A STUDY OF CONSUMER BUYING BEHAVIOR ON COSMETICS IN GUJARAT REGION

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ABSTRACT

"First impression is the last impression." But to create the best first impression, since ages, human beings - irrespective of gender, do use cosmetics. Cosmetics do form a handsome share in expenditures of a family. The purpose of the paper is to study the consumer buying behavior towards cosmetics. For this purpose, research sampling method adopted was non probability convenience sampling and samples of 78 respondents across Gujarat was taken for this research. And for analysis, Primary was used in this research. One sample F-test-Chi Square test, Chi-Square test, frequency analysis and multiple response analysis were used as data analysis statistical tools. For purchase of Cosmetics, the focus of buyers is on quality aspects more. Marketers may use the findings to design marketing strategies for cosmetics.

INTRODUCTION

"First impression is the last impression." But to create best first impression, since ages, people irrespective of gender, do use cosmetics. Cosmetics do form a handsome share in expenditures of a family. If we check the history cosmetics, we find the history goes back to 10,000 years and it is almost omnipresent on the earth... may be beyond earth also… if astronauts do bring them along in space. Having such an elaborate history and importance in daily life, this industry possesses huge developmental potential. These cosmetics are so inevitable that every normal human being would be investing in cosmetics.

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Another crucial factor which drives the scenario is cosmetics are directly affecting human psychology. Human behavior is driven by the feeling of perfection. In the race to become and look perfect, these cosmetics play a vital role. So, in today's modern era, for marketing people it is essential to study buyer's behavior towards cosmetics products. Customer buying behavior is aggregation of attitudes, preference, intention, and decisions regarding product in market while purchasing product or service.

LITERATURE REVIEW:

Desai K. (2014) Studied consumer buying behavior on cosmetic products in Kolhapur with main objective of identification of factors influencing the consumer buying behavior for cosmetic products. Study was majority based on the respondents of Kolhapur only and outcomes were giving importance to television and reference groups.

Hemanth Kumar A. H., Franklin John S., Senith S. (2014) studied factors influencing consumer buying behavior in cosmetic products. The study was focusing on income factor. The outcome of their study confirmed the fact that quality and price are crucial factors influencing consumer buying behavior.

Prof. Anute N., Dr. Deshmukh A. Prof. Khandagale A. (2015) studied consumer buying behavior towards cosmetic products with basic objective of demographic profile and factors affecting buying decision. The outcome of this study was also like previous study like importance of television and peer groups in buying behavior.

Rameshwari P., Mathivanan R., Jeganathan M., (2016) studied consumer buying behavior of cosmetic products in Thanjavur, TamilNādu with main objective of identification of factors influencing the consumer buying behavior for cosmetic products. Study was majority based on the respondents Thanjavur. Outcome of the study was roaming around the fact that respondents were more affected by factor of physical appearance enhancement and were ready to buy costly products.

RESEARCH GAP:

From the above literature review analysis there are various research conducted which are generally a area specific or a city specific. but there is still research scope available for Gujarat region, So searcher region opted. Apart from that for Gujrat.

RESEARCH METHODOLOGY:

For validating theories, it is advisable to confirm its practical implication in real conditions. And the most applicable way is to undertake practical research with primary data analysis for this purpose, most straightforward way is to take primary data and confirm the facts after analyzing the available data. The scope of the study is Gujarat region and for sampling selected method is non probability convenience sampling. Sampling size is 68 cosmetic users.

OBJECTIVES OF STUDIES

The study, which is conducted, should progress for predefined objectives. The study which we undertake should ether to the objective like:

- To study Consumer behavior on cosmetics industry in Gujarat region
- Apart from this the secondary objective which would add value to the research would be:
- To analyze the impact of gender on cosmetic expenditure
- To analyze the impact of gender on brand preference, brands nationality etc.
- To analyze the impact of gender on the type of products they use.

RESEARCH DESIGN

Research design is the guiding path, which helps us to progress for the research. The research was of a descriptive in nature. The research undertaken was done by using a closed ended questionnaire having 11 questions. Research was undertaken using Google form. The data collected is from various cities of Gujarat. The number of respondents across the Gujarat is 68. The questions selected in the questionnaire are multiple choice. The data analysis is done by using methods like Chi Square, percentage, graphical presentations like bar charts or pie charts.

HYPOTHESIS SETTING

Ho: There is no significant impact on consumer behavior for cosmetic products in Gujarat

H1: There is significant impact on consumer behavior for cosmetic products in Gujarat.

