance enhances significantly affect loyalty intention. Four of brand image benefits: functional, social, experiential, and appearance enhances are positively related to overall satisfaction. The results also indicated that overall satisfaction does influence customers' loyalty. The results imply that marketers should focus on brand image benefits in their effort to achieve customer loyalty. Ogilvie & Ryan (2011) conducted a study to explore the reasons behind purchasing and wearing lipstick and the behaviors associated with its usage. A total of 300 female lipstick users aged between 20-40 years were interviewed through a semi-structured questionnaire. The study indicated that women use lipstick in a significant way to transform and present themselves. It is also found that women use lipstick to reflect their daily fluctuations in moods and identity. Shimpi & Sinha (2012) conducted a study to identify the attributes that influence the buying behaviour of male consumers of cosmetics. The data was collected from 156 respondents aged between 20 to 50 years by using convenience sampling technique. Data was analyzed by

using factor analysis. The study provides evidence and an insight on various variables used for analysis and reveals that texture of product, promised effects, previous usage experience and suitability to skin types have been given higher preference by the consumers of Pune while purchasing cosmetics products. Desai (2014) conducted a study to find out the consumer buying behaviour of cosmetic products in Indian settings, specifically with reference to Kolhapur. The purpose of this paper is to investigate the various factors that have impact on buying decision of consumers. In this paper, respondents were selected by convenient sampling method and the statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. The study reveals that different factors have significant influence on buying behavior. Quality was found as a most important factor for purchase of cosmetics by the respondents than price. It has been observed that even though the cosmetic market is dominated by female consumers, male consumers are coming at par with them.

### OBJECTIVES OF THE STUDY

1. To identify the attributes of lipstick capable of influencing the buying behaviour of the female students.
2. To know the degree of influence of each of these attributes of lipstick on the buying behaviour of the female students of Assam University, Silchar.
3. To measure the degree of satisfaction over various attributes of lipstick used by the female students of Assam University, Silchar.

### METHODOLOGY OF THE STUDY

**Universe of the Study:** The universe of the study includes all the female students of Assam University, Silchar. As on March, 2015 there were 1592 female students

(Assam University, Annual Report 2014-2015) studying in different U.G. and P.G. courses of Assam University, Silchar.

**Sample Size:** At 95% confidence level and 10% confidence interval, 91 Female Students were selected for the study.

**Sampling Technique:** Purposive sampling technique was used to select the sample respondents.

**Types of Data Used:** Both primary and secondary data were used in this study. The primary data was collected from the students studying in U.G and P.G courses. Secondary information was collected from books, journals, magazines and web portals.

**Survey Instrument:** The study calls for collection of primary data from the students of Assam University, Silchar. The primary data was collected with the help of a self developed structured questionnaire. The questionnaire had two sections in it, where section one sought to elicit information relating to demographic factors and section two aimed to elicit the information relating to degree of influence each of the identified attributes of lipstick put on the buying behaviour of the female students of Assam University, Silchar along with their degree of satisfaction over the select attributes of lipstick used by them. A five point scale was used to elicit the information relating to degree of influence of the attributes of lipsticks where the scale points were Fully, Largely, Moderately, Somewhat and Not at all, whereas, to measure the degree of satisfaction a six point scale ranging from Nil to Very High was used.

**Data Analysis:** Apart from frequency and percentages Statistical Tools such as means and standard deviation (SD) were used to analyze the data and to arrive at the findings of the study.

### PROFILE OF THE RESPONDENTS

**Table 1: Lipstick Brand wise Number of Respondents**

Lipstick Brand	Number of Respondents	Percentage of Respondents
Lakme	22	24.18
Revlon	11	12.09
Maybelline	10	10.99
Elle18	19	20.88
Oriflame	21	23.08
Avon	8	8.79
<b>TOTAL</b>	<b>91</b>	<b>100.00</b>

Source: Field Survey

### SCOPE OF THE STUDY

- The scope of the study is confined to the female students of Assam University, Silchar.

### LIMITATION OF THE STUDY

- The study is conducted on buying behaviour of female students of Assam University, Silchar based on select attributes.

- The study is based on perception of the students based on their experiences. Since the perception is something which get influenced by many factors and therefore the degree of influence and degree of satisfaction may change in course of time.

## DEGREE OF INFLUENCE OF THE ATTRIBUTES OF LIPSTICK

The following table shows the degree of influence of the select attributes on the buying behaviour of the female students of Assam University, Silchar. Statistical tools such as mean and standard deviation are used to analyse the responses relating to the influence of the select attributes on the buying behaviour.

