

# **A STUDY ON THE BEHAVIOUR OF FEMALE CONSUMERS IN THE PURCHASE AND USE OF COSMETICS WITH SPECIAL REFERENCE TO KOTTAYAM TOWN**

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*ABSTRACT* --- From the last few years, the demand of beauty products in India has been increased in a good speed. Not only women, but also men are very conscious towards their face and other personal care. Many companies are engaged in producing the products according to them. So, the market is seeking to be very bright. The penetration ratio in rural market is very challenging and prospective. So, there is a good scope in these areas. The study entitled a study on the behavior of female customers in the purchase and the use of cosmetics is an attempt to know the factors influencing the buying decision, to study the effect of media in purchasing product and also to know the level of satisfaction from the purchase of cosmetics.

The work entitled “**A STUDY ON THE BEHAVIOUR OF FEMALE CONSUMERS IN THE PURCHASE AND USE OF COSMETICS WITH SPECIAL REFERENCE TO KOTTAYAM TOWN**” is conducted among the female consumers of Kottayam town. The study is expected to get a general idea about the factors influencing buying decision, the effect of media, in the purchase behaviour. It also helps to know about the frequency of purchase and also to evaluate the level of satisfaction in the use of cosmetics.

*Keywords* --- Consumer Behaviour, Cosmetics, Kottayam.

## **I. INTRODUCTION**

The general term ‘cosmetics’ is applied to all preparations used externally to condition and beautify the body, by cleaning, colouring, softening, or protecting the skin, hair, nails, lips or eyes. Cosmetics are, therefore, products intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body's structure. This broad definition includes any material intended for use as a component of a cosmetic product. The growth of cosmetics and beauty products markets has become significant as consumers are increasingly becoming aware of appearance, beauty, grooming and the choice of personal care products. Understanding this sector should be of valuable use to marketers in identifying marketing opportunities to ensure greater efficiency in the use of resources and other efforts, which are directly related to consumer purchasing behavior such as market segmentation, consumer targeting, product features, promotional and selling efforts.

The Indian Cosmetics Industry is defined as skin care, hair care, colour cosmetics, fragrances and oral care segments which stood at an estimated \$2.5 billion in 2008 and is expected to grow

at 7%, according to an analysis of the sector. Today, the herbal cosmetics industry is driving growth in the beauty business in India and is expected to grow at a rate of 7% as more people switch to organic products and not chemical ones.

## **II. LITERATURE REVIEW**

**Jawahar V., Dr. Tamizhjyothi K. (2013):** studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behavior and to identify the important factors that determine the buying behavior.

**Dr. Vibhuti, Dr. Ajay Kumar, Pandey V. (2014):** A Case Study on Consumer Buying Behavior towards Selected FMCG Products. The aim of the study was to identify factors affecting consumer buying behavior towards FMCG products. The data were collected through questionnaire. They found that 4 Ps of marketing that is price, place, promotion and product quality affect the consumer buying behavior along with psychological and physiological factors.

**Rameshwari P., Mathivanan R., Jeganathan M., (2016):** studied consumer buying behavior of cosmetic products in Thanjavur, Tamilnadu. Main objective of the study is to identify reasons for purchasing cosmetics and to identify factors influencing consumer buying decision for cosmetic products. Convenient sampling method was used as research method. Factor ranking method was used as statistical technique for analyzing data. In this study, it was found that though cosmetic market is dominated by female consumers, male consumers also participate in the same. The working respondents are more focused about their appearance and ready to buy high end products.

## **III. STATEMENT OF THE PROBLEM**

Consumers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Consumers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate target in finding out what customers are aware off and their attitude and there by offering products according to these needs will help the industry stakeholders to enrich their customer experience and accelerate growth of the market. The process that turns marketing plans into marketing actions in order to fulfill strategic marketing objectives it is called marketing plan but most of the markets are still challenged by their marketing.

### Objective

- To study the factors influencing the buying decision of female customers.
- To study the effect of media on purchasing behavior of customers.
- To study the factors taken under consideration before purchasing a cosmetic product.
- To analyze the frequency of purchasing cosmetic products.
- To evaluate the level of satisfaction in the purchase and use of cosmetics.

### IV. METHODOLOGY

#### Research Design

This study aims to find out the a general idea about the factors influencing the buying decision, the effect of media in the purchase behaviour among the respondents in Kottayam Town for its purpose data were collected by survey methods through questionnaire.

