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A study on factors influencing on consumer behaviour towards cosmetics with special reference to Chennai city

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Abstract

Personal care products are a part of cosmetic industry which a consumer uses for personal purpose. This Paper examines the Consumer behaviour of cosmetics products with reference to Chennai City. The main aim of this research was to investigate the various factors that have impact on buying decision of consumers. 120 respondents were selected by convenient sampling method and data was analysed and interpreted with the SPSS package version 20. The study reveals that the age of the respondents have a significant influence on buying behaviour. Further the factor analysis model has supported the study to the extent of 63.95%, and the major factors that influence the consumer behaviour are influenced by price, attractive packing, sales promotion, advertisement, ingredients and warehouse storage.

Keywords: Cosmetics, Consumer Behaviour, Factor Analysis

Introduction

The personal care products are the backbone of cosmetic industry. The demand of personal care products are also increasing day by day and future of these products are also very bright and profitable. Cosmetics are not just used by the women any longer and Indian men too are increasingly taking to the use of more and more body sprays, perfumes and other cosmetics. The consumers are more conscious about looks, beauty, grooming and aware of western cosmetic products and brands. As the products have been started using by the men, there is rising demand for the product thereby the Indian market is getting enlarged and many players are coming out with cosmetic products especially skin care products for men. The urban population in the major cities with increasing purchasing power is the main force that drives demand for various cosmetic products in India. More Indian consumers started using cosmetics and middle class people are also willing to pay to enhance their beauty.

Companies are more concerned on individual consumer Behaviour. It is necessary for them to get information about how the consumers think, feel and choose their products. Consumer Behaviour is the study of the process involved when individual or groups selects, purchase, use or dispose of the product, service ideas or experiences to satisfy needs and desires (Michael R. Solomon, 1998)

Consumer behaviour encompasses a vast area including consumption pattern, consumer preferences, consumer motivation, and consumer buying process & shopping behaviour. The purchase decision is influenced by various factors such as social, cultural, demographic, personal, economic etc. So for effective marketing, the marketer must know the basis of decisions taken by customers. Consumer behaviour in buying pattern differs when comes to the product, price, features, quality, packaging, lifestyle, status. The youth changing preference affect the buying pattern because they mostly follow the rhythm of fashion and taste according to the shifting time.

Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, novelettes, permanent waves, colored contact lenses, hair colours, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products.

Youth wear cosmetic makeup because that would make them feel unique about their looks and gives confidence to them.

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Attractive appearance is very important for both men and women. Cosmetics which are available in Chennai market ranged from local products and imported products. The increasing sales of imported cosmetics are caused by stronger purchasing power of people now-a-days. More people are capable and willing to pay more for high quality products, especially young-adults who want to look attractive by using premium cosmetics. Besides price are not the only factors that influence consumer decision-making.

Need for the study

Both men and women depend on the cosmetics for their beauty enhancement. The cosmetics have been exported to the various part of the world thereby cosmetic industries are contributing export revenues to India as well as to the economic development. The major purchaser of the cosmetics is young adults. Realizing the importance of the cosmetics industry, an attempt is made to study the consumer behaviour towards purchase of cosmetics among young adults.

Objectives

1. To study the personal profile on the consumer behaviour towards purchase of cosmetics among young adults.
2. To analyse the factor influencing young adults on purchase of cosmetics.

Research methodology

The study uses descriptive research design to get clarity of research problem. The research tool used is Likert Scale and

the statistical tool used is Percentage Analysis, Chi-Square, Analysis of Variance and Factor Analysis. The sample size of the study is limited to 120 young adults in Chennai. Convenient random sampling is used to select the samples. The Primary data is collected through a structured questionnaire. The sample size of the study is limited to 120 respondents. Convenient random sampling is used to select the samples. The questionnaire was structured into two parts, the part one dealt with the demographic characteristics of the respondents, second part considered the customer’s perceptions about the buying behaviour towards the purchase of cosmetics.

