AN ANALYTICAL STUDY OF CONSUMER BUYING BEHAVIOR ON THE WAY TO COSMETICS PRODUCTS

Abstract

This study covered only Indian cosmetic industries. It is one of the rapid rising industries in Indian economy because, nowadays, these industries have received a large number of orders from global market. If products and brands are sensitively connected with consumers’ behaviors then it attracts consumers from global market. In the world cosmetics industries is a known as multi-billion dollar industry. This sector plays vital role in providing employment. Nature of this research is investigative and graphical. Findings have been made through depth analysis, which consisted of 206 consumers from online questionnaire. The questionnaire was planned for this purpose to know about the Consumers buying behavior on the way to cosmetics products. Finding of this study is that most of the consumers use cosmetic products for caring skin and they are loyal towards only one brand. Most of these products are mostly used by teenagers.

Keywords –Consumer buying behavior, cosmetic industries, global market, cosmetic products.

Introduction

Cosmetic sector is one of the fastest growing industries in India. It is significant because of many reasons such as it is effective, permanent, stable and last but not the least safe to human use. Nowadays due to the improving purchasing power and increasing fashion awareness, the demand of cosmetics is growing every day. Recently, cosmetic brands are rising and entering into the global market. The Indian Cosmetic Industries consist of both types of cosmetics i.e. traditional and the modern. There is remarkable growth in Indian beauty and cosmetics sector. The industries produces a large number of products which consists of nail products, creams, shaving creams, shaving products and perfumes, all types of hair products, mouthwashes, lipsticks, deodorants and lotions.

It is one of the leading sectors in all over world. This sector has provided both direct and indirect employment as 2 lakh and 4 lakh respectively. During the last couple of years, it has been noticed that there is speedy growth in Indian cosmetics sector at the CAGR of around 7.5% between 2006 and 2008, due to the awareness of cosmetic products and wish to look good shows significant spending among teenagers during 2005 to 2015. The Indian beauty, cosmetic and grooming market is expected to reach at 20 billion dollars by 2025 from current level.

In the modern time, consumer is the king of market. The consumers play three types of roles i.e. user, payer and buyer. All of the activities of marketing is consumer oriented, in fact the slogan of marketing is also satisfaction of consumer. It always concentrates on the requirements of consumers, services and protection. In present time, the products are always made in expectation of future demand. Normally, the purchasing of cosmetic products is always depended on many factors, which is related to the consumers such as their needs, preferences and buying power, awareness, self-concept, social and cultural background and their age and family cycle, their approach, beliefs, values, motivation, personality, social class and many other factors that are both internal and external. Therefore there is need to know about consumer buying behavior towards cosmetics products.
The main purpose of this study is to examine which factors affect consumers' buying behavior and purchase decision. In this study, the researcher covered the Indian cosmetic sector because it is the one and only highest rising sector of our nation.

**Review of literature.**

<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Publishing year</th>
<th>Sample size</th>
<th>Techniques</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact of Brand Image and Advertisement on Consumer Buying Behavior</td>
<td>Muhammad Ehsan Malik, Muhammad Mudasar Ghafoor, Hafiz Kashif Iqbal, Qasim Ali, 4Hira Hunbal, Muhammad Noman and Bilal Ahmad</td>
<td>Jun 20, 2013</td>
<td>175 responses</td>
<td>Descriptive Statistics Mean Std. Deviation Correlations ANOVA Coefficients</td>
<td>This study reveals that brand awareness and its prestige gives a strong influence and positive relationship with Consumer buying behavior.</td>
</tr>
<tr>
<td>Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry</td>
<td>Ms. Shallu, Ms. Sangeeta Gupta</td>
<td>December 2013</td>
<td>200</td>
<td>Statistical tools</td>
<td>Various kinds of promotional activities influence the decision-making Processes of consumers. This study conclude that promotional activities has a great impact on consumers, buying behavior or brand choice in cosmetic industry.</td>
</tr>
<tr>
<td>Consumer Purchase Decision Behavior Towards</td>
<td>Dr. S. Anandarajan T. Sivagami</td>
<td>March 2016</td>
<td>200 samples</td>
<td>Percentages analysis.</td>
<td>Finally this study concluded that most of the</td>
</tr>
<tr>
<td>Topic</td>
<td>Authors</td>
<td>Date</td>
<td>N</td>
<td>Methodology</td>
<td>Summary</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>---------------------------------</td>
<td>--------------</td>
<td>-----</td>
<td>--------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Cosmetics Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Respondents are scared of using chemical based cosmetics products so they switch to ayurvedic based cosmetic products.</td>
</tr>
<tr>
<td>Consumer Attitude towards Cosmetic Products</td>
<td>Mrs. J. Vidhya Jawahar, Dr. K. Tamizhjyothi</td>
<td>June 2013</td>
<td>100</td>
<td>ANOVA, mean and standard deviation</td>
<td>This study presents that age, occupation, marital status of consumers have positive impact on cosmetic products. But income does not have any impact on the behavior towards cosmetic products.</td>
</tr>
<tr>
<td>Consumer Buying Behavior towards Cosmetic Products</td>
<td>Prof. Nilesh Anute, Dr. Anand Deshmukh, Prof. Amol Khandagale</td>
<td>July 2015</td>
<td>200</td>
<td>Percentage analysis</td>
<td>Finally this study concluded that there is a phenomenal growth in this sector due to The increased buying capacity and disposable incomes of the Indian consumer and it has created a position for Foremost organizations in this segment.</td>
</tr>
</tbody>
</table>
A Study on factors influencing consumer buying behavior in cosmetic Products

