



Women consumer's attitudes towards personal care products in Maharashtra

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Abstract

The personal care industry of India witnessed a remarkable growth due to the growing hygiene awareness, increasing disposable income level and mass media penetration. An average Indian spends 8% of his income on personal care products. India's personal care industry is composed of Hair Care, Skin Care, Oral Care, Body Care (Personal Hygiene/Wash) and Cosmetics.

Consumer attitudes are a combination of beliefs, feelings and intentions related to a particular product or services. An attitude has an impact on consumers buying behavior. Now a day's use of effective promotional media and program has changes consumer's attitude about specific product or services.

Present research is based on the primary data collected from the Women consumers of Jalgaon City of Maharashtra state. The data was statistically tested to study the effective media of consumer awareness, usage of various categories of Personal Care Products, preferences of purchase place and reasons of using personal care products.

Keywords: personal care products, attitude, consumer behavior, Maharashtra, women

1. Introduction

Personal care category in India was valued at Rs. 54.6 billion. An average Indian spends 8% of his income on personal care products. India's personal care industry is composed of Hair Care, Skin Care, Oral Care, Body Care (Personal Hygiene/Wash) and Cosmetics. The personal care industry witnessed a remarkable growth due to the growing hygiene awareness, increasing disposable income level and mass media penetration. The market size of India's beauty, cosmetic and grooming market will touch 20 billion dollars by 2025 from the current level of 6.5 billion dollars (ASSOCHAM).

Personal care products are products which are used for Personal use, particularly for external application on body. The purpose of personal care products are beautifying, preserving, altering the appearance, conditioning, protecting the skin. The consumer attitude is inner expression or feelings that reflect whether person is favorably or unfavorably predisposed to a product or brand or establishment. Presently Awareness Medias playing important role in changing the attitude of women consumers towards personal care products.

2. Scope of the study

The women consumers need personal care products and decided through the information and awareness they had from various sources of awareness of personal care products. The women consumer's attitude always impact on the purchasing and use of personal care products, but role played by various Medias in awareness of these women consumers is most important, because without awareness purchasing and consumption of product is not possible. Role played by various media in awareness helps producers and sellers to target most effective media for awareness of personal care products.

The consumption level of every women consumer is different for personal care products. Even all categories of personal care products are not used by women consumer. They use various categories of personal care products in varying proportion. The information related to category wise consumption of various personal care products will help personal care product industries and sellers to maintain the stock of various categories of personal care products at outlets. Women consumers are purchasing personal care products according to their convenience. The data related to preferred purchasing places gives personal care product producers and sellers proper target outlets.

The personal care products are used by women consumer for various reasons such as medical, personal care, confidence, beautifulness, young look and attractiveness. The proper information about these reasons gives personal care industries and marketers to plan their new product development.

3. Literature review

T. Ravikumar (2012) focused the light on women consumer's attitude towards visual media advertisements and women consumers buying behavior. These both things are directly related with each other. Advertising value is closely related with women Consumers attitude. He concluded women watch television programmes regularly. It is also indicator of penetration of Television in to day to day life of the sample women.

LaPorchia C. Davis (2013) explored African American women's attitudes toward cosmetics, how women use cosmetics, and how use of the products is related to women's self-confidence and perception of appearance. They explored in his research that African American woman's experiences with the use of cosmetics products is related with their

attitudes, self-confidence, and self-identity.

Mrs. J. Vidhya Jawahar and Dr. K. Tamizhjyothi (2013) [6] they examined the influence of attitude on cosmetics buying behaviour. They found attitudes of consumers have a critical role on beauty cosmetics buying behaviour. The age played important role in attitude towards beauty cosmetic products.

Anu Jose (2016) explained that the consumer behavior is the most important factor for marketing of personal care products. According to her conclusion consumers are using various categories of personal care products for their personal purpose and modern media and advertisement plays an important role in the increasing of demand of personal care products.

4. Hypothesis

- H1:** Various Medias are playing equal important role in awareness of Women consumers towards Personal Care Products
- H2:** Women consumers are using Various Categories of Personal Care Products in Equal proportion.
- H3:** Women consumers are preferred specific Purchase Places for purchasing personal care products.
- H4:** Women consumers are using Personal Care Products for specific Reason of personal care product use.

