



Consumer Buying Behavior Towards Cosmetic Products: A Case Study Of Bengaluru City

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ABSTRACT

The colorful cosmetic retail marketing is revealing high potentiality existence in Bengaluru at present and attracting local and global players to manufacture the required cosmetics. Bengaluru is a fastest growing city in Asia and attracting one and all and is becoming home of many cultures and religions. Living styles of Bengaluru is undergoing a sea of change and mode of living of citizens of Bengaluru is ever changing. It is said that during the times of Harappa and Mohenjodaro and during Gupta dynasty ladies use to bundle their hairs and tied aromatically. Hence the ‘beauty appreciation’ dated back to the previous times. There exists a severe competition between local and global players as far as marketing of cosmetic products. Makers of cosmetic products must look with existing consumer behavior which is highly volatile at Bengaluru. A thorough understanding of consumers motivation, buyer behavior often means the difference of stay in the business or loose business. In this highly competitive environment, the retail manager has to collect useful information about usage pattern to prepare a workable strategy. In the light of these facts, the present study is an attempt to understand consumer behavior and other various factors influencing cosmetic usage.

KEY WORDS: Cosmetics, Consumer Behavior, Competition, Global Brands, Local Brands

INTRODUCTION:

Since time immemorial people have tried to be different to that of others through using different oils, fragrances and hair bundling. From Egypt to Greece, France and Roman cosmetics have been part of the daily life¹. High usage of cosmetics are associated with only women across the globe and can say that the birth of cosmetics industry coincided with the birth of women. Cosmetics are applied by the people to exhibit their social high orderliness and possessing and using cosmetics is a social prestige to somebody. Across the globe people have appreciated the female beauty and now-a-days a wide spread of beauty has been carried out to the people through television, cinema, magazine and internet.

At present there exists different variety aromatic cosmetics when compare to previous days. The choice of aromatics was very limited previously. The need of using cosmetics raised because of dual role played by men and women inside and outside the home. People love beauty and the growth of beauty industry in modern days has led to use of cosmetics now-a-days. Cosmetic industry is evergreen industry and some people in the society use cosmetics just to show their possession of wealth.

Consumer Behavior

It is the study of consumers buying when, where and what. It is most important in developing competitive advertisement campaigns. Consumers are influenced by a number of inducers before making a final purchase. Consumer behavior analysis attempts to understand the buyer decision making process, both individuals and in groups. Wikipedia defines consumer behavior as “consumers are individuals or households that consume goods and services generated with the economy”. The “desire and deserve” are matched many a times while buying a specified budget oriented purchase.

Ramachandra Azhagaiah and Eganathan Ezhilarsi (2012)² defined consumer behavior as “the decision making process and physical activity individual engage in when evaluating, acquiring, using or disposing off goods and services. Consumer buying behavior is all psychological, social and physical behavior of potential consumers, as they became aware to evaluate purchase, and tell other people products and services”. Thus consumer behavior influences by the psychological, social and physical behavior of existing and potential customers.

Present Study

The usage of cosmetics and acceptance of different brands influenced by the family and society and thus factors influencing cosmetics usage are depending consumer behavior. Bengaluru is undergoing a sea of change in the living styles, income, ready to spend personal income, liking of branded global products. It is not an easy task to measure consumer behavior at Bengaluru. Bengaluru is one of the fastest growing city in Asia and different people are co-living at present in Bengaluru who are hailed from nook and corner of the globe. Since cosmetics are of personal products in nature there is a greater need to get the knowledge of how manufacturer can operate in uncertainty atmosphere and there is a great difficult in satisfying consumers various factors.

LITERATURE REVIEW:

Nilofer (2004), in a study titled, “A study on the effect of personality on advertisement and consumer behaviour of working and non-working women” concluded that personality dimensions affect the advertisement preference to consumer behaviour of women of different age groups.

Vellaichamy and Kruthika, (2010), in their study consumer behaviour towards Maruthi Cars in Coimbatore stated that consumer behaviour is influenced by factors such as culture, family, reference groups, age and life style, personality and self concept, motivation, perception, learning beliefs and attitudes.

Naidu, B.V.K. (2007), in his study entitled “Buyers Perception Towards Prawn Feed: A study in West Godavari District, Andhra Pradesh” found that as per their income, farmers are changing brands of feed from time to time, and concluded that the farmers do not have a specific preference towards a particular brand of feed.

