



A STUDY ON CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS IN TRICHIRAPPALLI CITY

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ABSTRACT

The customers are the lifeblood of the business and therefore knowing them and their preferences are crucial to the organization's success. Corollary to this, knowing a consumer buying pattern and their behavior towards a specific product or product group is one of the most essential needs for any product related business. Personal care products are a part of cosmetic industry which a consumer uses for personal purpose. The personal care products are the backbone of cosmetic industry. The consumers are more conscious about looks, beauty, grooming and aware of western cosmetic products and brands. The main purpose of this article is to investigate the influence of attitude on cosmetics buying behavior. People consider cosmetics as necessary part of routine life which is positive insight for marketers of cosmetic product.

Key words: Consumer Behaviour, Cosmetics, Personal Care.

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1. INTRODUCTION

Marketing, more than any other business function, deals with customers. Although we will soon explore more-detailed definitions of marketing, perhaps the simplest definition is this one: Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction (Usharani & Gopinath, 2020a). Marketing is recognized as a special management function just like organizing, staffing, financing and producing. But the

significance of marketing as a vital function has been understood not by many. In fact, the marketing function is closely related to the basic objectives of business.

1.1 Consumer

Marketing has always thought of the consumer in terms of who buys what, for what purpose, at what price, where etc. The term consumer is often used to describe two different kinds of consuming entities - (i) Personal Consumer and (ii) The Organizational Consumer.

1.2 Consumer Behaviour

Consumer behaviour is a process in its early stages of development, the field was often referred to as buyer behavior, reflecting an emphasis on the interaction between consumers and producers at the time of purchase (Karthick *et al.*, 2020 a). Marketers now recognize that consumer behaviour is an on-going process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or service.

1.3 Statement of the Problem

Consumer behaviour refers to the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect to satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items (Usharani & Gopinath, 2020 b). It is the fundamental ingredient in the modern marketing methodology. The behavioral aspect of a human being is linked with many factors like personal thinking, social expectations, constraints, motivations and so on. Since the parameters are very wide, the buying behaviour keeps on changing.

Several studies have been made on consumer behaviour towards many products. Since Tiruchirappalli has people following different religions, speaking different languages and pursuing different life styles, it has no unique feature to represent as a whole, regarding consumer behaviour. Some studies have been made in Tiruchirappalli on consumer behaviour on cosmetics categorizing all the cosmetic products under one roof (Karthick *et al.*, 2020 b). So far no study has been done in the Consumer buying behavior of Cosmetics for Women.

2. OBJECTIVES OF THE STUDY

- To study the demographic profile of the Women Consumers and their preference for cosmetics.
- To study factors affecting buyers decision for purchasing cosmetic products.
- To study the attitudes towards the usage of cosmetics.
- To study purchase pattern of consumer for cosmetic products.

3. SCOPE OF THE STUDY

The present study focuses on the behaviour of cosmetic consumers, which includes the factors influencing the cosmetic buyers, the attitude of the users of cosmetic products and reason for using cosmetic products (Gopinath, 2019 b) This study covers all types of women consumers who use the three types of cosmetics that are eye care, skin care and hair care. The study also focuses on the behaviour of women who purchase cosmetics and use them in the geographical area of Tiruchirappalli, without discrimination of age, income, education, occupation and place of residence. The study analyses the purchase patterns and spending styles of people belonging to different segments of cosmetic consumers in Tiruchirappalli city.

4. LIMITATIONS OF THE STUDY

- Time is the major limitation, which has affected the inferences drawn in the study.
- Some of the respondents were reluctant to share the information with the researcher.
- The study covers only the Tiruchirappalli City.
- The study is limited to 50 responses of Cosmetic consumers in Tiruchirappalli City.
- The study has been conducted based on the responses of the selected respondents of Tiruchirappalli City.

The study covers three broad areas - skin care, hair care, eye care products. An array of cosmetic products that flood the market comes under these three categories. But this study covers only three categories under cosmetics (Gopinath, 2019 a). These skin care, eye care and hair care products were exclusively used by the women population only, so men were not included in this study.

5. REVIEW OF LITERATURE

Kumar (2003) revealed that the majority of the consumers were highly enlightened and were concerned about the quality of the products. He also revealed that the consumers, uniformly in urban and rural areas, desired to have quality products at reasonable prices and trusted more on the advice of the retailers.

Vikas Saraf (2003), in his study has found that brands are successful because the people prefer branded products to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgments. Customers can then rely on chosen brands to guarantee standard quality and services. People believe that the brand itself is something that changes consumer behaviour.