Review of Literature

In the study conducted by Rameshwari.et.al., (2016) on “Consumer Buying Behaviour of Cosmetic Products” observed that purchasing decision are taken by the consumers on their own, in spite of the impact of friends, family members, beauticians and others.

In the study conducted by Kisan Shivajirao Desai (2014) “A study on Consumer Buying Behaviour of Cosmetic Products in Kolhapur”. The result reveals that different factors have significant influence on buying behaviour. The study also contributes to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.

Results and Discussions

Table 1: Demographic Profile of the Respondents

S. No	Characteristics	No. Of Respondents	Percentage
1	Age 18-20	73	60.8
	21-30	47	39.2
	Total	120	100
2	Gender Male	51	42.5
	Female	69	57.5
	Total	120	100
3	Educational Qualification		
	Under Graduation	65	54.2
	Post Graduation	23	19.2
	Professionals	17	12.5
	Total	120	100

Table 2: Amount spend on purchase of cosmetics by the respondent

S. No	Amount spend on purchase of cosmetics	No of respondents	percentage
1	BELOW500	51	42.5
2	501-1000	45	37.5
3	1001-1500	16	13.3
4	ABOVE 1500	8	6.7
	Total	120	100.0

Table 3: Frequency of purchase of cosmetics by respondents

S. No	Frequency of Purchase of cosmetics	No of respondents	Percentage
1	Daily	17	14.2
2	Weekly	24	20.0
3	Monthly	42	35.0
4	Yearly	22	18.3
5	Festivals	15	12.5
6	Total	120	100.0

From the above table it is observed that 35% of the respondent purchase cosmetics monthly; 20.0% of the respondent is purchase weekly, 18.3% of the respondent makes purchase yearly, 14.2% of the respondents purchase cosmetics daily, 12.5% of the respondent are purchase cosmetics only at the time of festivals. Hence it has been observed that most of the respondents make purchase of cosmetics once in a month.

Table 4: Celebrity Influence on Respondents

S. No	Opinion on Celebrity Influence on Respondents	No of respondents	Percentage
1	Yes	42	35.0
2	No	78	65.0
	Total	120	100.0

It is observed that 65.0% of the respondent are does not influenced by celebrity and 35% of the respondent are influenced by the celebrity. It shows that the purchase decisions are not influenced by the celebrity.

Table 5: Place of purchase of cosmetics

S. No	Place of Purchase of cosmetics	No of respondents	Percentage
1	Shopping Mall	40	33
2	Permanent Store	39	32.5
3	Co-operative Bazaar	15	12.5
4	Medical Shop	13	10.8
5	Other Places	13	10.8
6	Total	120	100.0

From the above table it is observed that 33% of the respondents purchase cosmetics from shopping mall, 32.5% of the respondents purchase from permanent store, 12.5% of the respondent purchase cosmetics from cooperative bazaar, 10.8% of the respondents purchase cosmetics either from medical shop or from other places. Shopping mall plays a major role for the respondents in getting their cosmetics

Table 6: Respondents Motivation towards cosmetics

S. No	Motivation of respondents	No of respondents	Percentage
1	Feel Better	39	32.5
2	confident	25	20.8
3	Hygienic	15	12.5
4	others	14	11.7
5	Total	120	100.0

From the above table 3.8 it is interpreted that 32.5 % of the respondent feel better in using cosmetics, 22.5% of the respondents use cosmetics to boost their confidence, 20.8 % of the respondents use cosmetics to look better, 12.5 % of the respondent use cosmetics for hygienic, 11.7 % of the respondent are motivated to use cosmetics for any other reasons. It shows that most of the people are motivated to use the cosmetics to make them feel better.

