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Preferences and behavior of rural consumers towards cosmetic products

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Abstract

Consumer behaviors have changed over the years; this is shown by consumers today purchasing a more healthy variety of products, as information today is known about products that was not known many years ago. The typical consumer today watches what they choose; they are more aware and exposed to factors that have brought about change in consumer behaviors. Consumers today tend to purchase differently than they did 10 years ago. As we grow older with every new generation, our values and perceptions change, which is indicative of the way in which we purchase our goods and services in the rural segment of the market also. From the market perspective, People of India comprise different segments of consumers, based on class, status, and income. An important and recent development in India's consumerism is the emergence of the rural market for several basic consumer goods. Three fourths of India's population lives in rural areas, and contribute one-third of the national income. This paper focuses on cosmetics products. Usage of the product, choosing of the brand, factors influencing the purchase of the usage of the brand, and so on. This study will likewise help to focus the brand unwaveringness of the country client towards the different cosmetic brands and accordingly appropriately organizations can raise their method. The study might likewise uncover about the issues confronted by the rural clients concerning marked cosmetic items which might again be really significant to know.

Keywords: Consumer Buying Behavior, Rural market in India, Rural Promotion, FMCG.

Introduction

While rural markets offer huge attractions to the advertisers, it is not simple to enter the business and take a sizeable allotment of the business inside a brief time. This is because of low education, low pay, and regular interest and issues concerning transportation correspondence and circulation channel. We are moving into another zone of improvement and the base is moving towards Indian Villages. Along these lines, provincial markets offer a chance and test for the advertisers. The requirement of the study in regards to demeanor & conduct of the rural client towards the marked hair oil has some implications and definitions. The word "cosmetics" is derived from the Greek word *kosmetikos* which means "skilled at decorating". Cosmetics colloquially known as makeup or make-up are care substances used to enhance the appearance or odor of the human body. The U.S., the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." Understanding behavior of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy.

Cosmetic products can be refer to as any substance applied to the human body such as skin, hair, nails, lips or eye for beautifying, cleansing, colouring, perfuming, conditioning, protecting, preserving or changing the appearance and style of human body. The purpose of cosmetics is to improve the appearance and makes it more beautiful and pleasing to eyes (Yan, *et. al.* 2012). The main goal of such products is to maintain the body in good condition and make it more beautiful and attractive and protect against the adverse effects of environment and aging process. Thus the products used for the purpose of cleansing,

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beautifying, promoting attractiveness or altering one's appearance are termed as cosmetics (Dhadhal, 2011).

Country business sector of India has an extensive potential still untapped. So it might be extremely fundamental to think about the client conduct in such a portion of the business as it might be of incredible assistance to the advertisers to comprehend the buyer design in that corner. Every one of us is purchaser. We require an assortment of merchandise and administrations right from our conception to passing, on account of advertising; we can have what we require. Promoting is a methodology through which both the purchaser and dealer give something (e.g. products, administrations, cash and so forth) to one another for greatest conceivable fulfillment. These days rural promoting is picking up criticalness. It is on popularity nowadays as number of the organizations has begun looking to enter in rural territories now because of number of the reasons one of them is immersion in urban regions. The investigation of shopper purchasing conduct manages the disposition and discernment of shoppers. It is of incredible utilization to advertisers on the grounds that this may impact how an item is best positioned or how we can support expanded utilization. The learning of buyer conduct helps the advertiser to see how buyers think, feel and select from choices like items and brands. A large portion of the elements like social, social, individual and mental are wild and past the hands of advertisers, yet they must be recognized while attempting to comprehend the complexities of conduct.

But since of some regressive living-hood in provincial territories the particular offering endeavors get testing. The expressions of mouth is a critical message bearer in rural territories. Spoil the feeling pioneers are the most impacting a piece of advancement methodology of provincial advancement endeavors. The Indian built Industries have the preferences, which MNC don't revel in this respect. The solid Indian brands have solid business as a result of the shopper interest force and effective and committed merchant system which have been made over a time of time.

Rural Promoting

Rural promoting is characterized as the methodology of creating, evaluating, advertising, disseminating, provincial particular products and administrations prompting trade between urban and country markets which fulfills customer interest and likewise accomplishes organizational destinations. Rural showcasing sums to managing different inputs, activities and administrations implied for the country market. In this sense it is not quite the same as rural showcasing which means advertising of rural products/output to the urban shopper or institutional business (Dogra, 2008).

