

A STUDY ON CONSUMER BUYING BEHAVIOUR OF COSMETIC PRODUCTS IN KOLHAPUR.

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Abstract:

The research attempts to study the consumer buying behavior of cosmetic products in an Indian settings , specifically with reference to Kolhapur .The purpose of this paper is to investigate the various factors that has 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 different factors have significant influence on buying behavior. This study also contribute to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.

Key words:Cosmetics, consumer behavior, buying habits.

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 is 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 & 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 greater potential for growth than it is presently experiencing and it is highly fragmented and concentrated in the Tier-I 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.

Consumer behavior encompasses a vast area including consumption pattern, consumer preferences, consumer motivation, and consumer buying process & shopping behavior. The purchase decision is 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.

REVIEW OF LITERATURE:-

Studies on consumer behaviour particularly in the Indian context are limited some of such important studies are briefly reviewed in the following papers.

Subrahmanyam& others (1982) conducted a study on “Marketing of consumer goods” in Vishakapatnam. It was found that large number of respondents purchased consumer products from private retail shop followed by super bazaar & consumer co-operative store and housewife played a vital role in taking purchase decision.

Ramakrishna Rao, Rama Raju& Ram Prasad (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 & belong to high income group are relatively less dominated than their older, less educated & low income counterparts.

Singh J.D. (1981) conducted a survey on “A study of Brand loyalty in India”. The study concluded that Indian consumers have been found becoming more & 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.

Debiprasd 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.

OBJECTIVE OF THE STUDY:-

- I. To study the demographic profile of the sample respondents.
- II. To analyze the factors influencing on buying decisions.
- III. To study the buying process of cosmetic products.
- IV. The analyze the effect of media communication on buying behaviour.

LIMITATIONS OF THE STUDY:-

During the course of study the following major limitations were observed,

- i) Time is the major limitation, which has affected the inferences drawn in the study.
- ii) Some of the respondents were reluctant to share the information with the researcher.

- iii) As only one city was surveyed, it does not represent the overall view of the Indian market.

RESEARCH METHODOLOGY:-

The methodology used in the study is as follow:

❖ Sources of Data :

The study is based on both primary data & 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 Kolhapur 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 is limited to Kolhapur city, Maharashtra. It is 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 is 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.

Analysis and Interpretation:

Factor Ranking Method:

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

Table No. 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	10
	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 No. 2 : Preferred Places for Purchase of Cosmetics.

Sr. 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 is clear from the above table that first preference is given to permanent stores followed by private bazaars and medical shop. The least preference is given to co-operative bazaars.

Table No. 3 : Reasons for purchase from particular shop.

Sr. 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 Behaviour	3.09	IV
7.	Any Other	1.30	VII

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

Table No. 4 : Frequency of Buying Cosmetic Products.

Sr. 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 reveals that 61% of the respondents buy cosmetics once in a month, 33% of the respondents buy every week, whereas very few respondents buy daily, yearly & during festivals.

Table No. 5 : Reasons of using Cosmetics.

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

Table No. 6 : Type of Product Preferred by Respondents.

Sr. 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 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 & natural cosmetic products as a whole.

Table No. 7 : Preferred Factors While Purchasing Cosmetics.

Sr. 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 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 & 2% of the respondents consider other factors.

Table No 8 : Factors influenced on Choice of Brand of Cosmetics.

Sr. 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 & doctor/beauticians suggestions were most influenced factors whereas shop display & impulse buy were the least important factors for choice of particular brand of cosmetics.

Table No. 9 : Information Collection before Purchase of Cosmetics.

Sr. 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 reveals that 41% of the respondent always collect the information, 54% of respondents sometimes collect the information whereas 2% of respondents rarely collect information & only 3% of respondents never collect the information before purchase of cosmetics.

Table No. 10 : Source of Information for Respondents.

Sr. No.	Source	No. of Respondents	Percentage
1.	Magazines/Newspapers	19	19
2.	Beautician	12	12
3.	Friends	20	20
4.	Relatives	12	12
5.	Doctor	13	13
6.	Commercial Media	23	23
7.	Any Other	1	1
	Total	100	100

The above table indicates that 23% of the respondents collected information from commercial media & internet, 20% of respondents from friends, 19% of respondents from magazines & newspapers, 12% of respondents from beauticians & relatives.

Thus various sources used by respondents for information collection before purchase.

Table No. 11 : Evaluation of Different Brands before Purchase.

Sr. No.	Opinion	No. of Respondents	Percentage
1.	Always	34	34
2.	Sometimes	49	49
3.	Rarely	13	13
4.	Never	4	4
	Total	100	100

The above table reveals that almost all respondents evaluate different brands before purchase. Out of which, 34% of the respondents always evaluate the brands, 49% of them sometimes evaluate & 4% of the respondents never evaluate brand before purchase.

Table No. 12 : Recommendation of Brand to Others.

Sr. No.	Opinion	No. of Respondents	Percentage
1	Yes	88	88
2	No	12	12

	Total	100	100
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The above table shows that most of the respondents (i.e. 88%) recommend the brand to others in case they were satisfied and 12% of the respondents do not recommend the brand to others even they were satisfied.

Table No. 13 : Media Impact on Brand Selection.

Sr. No.	Media	No. of Respondents	Percentages
1.	Television	36	36
2.	Magazines	15	15
3.	Newspaper	24	24
4.	Radio	01	01
5.	Hoardings	03	03
6.	Internet	17	17
7.	Any Other	04	04
	Total	100	100

The above table reveals that television has impact on 36% of the respondents, newspaper has impact on 24% of the respondents, internet has impact on 17% of respondents. Thus majority of respondents brand selection was influenced by television and newspaper advertisement.

Table No. 14 : Decision Maker While Purchase.

Sr. No.	Decision Maker	No. of Respondents	Percentage
1	Family Head	11	11
2	Husband	02	02
3	Wife	14	14
4	Friends	13	13
5	Relatives	6	6
6	Own	54	54
7	Any other	-	-
	Total	100	100

The above table indicates that 54% of the respondents themselves make final decision about the brand they purchase, 13% of respondents decision makers were friends, and 11% of respondents decision makers were family heads.

FINDINGS :-

- 1) It has been observed that even though the cosmetic market is dominated by female consumers, male consumers are coming at par with them.
- 2) The working respondents were found more conscious of their appearance and ready to buy high priced products as compare to housewives & students.
- 3) Majority of the respondents preferred to purchase products from the shop that provide quality products with variety at reasonable price.
- 4) Majority of the respondents preferred to purchase cosmetic products from permanent stores, private bazaars & medical shops as they feel it is easily available and products are of good quality.
- 5) Quality was found as a most important factor for purchase of cosmetics by the respondents than price.
- 6) Most of the respondents are interested to recommend the product of others.
- 7) 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.
- 8) It has been observed that in purchase decision, inspite of the impact of friends, family members, beauticians and others, the actual decision to buy was taken by the respondents on their own.

SUGGESTIONS :-

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

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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