

A Study on Consumer Buying Behaviour for Personal Care Products

Princi Gupta^{a*}, Padma Misra^b

^aDepartment of Management & Commerce, AVGSIMC, Swami Vivekanand Subharti University, Meerut, U.P (India)
Email Id: princigupta@yahoo.com

^bDepartment of Management & Commerce, AVGSIMC, Swami Vivekanand Subharti University, Meerut, U.P (India)

Abstract

The first and most objective of my study is to study consumers buying behavior regarding personal care products. The study of consumer behavior is the important factor for marketing of any goods and services. The consumer behaviour suggests how individual, groups and organization select, buy, use and dispose off goods, services, ideas or experience to satisfy their needs and wants. It also clues for improving or introducing products 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 are a lot of future opportunities in this sector. The increasing trend of different cosmetic products, beauty care products, skin care products, hair care products etc fuels the market growing opportunities for cosmetic products.

From the last couple of years, the demand of personal care products is not only increasing in only women but also it is increasing in men. e.g., Himani Fair and Handsome-“mardon wali fairness cream”. Like that there are many opportunities have been arising and changes are made in consumers' perception.

Keywords: FMCG, cosmetics, personal care, cosmetic, buying behaviour

PAPER/ARTICLE INFO

RECEIVED ON: 18/02/2017

ACCEPTED ON: 31/05/2017

Reference to this paper should be made as follows:

Princi Gupta, Padma Misra (2017), “A Study on Consumer Buying Behaviour for Personal Care Products”, *Int. J. of Trade and Commerce-IIARTC*, Vol. 6, No. 1, pp. 145-153

1. INTRODUCTION

Generally, personal care products are those products which are used by consumers 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. These are the core FMCG products. Any person need for these products every day.

Personal care products are part of FMCG industry. In other words we can say that personal care products are the backbone of FMCG industry. As per the time passes away, the demand of personal care products are increasing day by day and future of these products are also very bright and profitable. There was a time when consumers did not spend too much amount on the personal care products. But in present 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 product. Himani Fair and Handsome Mardon Wali Fairness Cream, Thanda Thanda Cool Cool Navratna talc, International Lux etc. are the some of the front drive of advertisement in the way of the success of personal care products.

1.1 Mazor Companies of Personal Care Sector

Company:

- L'Oreal
- Procter & Gamble
- Unilever
- Estee Lauder
- Shiseido
- Avon
- Beiersdorf
- Johnson & Johnson
- Alberto Culver
- Henkel
- Kao Limited
- LVMH
- Colgate-Palmolive
- Kanebo
- Coty
- Yves Rocher
- Mary Kay



- Kose
- Alticor

1.2 Market Size

The personal care market in India was estimated to be about Rs. 141 billion in 2015-16 (Rs 128 billion in 2014-15) recording a value growth of about 10%. This includes two important daily hygiene product categories - personal wash (soap) and dental care (toothpaste and powders), which cannot really be classified as cosmetic products. Excluding these products, the size of the Indian cosmetics market is Rs. 64 billion in 2016 (Rs. 57.5 billion in 2015). The major segments, by value, are skin care and shampoos, followed by men’s grooming products (which also includes shaving accessories). A key market characteristic is the state of increasing competition and aggressive pricing.

1.3 Table 1: Major Segments in Personal Care Market:

Product Category	Rs. Billion	% Value
Shampoos	16.5	11.7%
Skin Care	21	14.9%
Hair Dyes & Colours	7	5.0%
Colour Cosmetics	3.5	2.5%
Oral Care	22.5	15.9%
Men’s Grooming	12.75	9.0%
Personal Wash	55	38.9%
Deodorants & Perfumes	3.1	2.2%
Total	141.4	100%