Gaur & Vaheed (2002) observed that consumers' buying behaviour normally included the less observable decision process that accompany consumption including where, how often and under what conditions consumers made their purchase of desired goods and services.

Rodge (2001) in his study, "Influence of advertisement on consumers of different age groups and areas" found that rural consumers attached more importance to the advertisement and its impact, as compared to urban consumers. He also point out that rural consumers are more influenced by electronic media than print media.

6. COSMETICS INDUSTRY

Cosmetics are defined as substances used to enhance the beauty of the human body. Cosmetics are substances which are defined under the Drugs and Cosmetics Act 1940 and Rules 1945 as "Articles which are intended to be rubbed, poured, sprinkled, or sprayed on or introduced into or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness or altering the appearance, and includes any article intended for use as a component of cosmetic.

7. COSMETICS INDUSTRY IN INDIA

The Indian cosmetic industry is going through active phase in terms of product development and marketing (Gopinath & Kalpana, 2019). This industry can be broadly classified into body care, skincare, eye care, color cosmetics, hair care and makeup. There is great demand for more advanced and specialized cosmetics. Marketers have noted this change and developing new marketing strategies to serve the Indian consumer. Marketers are spending sizable amount of money and time to analyze different demographic and psychographic characteristics of the Indian population (Gopinath, 2019 c).

8. SAMPLE DESIGN SAMPLE SIZE

In this study sample size was restricted to 50 respondents.

9. CONSTRUCTION OF TOOLS

The tool used for collecting data is a questionnaire. A questionnaire is a simply formalizes schedule to obtain and record specified and relevant information, with tolerable accuracy and completeness. In other words, it directs the questioning process and promotes the clear and proper recording.

10. SOURCES OF DATA

Both the primary data and the secondary data are collected and used for the purpose of the study.

11. DATA ANALYSIS AND INTERPRETATION

Table 1 Age

Particulars	No. of respondents	Percentage (%)
Less than 20-30	33	66
30-40	8	16
40 & above	9	18
Total	50	100

Inference

From the above table shows that 66% of the respondents between the age of 20-30, 18% of the respondents are 40 & above and 16% of the respondents are 30-40.

Table 2 Educational Qualification

Particulars	No. of respondents	Percentage (%)
Under Graduate	19	38
Post Graduate	20	40
Others	11	22
Total	50	100

Inference

It is found that 40% of the respondents are Post Graduate, 38% of the respondents are Under Graduate, and 22% of the respondents are others.

Table 3 Occupation

Particulars	No. of respondents	Percentage (%)
Employee	10	20
Student	27	54
Others	13	26
Total	50	100

Inference

It is found that 54% of the respondents are Student, 26% of the respondents are others, and 20% of the respondents are employed.

Table 4 Monthly Family Income (in. Rs)

Particulars	No. of respondents	Percentage (%)
Less than 20000	18	36
20000-30000	20	40
30000 & above	12	24
Total	50	100

Inference

From the above table revealed that 40% of the respondents are 20000-30000, 36% of the respondent are Less than 20000, and 24% of the respondents are 30000 & above.

Table 5 Marital Status

Particulars	No. of respondents	Percentage (%)
Married	21	42
Un married	29	58
Others	0	0
Total	50	100

Inference

From the above table shows that 58% of the respondents are Unmarried, 42% of the respondents are married.

Table 6 Influence to Use the Cosmetics

Particulars	No. of respondents	Percentage (%)
Friends	20	40
Family members	18	36
Beautician	12	24
Total	50	100

Inference

It is found that 40% of the respondents are friends, 36% of the respondents are Family members, and 24% of the respondents are Beautician influence to use the Cosmetic products.

Table 7 Usage of Cosmetics Reflects Personality

Particulars	No. of respondents	Percentage (%)
Strongly agree	15	30
Agree	31	62
Disagree	4	8
Total	50	100

Inference

It shows that 62% of the respondents are Agree that cosmetics reflect their personality, 30% of the respondents strongly agree, and 8% of the respondents are Disagree.

Table 8 Impact of Advertisement on Buying Behaviour

Particulars	No. of respondents	Percentage (%)
Yes	19	38
No	14	28
May be	17	34
Total	50	100

Inference

From the above table shows that 38% of the respondents agree with the statement, 34% of the respondents May be agree with the statement, and 28% of the respondents said No to the statement.

Table 9 Impact of Cosmetics Creates Beauty

Particulars	No. of respondents	Percentage (%)
Stylish	24	48
Confident	15	30
Trendy	11	22
Total	50	100

Inference

It is found that 48% of the respondents are agreed with the Stylish, 30% of the respondents agree with the confidents, and 22% of the respondents are Trendy.

