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A STUDY ON CONSUMER BUYING BEHAVIOR OF COSMETIC PRODUCTS IN THANJAVUR, TAMILNADU, INDIA

P. Rameshwari¹, R. Mathivanan² and M. Jeganathan^{*3},

¹Department of Commerce, Bharathiyar University, Coimbatore, Tamil Nadu, India.

²Director and Research Supervisor, UGC - Human Resource Development Centre, Bharathiyar University, Coimbatore, Tamil Nadu, India.

³Designed Environment Academy and Research Institute, Trichy - 621 213, Tamil Nadu, India.

Abstract

The research attempts to study the consumer buying behavior of cosmetic products in an Indian setting, specifically with reference to Thanjavur. The purpose of this paper was to investigate the various factors that have impact on buying decision of consumers. In this paper, respondents were selected by convenient sampling method and data was analyzed and interpreted with the help of statistical techniques. The study reveals that the different factors have significant influence on buying behavior. This study also contributes to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.

Key words: Cosmetics, Consumer behavior, Beauty products and Buying habits.

1. Introduction

The Indian cosmetic industry has witnessed rapid growth over the last couple of decades. In that time the range of cosmetic and beauty products in India has widened tremendously. Indian competitors have begun to manufacture products to cater to an international need. Herbal cosmetics from India have a great demand in the overseas market and many cosmetic products that are manufactured in India today are supplied to international suppliers of branded cosmetic products like the Baby shop. New facts that have been reveal that the industry of cosmetic products in India is growing at an average rate of almost twenty percent annually, this increase is attributed to two main factors. The first being the increase for the demand in Indian cost -effective

products and the second being the increased purchasing power of the average Indian. There are also many reasons for the increased demand for cosmetic products in particular. With the introduction of satellite television and a wide array of television channels as well as the internet, the average Indian consumer was constantly bombarded with advertisements and information on new cosmetic products which often translates into the desire to purchase them. A boom in the Indian fashion industry has been linked to the increased awareness of Indian people about their appearances and consequently contributed to an increase in the demand for cosmetic products.

However, even with the massive surge in the popularity of cosmetic products, statistics have shown that the average Indian consumer spends much less on cosmetic products than consumers from every other part of the world. This means that the Indian cosmetic industry has an even

**Corresponding author: M. Jeganathan*

E-mail: jegann1978@gmail.com

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greater potential for growth than it is presently experiencing and it is highly fragmented and concentrated in the cities only. Hence, it is very essential that the products should reach to the other cities as well as in rural area. Here, the marketing plays an important role. The companies need to understand the expectations of prospects. This requires a thorough understanding of consumer behavior and buying motives. Consumer behavior is the behavior that consumers display in searching for, purchasing, using and evaluating products, services & ideas which they expect will satisfy their needs. Studies on consumer behavior particularly in the Indian context are limited some of such important studies are briefly reviewed in the following papers.

Subrahamanyam *et al.* (1982) conducted a study on "Marketing of Consumer Goods" in Vishakapatnam. It was found that the large number of respondents purchased consumer products from private retail shop followed by super bazaar and consumer co-operative store and housewife played a vital role in taking purchase decision. Ramakrishna Rao *et al.* (1987) conducted a survey on "Husband - Wife Involvement in Buying Decision Making". One of the major findings of the study is husband who are young, highly educated and belong to high income group are relatively less dominated than their older, less educated & low income counterparts. Singh (1981) conducted a survey on "A study of Brand loyalty in India". The study concluded that the Indian consumers have been found becoming more and more brand loyal. Depending upon the nature of the product, they have single or multiple brand loyalty are quality of the product habit of use and regular availability of the product.

Debiprasad Mukherjee (2012) conducted a study entitled Impact of celebrity endorsement on Brand Image. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match. Consumer behavior encompasses a vast area including consumption pattern, consumer

preferences, consumer motivation, and consumer buying process and shopping behavior. The purchase decision was influenced by various factors such as social, cultural, demographic, personal, economic etc. So for effective marketing, the marketer must know the basis of decisions taken by customers.

2. Materials and Methods

Sources of Data

The present study was based on both primary data and secondary data. The primary data has been collected by using a questionnaire and the secondary data has been collected from books, magazines and the internet.

Sample selected for the study

A total of 100 respondents from Thanjavur city were selected for the study. Convenience sampling method has been followed for collecting the response from the respondents.

Area of the study

The study area was limited to Thanjavur city, Tamilnadu. It was identified as one of the fast developing city in India with high per capita income.

Tools for analysis

The statistical tool used for the purpose of the analysis of this study was simple percentage technique and ranking techniques. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables & figures.

3. Analysis and Interpretation

Factor Ranking Method

Under this method respondents were asked to assign the rank to the factors. The preference was taken as total score assigned to a factor. The factors scoring the least values was the most important rank & were determined with ascending order.



