

TO STUDY CONSUMER BUYING BEHAVIOR TOWARDS COSMETIC PRODUCTS WITH REFERENCE TO SKIN CARE PRODUCTS

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ABSTRACT: Customer behavior is the study of organizations, groups, or individuals as well as the tasks they utilize to select, secure, use, and dispose of products, experiences, services, or suggestions to satisfy desires and also the impacts that these procedures have on the customer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It tries to recognize the decision-making processes of buyers, both separately and in groups such as the way in which emotions impact shopping for behavior. It studies features of specific people including demographics as well as behavioral variables in an attempt to figure out people's wants. Additionally, it tries to assess influences on the customer from groups including family, reference groups, sports, friends, and society in general. The investment is merely the obvious part of a more complex selection process created by the consumer for each purchasing decision he makes. Marketing techniques are methods used to boost sales. A marketing method is marketing plan created to meet the demands of customers. This Project spreads over the issue "Consumer buying behavior of skincare in Big bazar" The feedback collected is well organized and presented. I hope the research findings along with conclusion will be of great for to follow best Marketing methods in skincare.

KEYWORDS:

Consumer Behaviour, Cosmetics, Perception, Awareness, Potential Customers, Utility.

1. INTRODUCTION:

Customer behavior is the study of organizations, groups, or individuals as well as the tasks they utilize to select, secure, use, and dispose of products, experiences, services, or suggestions to satisfy desires and also the impacts that these procedures have on the customer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It tries to recognize the decision-making processes of buyers, both separately and in groups such as the way in which emotions impact shopping for behavior. It studies features of specific people including demographics as well as behavioral variables in an attempt to figure out people's wants. Additionally, it tries to assess influences on the customer from groups including family, reference groups, sports, friends, and society in general

OBJECTIVES OF THE STUDY:

- To comprehend, and as well as assess the viewpoint of the Consumer Buying Behavior of Big Bazar solutions with respect to skin care products.
- To identify the factors influencing the consumer's buying decision while choosing to buy the skincare item
- To identify the purchasing motives of customers of skincare products and to find out the level of satisfaction of these products.

2. RESEARCH METHODOLOGY:

In the beginning exploratory phase was adopted and then descriptive phase was used.

A questionnaire was delivered to the respondents personally by the researcher so that the questionnaire is filled up at the same instance or at a later stage and returned to the researcher, collected by hand. The respondents were briefed about the filling up of questionnaire and assurance of anonymity and confidentiality was given to them.

Data collection: Primary data was collected from the –customers of Big Bazaar.

The secondary data sources included-Published studies in different international and national journals, Information from websites and Text books.

Sampling Design

A simple random sampling method and convenient sampling method has been used for the study. Sampling units comprise the customers of Big Bazaar.

Sample Size: In this study a sample size of 200 was taken

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3. LIMITATIONS OF THE STUDY:

1. The sample size is restricted to a hundred respondents because of time & price restrictions, hence cannot be generalized for whole population.
2. The information collected from the respondents assumed to be unbiased and fair.
3. The study focuses primarily on the consumer that use Big Bazar merchandise as well as potential consumers.

4. REVIEW OF LITERATURE:

The term cosmetic continues to be given this contemporary name lately. Through formal and regular utilization of cosmetics has gained momentum right now, it's been in some type or any other after a quite awhile. In order to cite an instance of the lengthy use of cosmetic, the beauty products depict had found the origins of its in China in the 4th century BC. Indian too hasn't remained far behind in regular usage and the development of cosmetics. Home utility as Haldi, Chandan, basan uptown was utilized hundreds of years to sustain the purely natural attractiveness of skin. The reason behind the use of theirs was sufficient availability of pure information, apt understanding of healthy formulation as well as practically zero consequences.

The makeup industry, which began healthy during the early 1990s, is growing exponentially. With more males and females becoming conscious of their and also prepared to invest on the grooming of theirs, this particular business has been increasing at 20-25 % a final couple of years. wonder then that the racks are filled an absolutely no plethora of brands and products, targeted at different segments, catering to the different needs of customers. The enormous growth in this particular segment hasn't just attracted a lot of MNCs but additionally provided space for lots of Indian companies to foray or even expand the product range of theirs.

5. COSMETICS

The decorative segment mainly comprises of colour cosmetics (Face, eye, lip as well as nail treatment products), perfumes, talcum powder as well as deodorants. Almost all these're extremely little segments. Talcum powder is regarded as the popular cosmetic item in India.

Recognition is pretty large at eighty % with a penetration of 45.4 % in areas that are urbanized & % in outlying places. Pond's dominates the talcum market with a seventy % share following by Johnson and Johnson, that has a fifteen % marketshare. Attar along with alcohol perfumes each account for fifty % of the fragrance industry estimated at Rs. three bn. In the alcohol perfumes sector, 1/3rd represented by an unorganized, with the balance mostly imported. The June ninety-eight budget halved tasks to 50R Lakme has some presence in the sector. Perception of harm to skin on account of synthetic compounds restricts use of facial skin care products. The nail polish industry is the biggest at Rs.25-30 %.

