

A Study on Consumer Behaviour towards Cosmetic Products.

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Abstract

A significant part of a company is advertising. Advertisements are used to introduce a business, build a brand, and position a business, a product, or a service in the buyer's mind relative to other well-known, rival businesses. The goal of the study is to investigate how advertisements affect customer purchasing decisions. Advertising has a significant impact on how consumers behave and feel about the product they see in advertisement in today's world as information explosion and media. The advertisement alter how consumer's consume product's in addition to that, but they must change the way they approach the product. Since ancient times, ads have been utilized for a wide range of brands all across the world. Over the past 20 years there has been a noticeable rise in the number of advertising for each business. Customers purchasing decisions for certain products are generally influenced by advertisements. It is a widely acknowledged fact that marketing can endow a good or service with unique qualities that it might not otherwise have effect. They do not see the need of spending part of their budget in advertisement to promote their products and services and influence consumer buying behaviour. With great increase in technological advancement, effective advertising has become extremely important to be able to have competitive advantage, hence the need for this study. The research findings show that a significant and positive relationship lie between the independent variables emotional response, environmental response towards brand, brand awareness and sensory stimulated advertising and dependent variable consumer buying behaviour. We recommend that for effective advertising to take place, the target audience must be extensively reached to know their consumption pattern and behaviour toward products and services. And that effort should be directed more on emotional related advertising, since consumers patronage are highly induced through their emotion. One of the contemporary tactics used by numerous firms to promote their products is the advertisement. Advertising has a significant impact on how people behave and think. The commercials impact the consumer's attitude toward the product as well as how the product is consumed by the user. As customers' awareness of appearance and attractiveness grows, the market for cosmetics and beauty products has experienced substantial expansion. Understanding this industry should help marketers find marketing opportunities to maximise the effectiveness of their efforts and utilisation of resources. The goal of the current study is to determine how commercials affect consumers' purchasing decisions.

Keywords: *Consumer Behaviour, Cosmetic Products and Buying Habits.*

Introduction

Advertisement is one of the most potent and successful marketing strategies, according to marketers. Advertising informs, influences, and reminds, dispels misconceptions, persuades, and builds brand recognition among customers of a good or service. Unsurprisingly, spending on advertising has

skyrocketed in recent years. Advertising has grown in importance as both industrialised and developing countries advertise their products and services. It is viewed more as an investment than an outlay of money. The way people feel about advertising has been rapidly evolving due to diversifications and dynamism. Advertising is viewed differently by the advertiser, the agency, the media, and the consumers depending on their needs, opportunities, and expectations. People's attitudes regarding advertising have changed significantly as a result of the country's rapid changes in the economic, social, cultural, political, and business environments. There has been a significant rise in activities for incentive merchandising schemes' sales promotion have grown significantly over the past ten years. India has seen a significant shift in the criteria used to evaluate advertising, and our nation's advertising companies now offer better quality and performance. Gradually, advertising has been maturing its self as a profession in the country. This has influenced significantly the psychology, sociology and economics of the advertiser, the agency and the media. Thus, advertising in India which was considered as an unnecessary evil during the 1960's, had become a necessary evil by 1980's and is now being viewed as an absolute necessary.

Review of Literature

According to Joel Dean (1951), each product's advertising expenses should be increased until they are equal to the profit from the sales they are expected to generate. The aspects including primary demand, buying motivations, hidden attributes, differential advantage, and money in every marketing circumstance must be carefully examined, according to Roose Reeves (1967), to assess a product's advertiseability.

According to Krishnamurthi and Raj (1985), as the advertising is intensified, the test panel of families' demand for the brand becomes noticeably more inelastic.

According to Deighton et al. (1994), there is a significant loyalty impact, which means that consumers are more likely to stick with the brands they previously purchased.

Gupta (2013) came to the conclusion that consumers make logical choices so they can purchase the best product on the market. Additionally, they make irrational decisions, act impulsively, and are susceptible to being drawn to promotional activities. The same applies. Additionally, emotional associations have an impact on consumers' decisions.

Sandra Jakstiene (2008) asserts that commercials influence people's behaviours through cognition, or how they perceive the messages they receive from advertisements. The individual observes these cognitions through his senses, perception, attention, memory, reasoning, language, and other cognitive processes. Understanding the psychological and cognitive components of the consumer is the best method to draw them in. Consumer purchasing behaviour includes both a decision-making process and an attitude of the people who are buying and utilising the products. Consumers start looking for goods or services that meet their needs once they become aware of a need or desire. Their choice is based on a variety of factors. Consumer purchases, however, have taken place long before they are really made. Marketing has a significant impact on this. Marketing and advertising have a significant positive influence on consumer purchasing decisions and have a direct impact on whether a consumer chooses to purchase a product from a well-known brand. Before purchasing a product, buyers did not give much thought to its characteristics in the past.

Sivagami T. (2016) studied consumer purchase decision behaviour towards cosmetic marketing. The aim of the study was to study consumer behaviour marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. Sample size was 200. Direct Interview method was adopted to collect data.

Simple and bi-variety tables were prepared from information collected. Percentage Analysis was used for analysing data. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufactures need to identify the need before marketing the cosmetic product.

