

# Consumer Buying Behavior of Personal Care Product: A Comparative Study of Male and Female Users

**Dr. Neelu Lamba**  
**Researcher**

## **Abstract**

In today's world, the customer's demand and the power of the retailers is tremendously growing due to competitive environment and changing business. It is vital to have a sustainable relationship with customers for the survival and success of producers. Nowadays in the market a tremendous growth is experienced by the beauty products and has become one of the leading industries in the world. In Indian scenario too, the consumption and using of cosmetic products have increased rapidly. In our country, annually 15-20% of cosmetics market is reportedly growing. Comparing to other beauty products, demand for skin whitening is driving the trend. As consumer's awareness about their appearance and beauty results in the increasing demand of cosmetic and beauty products in the market.

Manufacturers are likely to be aggressive to identify consumers' needs and requirements across all categories in cosmetics. Customers purchase products based on their preferences, needs and buying power.

Keywords: Beauty products, Cosmetics, Sustainable relationship

---

## Introduction

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 odour 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.

According to Euromonitor, the cosmetics and toiletries is divided in 11 categories which are baby care, bath and shower products, deodorants, hair care, color cosmetic, men's grooming products, oral hygiene, fragrances, skin care, depilatories and sun care. The beauty and cosmetics sector is experiencing outstanding growth. It has been one of the world's leading industries. In India the cosmetic and toiletries market has developed rapidly. Our country cosmetics market is reportedly growing at 15-20% annually. Specifically, Demand for skin whitening products by men as well as women, is driving the trend, but other beauty products are not far behind (Alexander, 2011). The growth of cosmetics and beauty products markets have surged significantly as consumers are increasingly becoming aware about appearance, beauty grooming and choice of personal care products (Hamza salimkhraim). To meet consumers' needs, manufacturers are likely to be aggressive across all categories in cosmetics. However, the concentration of new product launches will be particularly visible in dynamic categories such as skin care and emerging categories such as mouthwashes/dental rinses.

Consumers buy products according to their needs, preferences and buying power. Consumer buying behaviour depends on his perception, self-concept, social and cultural background and their age and family cycle, their attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external. Specifically, the attitudes of consumers can have a significant effect on buying behaviour. This paper examines the influence of attitude on cosmetics buying behaviour.

The higher paying jobs and an increase in the awareness of Indian women consumers towards the cosmeceutical products and to their benefits leads to the change in the mind setup of Indian women consumers and now they are ready to pay more for their cosmeceutical products. This impact of such changes is observed more in the middle class consumers. Numbers of women, especially from the middle-class population, have more disposable income leading to a change in cosmetic and skin care products consumption.

MAJOR INDIAN COSMETIC COMPANIES:-

In India, there is a complete range of cosmetic companies. It includes regional companies, national and MNCs. Hindustan Unilever leads the companies which is followed by Godrej consumer care, Procter & Gamble, Emami, Dabur and Calvin Care.

A broad list of these companies has been given below:-

1. Hul
2. Godrej Consumer Care.
3. Emami
4. ITC.
5. Dabur.
6. Procter & Gamble.
7. Calvin Care.
8. Hankel India Ltd.
9. Marico.
10. Reckitt Benckiser (India) Ltd.
11. Colgate Palmolive Pvt. Ltd.
12. Cholyil Pvt. Ltd.
13. J.K. Helen Couties Ltd.
14. J L Morison India Ltd.
15. Modi Ravlon Ltd.

### Literature Review

Dr. Anandrajan S., Sivagami T. (2016) studied consumer purchase decision behavior towards cosmetic marketing. The aim of the study was to study consumer behavior marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. Sample size was 200. Direct Interview method was adopted to collect data. Simple and bi-variate tables were prepared from information collected. Percentage Analysis was used for analyzing data. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufacturers need to identify the need before marketing the cosmetic product.

Prof. Anute N., Dr. Deshmukh A, Prof. Khandagale A. (2015) studied consumer buying behaviour towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision.

Dr. Nagananthi T., Mahalakshmi M. (2016) Studied consumers' brand preference and buying behavior of cosmetic products at Coimbatore city. The main aim of study was to identify consumers' brand preference towards cosmetic products and to determine the relationship of brand factors with demographic data. Primary data were collected from 200 samples through convenience sampling. Chi square test and one way ANOVA were used for data analysis. They found that personal care is one of the most important reasons for purchasing cosmetics. Himalaya herbals were the most important brand among consumers. Demographic factors influence consumer to purchase the cosmetics.

Banu Rekha M., Gokila K. (2015) studied consumer awareness, attitude and preference towards herbal cosmetic products with special reference to Coimbatore city. The main aim of study was to study consumer awareness towards herbal cosmetics, to identify the factors influencing the consumers to use herbal products. Descriptive research design was used with non-probability convenience sampling with 50 respondents of Coimbatore city. Karl Pearson's co-efficient of correlation, average ranking analysis and chi-square analysis were used for data analysis. They found that family income per month and spending for herbal products have positive correlation.

Quality was ranked as most important factor that influences consumers to purchase cosmetics. They concluded the research with a note that consumers believe that herbal cosmetics are not aluxury now and should be used by consumers.

