WOMEN CONSUMER BEHAVIOR TOWARDS COSMETICS IN KUMBAKONAM TOWN

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ABSTRACT

To buy a cosmetic product, customer research can be conducted and in that there also move competition. In that Research, we can know the mentality of the customers. Research says that wealthy persons used to buy the cosmetic products used to buy the cosmetic products, customers are buying the branded products and outstanding products it came to know through the research. Not buying the local products and buying branded products.

KEY WORDS: *Consumer, Buying Behaviour, Cosmetics, Social culture*

INTRODUCTION

In 19th century brought the cosmetic-centric fashion that demanded that all "ladies" must present themselves as beautiful and fragile, with elaborate clothes and precisely defined facial features. For that purposes, eye shadows, lipsticks, nail polish and other products started gaining traction.

The 20th century, the popularity of cosmetics increased rapidly. Cosmetics are increasingly used by girls at a young age. In the 21st century women generally use more cosmetics than men. Greek kometikos relating to adornment= komet (os) of kosmein to order, adorn derivative of kosmos order adornment + ikos ic cosmetically Due to the fast-decreasing age of make-up users, many companies, from high-street brands to higher-end

Products cater to this expanding market by introducing flavored lipsticks and glosses, cosmetics packaged in glittery, sparkly packaging and marketing and advertising using young models. The social consequence

of younger and younger cosmetics use has had much attention in the media over the last few years.

They are generally mixture of chemical compounds, some being derived from natural sources such as coconut oil and some being synthetics. Common cosmetics include lipstick, Mascara, eye shadow .foundation, skin cleansers and skin lotions, hairstyling products gel hair spray, etc a substance such as a cream, lotion, or powder that you put on your face or body to improve your appearance.

LITERATURE REVIEW

¤ Shahzad Khan (2012), attitude is the conduct, nature, temperament, thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a product.

¤ Lars Perner (2010), defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing.

⊭ Debiprasd Mukherjee (2012), conducted a study entitled „Impact of celebrity endorsement on Brand Image. This study shows that consumers report higher self -brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match.

NEED FOR THE STUDY

Companies are struggled and hardly reached the higher position. People have more craze on cosmetic products. They have more awareness on that customer should be very careful, that their product. We should be careful while handling the customer's product without causing any damage. The companies are planning the strategies to the customer how they are deciding their future cosmetic products.

OBJECTIVES OF STUDY

⇕ To study the brand loyalty of cosmetic products users.

⇕ To know about the frequency of purchase of cosmetics used by the customers.

⇕ To study the source of information for cosmetics users.

⇕ To analyse the willingness of customers to spend for cosmetics on a periodical basis.

RESEARCH METHODOLOGY
Methodology:-

The present study is based on both primary and secondary data. The primary data was collected through structured questionnaire from the viewers of Kumbakonam taluk. The secondary data has been collected from the reports, magazines, textbooks, and websites related with our topic of the study.

Sample Size:-

The sample size is restricted only with 75 sample respondents in kumbakonam town. The convenient sampling technique was adopted to elicit the opinion and sample respondents.

DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patters of relationship that exist among data groups. Interpretation is a search for broader meaning of research findings.

Simple Percentage Analysis:-

Simple percentage method refers to specified which is used in making comparison between two or more series of data. The following formula can be used for calculating simple percentage.

$$\text{Simple Percentage} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} * 100$$

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ANALYSIS AND INTERPRETATION

Table 1 Demographic Profile of the Respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
AGE OF THE RESPONDENTS		
Below 15 Years	18	24
16-30	33	44
31-40	18	24
Above 50 Years	6	8
TOTAL	**75**	**100**
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS		
SSLC	6	8
HSC	18	24
UG	9	12
PG	42	56
TOTAL	**75**	**100**
MARITAL STATUS OF THE RESPONDENTS		
Married	27	36
Unmarried	48	64
TOTAL	**75**	**100**
OCCUPATIONAL LEVEL OF THE RESPONDENTS		
Student	45	60
Employee	3	4
Self Employee	3	4
Professionals	9	12
Others	15	20
TOTAL	**75**	**100**
INCOME LEVEL OF THE RESPONDENTS		
Less then 5000	14	19
Rs 5001- 10,000	16	21
Rs 10001 – 15000	3	4
Rs15001 – 20,000	20	27
Above Rs 20,000	22	29
TOTAL	**75**	**100**
FAMILY SIZE OF THE RESPONDENTS		
2 Members Only	12	16
3- 4 Members	54	72
More than 5	9	12
TOTAL	**75**	**100**

✤ The Respondents selected for the study are more in case of 16 – 30 years.

✤ Maximum numbers of respondents selected for the study are post graduates.

✤ It has been observed that majority of the respondents are unmarried.

✤ Highest numbers of respondents contacted for the study are students.