**Table 2: Attribute wise Degree of Influence on the Buying Behaviour of the Female Students of Assam University, Silchar**

Attributes	Mean	Rank	S.D.	Rank
Brand Image	4.29	1 <sup>st</sup>	0.793	1 <sup>st</sup>
Price	3.82	9 <sup>th</sup>	0.838	2 <sup>nd</sup>
Range of Shades	3.96	7 <sup>th</sup>	0.918	6 <sup>th</sup>
Denominations	2.59	13 <sup>th</sup>	1.105	10 <sup>th</sup>
Packaging	3.43	11 <sup>th</sup>	1.292	11 <sup>th</sup>
Expiry Period	3.87	8 <sup>th</sup>	1.431	13 <sup>th</sup>
Chemical Composition	3.27	12 <sup>th</sup>	1.300	12 <sup>th</sup>
Moisturisation	4.02	6 <sup>th</sup>	0.943	8 <sup>th</sup>
Type of Finishes	4.18	3 <sup>rd</sup>	0.902	5 <sup>th</sup>
Texture	4.15	4 <sup>th</sup>	0.942	7 <sup>th</sup>
Fragrance	3.47	10 <sup>th</sup>	1.047	9 <sup>th</sup>
Colour Lasting	4.21	2 <sup>nd</sup>	0.888	4 <sup>th</sup>
Colour Intensity	4.10	5 <sup>th</sup>	0.844	3 <sup>rd</sup>

Source: Field Survey

Table 2 reveals the attribute wise degree of influence on the buying behaviour of the female students of Assam University, Silchar. In terms of degree of influence, the top three attributes are Brand Image (4.29), Colour Lasting (4.21) and Type of Finishes (4.18), while the bottom three attributes are Denominations (2.59), Chemical Composition (3.27) and Packaging (3.43) which is evident from the value of mean associated with these attributes.

In terms of degree of variation in the responses of the female students, the top three attributes are Brand Image

(0.793), Price (0.838) and Colour Intensity (0.844), while the bottom three attributes are Expiry Period (1.431), Chemical Composition (1.300) and Packaging (1.292) which is evident from the value of SD associated with these attributes.

## DEGREE OF SATISFACTION OVER THE ATTRIBUTES OF LIPSTICK

The following table shows the overall degree of satisfaction of the respondents over the select brands of lipstick they use. Statistical tools such as mean and standard deviation are used to analyse the responses in relation to their overall satisfaction over select brands of lipsticks.

**Table 3: Degree of Satisfaction of the Female Students over the Select Brands of Lipstick**

Brand Name	Mean Score of Satisfaction	S.D.
Lakme	4.36	0.790
Revlon	3.91	0.831
Maybelline	4.40	0.843
Elle18	4.11	0.809
Oriflame	4.24	0.625
Avon	3.88	0.354

Source: Field Survey

Table 3 reveals the overall degree of satisfaction of the lipstick users of six different brands. The table shows that the users of **Maybelline** lipstick registered highest degree of satisfaction (4.40) followed by **Lakme** (4.36), **Oriflame** (4.24), **Elle18** (4.11) and **Revlon** (3.91), which is evident from the mean score of satisfaction of the concerned group of users. The users of **Avon** registered the lowest degree of satisfaction which is evident from the mean score of satisfaction.

In terms of degree of disparity in the responses of the six groups lipstick users, based on the brand they use, highest degree of disparity was found in the responses of the users of **Maybelline** (0.843) and lowest degree of disparity was observed in the responses of the users of **Avon** (0.354), which is evident from the value of S.D. associated with them.

The following table shows the degree of satisfaction of the six groups of users, based on the brand of lipstick they use, over the select attributes of lipsticks.

**Table 4: Brand wise Degree of Satisfaction of the Female Students over the Select Attributes of Lipsticks**

Attributes	Lakme	Revlon	Maybelline	Elle18	Oriflame	Avon
Price	3.73	3.82	3.60	3.37	4.00	4.00
Range of Shades	3.95	3.45	3.50	3.89	3.38	3.75
Denominations	1.77	1.64	3.00	2.47	2.86	2.00
Packaging	2.91	3.36	3.10	3.32	3.38	3.25
Expiry Period	2.50	2.55	4.20	3.42	3.29	2.50
Chemical Composition	2.86	2.55	3.70	3.58	4.29	3.38
Moisturisation	3.59	4.09	4.30	3.84	3.81	3.75
Type of Finishes	3.82	3.82	4.50	4.05	4.00	3.75
Texture	4.00	4.00	4.20	4.11	4.14	3.25
Fragrance	3.09	2.91	3.90	4.00	3.86	3.00
Colour Lasting	4.23	4.09	4.10	4.11	3.95	3.88
Colour Intensity	3.77	3.91	4.30	4.16	3.86	3.63

