



A STUDY ON FACTORS INFLUENCING CONSUMER BEHAVIOR WITH RESPECT TO SUGAR COSMETICS IN MANGALORE

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ABSTRACT

This study investigates the consumers of Mangalore related to sugar cosmetics. Sugar cosmetics, known for their natural ingredients and gentle formulations, have gained popularity in various regions. However, consumer preferences and buying patterns can vary significantly based on location. This research aims to understand the unique factors influencing consumer decisions in Mangalore, including cultural influences, brand perception, pricing strategies, and product availability. The study employs a mix of qualitative and quantitative methods to gather insights from consumers in the region. The findings are expected to provide valuable information for marketers and manufacturers looking to effectively target the Mangalore market with sugar cosmetics, helping them tailor their strategies to meet local consumer needs and preferences. This research contributes to a deeper understanding of the cosmetics market in Mangalore and provides actionable recommendations for businesses aiming to enhance their market presence and consumer engagement strategies .

Introduction

Sugar Cosmetics is a renowned Indian beauty brand known for its vibrant and diverse range of makeup products catering to modern consumers. Established in 2015 by Vineeta Singh and Kaushik Mukherjee, Sugar Cosmetics has rapidly gained popularity for its high-quality formulations, trendsetting shades, and cruelty-free ethos. The brand offers a comprehensive line-up of makeup essentials, including lipsticks, lip glosses, eyeliners, mascaras, foundations, powders, and more. What sets Sugar Cosmetics apart is its focus on delivering products that combine innovation with affordability, making high-quality makeup accessible to all. With a strong emphasis on staying ahead of beauty trends, Sugar Cosmetics frequently releases new collections inspired by global fashion and beauty trends. From bold, statement-making shades to subtle, everyday essentials, their products cater to a wide range of preferences and styles.

Literature review ::

Keywords :

Buying behaviour, purchasing power, phenomenal growth.

Consumer buying behaviour towards cosmetic products by Tanvi .M.Takwat under the guidance of Prof.Leena Kapse (2022-23)The research was carried out to study the demographic profile, factors affecting the decision, buying pattern ,widely used product and brand preference of the respondents. The result showed that brand and quality was the most preferred factor among the consumers while purchasing.

A study on buyers behaviour of cosmetic products in Trivandrum by K.Reshma (2021)- The study is conducted from consumer behaviour towards cosmetic products in Trivandrum where



data was collected from 127 respondents. The reason behind the continuous purchase of the products by the consumers is quality, brand awareness, product knowledge, and the price of the product. The study also contributes to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers

Factor influencing

Several factors can influence the success and popularity of Sugar cosmetics in Mangalore, including:

1. **Market Demand:** Understanding the specific needs and preferences of consumers in Mangalore is crucial. Factors such as climate, cultural preferences, and lifestyle choices can influence the demand for particular types of cosmetics.
2. **Competitive Landscape:** Analysing the competition within the cosmetics market in Mangalore is essential. Understanding the strengths and weaknesses of competitors and identifying gaps in the market can help Sugar cosmetics position themselves effectively.
3. **Distribution Channels:** Access to distribution channels such as local stores, beauty salons, online platforms, and supermarkets can significantly impact the reach and availability of Sugar cosmetics in Mangalore.
4. **Marketing and Branding:** Effective marketing strategies tailored to the local market can help raise awareness and build brand recognition. This includes advertising campaigns, social media presence, influencer partnerships, and promotional events.
5. **Product Quality and Innovation:** The quality, variety, and innovation of Sugar cosmetics products play a crucial role in attracting and retaining customers. Keeping up with the latest trends and offering products that meet the needs of consumers in Mangalore is essential.
6. **Price Competitiveness:** Pricing strategies should be competitive while also reflecting the value proposition of Sugar cosmetics.

Understanding the price sensitivity of consumers in Mangalore and offering products at the right price points can influence purchasing decisions.