A.H.Hemanth Kumar 1
S.Franklin John2
S.Senith 3

September 2014
412
ANOVA

since last decade.
The conclusion of this study was that there are remarkable significant differences in Income level by the scope of brand such as social, culture but there is no numerical significant difference found in the scope of Personal or psychological.

Methodology

The nature of this research study is descriptive. For analysis, a required primary data was collected by an online questionnaire. Multiple choice questions were asked in the questionnaire to measure the basic spending of cosmetic products and consumers buying behavior.

Demographic report of Consumers

It was under taken as Gender wise (Male & Female), Age wise, Monthly Income, Educational Qualification and Occupational status.

Major Factors identified for detailed study includes

Purchase Style, Brand Selection, Point of Purchase, Location Preference, Brand Loyalty, Brand Awareness, Factors in Purchase Decision, and Spending Pattern.

Sample Size: - 206

Methods of Data collection

Primary Data - Primary data was necessary to identify the consumers buying behavior on the way to cosmetic products. Primary data was collected by using online questionnaire.
Secondary Data - All related secondary data was collected from different sources like Internet, and Articles etc.
Objectives

- To identify the variety of factors that affect consumer buying behavior and purchase decision.
- To identify the positive factors for determining buying behavior.

Method of analysis and statistical tools

A well-structured questionnaire was used to gather the data. For collection of reliable data, Questionnaire is said to be the best tool. The questionnaire consists of multiple choice questions in order to achieve the objectives of research. Graphs were also used to analyze the data.

Limitations of the Study

- The study is based upon the consumers buying behaviors on the way to cosmetic products.
- The data for the research is totally based on primary data, which was collected from the respondents. There is full chance of personal bias, therefore the correctness might not be true.

Data analysis and interpretation:

1. Gender of respondents

![Gender Graph]

The above graph indicates that respondents are based on gender, female covered a large proportion in comparison to male.

2. Age of respondents

![Age Graph]

Above chart proves that most of respondents of research study were teenagers and they covered 35% from total chart. It is 33.2% that belongs to 21-25 year and the other come under 35 plus.

3. Place of the Respondents

![Place Graph]

4. Profession Status of the Respondents

![Profession Graph]

As the graph shows that most of respondents are students, i.e. near about 65.8% on the average, and 20.8% were service men and nearly 9.4% were professional, rest were business people.
5. Educational Level of the Respondents

The above graph proves that the educational level of respondents, 62.7% were graduates and 26.4% were post graduates and 10% were from school and rest were illiterate.

6. Makeup users

Above graph proves that 60.6% of respondents apply the makeup and 39.4% respondents don’t apply makeup.

7. Type of cosmetics

Above graphs reveals that 35% of respondents used ayurvedic and herbal type cosmetic and 34.5% of respondents used organics cosmetic and 30.5% of respondents used both kinds of cosmetics.

8. Sources of information about cosmetics products

The above graph shows that 56.5% of people said that they got information from advertisement, 20%, from friends, 14.5% from TV and 9% from books. These statistics says that advertisements, these days, play a vital role in marketing of products.

9. Reasons for using cosmetic products

Above survey says that 48.2% people apply makeup for caring a skin, 21.5% people apply makeup for therapy, 21% used it for better appearance, and only 9.2% of people used it for beauty.