✤ Maximum number of respondents contacted for the study earn above Rs.20, 000 pm

✤ More number of respondents contacted for the study hail from a family consisting of 3- 4 members.

Table 2 Information Collect by Consumer of the Respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
Television	30	40
Salesman	0	0
Friends/ Relatives	33	44
Interest	12	16
Others	0	0
TOTAL	**75**	**100**

Source: Primary data

From the above table shows that Maximum 44% of the respondents Friends/Relatives, Minimum 16% of the respondents are interest Person.

Table 3 Brand used by Consumer of the Respondents

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
Ponds	21	28
Lakme	06	8
Fair & Lovely	27	36
Vaseline	06	8
Nivea	03	4
Others	12	16
TOTAL	75	100

Source: Primary data

From the above table shows that Maximum 36% of the respondents are using Fair & Lovely, Minimum 4% of the respondents are using Nivea

Chi-Square Test

Chi-square test enables the researcher to find out whether the divergence between expected and actual frequencies is significant or not. The following formula can be used for calculated chi-square value.

$$\text{Chi-Square Test} = \frac{\Sigma (O_i - E_i)^2}{E_i}$$

Where,

O - Observed frequency

E – Expected frequency

Table.4 Chi square test of the relation between Monthly income of the respondents and Frequency of their buying behavior.

H_o: There is no significant difference between the Monthly Income of the respondents in Frequency of Buying Cosmetics

		FREQUENCY OF BUYING COSMETICS			
	PARTICULARS	EVERY DAY	MONTHLY	OCCATIONALLY	TOTAL
MONTHLY INCOME OF THE RESPONDNTS	Less then 5,000	6	9	0	15
	Rs 5001- 10,000	0	12	3	15
	Rs 10001- 15000	0	3	0	3
	Rs15001- 20,000	12	3	6	21
	Above Rs 20,000	0	6	15	21
	TOTAL	18	33	24	75
	Calculated value = 50.065				
	Degree of freedom = 8				
	Rejected				

Source: Primary data

The calculated value (50.065) of X^2 is greater than the table value (15.507). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between Monthly Income of the respondents and Frequency of Buying Cosmetics.

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Table 5 Chi square test of the relationship between Monthly Income of the respondents and Monthly Expenditure on cosmetic products

H_0: There is no significant difference between the Monthly Income of the respondents and monthly expenditure on cosmetic products.

	MONTHLY EXPENDITURE ON COSMETIC PRODUCTS					
	PARTICULARS	>Rs.100	Rs.100 to Rs.200	Rs.200 to Rs. 250	<Rs.250	TOTAL
MONTHLY INCOME OF THE RESPONDENTS	Less than 5,000	9	6	0	0	15
	Rs 5001 -10,000	3	3	3	6	15
	Rs10001 - 15000	0	3	0	0	3
	Rs15001 - 20,000	3	6	6	6	21
	TOTAL	0	6	0	15	21
	Calculated value =47.083					
	Degree of freedom = 12					
	Table value =21.026					
	Rejected					

Source: Primary data

The calculated value (47.083) of X^2 is greater than the table value (21.026). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between monthly income of the respondents and monthly expenditure on cosmetic products.

Table 6 Chi square test on the relationship between Educational status of the consumers and Brand preference of the consumers.

H_0: There is no significant difference between the Educational Status of the respondents and brand preference of the consumers.

	BRAND PREFRENCE OF CONSUMERS						
	PARTICULARS	PONDS	FAIR&LOVELY	VASELIN	NIVEA	OTHERS	TOTAL
EDUCATIONAL STATUS OF THE CONSUMERS	**SSLC**	0	6	0	0	0	6
	HSC	3	0	0	0	15	18
	UG	0	0	3	6	0	9
	PG	9	18	12	0	3	42
	TOTAL	12	24	15	6	18	75
	Calculated value = 108.155						
	Degree of freedom = 12						
	Table value – 21.026						
	Rejected						

The calculated value (108.155) of X^2 is greater than the table value (21.026). Hence, the null hypothesis is rejected and we can conclude that there is a significant difference between educational status of the consumers and brand preference of the consumers.

Table 7 Chi square test on the relationship between family size of the respondents and Frequency of purchase.

H_o: There is no significant difference between the family size of the respondents and Frequency of purchase.

		FREQUENCY OF PURCHASE			
	PARTICULARS	EVERY DAY	MONTHLY	OCCATIONALLY	TOTAL
Family Size of the Respondents	2 MEMBERS ONLY	0	0	12	12
	3- 4 MEMBERS	12	30	12	54
	MORE THAN 5	6	3	0	9
	TOTAL	18	33	24	75
Calculated Value = 38.763					
Degree of Freedom = 4					
Table Value = 9.488					
Rejected					

Source: Primary data

The calculated value (38.763) of X^2 is greater than the table value (9.488). Hence, the null hypothesis is rejected and we can conclude that there is a significance difference between family size of the respondents and frequency of purchase.