7. **Customer Service and Experience:** Providing excellent customer service and a positive shopping experience can help foster customer loyalty and word-of-mouth recommendations. This includes factors such as product availability, ease of purchase, and after-sales support.
8. **Regulatory Compliance:** Ensuring compliance with local regulations and standards for cosmetics products is essential to gain trust and credibility among consumers in Mangalore.

Research problem :

“What factors influence the purchasing behaviour of cosmetics among college students, particularly in Mangalore, and how does Sugar Cosmetics adapt its marketing strategies to align with consumer preferences in this demographic?”

Research objectives:

1. To explore the factors driving cosmetic purchases among college students in Mangalore.
2. To analyse the consumer behaviour patterns specific to Sugar Cosmetics in the Mangalore market.
3. To understand how Sugar Cosmetics adapts its marketing strategies to resonate with the preferences of college students in Mangalore.

Research methodology:

The study employs a quantitative research methods, including surveys, focus group discussions, and market analysis of sales data. Sampling is conducted among college students in Mangalore to gather insights into their purchasing behaviour and perceptions of Sugar Cosmetics.

Research design

The research design refers to overall plan or structure that guides the process of conducting research. This design helps to describe objective of research and situation or phenomenon.



Research methods

Quantitative approach is the method used in the research. Which involve gathering numerical data and analysing it using statistical methods to identify patterns, correlations, and trends. Quantitative method Focuses more on gathering numerical data and generalising it across groups of respondents or to explain a Particular phenomenon

Sampling design

Data collection involved the adoption of convenient sampling, with 54 respondents selected as participants.

Limitations of the study

- The study is geographically restricted to Mangalore city only, and so the result cannot be extrapolated to other places .Also the result may differ from place to place.
- Taking time constraint as an important factor sample size of the study was taken as 54.
- Consumer preferences and trends can change rapidly, making it challenging to capture the most current data.
- Participants may provide responses that they might think are socially desirable or that reflect their ideal behaviour rather than their actual behaviour.

Statistical analysis of data

Analysis and evaluation of the collected data were conducted, utilizing statistical tools like the data collection and visualization

This analysis divided into 2 types

- 1) Product development and manufacturing
- 2) Marketing and distribution

1) Product Development and Manufacturing:

A] Innovation chain :This value chain focuses on product research, development, and innovation. It involves activities such as trend analysis, formulation development, and testing of new makeup products to ensure they meet quality and performance standards.

B] Efficiency Chain: This value chain focuses

on optimizing manufacturing processes, sourcing raw materials, and streamlining production to ensure cost-effectiveness and timely delivery of products to the market.

2) Marketing and Distribution:

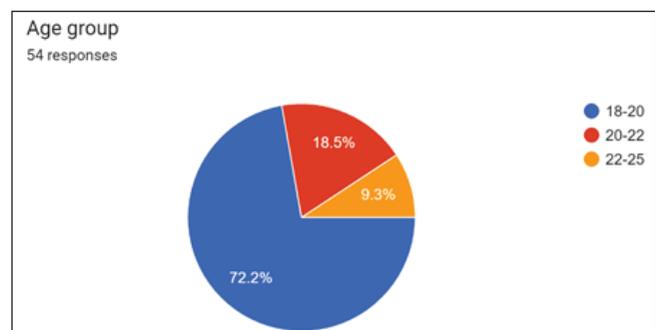
- A] Brand Experience Chain: This value chain emphasizes building brand awareness, creating engaging marketing campaigns, and delivering exceptional customer experiences through various channels, including social media, influencer collaborations, and experiential marketing events.

B] Supply Chain Management Chain: This value chain focuses on managing the logistics, distribution, and retail operations efficiently. It involves activities such as inventory management, warehousing, transportation, and establishing partnerships with distributors and retailers to ensure products reach consumers effectively.

Sugar Cosmetics primarily focuses on online sales, leveraging e-commerce platforms and its official website to reach a wider audience and cater to the growing trend of online shopping. However, the brand also recognizes the importance of offline retail presence to provide a holistic shopping experience for customers. Therefore, while online sales remain a significant focus, Sugar Cosmetics also invests in offline channels such as standalone stores, partnerships with retail outlets, and collaborations with beauty salons to ensure accessibility and convenience for consumers who prefer to shop in person. Overall, Sugar Cosmetics adopts an Omni channel approach, combining both online and offline strategies to maximize its reach and serve diverse customer preferences effectively.