DATA REPRESENTATION AND ANALYSIS

Research undertaken had responses across Gujarat. Out of that all the participants were replying to most questions. The first question was regarding the name of the respondents and second question was about the age of the respondents.

The gender of respondent in that total 78 persons responded out of that 42 were female and 36 were male responded affirmatively which primarily confirms that people responded were fairly distributed. But at next demographic factor of age the hypothesis was set as:
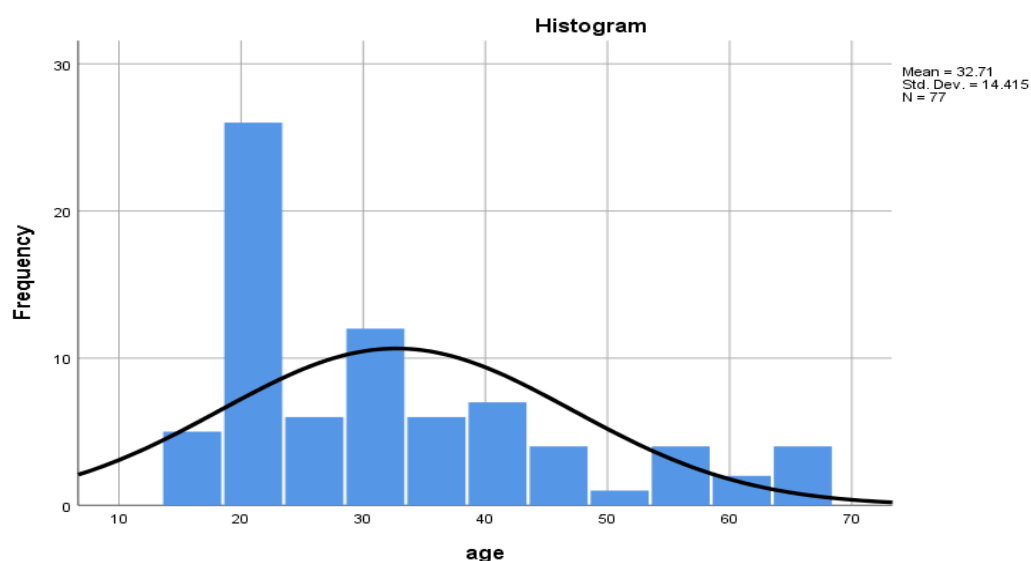
H0: There is no significant impact of age on consumer behavior for cosmetic products in Gujarat across the categories

H1: There is significant impact of age on consumer behavior for cosmetic products in Gujarat

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of age is the same across categories of gender.	Independent-Samples Mann-Whitney U Test	.830	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Histogram

Mean = 32.71
Std. Dev. = 14.415
N = 77

At level of 0.05 significance the H0 will be accepted, that means that There is no significant impact of age on consumer behavior for cosmetic products in Gujarat across the categories. And histogram confirms the fact that the age of maximum number of respondents ranges from 18-30 years.

Next question was about usage of cosmetics in that 88.3% respondents had replied affirmatively which is fairly representing the fact that people are positively using cosmetics with varied reasons.

When further analysis of this usage was undertaken with reference to gender for specification of results. So, the hypothesis for this is as:

H0: There is no impact of Gender on usage of cosmetics in Gujarat region.

H1: There is impact of Gender on usage of cosmetics in Gujarat region.

Test statistics as per PSPP software

	Gender	use of Cosmetics
Chi-Sqaure	0.12	48.32
DF	1	1
Ass. Sig	0.732	0

At level of significance 0.05 Chi-Square value of test, 2.43 is Greater than critical vale of 1.45 which means that we as accepting our hypothesis that there is no impact of Gender on usage of cosmetics in Gujarat region.

The next question was about usage of type of cosmetics used and for this, 59 respondents were affirmative towards the usage of herbal cosmetics. The remaining 21% of respondents were using chemical cosmetics. Further the analysis of this with demographic factor Gender with hypothesis was:

H0: There is no impact of Gender on the type of cosmetics in Gujarat region.

H0: There is impact of Gender on the type of cosmetics in Gujarat region.

F-Test Two-Sample for Variances Gender and type of cosmetics

	Gender	Type of Cosmetics
Mean	1.538462	1.217948718
Variance	0.251748	0.172660673
Observations	78	78
DF	77	77
F	1.458052	
P(F<=f) one-tail	0.050054	
F Critical one-tail	1.458228	

At level of significance 0.05 F test value of test, 1.4580 is little lesser than critical vale of 1.4582 which means that we must accept our hypothesis that there is no impact of Gender on type in Gujarat region, which means that overall preference for herbal products is evident in both the Genders equally.