Jesu Kulandairaj (2012), in his study “post purchase behaviour of consumer - A study” stated that innovative features, service viability and dealer service are the key factors inducing customers to buy a car.

Strebel J.K. O’ Donnell, and J. G. Myers (2004), in their study entitled “exploring the connection between frustration and consumer choice behaviour in a dynamic environment” proposes that the probability of making a decision is significantly lower when consumers are frustrated with the pace of technological change.

Objectives of the study

(1) To study the influence of demographic variables like age, occupation, income etc., on the consumer preference for the cosmetics.

(2) To study the attitude of consumers towards use of cosmetics.

Hypotheses

In order to understand the behaviour of consumers regarding cosmetic, the following hypotheses were formulated.

- (1) Age do not influence the reasons for use of cosmetics.
- (2) Occupation do not influence on the frequency of using cosmetics.
- (3) Family income influences the buying and use of cosmetics.

Methodology

The present study is an explorative in nature. For the present study Bengaluru, a “global beauty centre” was purposively selected. A well-structured questionnaire was administered as schedule to ensure greater response. Different big bazaars malls, small bazaars across Bengaluru have been selected by using judgment sampling technique and directly the consumers who visits malls, bazaars, hyper markets are questioned with a request to provide answer. The responses were given by them out of their memory and memory may be subjected to memory loss. The data collection started on Jan. 10th 2014 and ended on Jan 30th 2014. A pilot study also conducted in order to eliminate any unnecessary question in the questionnaire. In the light of experience derived in pilot study the final questionnaire was reframed. The data is presented in the tables and data interpreted by using chi-square and ANOVA tests and valid conclusions are drawn.

Survey Findings

Age is an important decisive factor in buying cosmetics. Respondents change the use of cosmetics as they grow up. A cosmetic may be more popular among the middle age than the old age or may be more popular amongst youngster than the other. **Table-1** reveals that 123 respondents belongs to the age group fo 22-30 indicating potential market availability for the cosmetics. The chi-square table shows clearly that the calculated value is more than the table value and hence rejects the null hypotheses and accepts alternative and we may conclude that age plays a significant factor in purchase of cosmetics.

Table-2 reveals about occupation and use cosmetics. It is found 60 students, use sometimes and 42 housewives, 36 employees. It is surprising that 30 businessmen despite their heavy engagement in business use cosmetics sometimes. The table highlights most of the respondents apply cosmetic most of the times. There only 28 respondents who apply cosmetics frequently.

The chi-square table analysis reveals that occupation do influences the frequency of using cosmetics and thus it rejects the null hypotheses.

Table-3 highlights the data on preference of respondents in terms of price, quality, regular availability and liking of brands. Out of 300 respondents 204 or 68% prefers quality and 55 respondents out 300 buy their own liked brand. Chi-square analysis reveals that income definitely influences the use of cosmetics.

Table-4 reveals the required data on attitude towards cosmetics. Different respondents gave different versions which is presented in the table on a 5 point Likert Scale of strongly Agree, Agree, Neutral, Disagree and strongly disagree. There are 120 respondents out 300 who strongly agreed and 80 agreed. There are 90 respondents who either disagree or strongly disagree. The ANOVA table analysis reveals that the calculated F value being less than the table value with 5% level of significance at d.f. $V_1 = 4$, $V_2 = 20$ accepts the null hypotheses.

Conclusion

This paper started with probing the details regarding retailing in cosmetics in Bengaluru. It is very clear from the study here that the strong reason to use of cosmetics by people was to look attractive, stylish and but simultaneously they prefer safe cosmetics. The makers of cosmetics has to understand and make only cosmetics with a negligible harmless chemicals since majority of the consumers at Bengaluru are fully aware of chemical cosmetics and Ayurvedic oriented cosmetics are preferred now. Consumers prefer quality than the other factors. Therefore producers must be quality consciousness and make only qualitative products. Income is a conditioning factors of usage of cosmetics. Since Bengaluru is a paradise for software engineers, professors, doctors, advocates, businessmen, all the makers of cosmetics must manufacturer cosmetic suited the need of the consumers..