Table - 1: Demographic Characteristic of Respondents

Characteristics	Sub Categories	Number	Percentage
Gender	Male	42	42
	Female	58	58
	Total	100	100
Age	Below 15 years	-	-
	15 to 30 years	56	56
	30 to 45 years	34	34
	45 years & above	10	100
	Total	100	100
Marital Status	Married	58	58
	Unmarried	42	42
	Total	100	100
Education	Primary School	4	4
	High School	4	4
	Graduate	38	38
	Post Graduate	32	32
	Others	22	22
	Total	100	100
Occupation	Student	22	22
	Housewife	10	10
	Govt. Service	11	11
	Business	17	17
	Private Service	25	25
	Professionals	8	8
	Any Other	7	7
	Total	100	100
Monthly Income	Low	13	13
	Medium	64	64
	High	23	23
	Total	100	100

Table - 2: Preferred Places for Purchase of Cosmetics

S. No.	Place	Score	Rank
1.	Permanent Stores	3.64	I
2.	Shopping Malls	3.02	IV
3.	Co - operative Bazaars	2.66	V
4.	Private Bazaars	3.06	II
5.	Medical Shops	3.03	III

It was clear from the above Table – 2 which shows that the first preference was given to the permanent stores followed by private bazaars and medical shop. The least preference was given to co-operative bazaars.

Table - 3: Reasons for purchase from particular shop

S. No.	Particulars	Score	Rank
1.	Nearer to Home	2.57	V
2.	Variety of Goods	3.97	II
3.	Extension of Credit	1.95	VI
4.	Quality Goods	4.66	I
5.	Reasonable Price	3.76	III
6.	Good Behavior	3.09	IV
7.	Any Other	1.30	VII

Above statistical data shows the reasons for purchase from a particular shop. It was inferred from the Table - 3 that first rank was given by the respondents to quality goods followed by variety of goods, reasonable price. The least important factors for respondents are extension of credit and nearer to home.

Table - 4: Frequency of Buying Cosmetic Products

S. No.	Frequency	No. of respondents	Percentage
1.	Daily	3	3
2.	Weekly	33	33
3.	Monthly	61	61
4.	Yearly	1	1
5.	Festivals	2	2
Total		100	100

The Table - 4 revealed that the 61 % of the respondents buy cosmetics once in a month, 33 % of the respondents buy every week, whereas very few respondents buy daily, yearly and during festivals.



Table - 5: Reasons of using Cosmetics

S. No.	Reason	No. of Respondents	Percentage
1.	Good Looking	75	75
2.	Fashion/Trend	20	20
3.	To show oneself modern	-	-
4.	Any other reason	5	5
Total		100	100

Above Table - 5 reveals that 75 % of the respondents use cosmetic for good looking, 20 % of the respondents use it as a fashion or trend and only 5 % of the respondents use cosmetic for any other reasons.

Table - 6: Type of Product Preferred by Respondents

S. No.	Type of Products	No. of Respondents	Percentage
1.	Ayurvedic	28	28
2.	Chemical	14	14
3.	Both	58	58
Total		100	100

Above Table - 6 indicates 28 % of the respondents preferred ayurvedic products, 14 % of the respondents preferred chemical based products and 58 % of the respondents preferred both type of products. It means that today's consumers are changing their attitude towards more healthier and natural cosmetic products as a whole.

Table - 7: Preferred Factors While Purchasing Cosmetics

S. No.	Factors	No. of Respondents	Percentage
1.	Brand Name	10	10
2.	Quality	85	85
3.	Price	3	3
4.	Any Other	2	2
Total		100	100

Above Table - 7 shows that 85 % of the respondents give preference to quality of product, 10 % of the respondents consider brand name, 3 % of the respondents consider price of the product and 2 % of the respondents consider other factors.

Table - 8: Factors influenced on Choice of Brand of Cosmetics

S. No.	Particulars	Score	Rank
1.	Advertisement	3.74	I
2.	Shop Display	2.29	VI
3.	Friends	3.28	III
4.	Magazines	3.10	IV
5.	Doctor/Beautician	3.64	II
6.	Shopkeeper Suggestion	2.53	V
7.	Impulse Buy	1.98	VII

Above data shows the factors that influenced respondents on choice of particular brand. Advertisement and doctor/beauticians suggestions were most influenced factors whereas shop display and impulse buy were the least important factors for choice of particular brand of cosmetics.

Table - 9: Information Collection before Purchase of Cosmetics

S. No.	Opinion	No. of Respondents	Percentage
1.	Always	41	41
2.	Sometimes	54	54
3.	Rarely	02	02
4.	Not at all	03	03
Total		100	100

The Table - 9 reveals that 41 % of the respondent always collect the information, 54 % of respondents sometimes collect the information whereas 2 % of respondents rarely collect information and only 3 % of respondents never collect the information before purchase of cosmetics.

4. Findings

It has been observed that even though the cosmetic market was dominated by female consumers, male consumers are coming at par with them. The working respondents were found more conscious of their appearance and ready to buy high priced products as compare to housewives and students. Majority of the respondents preferred to purchase products from



the shop that provide quality products with variety at reasonable price. Majority of the respondents preferred to purchase cosmetic products from permanent stores, private bazaars and medical shops as they feel it was easily available and products are of good quality. Quality was found as a most important factor for purchase of cosmetics by the respondents than price. Most of the respondents are interested to recommend the product of others. Television has found more impact on consumer and widely used for receiving information about the product. The use of internet by students and highly education consumers are also emerging as important factor. It has been observed that in purchase decision, in spite of the impact of friends, family members, beauticians and others, the actual decision to buy was taken by the respondents on their own.

5. 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.

6. 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. While purchase of cosmetic product, the consumers are found more quality conscious preferred to purchase ayurvedic products, they wait for the brand during non- availability, become emerging as important source of information and inspite of

impact of other factors, the actual brand decision is taken by themselves.

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