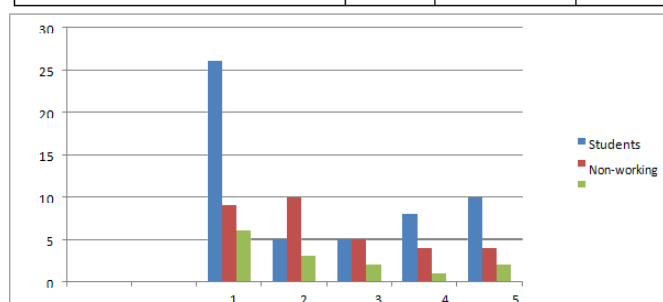
Deodorants have a really negligible presence in the Indian market an estimated of Rs. 0.3 bn. Worldwide, deodorants will be the largest marketplace accompanied by skin care, toothpaste as well as shampoos. HLL has launched a few of products in this specific sector.

6. RESULTS AND DISCUSSION

Consumer Buying Behavior as Regards Cosmetics

- 1) Reasons for buying and using cosmetics are

Reason	Students	Non-working	Working
1.To improve your personality	26	9	6
2.Social influences	5	10	3
3.Fashion and status symbol	5	5	2
4.Health point of view	8	4	1
5.Psychological satisfaction	10	4	2
Total	54	32	14



Interpretation:-

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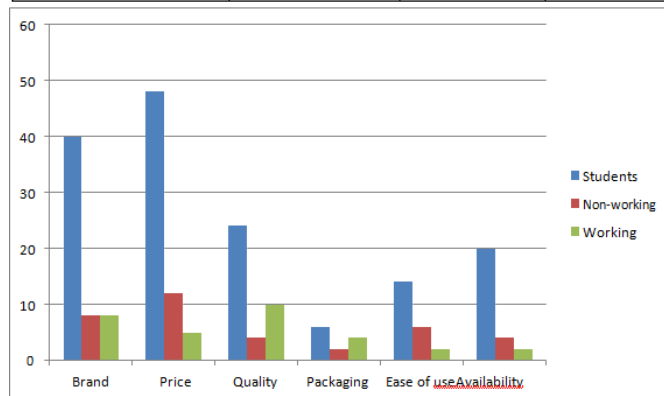
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The survey shows that students buy cosmetics, keeping in mind health and Personality improvement. Fashion and status and social influences do not cater much.

The survey shows that the non-working buy cosmetics for their psychological satisfaction and health. The survey shows that working women buy cosmetics to improve the personality and they are also effected by social influences.

Factors considered while purchasing Skincare

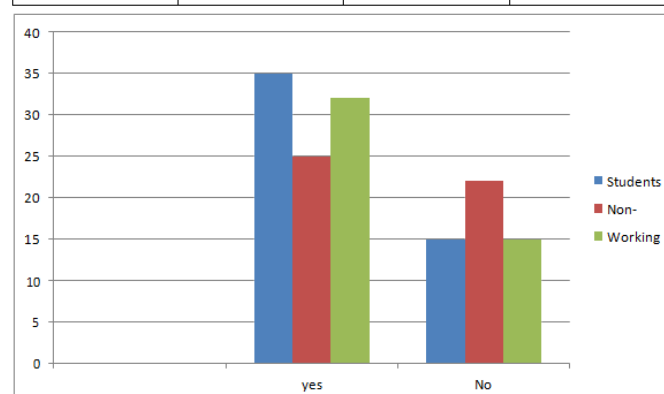
	Students	Non-working	Working
Brand	40	8	8
Price	48	12	5
Quality	24	4	10
Packaging	6	2	4
Ease of use	14	6	2
Availability	20	4	2



The survey shows that the non-working women consider brand name price and ease of use to be an important determinant in buying cosmetics.

Do you think cosmetics advertisements help you to decide on type and specific brand of cosmetics? If yes recall.

	Students	Non-working	Working
yes	35	25	32
No	15	22	15



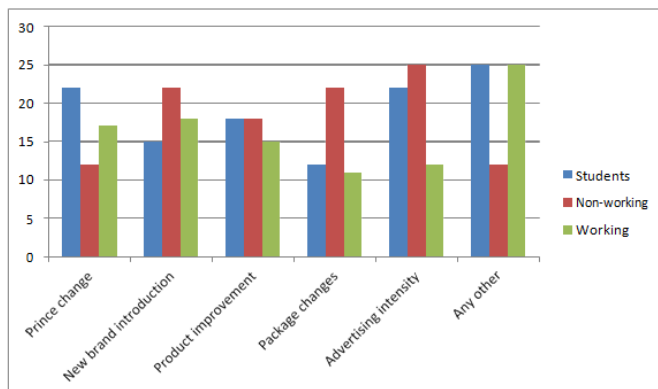
The survey suggests that advertisement help numerous students to decide on a specific brand and type of cosmetics. The survey suggests that housewives are usually not affected by cosmetic advertisements in deciding specific brand as well as the type of cosmetics. The survey suggests that decorative ads play a role in supporting working females to choose on certain type as well as a manufacturer of cosmetic.