The realm of country advertising is altogether not quite the same as the way promoting is arranged and executed in urban territories. All the FMCG organizations viz. HUL, P&g, Pepsi, Coca Cola, Britannia, Colgate Palmolive, Samsung and so forth are interfacing their advertising exercises in rural markets in view of socioeconomic progressions. Rural customer has gotten enough cognizant about his needs and up degree of his expectation for everyday life. Data Technology, Government Policies, corporate techniques and satellite correspondences are the variables answerable for advancement of Rural Marketing (Iyengar, 2007).

Rural Markets in India

Rural markets, as a feature of any economy, have untapped potential. There are a few challenges facing the exertion to completely investigate provincial markets. The idea of rural markets in India, as likewise in some different nations, for instance China, is still fit as a fiddle, and the area represents a mixed bag of tests, including comprehension the progress of the country markets and procedures to supply and fulfill the country purchasers (Panda, 2008).

The Indian development story is currently spreading itself to India's hinterlands. Rural India, which represents more than 70 for every penny of the nation's one billion populace (consistent with the Census of India 2001), is seeing an expansion in its pay as well as in utilization and generation. The union Budget for 2010-11 has trekked the assignment under the National Rural Livelihood Guarantee Act (NREGA) to Us\$ 8.71 billion in 2010-11, giving a help to the country economy. Consistent with a study on the effect of the lull on provincial markets authorized by the Rural Marketing Association of India (RMAI) and directed by MART, the rural economy has not been affected by the worldwide budgetary stoppage. In addition, the provincial buyer market, which developed 25 for every penny in 2008 when request in urban ranges hinder because of the world wide retreat, is relied upon to arrive at Us\$ 425 billion in 2010-11 with 720-790 million clients, as per a white paper readied by CII-Technopak. That will be twofold the 2004-04 business sector size of Us\$ 220 billion. Purposes behind change of business in Rural region* socio-investment changes (lifestyle, propensities and tastes, financial status)

- Literacy level (25% preceding freedom – more than 65% in 2001)
- Infrastructure offices (streets, power, media)
- Increase in come
- Increase in expectations
- Research Methodology
- Statement of the Problem

"To Analyze Mentality and Behavior of Rural Consumers towards Branded Fmcg Products"

Sources of data:

i) Primary data

Primary data was collected from customers through structured questionnaire.

ii) Secondary data

The Secondary data source is data already existing in the records. The secondary data is obtained the company brochures, newspapers and website.

Sampling

Sampling Type:- Random Sampling

Sample Size:- The sample size is 100.

Limitations of the Study

Some of these limitations are as follows:

- Research was constrained by the time limit of one month
- Respondents were very busy with their schedule so, it was a time consuming activity for them to answer all of the questions properly.
- There might be biased answers to the questionnaire.

Data Analysis and Interpretation

Table 1: Do you use cosmetics?

Yes	61
No	39
Total	100

Inference

From the above information it is evident that 61% of the rural population use cosmetics but the remaining 39% of the rural population does use cosmetics.

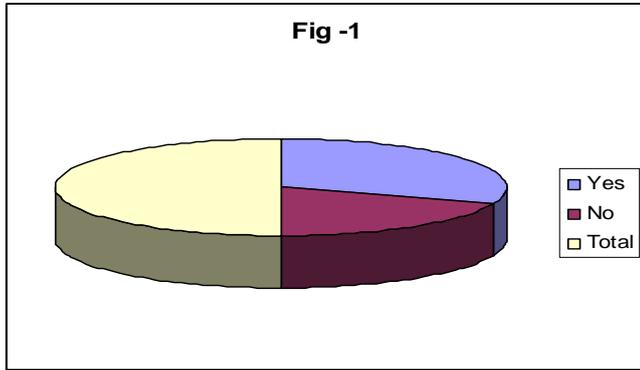


Table 2: Which Brand Do you Use for the cosmetics?

Ponds	23
Unbranded	12
Lakme- Avon	12
Fair & Lovely	10
Garnier	2
Dabur	11
L. Oreal / Revlon	6
Pears	14
Ayur	7
Nevia	2
Veet/ Ane French	1
Total	100

Inference

From the above information it is opined that 23% of the respondents use the brand ponds & 14% use pears.