Data analysis

1] Age wise classification of the respondents



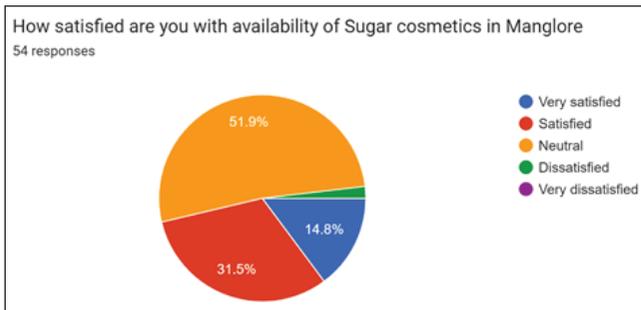


AGE [Table 1.1]

	Frequency	Percent	Valid percent	Cumulative frequency
18-20	39	72.2	72.2	72.2
20-22	10	18.5	18.5	90.7
22-25	5	9.3	9.3	100
Total	54	100	100	

INTERPRETATION : It is seen from the above pie chart and the table 1.1, that the 72.2% of the respondents fall under the age group of 18-20 , 18.5% of the respondents fall under the age group of 20-22, 9.3% of the respondents fall under the age group of 22-25.

2] SATISFACTION OF AVAILABILITY OF SUGAR COSMETICS

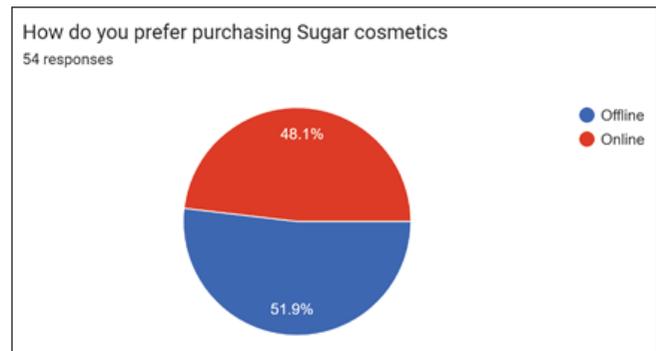


SATISFACTION [Table 1.2]

	Frequency	Percent	Valid percent	Cumulative frequency
Very satisfied	8	14.8	14.8	14.8
Satisfied	17	31.5	31.5	46.3
Neutral	28	51.9	51.9	98.2
Dissatisfied	1	1.8	1.8	100
Very dissatisfied	0	0	0	0
Total	54	100	100	

INTERPRETATION - From the above table we can see that 14.8 % are very satisfied with the brand, 31.5% are satisfied and 51.9% are neutral about the satisfactory level and respectively

3] PURCHASING PREFERENCES

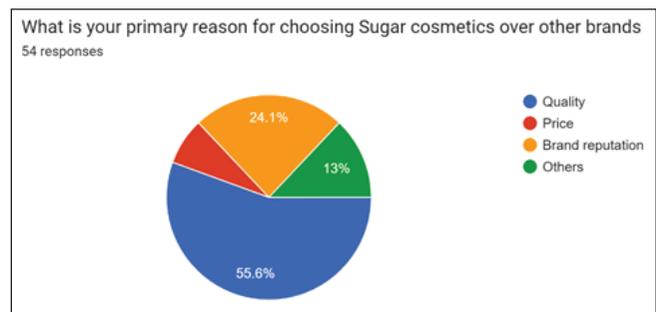


PURCHASE [table 1.3]

	Frequency	Percent	Valid percent	Cumulative frequency
Online	26	48.1	48.1	48.1
Offline	28	51.9	51.9	100
Total	54	100	100	

INTERPRETATION – From the above table 1.3 we can see that 48.1% of the respondents have said that they buy Beauty products online and 51.9% have said that they purchase Beauty products Offline.