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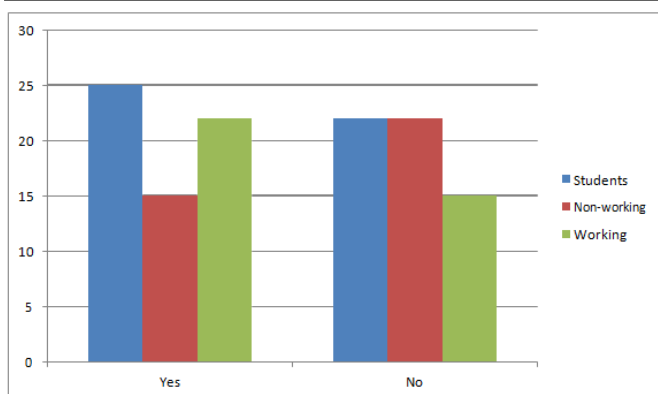
Reasons for price change



Interpretation:-the new above chart shown that price change reason most of respondent are giving price change reason the second major is Advertising intensity .

Does variety of cosmetics of a particular brand create a healthy Impression on your mind about the quality of cosmetics?

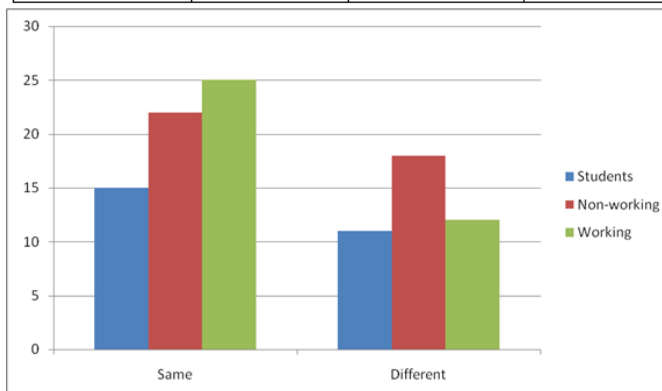
	Students	Non-working	Working
Yes	25	15	22
No	22	22	15



Interpretation:-the above question about the variety of cosmetics of a particular brand create a healthy Impression on your mind about the quality of cosmetics most of people said “yes”

Do all your family members use same brand/type of cosmetics?

	Students	Non-Working	Working
Same	15	22	25
Different	11	18	12



Interpretation: -the above question about the same band use to family members or some other brand most of people are responded they are using same brand

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7. FINDING, SUGGESTIONS AND CONCLUSIONS:

In the present situation, all of the females wear makeup. Nevertheless, the selection of makeup used varies. The highest response has been shown by working females, following by pupils and least by non working females. Nearly, all of the females use branded items. Cosmetics are usually used for enhancing their appearance and personality.

Using cosmetics gives them mental fulfillment and offer to the body of theirs. Cosmetics today a day has turned into a need for all the women. Cosmetics are purchased bearing in mind the brand, quality and price. Ease and packaging of use don't hold a lot of significance. This is true for all of the 3 categories. Friends & media play a really crucial role in making females conscious of cosmetics. Cosmetics are usually purchased from overall stores by all of the three

Categories of females. Working females invest much more on beauty products on an average compared to pupil as well as housewives.

Cosmetics have after effect although the frequency of theirs is extremely less. But to satisfy their temporary need they're getting used. Advertisements be involved in supporting consumer choose targeted manufacturer of beauty products. Pupils and working females influenced more. Working females purchase beauty products in medium size, pupil in little size and working females in big in size. There's trend to make use of organic cosmetics. Because of the understanding, the ill-effects are now being considered while purchasing them. Customer while buying cosmetics aren't brand loyal. No brand as a result is providing all of the famous products in cosmetics.

Duplicity although really less has been experienced which result in brand moving over. Creating assortment of cosmetics of a certain brand creates a proper opinion in the head of buyers to a significant level.

Cost of cosmetics is discovered to be commensurate with the electric it provides. Recommendations? Marketers should attempt to generate brand loyalty by exclusive variations in merchandise. They must attempt to generate good word of mouth by supplying quality products. Duplicity ought to be examined as per standards. Proper attention must be given to make cosmetics totally free of after effects. For the promotion applications, extra attention to be provided to cosmetic and general shop. As the media plays a crucial role, magazines and TV must be correctly exploited. Celebrities as well as beauty consultants can be incorporated in ads for making them more efficient.

8. CONCLUSION

Take of beauty products isn't the most recent trend, it's the origins of its deep inside the annals of history. The term cosmetic continues to be given this contemporary name lately. Through formal and regular utilization of cosmetic has gained momentum right now, it's been in some type or another after a quite a while. In order to cite an instance of the lengthy use of cosmetic, the beauty products depict had found the origins of its in China in the 4th century BC. Indian also hasn't remained long behind in regular usage as well as the improvement of makeup. Home utility as Haldi, Chandan, basan upton was utilized hundreds of years to sustain the purely natural attractiveness of skin. The reason behind the use of theirs was sufficient availability of pure information, apt understanding of healthy formulation as well as practically zero consequences.

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