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Table-1**Age-wise using of cosmetics**

Age Attractive	Observing the Trend	To go by the trend	Liking	Any other reason	Total
13-21	18(18.8)	12(7.83)	6(18.48)	11(1.88)	47
22-30	45(49.2)	18(20.5)	60(48.38)	0(4.92)	123
31-49	48(36.0)	12(15.0)	30(35.4)	0(3.6)	40
50 & above	09(16.0)	8(6.67)	22(15.73)	1(1.6)	40
Total	120	50	118	12	300

Source: Primary Data

Note: Figures in the parentheses are expected values.

Hypotheses

H0: Age is not influencing the purchase of cosmetics Reject

H1: Age is influencing the purchase of cosmetics Accept

Chi-square Table

Calculated value 35.6144 df (r-1)(c-1) = 3 x 3 = 9 Significance level 5% T.V. 16.919

Chi-square Analysis

The calculated value being 35.6144 and the t.v. 16.919 at d.f. being a with 5% level of significance rejects the null hypotheses and accepts the alternative. Therefore we may conclude that age is a decisive factor in buying consumer.

Table-2**Occupation and using of cosmetics**

Occupation	All time	Most of time	Frequently	Sometimes	Total
Student	6(7.02)	11(17.82)	04(7.56)	60(48.6)	81
Housewife	0(6.04)	24(15.84)	06(6.72)	42(43.2)	72
Employee	16(6.84)	19(17.71)	08(7.37)	36(47.4)	79
Selfemployed	04(2.08)	06(5.28)	02(2.24)	12(14.4)	24
Businessmen	00(3.81)	06(6.68)	08(4.10)	30(26.4)	44
Total	26	66	28	180	300

Source: Field Data

Note: Fig. in the percentage are expected values

Hypotheses

H0: Occupation do not influence on the frequency of using cosmetics Reject

H1: Occupation do influences the frequency of using cosmetics Accept

Chi-square Table

Calculated value 44.5818 d.f. = (r-1)(c-1) = (5-1) (4-1) = 4x 3 = 12

Significance level 5% T.V. 21.026

Chi-square Analysis

The calculated value being 45.58 is greater than the t.v. = 21.026 @ 5% level of significance rejects the null hypotheses and accepts the alternative. Therefore, we may conclude here that occupation do influence the frequency of using cosmetics.

Table-3

Income and preference of cosmetics					
Income	Price	Quality	Regular Availability	Liked Brand	Total
Below 50000	2	12	0	0	14
50001-150000	3	26	4	4	37
15001-250000	0	50	9	12	71
250001-350000	0	45	11	20	76
350001-450000	0	60	06	10	76
450001 and above	0	11	06	9	26
Total	5	204	36	55	300

Source: Field Data

Hypotheses

H0: Family income do not influence the use of cosmetics	Reject
H1: Family income definitely influenced of use of cosmetics	Accept

Chi-square Table

Calculated value 54.9582 d.f. at Significance level 5% T.V. 24.996

Chi-square Analysis

The chi-square calculated value being 54.9582 with d.f. 15 @ 5% level of significance rejects the null hypotheses and accepts the alternative. Therefore, we may conclude that family income definitely influences the use of cosmetics.

Table-4

Attitude towards cosmetics

Variables	SA	A	N	D	SD	Total
Indian cosmetics are better	22	8	02	08	03	43
They enhance social image	11	5	01	10	08	35
Cosmetics usage develops individual personality	27	18	04	16	06	71
Quality always proportional to price	32	22	02	14	09	79
Accepting only ecofriendly cosmetics	28	27	01	12	04	72
Total	120	80	10	60	30	300

Source: Primary Data

ANOVA Table

Source of variation	SS	d.f.	M.S.	F-ratio	5% F limit
Between Sample	1480	(5-1)=4	1480/4=370	370/34	F(4,20)
Within Sample	680	(25-5)=20	680/20=34	10.088	= 2.87
Total			2160	24	

ANOVA Analysis

The above table shows that the calculated value being 10.088 which is greater than the t.v. 2.87 @ 5% level of significance with $V1 = 4$ & $V2 = 20$. This analysis rejects the null hypotheses and accepts the alternative hypotheses. Therefore we may conclude that attitude towards cosmetics is influenced by various factors and does not confine to only one factor.