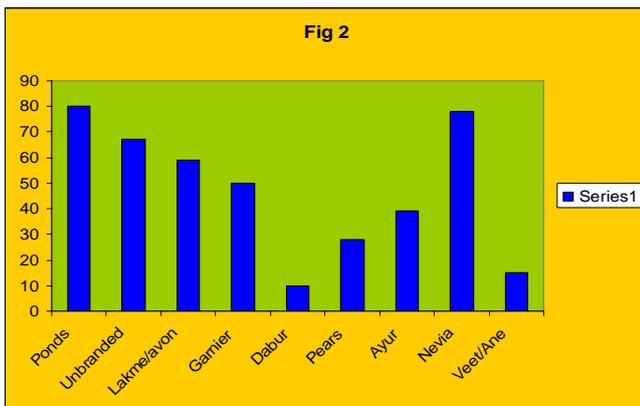


Table 3: How Often you Use cosmetics

Everyday	18
Once in 2 days	23
Weekly	21
Fortnightly	4
Occasionally	34
Total	100

Inference

From the above information it is inferred that 23% of the respondents use the cosmetics once in 2 days & 34% use the cosmetics occasionally.

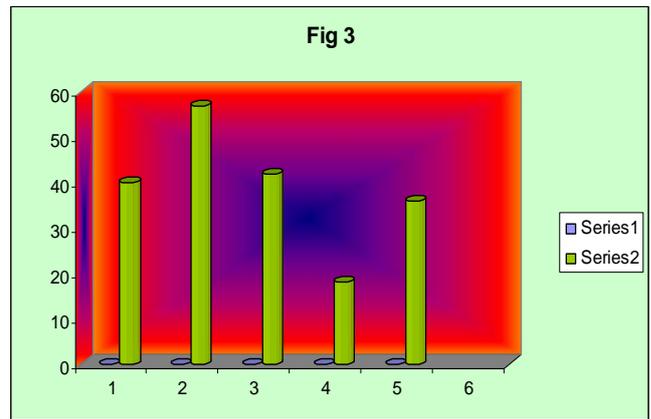
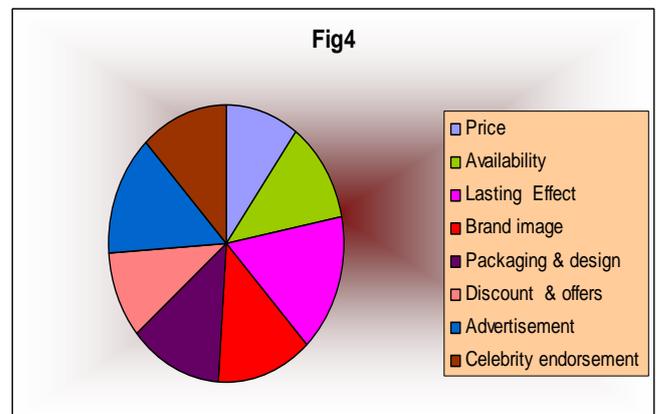


Table 4: Factors which influence you to purchase cosmetics

Price	12
Availability	2
Lasting Effect	3
Brand Image	15
Packaging & design	18
Discount & offers	23
Advertisement	18
Celebrity endorsement	9
Total	100

Inference

From the above information it is inferred that 23% of the respondents use the cosmetics once in 2 days & 34% use the cosmetics occasionally.



Results and Discussions

- 61% of the rural population use cosmetics but the remaining 39% of the rural population do use. Cosmetics because of the traditional factors and they are suspicious of the cosmetics and in the assumption that usage of cosmetics might damage their natural beauty and monetary constraints also plays a major role in non usage of the cosmetics.
- 23% of the respondents use the brand ponds & 14% use pears due to the aggressive marketing strategies adopted by these companies. Decorating one's face and body is one of the most persistent human behavior. These cosmetics and beauty products arouse the feeling of satisfaction by assuring the good looks and well-being.

Cosmetics boost up the glow, attractiveness, likeability, competence and trustworthiness in both men and women. Cosmetics make you look younger and elegant by increasing the contrast between the natural skin tone and facial features. People prefer these brands because of publicity and less complaints of word of mouth from their peer group.

- 23% of the respondents use the cosmetics once in 2 days & 34% use the cosmetics occasionally. Rural population use cosmetics occasionally because of fear factor of side effects and they use cosmetics during any festivals, marriages and so on. The rural folks in India have gradually become conscious about their dressing and looks. Increasing western exposure, media awareness, penetration of local brands and most importantly, rise in incomes has resulted in higher rural market spends in the cosmetic category. Even the mind set of male consumers is changing.
- There are many reasons for rural population chooses to wear makeup. One of the top reasons is to enhance their natural beauty and be more physically alluring. Some women wear makeup because it gives them confidence. This is along the same lines as putting your best foot forward.

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