Source: India: Personal Care Market Segments, by Value share

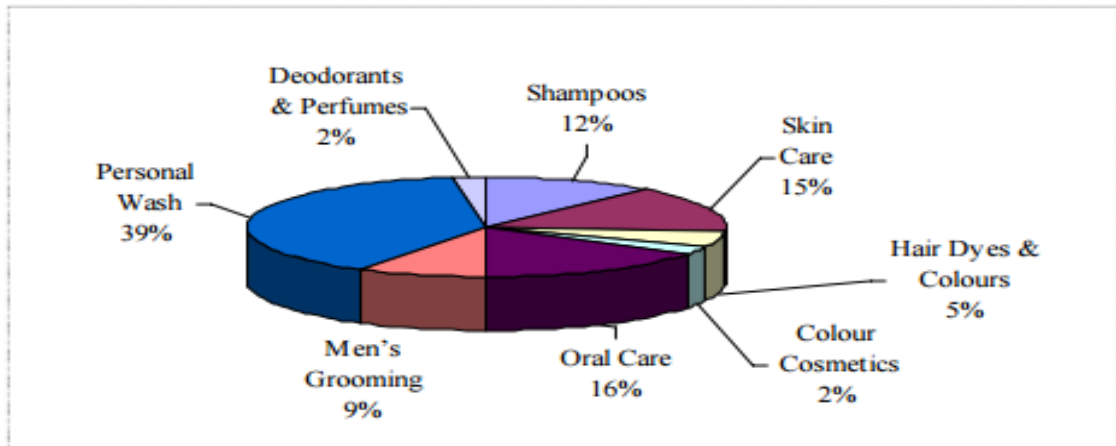


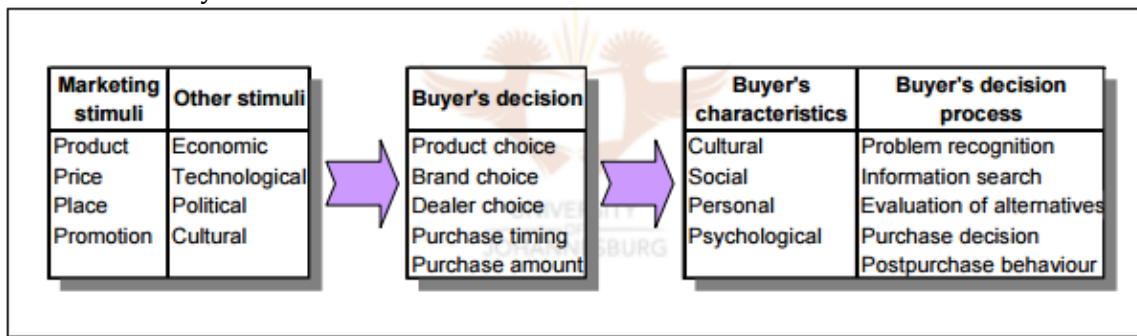
Fig. 1: Pie diagram showing major segments in Personal Care Market

Source: Prepared on the basis of Table no 1.

2. CONSUMER BEHAVIOUR DEFINED

The American Marketing Association has defined consumer behaviour as, “The dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives.” Peter D. Bennett, ed. Dictionary of Marketing Terms, 2nd ed. 1995. “Consumer behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption.” James F. Engel, Roger D. Blackwell and Paul W. Miniard, “Consumer Behaviour” (1990). Consumer behaviour refers to “the mental and emotional processes and the observable behaviour of consumers during searching for, purchasing and post consumption of a product or service.”. How consumers make decisions to spend their available resources such as money, time and effort on consumption and use-related items is the subject of consumer behavior study.

2.1 Model of Buyer Behaviour



3. LITERATURE REVIEW

Indian cosmetic industry is one of the profitable and stable sector. There is a bright and golden opportunity in this sector. Many of the scholars, research agencies have done their research on this sector and given their own different views and suggestions.

The global outlook series on Personal Care Products provides a collection of statistical anecdotes, market briefs, and concise summaries of research findings. The report offers exclusive preludes, and primers on the global Cosmetics and Toiletries markets such as Skin Care Products, Hair Care, Oral Hygiene, Shaving Products, Bath & Shower Products, Facial Care, Lip Care, Feminine Hygiene Products, Deodorants, and Fragrances & Perfumes.

“Consumer behaviour..... is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.”

(Solomon, Bamossy et al. 2006,).

