

PERCEPTION AND BUYING BEHAVIOR OF MODERN WOMEN TOWARDS PERSONAL CARE PRODUCTS

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Abstract

The first and most objective of my study is comparative study of perception and consumer buying behavior regarding personal care products. The study of consumer behavior is the most important factor for marketing of any goods and services. the consumer behavior suggest how individual, groups and organization select, buy, use and dispose of goods, services , ideas or experience to satisfy their needs and wants. it also clues for improving or introducing product or services, setting price, devising channels etc Since liberalization 100%fdi is allowed in India. This has attracted foreign companies to penetrate the Indian market. The marketers always look for emergent trends that suggest new marketing opportunities and here in India a lot of opportunities are available. The personal care sector is one of the best and important sectors at the present time. There is a lot of future opportunity in this sector. The increasing trend of different cosmetic products, beauty care products, skin care products, hair care products etc fuels the market growing opportunity for cosmetic products.

Introduction

Generally, personal care products are these products which a consumer uses for his personal purpose. It includes different types of cosmetic and skin care products like talc, cold cream, fairness cream, toothpaste, toothbrush, perfume, deodorant, hair oil, shampoo, soap, and all type of baby care and beauty care products. Any person need for these products every day.

There was a time when consumers not spend too much amount on the personal care products. But in those days, they are not only eager for spending more money on the cosmetic products, but at the same time they are looking for a good and prestigious brand for the particular product. Modern media and advertisement plays an important role in the increasing of demand of personal care goods. People of metro cities are too much brand conscious but if we look at the people of semi urban and rural areas, they are also looking for a good brand for the particular products.

History of cosmetic products in India

Bearing a long glowing heritage of cosmetic and beauty, aesthetic makeup products is being used since olden days and nowadays it appear like a booming economy in India which would be the largest cosmetic consuming country in a next few decades. while the demand of beautifying substance are growing day by day, a large number of local as well as international manufacturers gradually extend their ranges and products in different provinces of India. in India cosmetic industry both electronic as well as print media are playing an important role in spreading awareness about the cosmetic products and developing fashion consciousness among the Indian consumers. Today most of the cosmetic manufactures in India cater to the domestic market but they are gradually establishing their footholds in overseas markets. In recent years, cosmetic manufactures in India have received orders from overseas markets; for example India herbal cosmetic products have a tremendous demand in the international market.

Top leading companies

Lakme

Revlon

Chambor

Maybelline

Avon products

Street wear

Color bar cosmetics

Review of literature

The study contributes to the body of knowledge in the area of consumer behavior and cosmetics. From this study, a better understanding of cosmetic consumers is gained and the results provide brand marketers with valuable information by examining how facial image and cosmetic usage determine brand perception; companies can improve their marketing strategies to enhance customer satisfaction and increase their customer base. Moreover, by identifying the brand personalities that attract consumers, companies can pinpoint the characteristics customers look for in a product, which in turn can be used to enhance brand image. Further research on different age groups and cultures should be conducted to better understand cosmetic consumers.

Research objective

- to know about consumers perception and buying about cosmetic goods when they purchased it

Sub objective

- To determine the actual demand of consumers.
- mode of purchase (online or direct)
- to analyze the satisfaction of women with their personal care products
- to analyze the factors influencing customers to purchase
- To know about the performance of popular brands of different companies in market.

Research methodologyMethod of data collection

a) Primary data

b) Secondary

My research aims to gather primary data for understanding consumer behavior through questionnaire.

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Data source

Primary data is the first hand data, which are selected a fresh and thus happen to be original in character. Primary data was crucial to know various customers and past consumer views. The research is descriptive type of research survey includes research instrument like questionnaire which can be structured and unstructured.

Secondary data are those which has been collected by some one else and which already have been passed through statistical process. Secondary data has been taken from internet, newspaper, magazines and companies web sites.

Sample design and type

Simple random sampling.

Universe

Lucknow.

Sample size

Sample for questionnaire is 150 people.

Sample unit

Sampling unit is individual customers.

Statistical tools

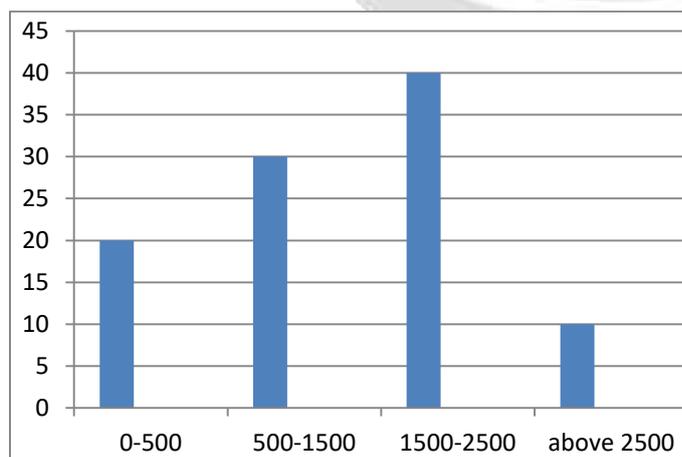
Bar charts, pie charts.