Khand gale A. (2015) studied consumer buying behaviour towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision

Tamizhjothi K. (2014) studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behaviour and to identify the important factors that determine the buying behaviour.

Statement of the Problem

The Indian cosmetic market which earlier had a few major players including Lakme and Ponds has seen a lot of foreign entrants to the market. Thus, with the advancement of trade, technology and competitiveness in the economy, India being a price sensitive market has to innovate and fight for its place in the market and perform up to its potential. The lack of distribution network leading to products being available in limited areas of the country and the psychology of the consumers attached with the usage of cosmetic products are the causes of the unexplored potential of the Indian cosmetic industry. Here comes the role of analysis of consumer behavior which can give effective suggestions on overcoming the challenges faced by the industry. For effective consumer behavior analysis, the basis of the decisions taken by the consumers must be clear. It includes the pattern, preferences, motivation, influence and consumer buying process which depends on cultural, social, psychological and personal factors which have to be studied thoroughly.

Need for the Study

The contribution that this research tends to make was to give a clear view to the "cosmetic industry" as to how the consumer decides to purchase the cosmetics products of varied ranges. Also it helps in knowing the customer base of various brands.

Objectives of the Study

- To determine how advertising affects consumer awareness a specific cosmetics line.
- To ascertain how advertising affects how consumers form their attitudes.
- To understand how different media affect how consumers are motivated.
- To ascertain the drivers and justifications behind customer demand for promoted cosmetic items.
- To understand the extent to which customer purchases are influenced by advertising.

Scope of the Study

The study analyses the purchase patterns and spending styles of people belonging to different segments of cosmetic consumers in Mangalore city. The major variables selected for the study or as follows:

Demographic profile of consumers:

Gender wise(Male and Female),Age wise, Marital status, Monthly income, Education, Qualification and occupational status.

Limitations

As with most researches, this study has also some limitations in it. One of the greatest limitation is that results obtained from p- value suggests that with different income levels the social, cultural and psychological factors have same effect on the respondents which is opposing from the results obtained from F-test. Apart from this, other limitations are:

1. The sample size of the study cannot be generalized and applied for general public.
2. The preferences and opinions are dynamic and therefore, the results, conclusions and the findings of the study are based on those preferences and the opinions only. That is, results would differ if the preferences or opinions differ.
3. The above mentioned study has been carried out in one particular area, so, it can't be compared with the other area or with other study that forms the part of other area. It is comparable only with those studies which have been done in the same area.
4. The short listing of the factors cannot be generalized on the actual terms because it depends on the sample size.
5. Since, the short listing of the factors can't be generalized, then, it may seem that the analysis results are biased and, therefore, are not reliable.
6. The analysis results belong only to the observations within the sample. It does not forecast about the observations that lies outside the sample size or outside the model.

Research Methodology

The goal of the current study is to determine how commercials affect customer decisions to purchase cosmetics. For the objective of the study, the city of Mangalore is chosen. Face-to-face interactions are used as the data collecting methodology a systematic questionnaire is used in an interview.

Research Design: Descriptive and analytical components go into research design.

Sampling: A process known as purposeful random sampling is used. For the study, 100 consumers from the city of Mangalore and its surrounding areas were chosen as a sample.

Data Source: In order to accurately reflect the population, primary data are gathered using structured questionnaires; the sample is then dispersed among consumers. Internet, magazines, and pertinent publications are used to gather secondary data.

Findings

1. Most of the purchasers of cosmetic products lie in the age group of 15-25 years. It implies that youngsters form the major portion of the consumers who are buying the cosmetics products. This may be because of the reason that youngsters are more prone to the cosmetics products. Nowadays, they are the one who are demanding the cosmetics products very frequently and are using them on the daily basis in order to get fit with their fashion designs and lifestyles. So, the reason that lies behind this distinction that youngsters buy the cosmetic products the most is the generation gap between them.

2. One of the other important finding of the study is that Gender, as one of the variables of demographic factor does impact frequency of purchase of cosmetic products by consumers. Females contribute a comparative greater proportion of the purchase of cosmetic products. This may be due to the fact that females are more aware of the fashion and its following design pattern and, therefore, are demanding the cosmetic products more as compared to the other section of the society.

3. Majority of the cosmetic users are the students. It may be due to the fact that today's generation is more attracted to the use of cosmetics products in their daily routine life and they are influenced by the attractive advertisements of the companies, corporations and the other sellers of the cosmetics product of their respective brands.

4. It's not that the people who are buying the cosmetic products should have a decent and handsome income level. Anyone who has moderate level of income can buy the cosmetics products. This may implies that the goods which are available to the consumers are not very expensive. Rather, it may be possible that they are available at cheaper rates due to the discounts and schemes offered on the particular brand product by the company itself. So, it all depends on the preference and the opinions of an individual when it comes to the decision regarding the purchase of cosmetic product.