Source: Field Survey

Table 4 reveals the brand wise degree of satisfaction of the female students over the select attributes of lipsticks. The table reveals that the users of Oriflame and Avon lipstick registered similar degree of satisfaction (4.00) over the attribute '**Price**' of the lipstick followed by Revlon (3.82), Lakme (3.73) and Maybelline (3.60). The users of Elle18 (3.37) registered the lowest degree of satisfaction over the said attribute. In regard to the attribute '**Range of Shades**', the users of Lakme lipstick registered highest degree of satisfaction (3.95) followed by Elle18 (3.89), Avon (3.75), Maybelline (3.50) and Revlon (3.45). The users of Oriflame (3.38) registered the lowest degree of satisfaction over the said attribute. In regard to the attribute '**Denomination**' the users of Maybelline lipstick registered highest degree of satisfaction (3.00) followed by Oriflame (2.86), Elle18 (2.47), Avon (2.00) and Lakme (1.77). The users of Revlon (1.64) registered the lowest degree of satisfaction over the said attribute. Over the attribute '**Packaging**' the users of Oriflame lipstick registered highest degree of satisfaction (3.38) followed by Revlon (3.36), Elle18 (3.32), Avon (3.25) and Maybelline (3.10). The users of Lakme (2.91) registered the lowest degree of satisfaction over the said attribute. In regard to the attribute '**Chemical Composition**' the users of Oriflame lipstick registered highest degree of

satisfaction (4.29) followed by Maybelline (3.70), Elle18 (3.58), Avon (3.38) and Lakme (2.86). The users of Revlon (2.55) registered the lowest degree of satisfaction over the said attribute. The table further reveals that the users of Maybelline lipstick registered highest degree of satisfaction (4.20) over the attribute '**Expiry Period**' followed by Elle18 (3.42), Oriflame (3.29), and Revlon (2.55) and the users of Avon and Lakme registered the lowest degree (2.50) of satisfaction over the said attribute. In regard to the attribute '**Moisturisation**' the table reveals that the users of

Maybelline lipstick registered highest degree of satisfaction (4.30) followed by Revlon (4.09), Elle18 (3.84), Oriflame (3.81) and Avon (3.75). The users of Lakme (3.59) registered the lowest degree of satisfaction over the said attribute. In regard to the attribute '**Types of Finishes**' the users of Maybelline lipstick registered highest degree of satisfaction (4.50) followed by Elle18 (4.05), Oriflame (4.00), Lakme (3.82) and Revlon (3.82). The users of Avon (3.75) registered the lowest degree of satisfaction over the said attribute. It is also evident from the table that the users of Maybelline lipstick registered highest degree of satisfaction (4.20) over the attribute '**Texture**' followed by Oriflame (4.14), Elle18 (4.11), Lakme (4.00) and Revlon (4.00). The users of Avon (3.25) registered the lowest degree

of satisfaction over the said attribute. In regard to the attribute 'Fragrance' the table reveals that the users of Elle18 lipstick registered highest degree of satisfaction (4.00) followed by Maybelline (3.90), Oriflame (3.86), Lakme (3.09) and Avon (3.00). The users of Revlon (2.91) registered the lowest degree of satisfaction over the said attribute. The table further reveals that the users of Lakme lipstick registered highest degree of satisfaction (4.23) over the attribute 'Color Lasting' followed by Elle18 (4.11), Maybelline (4.10), Revlon (4.09) and Oriflame (3.95). The users of Avon (3.88) registered the lowest degree of satisfaction over the said attribute. In regard to the attribute 'Color Intensity' the table reveals that the users of Maybelline (4.30) lipstick registered highest degree of satisfaction followed by Elle18 (4.16), Revlon (3.91), Oriflame (3.86) and Lakme (3.77). The users of Avon (3.63) registered the lowest degree of satisfaction over the said attribute.

## CONCLUSION

The study was conducted to identify the attributes of lipstick capable of influencing the buying behaviour of the female students as well as to know the degree of influence of each of these attributes of lipstick on the buying behaviour of the female students of Assam University, Silchar. The study reveals, in terms of degree of influence, the top three attributes of lipsticks influencing the buying behaviour are Brand, Colour Lasting and Type of Finishes, while the bottom three attributes are Denominations, Chemical Composition and Goodwill of the Retailer. In terms of overall degree of satisfaction, the study reveals that the users of Maybelline lipstick registered highest degree of satisfaction followed by Lakme, Oriflame, Elle18 and Revlon. The users of Avon registered the lowest degree of satisfaction.

In fine, it may be concluded that the key to a business's survival, profitability and growth in a highly competitive environment is its ability to identify the

customer needs and preferences and satisfy them by supplying the desired products or services. The knowledge of influencing ability of the attributes of lipstick and their relative worth is not useful for the business house alone but also is equally useful for middlemen and salesmen to perform their tasks effectively in meeting consumers' needs and wants successfully.

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