

CONSUMER BEHAVIOUR AMONG WOMEN WITH SPECIAL REFERENCE TO COSMETICS

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Abstract:

The present study deals with consumer behavior among women with special reference to cosmetics consumer behavior study is based on consumer buying behavior with the customer playing the three distinct roles of user payer and buyer. Once the alternatives have been evaluated the consumer is ready to make a purchase decision.

Cosmetics are substance used to enhance the appearance or odor of the human body. A subset of cosmetics is called "Make-up" today the effects and benefits of cosmetics can be measured objectively using quality of life scales allowing initiation of action for the rediscovery of well being and self-esteem.

Consumer Behavior is influenced and external influences and social cultural personal psychological factors affecting on Consumer Behavior to the extent that they help improve our appearance cosmetics can affect how we relate to ourselves and to others and such can improve quality of life.

Keywords: Consumer, Cosmetics, Social Culture, Behavior, External Influence, Internal Influence.

Introduction

Consumer Behavior Is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumer such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer, Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A grater importance is also placed on consumer retention, customer relationship management,

personalization, customization and one-to-one marketing. Social function can be categorized into social choice and welfare functions

Internal influence

Consumer behavior is influenced by: demographics, psychographics (lifestyle), personality, motivation, knowledge, attitudes, beliefs, and feelings, consumer behavior concern with consumer need consumer actions in the direction of satisfying needs leads to his behavior of every individuals depend on thinking

External influences

Consumer behavior is influenced by: culture, sub-culture, locality, royalty, ethnicity, family, social class, past experience reference groups lifestyle market mix factors.

Cosmetics are substances used to enhance the appearance or odor of the human body. Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, towelettes, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butter and many other types of products. A subset of cosmetics is called “make-up,” which refers primarily to colored product intended to alter the user’s appearance. Many manufacturers distinguish between decorative cosmetics and care cosmetics. The word cosmetics derives from the Greek (cosmetic techno), meaning “art of dress and ornament,” from (cosmetic), “skilled in ordering or arranging”^[1] and that from (cosmos), meaning amongst others “order” and “ornament”^[2]

History

The first archaeological evidence of cosmetics usage was found in Egypt around 3500 BC during the Ancient Egypt times with some of royalty owning make-up, such as Nefertiti, Nefertiti, mask of Tutankhamen, etc. the Ancient Greeks and Romans also used cosmetics.

Herbal cosmetic product

It is a hard work to choose a suitable type of herbal cosmetics products at the first time. Searching for the proper herbal cosmetics product requires serious attitude to the object of search. It is not a secret that the best herbal cosmetics product cost much higher than those of low quality. Comparing prices look at the package to learn about the ingredients containing cosmetics. There is an opinion that herbal skin products fit everybody. But is not true. You should take into account possible allergic responses or hypersensitiveness of your type of skin. Therefore you are recommended learn cosmetologist’s opinion before purchase of the particular herbal skin products in order to prevent any undesirable consequences and effects.

Review of Literature

Around E. (2004)

Consumer behavior can be defined as the study of the activities involved when people select purchase use or dispose of products to satisfy their needs it includes all the issues that have effect on the buyer before during and after a purchase.

Kotler and Armstrong (2006)

Various factories factors impact a person's consumption habits. To understand their influence, they can be divided into different categories.

Wieners .B. (2003)

95 percentage of the thought emotion and learning that drive our purchase occurs in the unconscious mind without our awareness.

Bolender R.K. (2006)

We are surrounded by our culture and society they are an essential part of each nation and individual by creating the sense of social belonging and forming the main base of a persons of behavior. In marketing context culture is often viewed as the combination of different values perceptions wants beliefs attitudes norms and manners learned by a member of society from the surrounding people speaking the same language and living in the same specific geographic region culture gives us message about what is normal and expected.

Methodology

The present study is about consumer behavior among women with special reference to cosmetics. It is an essential attempt to understand the consumer behavior towards cosmetics consumption. The study has been carried out in the Karnataka state women's university bijapur .for collecting the primary data a questionnaire has been designed and administered among the selected students. For the present study there are about 100 students 1st and 2nd year students of sociology and economics students among them 50 respondents are selected randomly.

In the present study the data collected tabulated. The simple percentage method is used for analysis of the data

Sl.no	Question	Yes	No	Number of respondents	Total percentage
01	Wearing makeup	45	05	50	100
02	Have you ever used fece foundation	43	07	50	100

03	Do you have any allergic problems	18	32	50	100
04	Cheapest products are as good as expensive	16	34	50	100
05	Spending too much money on cosmetics	06	44	50	100
06	Confusing between products and brands	39	11	50	100
07	Guaranty of quality is recognizable brand	45	05	50	100
08	The same brand out of habit	36	14	50	100
09	Like to try new products	17	33	50	100
10	Herbal products are best for any kind of skin	46	04	50	100
11	Insisting bill	43	07	50	100
12	Keeping bill carefully	37	13	50	100
13	Bothered to complaint to shop keeper	41	09	50	100
14	Looking for brand	38	12	50	100
15	Insisting on a fresh pack	47	03	50	100

Objectives

1. To analysis the consumers levels of satisfaction towards cosmetics.
2. To examine the factors influencing the consumers to purchase cosmetics.
3. To study the attitude of students towards cosmetics.
4. To assess in the role of brand play in buying cosmetics.

Findings

1. 90% of respondents are wearing makeup.
2. Majority of the respondents using cosmetics products for beauty ness.
3. 30% of the respondents using cosmetics products for health.
4. 70% of the respondents buying cosmetics products once a month.
5. 60% of the respondents purchasing cosmetics products for quality.
6. Majority of the respondents buying cosmetics products from local stories.
7. 90% of the respondents using face foundation.
8. 76% of the respondents are using face foundation once a week.
9. Majority of the respondents using lake me face foundation
10. 76% of the respondents using single brand of cosmetics.
11. Majority of the respondents do not have allergic problem.
12. majority of the respondents said that they will take chance with their skin for experimenting the product
13. majority of the respondents said products are not as good as Expensive.
14. 87% of the respondents are not spending too much money on cosmetics.
15. 78% of the respondents found the range of product and brands available confusing
16. majority of the respondents said the only guaranty of quality is Is recognizable brand.

17. 72% of the respondents using always the same brand
18. 66% of the respondents are not Interested in trying new products.

Conclusion

The present study is attempts to focuses on the consumer behavior towards cosmetics apart from psychology and economics the role of history and tradition in shaping the Indian consumer behavior is quite unique. Consumers are also associated with values of care and affection.

After survey we reach to the conclusion that cosmetic consumers have knowledge about brands quality factor decide to purchase cosmetics products and some of have to have awareness toward consumer rights like lusting bill. There are some specific powerful individuals with in the groups that are assumed to precede trends and influence strongly on mass opinion. It has also been discovered that family members have significant impact on each other's purpose decision making.

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