#### Data Source

The study is based on both primary and secondary data. The primary data is collected using descriptive structured questionnaire.

#### Area of Study

The study was undertaken in Kottayam Town.

#### Sample Size

The data collected from a sample of 50 respondents. The sample was selected on a convenient basis.

The collected data have been analyzed by making use of;

- Simple Percentage Analysis
- Garrett Ranking Technique
- Likert's summated scaling technique

### V. LIMITATION

It attempt to make the work authentic and reliable, every possible aspect of the topic were kept in mind. Nevertheless, despite of the fact, constraints were at play during the formulation of this work.

**The main limitation is as follows:-**

- Due to the busy schedule the respondents were reluctant to reply;
- Due to lack of money, time and personal consideration the number of samples are limited to 50;
- Analysis of the data have been done on the basis of the assumption that the information provided by the respondents are genuine;

Table 1: Demographic Profile

<i>Variables</i>	<i>Particulars</i>	<i>Frequency</i>	<i>Percentage</i>
Age	Up to 25	13	26
	25-35	20	40
	35-45	10	20
	45-55	7	14
	Peer Group	11	22
	Work place	6	12

Factors influencing for choosing a cosmetic brand	Advertisement	9	18
	Family	15	30
	Others	9	18
Image projected by the cosmetic users	Stylish	11	22
	Confident	19	38
	Groomed Professional	5	10
	Trendy	9	18
	Can't answer	6	12
Mode of advertisement that has long lasting impact on the cosmetics	TV Advertisement	43	86
	Radio Advertisement	1	2
	Print Media	4	8
	Bill Board	2	4
Celebrity Endorsement's influence	Yes	6	12
	No	23	46
	Maybe	21	42
Amount spend on cosmetics on a monthly basis	Below 1000	38	76
	1000-2000	11	22
	2000-3000	-	-
	Above 3000	1	2
Platform preferred to purchase cosmetics	Shopping Mall	19	38
	Permanent Store	21	42
	Co-operative Bazaar	1	2
	E-commerce Sites	4	8
	Medical Shop	5	10
Frequency of purchasing cosmetics	Daily	-	-
	Weekly	5	10
	Monthly	36	72
	Yearly	9	18
Type of cosmetic product preferred to purchase	Chemical	1	2
	Ayurvedic	13	26
	Both	36	72
Collects information before purchasing cosmetics	Always	10	20
	Sometimes	20	40
	Rarely	18	36
	Not at all	2	4
Years spend on using cosmetics	Less than 1 year	33	66
	1-3 years	5	10

	Above 3 years	6	12
	Can't answer	6	12
Purchases products on the recommendation of sales person / beauty professional	Very often	4	4
	Often	7	14
	Sometimes	26	52
	Rarely	11	22
	Never	2	8
Willingness to pay more if it completely has natural ingredients	Yes	29	58
	No	11	22
	I don't know	10	20
Overall satisfaction level of respondents	Highly Satisfied	1	2
	Satisfied	29	58
	Moderate	19	38
	Dissatisfied	1	2
	Highly Dissatisfied	-	-

(Source: Data collected and computed through Questionnaire)

From the above table it is inferred that;

- 40 percent of the respondents belongs to the age group of 25-35,
- 30 percent considered family as a major factor influencing the purchase of cosmetic brand,
- Majority opined Confident as the image projected by cosmetic users,
- 86 percent of the respondents opined that TV advertisement has long lasting impact on the cosmetics,
- 46 percent of the respondents does not consider Celebrity endorsement,
- Most of the respondents spend below 1000 rs monthly for cosmetics,
- 42 percent have opined that they prefer permanent store as the platform for purchasing cosmetics,
- 72 percent of the respondents opined that they purchase cosmetics monthly,
- Majority of the respondents are of the opinion that they prefer both Chemical and Ayurvedic products,
- 40 percent of the respondents sometimes collects information before purchasing cosmetics,
- Most of the respondents are using cosmetics for less than 1 year,
- 52 percent of the respondents purchases products on the recommendation of sales person / beauty professional,
- Majority has the willingness to pay more if the cosmetics completely has natural ingredients,
- 58 percent of the respondents are satisfied by the use of cosmetics,

**TABLE 2: FACTORS CONSIDERED BEFORE BUYING A PRODUCT**

**[GARRETT RANKING]**

PARAMETER	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	
Price	14	15	13	5	3	50
Advertisement	7	3	4	13	23	50