Meremadi et al. 2013 deviced a model in which they studies the factors tha are considered by the consumer before buying of the personal care product. the aim was to build a mode that can increase the impact of advertising and can save the advertiser waste efforts and money. The model resulted n finding that major factors availability price quality and packaging mattered the most. The significant contribution of these factors was also found in the studies of Sakthivel, 2000. These factors were followed by genuineness and sales promotion technique.

## **CONSUMER BUYING BEHVAIOUR**

Consumer buying behavior is a decision process as well as an attitude of the people involved in purchasing and using products. Consumers make purchase decisions for buying small as well as large products. After recognizing a need or a want, consumers begin searching for products or services that fit their requirements.

Their decision depends upon many criteria. However, consumer purchases have happened much before their actual purchase. Marketing plays an important role in this. Marketing & Advertising have a strong positive impact on buying behavior of consumers, and they directly influence consumer buying a product from a company that she/he is well aware of. In ancient days, consumers were not bothered about the attributes before buying a product. But there comes a tremendous change in the consumer buying behavior of the 21st Century.

## **CUSTOMER PURCHASING DECISSION TOWARDS**

### **COSMETICS**

Before buying a product, Consumers walk or move through a series of steps. They emphasis the product in a way that it should satisfy their needs and have good quality with low or more affordable price, and should deliver them with value added features.

Consumer buying pattern differ when comes to the product quality, price, status, features, packaging. They mostly follow the rhythm of fashion and this changing preference affects their buying pattern. To identify and predict this changing behavior, marketers spend million rupees every year for market research. Currently the marketers are facing difficulties to understand and target the consumer's behaviour because they are flourished by the different varieties, affordable price and changing trend in the market of cosmetics. Consumer's preference is changing along with time.

Five stages of consumer buying behavior

There are mainly five steps/ stages in consumer decision process

#### **1. Recognition of problem**

Recognition of a problem starts when a customer realizes a problem or need. In all phases of life, humans are considered to be the customers of one company or another. And they have requirements and needs which have to be fulfilled at each phase. These requirements may be low or high involved ones. The first step of consumer buying behavior starts when the customer realizes that he needs or wants something.

#### **2. Search for information**

Once a customer identifies a problem, the next step is to adequate enough information to solve the problem. The extent of search for information depends on the customer's level of involvement in the purchase. The major source of information which influence the consumer's buying behavior are – Advertisements, Friends, Public, commercials and experience.

#### **3. Evaluation of alternatives**

Next stage of the consumer decision process is evaluating the alternatives. In this stage the Consumer will find the alternatives. They will compare and understand what they know about the alternative products and brands with what they considered the most.

#### 4. Purchase decision

After making a decision whether or not to purchase, a consumer might move through the first decision process as it plans and intends to purchase a particular brand or product.

#### 5. Outcome

In this step, after critically analyzing each stage in the decision process, final purchase is made.

### Suggestion and Conclusion

Cosmetic products are widely used by people now a days and hence the number of players enter into this business has increased considerably. Companies try to identify the consumer's attitude towards these cosmetic products so that they position their products to the particular category of people rather spending unnecessarily on non-targeted people. This study has provided a platform for the corporate to think on different dimensions what consumers prefer, which make them in deciding on Marketing Mix of different products, like modify the product or change in product design, fixing of price that better suit the targeted audience, appropriate promotion mix namely sales promotion, advertising, publicity and personal selling, and finally change in distribution channel.

The Indian cosmeceutical Industry is considered to be one of the fastest growing industries. The reason behind that might be the increase in the disposable income of the consumers and the increase in awareness towards their looks. In our study we discussed the skin care segment and within that our focus is on three types of cosmeceutical products and these are anti-aging products, anti-wrinkle products, anti-acne products, suns creams and fairness cream products. In the Indian market these products are popular and are growing with a healthy growth rate because of this reason more and more foreign players are also entering into the Indian market for this segment. Within the cosmeceutical product segment now a day it was observed that consumers preferences are going towards those cosmeceutical products which contain herbal ingredients or are made from the natural origin. Not only females but also males are concerned with this segment.

### Bibliography

- Dr. Anandrajan, S., Sivagami, T., (2016) Consumer Purchase Decision Behavior towards Cosmetics Marketing. Vol.I. Asia Pacific Journal of Research.
- Prof. Anute, N., Dr. Deshmukh, A., Prof. Khandagale, A., (2015) Consumer Buying Behaviour towards Cosmetics Products. Vol.03 Issue 07, International Journal in Management and Social Science.
- Dr. Nagananthi, T., Mahalaxmi, M., (2016) Consumers' Preference and Buying Behavior of Cosmetic Products at Coimbatore City. Vol 04 Issue 01. Inter-continental Journal of Marketing Research Review.
- Banu Rekha, M., Gokila, K., (2015) A study on Consumer Awareness, Attitude and Preference towards Herbal Cosmetics Products with special Reference to Coimbatore City. Vol 02 No-04, Page No. 96-100, International Journal of Interdisciplinary and multidisciplinary Studies.
- Meremadi, A., Sadeh, F., Borji, N., & Naji, S. (2013). Driving Factors and Effectiveness of Sales Promotion in Shopping Malls in Iran. In Proceedings of 6th International Business and Social Science Research Conference, Novotel Hotel World Trade Centre, Dubai, UAE.