



A study on consumer buying behavior of cosmetic products with special reference to Coimbatore city

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Abstract

Cosmetic products are an important element in human society. It has been part of routine body care among great numbers of people since the dawn of civilization. People consider price and quality as the most important factors to purchase cosmetics. In this study, a total of 150 respondents were taken and data was collected through a questionnaire, various statistical tools were applied to arrive at the result. Thus, this paper outlines the different age groups of cosmetic users and their purchasing behavior. This finding may be used by marketers to design marketing strategies for cosmetics.

Keywords: Cosmetic products, beauty care, purchasing decision, buying behavior

Introduction

Consumer behavior is a process in its early stages of development, the field was often referred to as buyer behavior, reflecting an emphasis on the interaction between consumers and producers at the time of purchase. Buying behavior is focused on the needs of individuals, groups and organizations. It is important to determine the interaction of the consumer with the marketing mix to understand consumer buying behavior.

Objectives of study

- To analyze the influential factors of consumer purchasing behavior.
- Understanding the new technologies are enabling marketers to better satisfy the needs and wants of the consumer.
- To evaluate the buying pattern of the consumers towards cosmetic products.
- To understand the importance of health and beauty care.

Scope of study

- The present study focuses on the behavior of cosmetic consumers, which includes the factors influencing cosmetic buyers, the attitude of the users of cosmetic products, and the reason for using cosmetic products.
- This study covers all types of consumers who use the different types of cosmetics.
- The study also focuses on the behavior of customers who purchase cosmetics and use them in the geographical area of Coimbatore district, without discrimination of age, income, education, occupation, and place of residence.

Limitations of study

- The study is limited to 150 responses.
- The study has been conducted in Coimbatore city.
- Some of the respondents were reluctant to share information

Statement of problem

The buying decision depends on the type of products that they need to buy. Human buying behavior is linked with many factors like personal thinking, social expectations, and motivation. Consumer buying behavior may be determined by the level of involvement that the consumer shows in a purchase decision. The study of consumer behavior may be regarded as the study of how individual or group of consumer make decisions to spend their available resources like time, money and effort on the consumption of related items.

Research Methodology

Research methodology is a specific procedure, logical tool or technique used to identify, select, process, and analyze information. It is a way of explaining how a researcher as well as a reader intends to carry out their research. In a research paper, the methodology section allows the researcher to critically evaluate a study's overall validity and reliability.

Method of Data Collection

The data collected for this study is

Primary Data: The primary data are those which are called fresh from Google forms for primary time.

Secondary Data: Secondary Data is a data collected from the internet, books, journal, etc.

Area of Study: The area of study is through Coimbatore city.

Sample size: Nearly 150 respondents from Coimbatore city were selected.

Tools used for Analysis: Data analysis tools are simple percentage and Chi- Square test.

Review of literature

R. Mythily and Mownica. C (2023) states that women have a significant buying behaviour when it comes to cosmetic products. Quality, brand, price, and packaging were identified as some of the key factors that influence women's purchasing decisions. Women tend to look for products that enhance their physical appearance and boost their confidence.

Dr. Vinith Kumar Nair and Dr. Prakash Pillai R (2020) states that male consumers generally prefer to purchase and make the brand selection of cosmetics individually. Quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop of their convenience. It is also observed that male consumers buy all their cosmetic items from one shop.

Industry profile

The cosmetic industry is an industry that manufactures and distributes cosmetic products. It has become an essential part of fashion and appearance for both men and women. These include cosmetics like face cream and eyeshadow, eyeliner, moisturizer and cleanser, body oil, haircare such as shampoo, conditioners, hair mask and hair dyes. Some of the largest cosmetic companies in India are Himalaya, Mamaearth, Revlon, Lakme, L'Oréal, Lotus, Dove, Olay, and Maybelline.

Data analysis and interpretation

Percentage analysis:

Table 1: Showing age of the respondents

Age	Percentage	Respondents
Below 18	11.3%	17
19 - 25	47.3%	71
26 - 30	29.3%	44
Above 30	12%	18

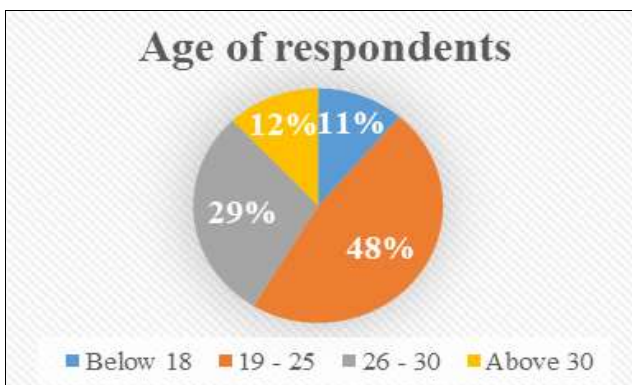


Fig 1: Chart showing the age of the consumers

Interpretation

It is interpreted that It was found that majority (47.3%) of the respondents are in the age group of 19 – 25.