Features	5	16	21	7	1	50
Packaging	0	5	6	19	20	50
Brand	24	11	6	6	3	50
	50	50	50	50	50	

(Source: Primary Data)

**TABLE 2.1: GARRETT MEAN SCORE AND RANKING OF THE FACTORS  
 CONSIDERED BEFORE BUYING A PRODUCT**

Sl.No	Factors	Mean square	Rank
1.	Price	70.14	I
2.	Advertisement	47.36	V
3.	Features	69.12	III
4.	Packaging	48.72	IV
5.	Brand	69.28	II

(Source: Table 2)

Table 2.1 shows that the major factors that are considered by the respondents before buying a cosmetic product have been studied by arranging and ranking them on the basis of their importance. All the five options are considered for analysis and Garrett Ranking values have been calculated. Price ranks first with a mean score of 70.14, Brand ranks second with a mean score of 69.28, Features rank third with a mean score of 69.12, Packaging ranks fourth with a mean score of 48.72, and Advertisement ranks fifth with a mean score of 47.36

**Table 3**  
**THE IMPORTANCE OF VARIOUS ATTRIBUTES IN THE  
 DECISION TO PURCHASE COSMETIC PRODUCTS [Likert's  
 summated scaling technique]**

Sl. NO	Factors	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total
1.	Discount	9 (45)	17 (68)	20 (60)	4 (8)	0 (0)	50 (181)
2.	Quality	44 (220)	5 (20)	1 (3)	0 (0)	0 (0)	50 (243)

3.	Latest Trend	4 (20)	20 (80)	10 (30)	17 (34)	0 (0)	50 (164)
4.	Advertisement	5 (25)	18 (72)	17 (51)	7 (14)	3 (3)	50 (165)
5.	Availability	10 (50)	25 (100)	13 (39)	2 (4)	0 (0)	50 (193)
6.	Need for the product	15 (75)	30 (120)	3 (9)	1 (2)	1 (1)	50 (207)
7.	Packing	6 (30)	15 (60)	27 (81)	1 (2)	1 (1)	50 (174)
8.	Product Safety	44 (220)	4 (16)	1 (3)	1 (2)	0 (0)	50 (241)
9.	Convenience	19 (95)	21 (84)	10 (30)	0 (0)	0 (0)	50 (209)

(Source: Primary Data)

**Table 3.1**

**RANKING TABLE**

Sl.No.	Factors	Weighted average mean score	Rank
1	Discount	3.62	VI
2	Quality	4.86	I
3	Latest Trend	3.28	IX
4	Advertisement	3.30	VIII
5	Availability	3.86	V
6	Need for the Product	4.14	IV
7	Packing	3.48	VII



8	Product Safety	4.82	II
9	Convenience	4.18	III

(Source: Table 3)

From the table 3.1 Quality ranks first with weighted average mean score of 4.86, product safety ranks second with weighted average mean score of 4.82, convenience ranks third with weighted average mean score of 4.18, Packing ranks seventh with weighted average mean score of 3.48, Advertisement ranks eighth with weighted average mean score of 3.30, Latest Trend ranks ninth with weighted average mean score of 3.28

## **VI. SUGGESTIONS**

- The purchasing decision of users is highly influenced by their family members. So, marketing techniques which attracts families should be implemented.
- Customers are highly attracted to quality products with minimal price. Products should be developed with minimum price and promising quality.
- As TV advertisements are mostly acceptable by the people, advertisement through television should be encouraged more.
- Complete information of products including quality, price and ingredients should be informed to the public.
- Cosmetic products which include natural ingredients should be produced more, as they are highly demanded by the customers.

## **VII. CONCLUSION**

This study entitled “**A STUDY ON THE BEHAVIOUR OF FEMALE CONSUMERS IN THE PURCHASE AND USE OF COSMETICS WITH SPECIAL REFERENCE TO KOTTAYAM TOWN**” was a study conducted to understand factors influencing buying decision of cosmetic products by female customers, effect of media on purchasing behaviour, factors considered before purchasing the product, frequency of purchase and to evaluate the level of purchase and use of cosmetics. The study reveals that the customers are considering the factors such as price of the product, quality of the product, and quality of advertisements. Most of the customers are satisfied with the products. It is also evident that customers spend more for products containing natural ingredients.

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