Table 7: Perception on Usage of Cosmetics

S. No	Perception of respondents	No of respondents	Percentage
1	Stylish	28	23.7
2	Confident	38	31.7
3	Groomed proof	18	15.0
4	Trend	36	30.0
5	Total	120	100.0

From the above table it is found that 23.7 % of the respondent perceives cosmetics as stylish, 31.7 % of the respondent Perceive as a source of creating confident, 15% of the respondent perceive cosmetics for grooming, 30 % of the respondents perceive cosmetics as for trend. It shows that the most of the people use cosmetics to look stylish.

Table 8: Perceptual mean score, median and standard deviation on demographic variables of cosmetics

Variables	Mean	Median	Std. deviatoin
Age	1.39	1.00	0.49
Gender	1.58	2.00	0.496
Educational qualification	1.94	1.00	1.285
Spend on product	1.84	2.00	0.898
Frequency	2.95	3.00	1.208
celebrity influence	1.65	2.00	0.479
Buying cosmetics	2.33	2.00	1.331
Cosmetics makes you	2.48	2.00	1.366
Cosmetics makes your image	2.52	2.00	1.152
Since how long use these products	1.98	2.00	0.799

Table 9: Perceptual ranking on the usage of cosmetics

Particulars	Rank
Face wash	1
Moister / sunscreen	2
Fairness cream	3
Anti- pimple	4
Hair care / hair cream / hair colour	5
Shampoo / conditioner	6
Deodorants / fragrance	7
Shaving gel	8

From the above table it is observed that 1, 2, 3 (face wash, moister cream. Fairness cream) are highly purchased by the respondents so that are ranked as 1stand 4, 5, 6 (anti-pimple, hair care, shampoo/ conditioner) are averagely purchased by the respondents so they are ranked as 2nd and 7, 8 (deodorants/ fragrance, shaving gel) are lowly purchased by the respondents so they are ranked as 3rd.

Table 10: Influence of age on decision making on purchase of cosmetics

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.255	11	0.296	1.543	0.057
Within Groups	25.337	108	0.235		
Total	28.592	119			

In the above table the F value =1.543, for the mean association between age and decision making on purchase of cosmetics are statistically significant at 5% level. (P = 0.057). The age of the consumer influence the purchase decision.

Table 11: Influence of gender on purchase of cosmetics on decision making

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.416	11	0.129	0.498	0.901
Within Groups	27.909	108	0.258		
Total	29.325	119			

In the above table F value (0.498) the mean difference between gender and Purchasing decision are not statistically significant at 5% level (P = 0.901). The Gender does not influence the purchase decision of the consumers.

Table 12: Influence of Education qualification on decision making

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.545	11	1.595	1.246	0.001
Within Groups	179.047	108	1.658		
Total	196.592	119			

In the above table F value (1.246) for the mean association between Education qualification and decision making are statistically significant at 5% level (P = 0.001). It shows that Educational qualification influence the purchasing decision of the consumers.

Table 13: Association of age of young adults on purchase decision

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.0914 ^a	4	0.002

In the above table the chi-square value (18.0914) for the association between Age and Purchasing decision on cosmetics are statistically significant at 5% level (P= 0.002) This connotes that age is an important factor in influencing the purchase decision among young adults.

Table 14: Association of important factors influencing frequency of Purchase and purchasing decision

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.262 ^a	44	0.996

In the above table chi-square value (23.262) for the association between frequencies of purchase on purchasing decision are not statistically significant at 5% level of significance.

This connotes that the frequency of purchase is an important factor in influencing the purchase decision among young adults.

Factor analysis

Factor affecting by principal component method is applied on six variables of usage of cosmetics and the following results are obtained.