6. Research results

Table 1: General Results

Sr. No.	Attributes	Response	Frequency	Percentage
1.	Age of Respondents	up to 20 years	72	63.2
		20 – 30 years	30	26.3
		30 – 40 years	12	10.5
2.	Marital status	Unmarried	48	42.1
		Married	60	52.6
		Widow	6	5.3
3.	Education	Secondary	24	21.1
		Higher secondary	12	10.5
		Graduate	72	63.2
		Post graduate	6	5.3
4.	Profession	Student	54	47.4
		House wife	30	26.3
		Service	24	21.1
		Self employed	6	5.3
5.	Monthly Income	less than 10k	18	15.8
		10 – 20k	42	36.8
		20 – 30 k	6	5.3
		30 – 40 k	18	15.8
		40 – 50 k	12	10.5
		above 50k	18	15.8
6.	Using Personal Care Products	No	9	7.9
		Yes	105	92.1

7. Hypothesis testing

All the hypothesis are tested with One Sample t-test at 5% level of significance, i.e. $\alpha = 0.05$.

- H1:** Various Medias are playing equal important role in awareness of Women consumers towards Personal Care

5. Research methodology

Research Design: It is a descriptive research study which was concerned with describing the various parameters of attitudes of women consumers for personal care products.

Research Instrument: Structured Questionnaire of 15 questions was prepared for collecting responses of women consumers of personal care products on their attitudes.

Place of Study: This research was conducted in Jalgaon City, a district head quarter of Jalgaon district of Maharashtra state.

Sampling Design & Size: The sample population was women population of Jalgaon City. The sample size for present research was 114 women.

Data Collection: The Primary data was collected directly by the researcher through structured Interview of 114 women of Jalgaon city and the Secondary data was collected from various Text Books, Research papers, Journals and Websites.

Data Analysis: The collected data was analyzed with SPSS tool version 24.

Products

- H0:** Various Medias are not playing equal important role in awareness of Women consumers towards Personal Care Products

Table 2

One-Sample Test				
	Test Value = 0			
	t	df	Sig. (2-tailed)	Mean Difference
TV	17.348	113	.000	2.070
Internet	22.738	113	.000	2.123
Radio	32.302	113	.000	3.175
Friends	42.533	113	.000	4.316
News Paper	27.495	113	.000	3.333

Since the significance value ‘p’ of the test is less than the α level 0.05, we reject the null hypothesis and infer that the various media are not playing equal important role in awareness of women consumer’s towards personal care products.

The mean difference of test proved that TV and Internet are playing most important role in of awareness to women consumers to wards personal care products. Radio and Newspaper are playing moderately important role in awareness of women consumers, while Friends is playing less important role in awareness of women consumers towards personal care products.

H2: Women consumers are using Various Categories of Personal Care Products in Equal proportion.

H0: Women consumers are not using Various Categories of

Personal Care Products in Equal proportion.

Table 3

One-Sample Test				
	Test Value = 0			
	t	df	Sig.(2-tailed)	Mean Difference
Hair Care	31.564	113	.000	1.211
Skin Care	18.340	113	.000	1.684
Oral Care	15.255	113	.000	1.421
Body Care	16.730	113	.000	1.632
Cosmetics	18.696	107	.000	2.333

The significance value ‘p’ of the test is less than the α level 0.05, we reject the null hypothesis and infer that the Women consumers are not using Various Categories of Personal Care Products in Equal proportion.

The Mean Difference of the test proved that the Hair Care products are used by most number of the women consumers, while Oral Care products are used by moderate number of women consumers. The Body Care & Skin Care products are used by less number of women consumers and Cosmetics are used by least number of women consumers.

H3: Women consumers are preferred specific Purchase Places for purchasing personal care products.

H0: Women consumers are not preferred specific Purchase Places for purchasing personal care products.