Table 10 Reason for using cosmetic products [skin care products] for medical reasons

Particulars	No. of respondent	Percentage (%)
Very important	23	46
Moderate importance	19	38
Not important	8	16
Total	50	100

Inference

It shows that 46% of the respondents agreed Very important, 38% of the respondents are Moderate importance, 16% of the respondents are not important regarding the reason for using cosmetic products.

Table 11 For Personal Hygiene

Particulars	No. of respondents	Percentage (%)
Very important	21	42
Moderate importance	25	50
Not important	4	8
Total	50	100

Inference

It shows that 42% of the respondents Very important with the personal hygiene, 50% of the respondents are agree with Moderate importance, and 8% of the respondents are not important.

Table 12 For Anti-Aging

Particulars	No. of respondents	Percentage (%)
Very important	16	32
Moderate importance	20	40
Not important	14	28
Total	50	100

Inference

From the above table shows that 40% of the respondents are Moderate importance, 32% of the respondents are Very important, and 28% of the respondents are Not important.

Table 13 For Attractiveness / To Look Beautiful

Particulars	No. of respondents	Percentage (%)
Very important	28	56
Moderate importance	15	30
Not important	7	14
Total	50	100

Inference

From the above table shows that 56% of the respondents are Very important, 30% of the respondents are Moderate importance, and 14% of the respondents are not important with the attractiveness is the reason for using cosmetics.

Table 14 Self- Confident

Particulars	No. of respondents	Percentage (%)
Very important	38	76
Moderate importance	11	22
Not important	1	2
Total	50	100

Inference

It shows that 76% of the respondents are Very important, 22% of the respondents are Moderate importance, and 2% of the respondents are not important.

Chi-Square Test**Table 15** Age and Cosmetic Products Purchase

Age/ Cosmetic Products Purchase	Less than 20-30	30-40	40 above	Total
Weekly	20	5	3	28
Monthly	10	2	3	15
Whenever required	3	1	3	7
Total	33	8	9	50

Null Hypothesis (H₀): There is no significant difference between the age and cosmetic products purchase.

Alternative Hypothesis (H₁): There is significant difference between the age and cosmetic products purchase.

Degree of Freedom

$$\begin{aligned} V &= (R-1) (C-1) \\ &= (3-1) \times (3-1) \\ &= 2 \times 2 \\ &= 4 \end{aligned}$$

Table value @ 5% significant level $v=4$ is 9.49 Calculated value = 4.0955.

Inference

The Calculated value is less than the table value, null hypothesis is accepted. Hence we concluded that there is no significant difference between the age and cosmetic products purchase.

12. FINDINGS

- It is found that 66% of respondents belong to less than 20-30 years of age.
- It is found that 40% of respondents are qualified with PG degree.
- It is found that 54% of the respondents are students.
- It is found that 40% of the respondents earning income 20000-30000 per month.
- It is found that 58% of the respondents are unmarried.
- It is found that 40% of the respondents are influence by friends.
- It is found that 62% of the respondents are agree towards cosmetics reflects personality.
- It is found that 38% of the respondents think cosmetic product after watching its advertisements.
- It is found that 48% of the respondents are felt stylish after using cosmetics.
- It is found that 46% of the respondents are purchasing cosmetics only for medical reasons and skin care products.
- It is found that 42% of the respondents are preferred cosmetics for personal hygiene and cosmetic products.
- It is found that 40% of the respondents are given moderate importance for anti-aging cosmetic products.
- It is found that 56% of the respondents are agreed with the attractiveness of cosmetics creates beautiful.

13. SUGGESTIONS

- A company should market exclusive cosmetic products for male consumers.
- A marketer should built up a prompt distribution channel to avoid the problem of non – availability of products.
- A proper communication should be created with doctors, beauticians and should be involved in advertisement to make them more attractive, affective and reliable.
- Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.

14. CONCLUSION

The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers

to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix (Gopinath, 2011). As cosmetic industry in India is one of the growing industries, marketers should know about the factors affecting purchase decision along with the attitude, perception and learning habits of consumer towards cosmetics. People always consider quality as the most important factor while purchasing cosmetics and they also consider the advice of beautician (Gopinath, 2019d). People consider cosmetics as necessary part of routine life which is positive insight for marketers of cosmetic product.

SCOPE FOR FURTHER RESEARCH

While considering the limitation of the existing study, the researcher proposes the following scope for the further study:

- The researcher can further be refined to predict the purchase outcome of male consumers for cosmetic products.
- A similar kind of study can be conducted in rural parts of the country to get more insight the subject.
- Researcher suggests that a similar kind of study can be taken - up in respect of different dimension like female orientation, specific brands/product/company orientation.

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