5. After applying the Factor analysis, the following factors were short listed and hence these are considered to be the relevant ones for the further study:

- Income
- Price
- Past Experience
- Trust
- Influence
- Motivation

6. After applying the statistical tool of Two- way ANOVA by considering the above 6 relevant factors, it can be concluded that in terms of average Trust is the most powerful factor followed by the other influential factors (which includes peer group, family, advertisements and habit) that affects the decision of the consumer regarding the purchase of the cosmetic products.

7. As per the results of ANOVA, Trust is the most powerful factor which is contributed by the fact that "from where the consumer tends to buy the cosmetic product". The different sources from where the customer may purchase its cosmetic products are- super markets, salon, chemists, specialist store, direct sales or through the medium of online shopping. It all depends on the opinions of the consumer which is reflected by his past experience or some other reasons.

8. The second most powerful reflection of the decision regarding the cosmetic products is the influential factor that the consumer looks at while choosing the cosmetic product. Like, he/she can get attracted by the advertisements of any brand of the cosmetic product, or may affected due to the habitual behavior regarding the cosmetic products, or may get influenced by the family members who are using the cosmetic products on the frequent basis etc.

9. The study also revealed that social, cultural and psychological factors affect the consumer's decision in a different manner regarding the purchase of cosmetic products corresponding to the different income

level. It talks about the macro sense. That is, all the consumers are affected by the above 3 illustrated factors in the different manner after taking into account the different level of income. It implies that the consumer with low level of income, moderate level and the high level of income will experience different effect with respect to these factors. Example: if the price of the cosmetic product (which forms a part of cultural factor) changes, then it would affect the 2 individuals who have different income level in a different manner i.e. if its price increases then it quite possible that an individual would tend to decrease the purchase of cosmetic products. But, if the other individual treat the cosmetic products as his necessary good (take the case of air hostess) then, even if the price level increases, the demand may increase or may remain the same as before the change in the price.

10. The one of another important finding of the study is that each of the factor i.e. cultural, social and the psychological factor affect each individual in the different manner.

Suggestion

In today's world, the industry of cosmetic products is on its way for touching the mountains and clouds. Its demand is increasing rapidly due to its increased awareness among the customers. So, the results of the study can be utilized by practitioners in relooking their strategies for the cosmetic products. The companies, corporations and the other sellers of the cosmetic products should concentrate more to the female segments as it has been proved by the results of the study that the females demand and buy the cosmetic products more as compared to the other section. So, companies should devise the policies and strategies to magnetize more number of people in this segment for future reference also.

1) India has a strong research and development (R&D) capability so companies should innovate rapidly to take care of the security issues.

2) In India, the companies and other sellers of the cosmetic products should also try to increase their business by providing the online portal to their customers in order to purchase the cosmetic products. Because, mostly people are shopping the goods online due to the convenience and simplicity offered by the online shopping.

3) For increasing the sale of cosmetic products in the online portal, the consumers should be feeling comfortable while shopping online. So, the sellers should take into account the factors that impede the online shopping. One of the most important factors that demotivate the consumer to shop online is the financial security. So, as a mode of online payment, the alternative methods of payment should be adopted like cash on delivery (COD).

4) Most of the Indians still have the bad perception for the people who use the cosmetic products on the regular basis. They feel that those who use the cosmetic products, those who apply the heavy makeups are not the nice people. Efforts should be made to change this mind-set of the people by making them aware about its use. They should realise that some people has to use cosmetic products out of their job duty like the air-hostess has to do it because its works demands that. While on the other hand, some are using because of the hygienic factors that cosmetic products possess.

5) The efforts should be made to aware the people regarding the benefits of using the cosmetic products. They should be aware that using some of the cosmetic products on the daily basis is useful in the city like Delhi. Those products acts as a safety cover for the skin protection against some serious problems like pollution

Conclusion

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, preference, taste, like and dislikes of consumers and accordingly the need to revise its policies and marketing mix. In this study the consumers known about cosmetic products through TV and they buy cosmetic products from fancy stores. Consumers demand different commodities based on their tastes and their preferences for them. Awareness about a product influences consumer's purchase of the same to a great extent. Other factor that influence one's taste and preference for a product are psychological and environmental. Advertisements, hence, play a role in influencing the taste and preference of consumer choice. Cosmetic Industry forms a major portion of the entire market in the world. 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 of the herbal or the organic products (with the introduction of Patanjali 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. In India, the overall demand for the cosmetic products tends to increase but the reasons for rapid increase in its demand may vary. Some may demand due to the skin problems, some may demand due to the hygienic maintenance (they want to keep their skin free from serious affects like pollution of India) while some may demand out of the fashion design and so on. So, this study has been carried out in order to find and illustrate the different factors that would lead to the demand of the cosmetic products. For simplicity, the factors are divided into 3 broad categories- Social, Cultural and Psychological. More consumers are entering into the industry of cosmetic products as seen by the findings of the research study because of the benefits it offers to the costumer such as glowing and fresh skin, no marks and antimarks, image of stylish and confident, treated as updated with the fashion and its following design, healthy skin and so on. In other words, the main motivating and the influential factors (in terms of average) seen during the entire research is the information followed by influences and past experiences in affecting consumer behavior towards purchasing the cosmetic products. As a result of these motivating factors, consumers are buying the different types of cosmetic goods.

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