Table 4

One-Sample Test				
	Test Value = 0			
	t	df	Sig.(2-tailed)	Mean Difference
General & Cosmetics Store	19.274	113	.000	2.368
Medical Store	19.247	113	.000	2.263
Shopping Mall	25.119	113	.000	2.579
Co-op- Bazar	33.332	113	.000	3.842
Internet (Online)	33.332	113	.000	3.842

Since the significance value ‘p’ of the test is less than the α level 0.05, we reject the null hypothesis and infer that Women consumers are not preferred specific Purchase Places for purchasing personal care products.

From the Mean Difference of the test it is proved that Medical Store is the most preferred purchase place by women consumers for purchasing of personal care products. General & Cosmetic Store is moderately preferred purchase place for purchasing personal care products by women consumers.

Shopping mall is less preferred purchase place by women consumers for personal care product. While Co-op Bazar and Internet (Online) is least preferred purchase places for personal care products by women consumers.

H4: Women consumers are using Personal Care Products for specific Reason of personal care product use.

H0: Women consumers are not using Personal Care Products for specific Reason of personal care product use.

Table 5

One-Sample Test				
	Test Value = 0			
	t	df	Sig. (2-tailed)	Mean Difference
Medical Reason	18.808	113	.000	1.895
Personal care	19.446	113	.000	1.684
Confidence	18.322	113	.000	2.053
Beautifulness	21.837	113	.000	2.526
Young look	20.674	113	.000	2.474
Attractiveness	24.573	113	.000	3.000

The significance value ‘p’ of the test is less than the α level 0.05; we reject the null hypothesis and infer that the Women

consumers are not using Personal Care Products for specific Reason of personal care product use.

The Mean Difference of the test proved that the Personal Care is the first important reason for using personal care products by women consumers and Medical is the second important reason for using personal care products by women consumers. The Confidence is the moderate important reason for using personal care products. Beautifulness & Young look are less important reason of using personal care products by women consumers. Attractiveness is least important reason for using personal care products by women consumers.

8. Conclusion

1. The Various Media of Awareness are not playing equal important role in awareness of women consumer's towards personal care products. These media of awareness are playing differentiate important role in awareness. The TV, Internet, Radio, News Papers and Friends are sequentially playing important role in awareness of women consumers towards personal care products.
2. From the test it is proved that the Women consumers are not using Various Categories of Personal Care Products in Equal proportion. Hair Care products and Oral Care products are used large proportion by women consumers. While Body Care & Skin Care products are used in less proportion by women consumers. The usage of Cosmetic products is in very less proportion by women consumers of personal care products.
3. For the purchase of personal care products Women consumers are not preferred specific Purchase Places. They are preferred according to their convenience from different purchase places. The Medical Stores and General & Cosmetics Store are the most preferred purchase place by women consumers for personal care products. The Shopping mall is less preferred purchase place by women consumers for personal care product purchase. The Co-op Bazar and Internet (Online) is least preferred purchase places by women consumers.
4. The test proved that Women consumers are not using Personal Care Products for specific Reason of personal care product use. They are using personal care products for different reason according to their need. Personal Care and Medical are the main important reason for using personal care products by women consumers. The Confidence, Beautifulness and Young look are secondary important reason of using personal care products by women consumers. Attractiveness is negligible important reason for using personal care products by women consumers

9. Implications of the research findings

- The research implications of the present research are useful for Personal Care Products Industries as well as Personal Care Product markets and sellers of the selected area. On the basis of research finding of role playing by various media in awareness of women consumers towards personal care products, personal care product Industries should concentrate on the Television and Internet sources of awareness than the other sources of media.
- From the research finding, women consumers are not using all categories of personal care products in equal proportion, so the inventory of those categories also need in varying proportion. On each outlet they should maintain

more stock of Hair Care and Oral Care products than the Body Care, Skin care and Cosmetic products.

- It has been proved from the present research that woman consumers are not purchasing personal care products from specific purchase place, so producers and marketer should target various purchasing places (Outlets) for personal care product distribution; The personal care product industries should develop their new products based on the various reasons of using personal care products.
- The personal care product industries should develop their new products based on the various reasons of using personal care products.

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