Data analysis

There is a number of data analysis has been done on the basis of questionnaire and different basis. Theses basis of questionnaire has been made on different preference and buying habit of consumers. The data analysis is given as follows:

Expenditure on cosmetics

expenditure	no of consumers	percentage
0-500	40	40%
500-1500	30	30%
1500-2500	20	20%
above2500	10	10%
total	100	100%

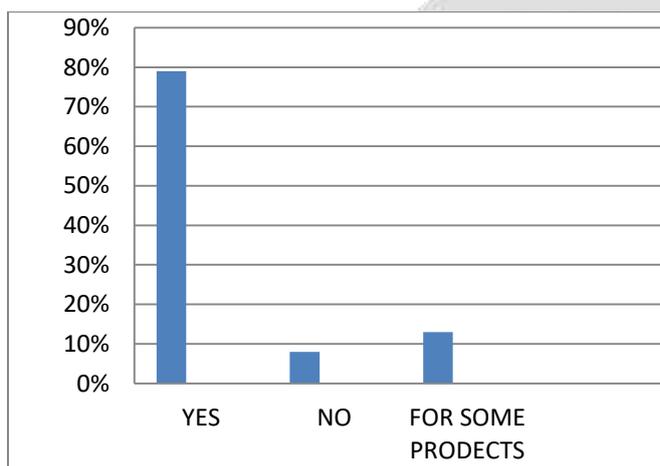


Interpretation

The above data shows the expenses percentage of consumers on cosmetic products. According to this table, 20% of consumers below 500 RS. On cosmetic items, 33% people spend RS.500-1500 on cosmetics.40% consumers spend RS.1500-2500 on cosmetics. At last remaining7% consumers spend more than RS.2500 on cosmetics.

Brand Consciousness of people:-

BRAND CONCIIOUSNESS	NO. OF CONSUMERS
yes	110
No	15
For some products	25

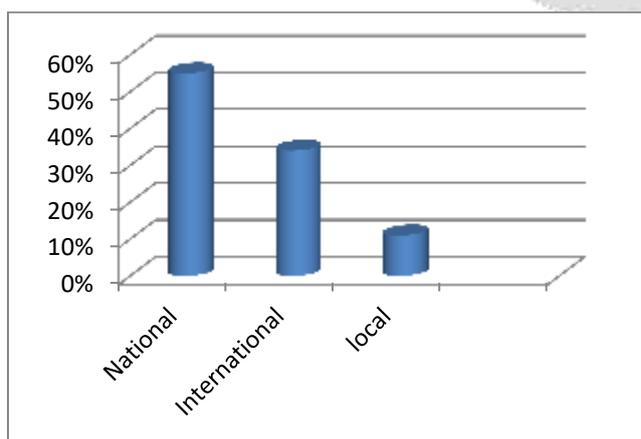


Interpretation

The above table shows the brand consciousness of the common consumers. On the basis of above table at the present time are 79% people of India are brand conscious 13% consumers are brand conscious for only few brands and remaining 8% people who belong to backward areas are not brand conscious.

Preference of Brands:-

Brands	No. of Consumers
National	82
International	51

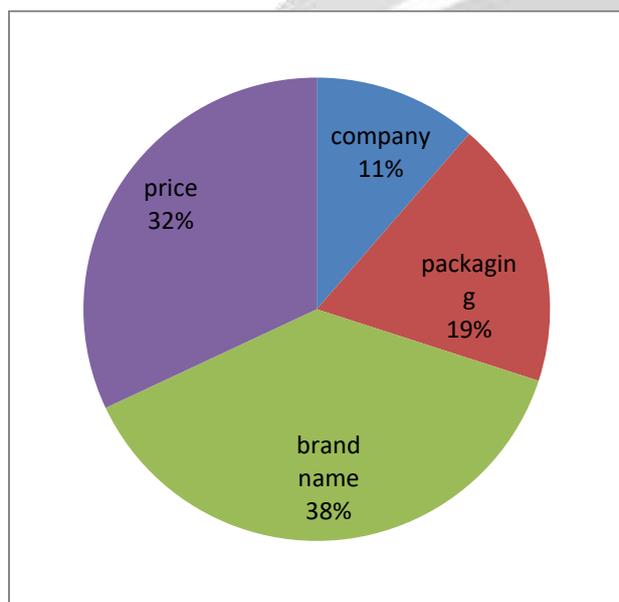


Interpretation

The above data table shows the preference of consumers towards different brands of cosmetic products on the basis of country. 55% of consumers prefer the brand of different national companies. The main reason is less price and relatively good quality. 34% consumers prefer the brands international companies or imported products. These consumers contains model, relatively rich people, professionals etc. last 11% consumers prefers local goods.

Effecting factors

Effecting factors	no of consumers
company	17
packaging	28
brand name	57
price	48



Interpretation

The above table shows the different factors which effects the buying decision on the consumers. At the present time more than 38% of consumers prefer the brand name before purchasing of a cosmetic product. 32% of consumers prefers price as an important factor in the purchasing of a cosmetic product. 19% preference goes to the packaging and remaining 11% preference goes to reputation of company.

Conclusion

Concerns related to the environment are evident in the increasingly ecologically conscious marketplace. Using various statistical analyses, investigates the demographic, psychological and behavioral profiles of consumers who are willing to pay more for environmentally friendly products. Finds that this segment of consumers were more likely to be females, married and with at least one child living at home. They reported that today's ecological problems are severe, that corporations do not act responsibly toward the environment and that behaving in an ecologically favorable fashion is important and not inconvenient.

Suggestions

- Customer like best quality product on any price, so company should add latest technology to their products.
- Customer's behavior always looks for some extra benefit with purchasing.
- They should keep a close eye on competitor strategy.
- The Indian company should give more emphasis on advertising to create market awareness and to make a brand image in the minds of investor

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