



“A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS LOREAL PARIS WITH REFERENCE TO COIMBATORE CITY”

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ABSTRACT

This study focuses on analyzing consumer purchasing behavior towards L'Oréal Paris with special reference to Coimbatore city. The primary objective of the research is to understand the factors influencing consumer decisions when purchasing cosmetic and personal care products. These factors include brand awareness, product quality, price, packaging, advertising, and availability. The study adopts a descriptive research design, collecting both primary and secondary data. Primary data is gathered through structured questionnaires distributed among consumers in Coimbatore, while secondary data is obtained from journals, company reports, and online sources. The research examines consumer preferences, frequency of purchase, and satisfaction levels associated with L'Oréal Paris products.

Key Words: Consumer Purchasing Behaviour, L'Oréal Paris, Brand Awareness, Customer Satisfaction, Buying Decision Factors.

INTRODUCTION:

Marketing plays a vital role in influencing consumer purchasing decisions. It involves identifying customer needs, creating value, and delivering products that satisfy those needs effectively. In today's competitive cosmetic industry, understanding consumer behaviour has become essential for brands to sustain and grow in the market. Consumer purchasing behaviour refers to the study of how individuals select, buy, use, and dispose of goods and services to satisfy their needs and desires. It includes psychological, social, cultural, and economic factors that influence buying decisions.

L'Oréal Paris is one of the world's leading cosmetic and beauty brands. The company offers a wide range of products including skincare, haircare, makeup, and personal care items. With strong brand positioning, celebrity endorsements, and aggressive marketing strategies, L'Oréal Paris has built a strong customer base globally and in India.

OBJECTIVES OF THE STUDY:

- To analyze the factors influencing consumer purchasing behaviour for L'Oréal Paris products.
- To understand the buying preferences and expectations of consumers in terms of product range, packaging, and innovation.
- To evaluate how digital marketing and e-commerce platforms impact consumer decisions related to L'Oréal Paris.

STATEMENT OF THE PROBLEM:

The cosmetic industry is highly competitive with several national and international brands competing for market share. Although L'Oréal Paris is a globally recognized brand, consumer preferences frequently change due to price sensitivity, availability of alternatives, online reviews, influencer marketing, and promotional strategies.

Consumers in Coimbatore have access to multiple cosmetic brands in supermarkets, beauty stores, and online platforms. However, it is unclear:

- What motivates consumers to choose L'Oréal Paris over other brands?
- Whether price influences purchasing decisions?
- How advertising and social media affect buying behaviour?
- Whether customers are satisfied with product quality?
- What factors influence brand loyalty?

RESEARCH METHODOLOGY:

A. Primary Data:

Primary data is collected through a structured questionnaire consisting of 25–30 questions. The questionnaire is distributed among consumers who use L'Oréal Paris products in Coimbatore City.

B.Secondary Data:

Secondary data is collected from:

- Company websites
- Articles
- Internet sources

C.Sampling Technique:

A stratified random sampling method was used to select respondents across different age groups and demographics to ensure diverse and representative consumer insights

D.Sample Size:

The sample size selected for this study is 131 respondents.

E. Tools to be used:

Suitable tools and techniques have been to analysis the existing level of problem the tools used in this study are

- ❖ Simple Average Method
- ❖ Weighted Average Method

REVIEW OF LITERATURE:

1. Patel (2024) studied cosmetic purchasing behaviour in Tier II cities and discussed the shift toward global brands. Increased digital exposure has broadened consumer awareness in smaller cities. Consumers are now more quality-conscious and brand-sensitive. Urbanization and economic growth influence lifestyle aspirations. Social media connectivity reduces geographical limitations in brand access. Consumers evaluate brands based on performance and authenticity. The study explained that premium brands are gaining popularity beyond metropolitan areas. Advertising penetration has expanded significantly in emerging markets. Consumers seek products that reflect modern identity and self-confidence. This research is highly relevant to understanding purchasing behaviour in Coimbatore City.