Table 8 Ranking Correlation of the cosmetic products used by the consumers

Cosmetic Items	1		2		3		4		5		Total		Mean Score	Rank
	Res	Wegt.	Res	Wegt.	Res	Wegt.	Res	Wegt.	Res	Wegt.	Res	Wegt.		
Lipstick	06	30	09	36	18	54	30	60	12	12	75	192	38.4	IV
Face Powder	15	75	33	132	18	54	03	06	06	06	75	273	54.6	II
Face Cream	42	210	15	60	09	27	06	12	03	03	75	312	62.4	I
Hair Colour	06	30	06	24	15	45	06	12	42	42	75	153	30.6	V
Nail Polish	06	30	12	48	15	45	30	30	12	12	75	195	39.0	III

Source: Primary data

It is clear from table that first rank (Total Score 312) has been attained by Face Cream, Second Rank (Total Score 273) has been attained by face powder, Third Rank (Total Score 195) has been attained by Nail Polish, Fourth Rank (Total Score 192) has been attained by Lipstick, and Fifth Rank (Total Score 153) has been attained by Hair Colour.

Table 9 Showing Ranking Correlation of Attributes

Attributes	1		2		3		4		5		6		7		Total		Mean score	Rank
	Res	Wegt.	Res	Wegt.	Res	Wegt.	Res	Wegt.	Res	Wegt.	Res	Wegt.	Res	Wegt	Res	Wegt		
Price	15	105	27	162	09	45	09	36	06	18	06	12	03	03	75	381	54.4	II
Availability	03	21	9	54	15	75	18	75	18	54	06	12	06	06	75	297	42.4	IV
Brand Image	30	210	18	108	09	45	09	36	03	09	03	06	03	03	75	417	59.5	I
Package	03	21	0	0	15	75	09	36	12	36	21	42	15	15	75	225	32.1	VI
Discount& Offer	09	63	09	54	18	90	21	84	18	54	0	0	00	00	75	345	49.2	III
Advertisement	09	63	06	36	0	0	09	36	09	27	30	60	12	12	75	234	33.4	V
Celebrity	06	42	06	36	09	45	0	0	09	27	09	18	36	36	75	204	29.1	VII

Source: Primary data

It is clear from table that First rank (Total Score 417) has been attained by Brand image, Second Rank (Total Score 381) has been attained by Price, Third Rank (Total Score 345) has been attained by Discount & Offer, Four Rank (Total Score 297) has been attained by Availability, Fifth Rank (Total Score 234) has been attained by Advertisement. Sixth Rank (Total Score 225) has been attained by Package. Seventh Rank (Total Score 204) has been attained by Celebrity.

FINDINGS

✧ There is a significance difference between Monthly Income of the respondents and Frequency of Buying Cosmetics.

✧ There is a significance difference between monthly income of the respondents and monthly expenditure on cosmetic products.

✧ There is a significant difference between educational status of the consumers and brand preference of the consumers.

✤ There is a significance difference between family size of the respondents and frequency of purchase.

✤ The most preferred cosmetic product is Face cream and it is followed by face powder. The least preferred cosmetic product is Hair colour.

✤ The respondent who is affected by white hair only prefers the hair colour. This is the main reason for getting last rank.

✤ Brand image is the prime factors which decide the purchase attitude of women buyer and it is followed by price. Celebrity is the least factor of influencing purchasing decision above cosmetic.

SUGGESTIONS AND RECOMMENDATIONS

The following important suggestions and recommendations are as under.

Consumer:-

Consumers seldom have accurate and complete information to assess the true value, suitability, safety or reliability of any product. Mostly consumers find out hidden costs, lack of suitability, safety hazards and quality problems only after we have purchased the product.

Manufacturers and Dealers:-

After finishing the final test and while advertising the product manufacturer should explain about the quality and benefits of the product to their consumer. Dealers can make their products in display in order to increase the sales of the product.

Management:-

Management should assure about quality and quantity about the product to see whether there is any adulteration that could have been avoided. The Management should make profit economically by utilizing the resources efficiently and effectively.

Women:-

Women mostly prefer fairness creams compared to other cosmetic products. But the fact is that the fairness creams are not true to what they claim in promotions. Women are worried about their beauty because of this competitive society. So nowadays even a old lady also started to use cosmetic products for their looks.

CONCLUSION

Buying product from the market is important to the customer. And in those buying cosmetics products by customer in the market will be related to their likes and dislikes or else it will be related to their nature. Buying branded cosmetic products is really very important matter. First the customer used to buy the unbranded products and after using all the products, getting all other side effects because of the unbranded products later, the customer are realizing to buy the branded Products.

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