10. Scale of per day internet uses by respondents.

Above graph proves that 62.2% of people spend 0-2 hours on internet, 21.2% of people spend 2-3 hours, 9.4% consume 4-6 hours and rest portion present that they spend more than 6 hours on internet.
11. Mode of cosmetics purchasing

This statistics says that 75% of people purchase cosmetics by offline means, whereas the other 25% depends on online sources.

12. Frequency of cosmetics purchasing

Above graph reveals that 56.3% people purchase cosmetic only one time during one month, 20.3% of people purchase once in 3 months, 15.2% of people purchase once in 2 months and 8.1% of people purchase cosmetics more than once month.

13. Total spending on cosmetics products

Above graph reveals that 67% of respondents pay amount below the 500 Rs, 23.4% of people pay Rs 500-700 amount for cosmetic during one month and rest area pay above Rs 700.

14. Brand preference

In this research survey 84.8% of respondents prefer only one brand and 15.2% of respondents are not honest towards one brand.

15. Reasons for brand preference

This graph presents the reason for only one brand preference i.e. 67.7% of respondents prefer only one brand due to best quality of goods, 8.5% prefer it only easy availability, 9% prefer it due to brand loyalty and rest prefer it due to many other reason.

16. Preferred Brand

This survey says that 74.9% people say that they don't stick to a brand. It means they had no preferred brand and 13.3% people used unbranded products and last but not least, 11.8% buy from road side vendors.
17. Homemade cosmetic preference

Above graph reveals that 79.5% of respondents say that they are interested in homemade cosmetics and nearly 20.5% says they prefer the brand available at outside.

18. Permanent brand regularity.

Above graph says that 75.6% of respondents say ‘yes’ to the question use of one brand regularly and rest 24.4% says ‘no’

19. Products purchases from

Above graph says that most of respondents purchase cosmetic products from shop then after they prefer mall for purchasing cosmetic products and nominal respondents purchase cosmetics from street, supermall, and online.

20. Rating kept in mind before buying cosmetics.

Above graph shows that 55.8% of the respondents give good importance to price, 62.8% of the respondents give good importance to brands, 56.5% of respondents give good importance to quality and last but not the least 65.4% of the respondents give good importance to durability. 26.3% of the respondents give low importance to price and 23% gives outstanding importance to brand and 5.2% give moderate importance to quality.
21. Monthly purchasing of cosmetics products

Most of the respondents purchase cosmetics products once in a month. 80.57% of the respondents purchase once in a month, 3.6% of respondents purchase these products thrice in a month, and 4.2% of the respondents purchase these products four times in a month.

Findings of study

- It is concluded that 59.7% of the respondents are female.
- The highest 35.6% of the respondents are coming under the class of 16-20 years age group.
- The highest, 41.5% of respondents are coming under the class of town area.
- It is revealed that 65.8% of the respondents are occupied on in the students.
- The greater part of 62.7% of respondents is from graduate level.
- The greater part of 60.6% of the respondents used make up.
- The greater part of 35% of the respondents preferred ayurvedic and herbal cosmetic products.
- Most of the respondents get information about cosmetic products from advertisement which covered 56.5% among the total sources.
- Most of the respondents i.e. 48.2% used cosmetics products for caring their skin.
- Most of the respondents i.e. 62.6% spend only 0-2 hours on internet.
- The greater part of 56.3% of the respondents purchase cosmetics products only once in a month.
- The greater part of 67% of the respondents spends the amount of 0-500 Rs on cosmetics products.
- The greater part of 67.7% of the respondents prefer permanent brand because of its quality.
- The greater part of the respondents purchases cosmetics products from shop.
- The greater part of the respondents purchases cosmetics products one time in the month.
- Most of the respondents, i.e. 74.9%, don’t prefer any brand for cosmetic product.
- The greater part of 79.5% of the respondents prefers homemade cosmetic products.
- The greater part of 75.6% of the respondents prefers only one brand regularly.

Conclusion

Recently, people extensively use cosmetic products. Therefore, many players are involved in this business and it is increasing day by day. So, to expand cosmetic industries and attract a large number of buyers, the producer should produce ayurvedic and herbal cosmetic products because it would not give any side effect to the consumers and the price of these products should be nominal. So that the average class of people can also afford it and arrange a proper channel & easy availability of these products in the global market so that the consumer can easily get it. The quality of cosmetic products should be pure because consumers prefer it again and again due to its quality level.
Bibliography


*******************************************************************************

Barot Mukti Rajendrakumar
Assistant Professor
President Commerce College
Kalol

Copyright © 2012 - 2017 KCG. All Rights Reserved. | Powered By: Knowledge Consortium of Gujarat