Table 2: Showing factors influencing the consumers

Factors	Percentage	Respondents
Family	26.7%	40
Peer group	26.7%	40
Friends	36%	54
Advertisement	10.7%	16

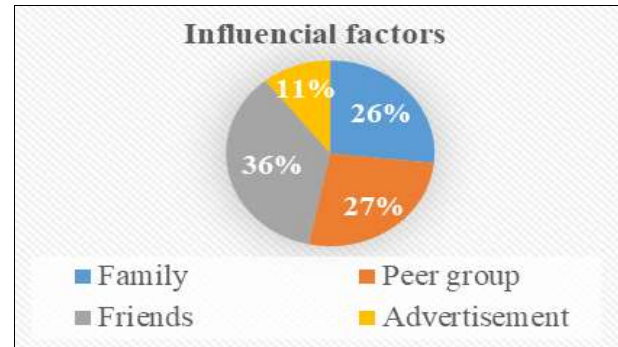


Fig 2: Chart showing the influential factors for choosing a product.

Interpretation

It is interpreted that most (36%) of the respondents are influenced by friends and the least (10.7) by ads.

Chi-square analysis

Particulars	Factors	No. of respondents	%
Gender	Male	42	28%
	Female	108	72%
Frequency of use	Rarely	67	44.7%
	Frequently	63	42%
	Occasional	20	13.3%

Interpretation: Table 1 clearly states the demographic profile of the sample respondents. Most of the respondents use cosmetic products rarely.

Chi-square analysis formula: $\chi^2 = \sum (O_i - E_i)^2 / E_i$

Degree of freedom = (r-1) (c-1)

H1: There is a significant relationship between the genders of the frequency of using a product.

Table 3

Particulars	Frequently	Occasional	Rarely	Grand Total
Female	44	16	48	108
Male	19	4	19	42
Grand Total	63	20	67	150

Table 4: Chi-square

O	E	(O-E) ²	(O _i -E _i) ² / E _i
44	45.36	1.84	0.040
16	14.4	2.56	0.177
48	48.24	0.0576	0.001
19	17.64	1.849	0.104
4	5.6	2.56	0.457
19	18.76	0.0576	0.030
150	150	8.92	0.809

Source: Primary data

Significance level = 0.05.

Result

Calculated chi-square value is (0.809) less than (5.991) table value. Hence the hypothesis is accepted.

Findings

- It was found that majority (47.3%) of respondents' ages are 19 -25.
- It was found that majority (72%) of the respondents are female.

- It was found that majority (45%) of the respondents use cosmetic products rarely.
- It was found that majority (36%) of the respondents are influenced by friends.
- It was found that majority (41%) of duration of usage is less than 1 year.
- It was found that majority (29%) of respondents purchase from shopping malls.
- It was found that majority (39%) of the respondents consider composition before buying a product for first time.
- It was found that majority (37%) of the respondents spend ₹500-1000 monthly on cosmetics.
- It was found that majority (34%) of the respondents get influenced by the latest trend.
- It was found that majority (42%) of the respondents accept neutral effect of products.
- It was found that majority (34.7%) of the respondents use direct verification.
- It was found that majority (33%) of the respondents compare based on composition.
- It was found that majority (32%) of the respondents prefer herbal as improvement.
- It was found that majority (36%) of the respondents states that market response is the delay for actual purchase.
- It was found that majority (55%) of the respondents' environment do not affect the usage.
- It was found that majority (37%) of the respondents use quality as strategy.
- It was found that majority (34%) of the respondents strongly agree that cosmetics are unsafe for children.
- It was found that there is a significant relationship between the gender and the frequency of using cosmetic products.

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Suggestions

- A company should market exclusive cosmetic products for male consumers.
- Advertisements of the companies should mostly concentrate on the product description rather than promoting with celebrity endorsement.
- Proper communication should be created with doctors, and beauticians and should involve advertising to make them more attractive, effective and reliable.
- Marketers should include a person's attitude and personal appeal in their advertising communication as the consumer buys cosmetic products for their own use.

Conclusion

Indian cosmetic industry includes all kinds of make-up products, soaps, toothpaste etc. and since 1990s after liberalization; this industry has gained the momentum, touching the mountains and the clouds. The growth is expected to grow at 20% per annum and this growth is majorly expected from increased demand for herbal or organic products. Many new companies are building their new role and finding a new place in this industry and the old ones are trying to increase their respective shares in the market.

References

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