2. Maheshwari (2024)

Maheshwari (2024) analyzed the impact of globalization on cosmetic brand preference. The study explained how global exposure influences consumer expectations. International brands are perceived as technologically advanced. Consumers seek products aligned with global beauty standards. Marketing campaigns create cross-cultural brand appeal. The research emphasized increasing competition between domestic and international brands. Consumers are influenced by international beauty trends shared online. Global branding enhances aspirational value. The study also highlighted expansion strategies in emerging markets. Globalization has significantly transformed consumer purchasing behaviour in cosmetics.

3. Raj and Karthik (2023) Focused on brand loyalty in the cosmetic sector and examined factors influencing repeat purchase behaviour. The study emphasized that consistent product performance builds customer satisfaction. Satisfied customers are more likely to recommend the brand to others. The research discussed how loyalty develops through positive usage experience and emotional attachment. Consumers who perceive value for money demonstrate stronger brand commitment. Negative product experiences lead to brand switching behaviour. Customer feedback mechanisms also improve trust and satisfaction levels. The study highlighted that loyalty reduces marketing costs for companies. Brand equity strengthens when consumers repeatedly purchase the same product

4. Srinivasan (2023)

Srinivasan (2023) examined the influence of product availability and distribution channels on cosmetic purchases. The study discussed how accessibility affects brand preference. Consumers prefer brands that are easily available in both online and offline stores. Limited availability discourages repeat purchases. Efficient distribution networks improve market penetration. Retail visibility enhances brand awareness. The research emphasized the importance of organized retail outlets. E-commerce platforms increase product reach. Distribution efficiency strengthens competitive advantage. Availability is therefore a critical factor in influencing cosmetic purchasing decisions.

5.Menon (2023)

Menon (2023) explored the importance of product innovation in the cosmetic sector. The study emphasized that continuous innovation enhances brand competitiveness. Consumers prefer brands that introduce advanced formulations and new variants. Innovation in packaging and ingredients increases product differentiation. The research discussed how technological advancements improve product effectiveness. Consumers are attracted to brands that promise scientifically tested results. The study also noted that innovative products generate curiosity and trial purchases. Research and development investments strengthen market position. Innovation builds brand credibility and long-term loyalty. The findings highlight the strategic importance of innovation in sustaining consumer interest.

OVERVIEW OF THE STUDY:

“This study aims to examine the consumer purchasing behavior towards L'Oréal Paris in Coimbatore. In today’s highly competitive cosmetic industry, understanding consumer preferences and buying patterns is essential for companies to sustain and grow in the market. Consumer purchasing behavior refers to the decision-making process and actions of individuals when they select, purchase, use, and evaluate products and services. In the context of cosmetic products, various factors such as brand image, product quality, price, availability, packaging, advertising, and social influence play a crucial role in shaping consumer choices.

L'Oréal Paris is one of the leading global cosmetic brands, offering a wide range of beauty and personal care products. The brand has established a strong presence in urban markets like Coimbatore, where consumers are increasingly conscious about personal grooming and beauty trends.

DATA ANALYSIS AND INTERPRETATION**TABLE SHOWING VARIOUS TYPES OF PRODUCTS USED BY THE RESPONDENTS**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Shampoo & conditioner	62	47.0%
Skincare	34	25.8%
Haircolor	31	23.5%
Makeup	5	3.8%
TOTAL	131	100%

Source: Primary Data

INTERPRETATION:

The above table shows that out of 131 respondents, 62 respondents are using Shampoo&Conditioner,34 respondents are using Skincare,31 respondents are using Haircolor,5 respondents are using.

TABLE SHOWS THE RESPONDENT PERCEPTION ON LOREAL PARIS IS CONSIDERING AS PREMIUM BRAND

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Yes	108	82.4%
No	23	17.6%
TOTAL	131	100%

Source: Primary Data

INTERPRETATION

The above table shows that out of 131 respondents, 108 respondents have agreed Loreal Paris as premium brand, 23 respondents have not agreed Loreal Paris as premium brand.