Table 15: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.531	
Bartlett's Test of Sphericity	Approx. Chi-Square	102.407
	Df	21
	Sig.	0.001

Table 17: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.801	25.731	25.731	1.801	25.731	25.731
2	1.612	23.030	48.761	1.612	23.030	48.761
3	1.063	15.190	63.950	1.063	15.190	63.950
4	0.819	11.699	75.649			
5	0.799	11.415	87.065			
6	0.475	6.788	93.853			
7	0.430	6.147	100.000			

From the above table it is found that seven variable are reduced to three Predominant factors with cumulative variance 63.95 %. These three factors they individually

The above table shows the KMO and Bartlett's Test in which the suitability of data can be checked. The KMO measure for sampling adequacy should not be less than 0.5. If it is less than 0.5, it indicates that results from factor analysis are not useful. In the above table, it is found that KMO measure of sampling adequacy is 0.531, Bartlett’s test of sphericity with approximate chi-square value = 108.407 are statistically significant @ 5% level.

Table 16: Communalities

	Initial	Extraction
Factor influenced by price	1.000	0.369
Loyalty for brand	1.000	0.512
Satisfaction about quality	1.000	0.579
Knowing about ingredients	1.000	0.751
Sales attracted by promotion and advertisement	1.000	0.749
Attractive packing	1.000	0.719
Warehouse storage	1.000	0.797

The proportion of variance in any one of the original variables, which is being captured by the extracted factor, is known as communality (Nargundkar 2002). From the above table it is found that the seven variables possess the variance ranging from 0.396 to 0.797. This shows that these variables have the variances involving the limits of 36.9 % to 79%. The following table indicates no. of factor extracted out of seven variables.

possess the variance 25.73 %, 23.03 %, 15.19%. This leads to the following variable loading to each factor.

Table 18: Component Matrix

	Component		
	1	2	3
Factor influenced by price	0.536	0.260	0.120
Loyalty for brand	-0.215	-0.497	-0.467
Satisfaction about quality	-0.551	-0.518	-0.085
Knowing about ingredients	-0.536	0.390	0.558
Sales attracted by promotion and advertisement	-0.364	0.760	-0.197
Attractive packing	0.777	0.189	-0.282
Warehouse storage	0.374	-0.514	0.627

The main factors which contribute to the purchasing decision of the consumers towards cosmetics are price, attractive packing, sales promotion, advertisements, knowing about ingredients, and warehouse storing.

Findings

The age group of 18-20 years are the major users of cosmetics products among them female respondents are

highly active in purchasing cosmetics. Majority of the respondents spent below Rs.500 towards purchase of the item and their major purchases are Head & shoulder followed by sun silk, dove, clinic plus and Pantene respectively for hair care. Most of the people have preferred Lakme followed by Vaseline, Himalaya, ponds and fair & lovely. Most of the male has preferred Axe followed by wild stone, adidas, Park Avenue and Nivea and most of the

female preferred Spinz followed by dove, Nike, Nivea and Rexona. The factor analysis has supported the study to the extent of 63.95%, and further, the major factors are influenced by price, attractive packing, sales promotion, advertisement, ingredients and warehouse storage.

Suggestions

Customer like best quality product on any price, so company should add latest technology to their products. Indian and International Company should provide latest and reliable services to their customers. International Company should make strategy to cater every income group customers in city. The Indian company should give more emphasis on advertising to create market awareness and to make a brand image in the minds of investors. They should keep a close eye on competitor strategy. Consumers are price sensitive who purchase low price but they are willing to pay extra for improvement in intrinsic cues such as ingredient and taste, but not for extrinsic case like packaging. The company can take this as consideration for strategy of building the brand in the futures.

Conclusion

Consumers purchase decision as much as other regular commodities, has a high impact on the cosmetics too. It has become a part of life of every individual to purchase it on a regular interval. When compare to gender the female use cosmetics more and therefore the decision on product purchase lies on them. The consumer's decision making lies on various factors like price, quality, ingredients, storage, advertisement and promotional activities of the organisation. The major factor supporting the following is the brand of the commodity. Subsequently, even though the product price is very important factor, the respondents prefer to purchase the high cost product too to make them comfortable in the long run among the young adults.

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