4] PRIMARY REASON FOR CHOOSING OTHER BRANDS



REASON FOR PURCHASING [Table 1.4]

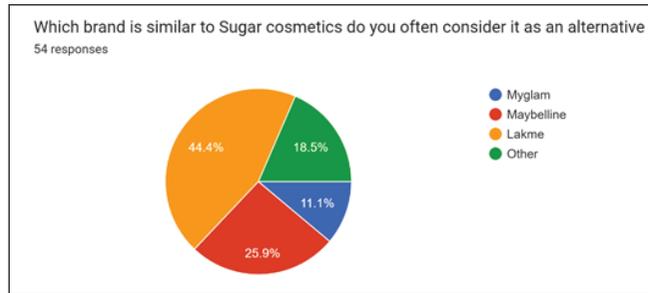
	Frequency	Percent	Valid percent	Cumulative frequency
Quality	30	55.6	55.6	55.6
Price	4	7.3	7.3	62.9
Brand reputation	13	24.1	24.1	87
Others	7	13	13	100
Total	54	100	100	

INTERPRETATION – As we see from table 1.4, 55.6% of the respondents have chosen Sugar



cosmetics for its Quality, 24.1% of the respondents have preferred for its Brand reputation, 7.3% of the respondents have preferred for its Price and 13% respectively.

5] CLASSIFICATION OF CUSTOMERS CHOOSING OTHER PRODUCTS



CHOOSING OF OTHER PRODUCT [Table 1.5]

	Frequency	Percent	Valid percent	Cumulative frequency
Myglam	6	11.1	11.1	11.1
Maybelline	14	25.9	25.9	37
Lakme	23	44.4	44.4	81.5
Other	11	18.5	18.5	100
Total	54	100	100	

INTERPRETATION – As we can see table 1.5 , 44.4% of the respondents prefer lakme, 25.9 %of respondents prefer Maybelline, 11.1% of the respondents prefer myglam and 18.5% respondents prefer Other respectively.

Research findings

- 72.2% of the respondents fall under the age group of 18-20 , 18.5% of the respondents fall under the age group of 20-22, 9.3% of the respondents fall under the age group of 22-25.
- 48.1% of the respondents have said that they buy Beauty products online and 51.9% have said that they purchase Beauty products Offline . This statement helps in proving the first objective of the study i.e. to study and analyse the online consumer buying behaviour.

References

Pendyal, V. (2020). A STUDY ON FACTORS INFLUENCING THE CONSUMER BUYING BEHAVIOUR WITH RESPECT TO NYKAA. Journal of University of Shanghai for Science and Technology, 22. <https://doi.org/10.51201/jusst12291>

- 14.8 % are very satisfied with the brand, 31.5% are satisfied and 51.9% are neutral about the satisfactory level and 1.8% of the respondents are dissatisfied with sugar cosmetics.
- 55.6% of the respondents have chosen Sugar cosmetics for its Quality, 24.1% of the respondents have preferred for its brand reputation, 7.3% of the respondents have preferred for its Price and 13% respectively. This statement helps to analyse the quality has a significant effect on consumer buying behaviour.
- 44.4% of the respondents prefer lakme, 25.9 %of respondents prefer Maybelline, 11.1% of the respondents prefer myglam and 18.5% respondents prefer Other respectively. This statement helps us to provide

Recommendations:

- Compare Sugar Cosmetics performance and strategies against competitors in the cosmetics industry.
- Conduct a through market analysis to identify key trends, competitors, and opportunities within cosmetics industries.
- Evaluate the effectiveness of Sugar Cosmetics products innovation strategies in meeting the evolving needs and preferences of Consumers
- Emphasizes ethical sourcing and production practices to appeal to socially conscious consumers.

Conclusion:

As per the specified objectives and hypothesis, the study was accomplished successfully. It is considered that the mentioned factors serve as valuable insights for businesses and marketers looking to understand and target the consumer market for sugar cosmetics in Mangalore having good influence on the consumer buying behaviour.