TABLE SHOWING THE BUYING DECISION BEHAVIOUR OF RESPONDENTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Price	50	37.9%
Brand Name	38	28.8%
Quality	35	26.5%
Advertisement	9	6.8%
TOTAL	131	100%

Source: Primary Data

INTERPRETATION

The above table shows that out of 131 respondents, 50 respondents purchase products based on the price, 38 respondents purchase for brand, 35 respondents purchase on quality of the products, 9 respondents purchase products through advertisement.

TABLE SHOWING WHERE DO THE RESPONDENTS PURCHASE LOREAL PARIS PRODUCTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Retail Store	56	42.4%
Online Store	52	39.4%
Pharmacy	13	9.8%
Supermarket	11	8.3%
TOTAL	131	100%

Source: Primary Data

INTERPRETATION

The above table shows that out of 131 respondents, 56 respondents purchase from Retail store, 52 respondents from online store, 13 respondents from pharmacy, 11 respondents from supermarket.

TABLE SHOWING THE SATISFACTION OF PRODUCTS BY RESPONDENTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Effectiveness	58	44.3%
Packaging	58	44.3%
Availability	15	11.5%
TOTAL	131	100%

Source: Primary data

INTERPRETATION : The above table shows that out of 131 respondents, 58 respondents like their Effectiveness, 58 respondents like their Packaging, 15 respondents like their Availability.

FINDINGS:

1. Majority of the Respondents are using the shampoo & conditioner (47%).
2. Majority of the Respondents have considered Loreal Paris as premium brand (82.4%).
3. Majority of the Respondents have been satisfied for the both effectiveness and packaging of the products (44.3%).
4. Majority of the Respondents are purchasing the products through Retail Stores (42.4%).
5. Majority of the Respondents are purchasing loreal paris products for its price (37.9%)

SUGGESTIONS

The company can increase its reach by expanding distribution in semi-urban and nearby rural areas. Providing combo offers and seasonal discounts can encourage more purchases. Improving in-store visibility through attractive displays can influence buying decisions. Retailer relationships should be strengthened to ensure consistent product availability. Offering trial packs or sample sizes can help new customers test products. These steps will help increase overall market penetration and customer base.

CONCLUSION

The study concludes that L'Oréal Paris holds a strong position in the cosmetics market of Coimbatore city. Consumers prefer the brand mainly due to its quality, reliability, and wide product range. Brand image and promotional activities play a significant role in influencing buying behavior. Price and availability also affect the purchasing decisions of consumers. The growing awareness of personal care products has increased demand in recent years. Digital platforms are becoming an important channel for product information and purchase. Overall, consumer perception towards the brand remains positive and favorable.

REFERENCE

1. **Modi and Singla (2017)** Studied women consumers' brand consciousness in personal care products. Found that age, income, and occupation significantly influence brand preference. Concluded that demographic factors strongly affect cosmetic purchasing decisions.
2. **Kotler (2018)** Explained cultural, social, personal, and psychological factors influencing buying behaviour. Highlighted the importance of brand image and perceived quality. Concluded that these factors strongly impact cosmetic purchase decisions.
3. **Banerjee (2019)** Analyzed the role of brand equity in cosmetic purchasing behaviour. Identified awareness, loyalty, and perceived quality as key elements. Concluded that strong brand equity increases purchase intention and trust.
4. **Gupta and Singh (2019)** Studied urban cosmetic consumption trends and rising demand for global brands. Highlighted the role of income, lifestyle, and social exposure. Concluded that modernization drives premium cosmetic purchases.
5. **Nair (2020)** Examined the impact of celebrity endorsements on brand image. Found that celebrities enhance trust, awareness, and aspirational value. Concluded that endorsements significantly influence purchase behaviour.

WEBSITES:

<https://www.loreal.com>

<https://desklib.com/study-documents/loreal-buying-behavior/>