Then the next question was catering the area of expenditure on cosmetics on monthly basis. Most respondents were incurring expenditure of about 500 Rs per month.

Monthly expenditure on Cosmetics
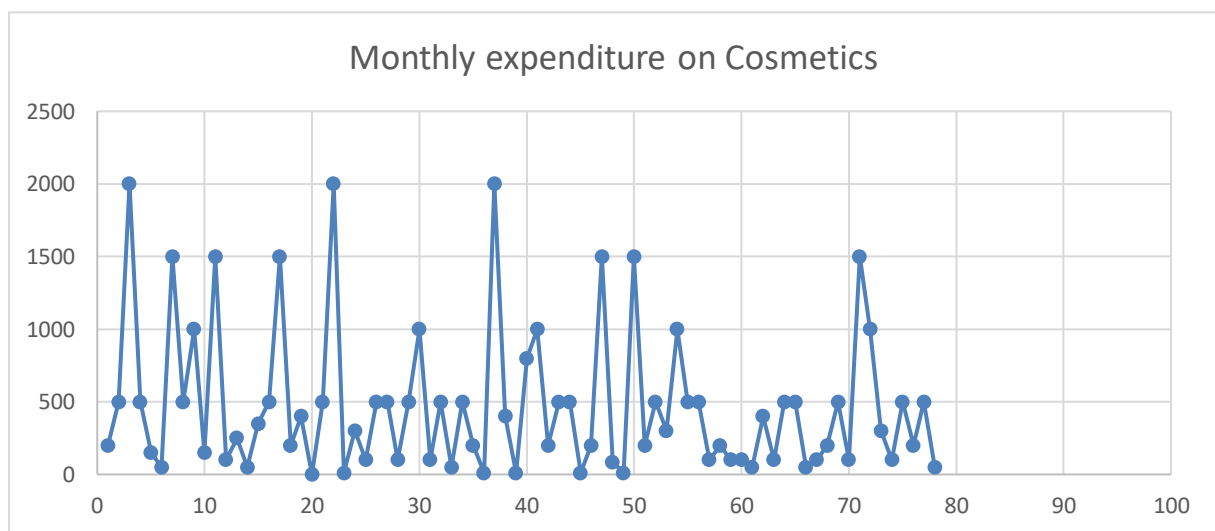
Another question was regarding reasons for purchasing cosmetics. The responses on this question were very affirmative on health and hygiene and personality enhancement. About 60% respondents were referring cosmetic products for health and hygiene along with that about 55% respondents were claiming need for cosmetics for personality enhancement. Occupational requirement was also a major factor for cosmetics use, that was about 18%.

The questionnaire had a question for buying motivating factor. 80% Respondents were influenced by the Quality factors, about 50% respondents were influenced by brand name of the product and 35% respondents were responsive to price of the products. Against that only 4% of respondents were influenced by celebrity endorsement and outer appearance of the products.

Another question was touching the area of relationship between cosmetics and quality. 64% of respondents were positively confirming that there is strong relation between brand and quality of the product. And 21% were indifferent about this relationship.

Next question to respondents was about brand loyalty that how much they are brand loyal. In response to this, 40 respondents were loyal according to them, 24% were ready to switch the brand.

Last question was about preference on Indian or International brand, in that 60 respondents were preferring Indian Brands over international brand that is about 78% of total respondents. From the fact we could derive the fact that people do prefer Indian Brands in cosmetics.

FINDINGS

- Research respondents age group was majority from 18-35 years which represents comparatively young generation.
- 88% respondents affirmatively said that they are using cosmetics for assorted reasons.
- 59 respondents were affirmative towards the usage of herbal cosmetics. The remaining 21% of respondents are using chemical based cosmetics.
- 80% of Respondents were influenced by the Quality factors.
- About 50% of the respondents were influenced by the brand name of the product.
- 35% of respondents were responsive to the price of the products.
- Against these facts only 4% of the respondents were influenced by celebrity endorsement and outer appearance of the products.
- 40 respondents were stating to be brand loyal customers.
- 60 respondents were preferring Indian Brands over international brand that is about 78% of total respondents.

LIMITATIONS OF THE STUDY

The limitations of the study are limited time span and resources as this research is completely cost-free research except internet charges. Another limitation was respondents were not very responsive or reluctant to reply.

CONCLUSION

Cosmetic Products have ruled over the human mind for so many reasons. In fact, those responding that they do not use any product may be using it unknowingly. As cosmetic products are now forming part of health and Hygiene related matters their usage would grow. The growing importance of this industry would attract more no of user and marketers to take serious note of this industry.