(Schiffman and Kanuk 2007) take a similar approach in defining consumer behaviour: “the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing off products and services that they expect will satisfy their needs.”

According to Leslie Lazar and Schiffman (2004): consumer behaviour as individual differs as from group. The family decision for a purchase decision is entirely different from individual decision making. The authors discussed various variables that affect consumer's purchase decision. The book focused on family life cycle and various needs of consumer during different life stages. The family decision making process as a group decision making is elaborated and it is recommended to segment the market according to family need hierarchy.

Studies on consumer behaviour particularly in the Indian context are limited some of such important studies are briefly reviewed in the following papers:

Subrahmanyam & others (2011) conducted a study on "Marketing of consumer goods" in Vishakapatnam. It was found that large number of respondents purchased consumer products from private retail shop followed by super bazaar & consumer co-operative store and housewife played a vital role in taking purchase decision.

Ramakrishna Rao, Rama Raju & Ram Prasad (1987) conducted a survey on "Husband-Wife Involvement in Buying Decision Making". One of the major findings of the study is husband who are young, highly educated & belongs to high income group are relatively less dominated than their older, less educated & low income counterparts.

Singh J.D. (1981) conducted a survey on "A study of Brand loyalty in India". The study concluded that Indian consumers have been found becoming more and more brand loyal. Depending upon the nature of the product, they have single or multiple brand loyalty are "quality of the product, "habit of use" and "regular availability" of the product.

4. BACKGROUND AND PROBLEM

Everyone wants to be beautiful. The global world we are living in sets stereotypes that become models. Models that are over represented all around us: in the magazines, on the television, in the fashion shows, in the commercials, in the streets and even at work or at school. It is a fact, everybody wants to look like the magazines' figures, men as well as women: a perfect skin and a perfect body for a perfect life.

Thus, in this paper we have studied about consumer buying behavior for Personal Care Products.

5. NEED OF THE STUDY

The study is done for getting a deep knowledge and idea about Indian cosmetic and personal care sector. The need or objective of the study is to **know how much consumers give preferences to the brand of cosmetic goods whether the customers are satisfied with the cosmetic products of the company and how far the company is able to satisfy the customer in terms of quality and cost factors since in today's modern era customers are the focus for any company**, any organization that without satisfying them no company can survive in this global competitive age. Non satisfaction of the potential customers can lead them to switchover to another one. Now the policy every company or organization is to provide satisfaction as there exists a lot of competition for them. Hence, it becomes necessary to conduct a comprehensive research in terms of customer

satisfaction so that it is able to know how far it stands before others. This also helps to judge whether if there is any lag in the policy and could take immediate action to rectify it. The need of this paper also arose because an extensive survey could help the company whether the work done by the company in the area of new products or/and satisfy the customers. The major focus of the research conducted, therefore, is to discover the factors that people are aware about the upcoming new products and the attribute of the product which attracted them for a trial.

6. RESEARCH OBJECTIVE

To know about consumer's perception and buying behaviour about cosmetic goods when they purchased it.

6.1 Sub Objective

1. To determine the actual demand of consumers.
2. To know about the performance of popular brands of different companies in market.

7. RESEARCH METHODOLOGY

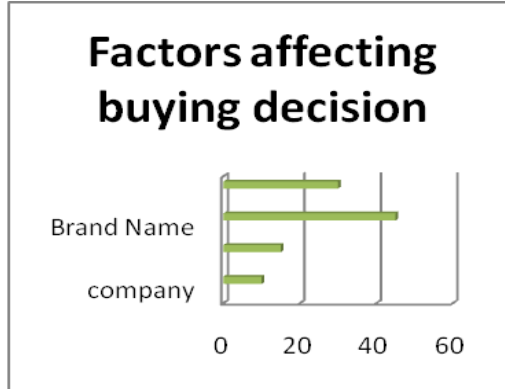
Research design specifies the methods and procedures for collection of requisite information and its measurements and analysis to arrive at certain meaningful conclusion at the end of the the study.

We conducted this research in Meerut on 100 respondents with the help of primary and secondary data in order to analyze the consumer buying behaviour for personal care products.

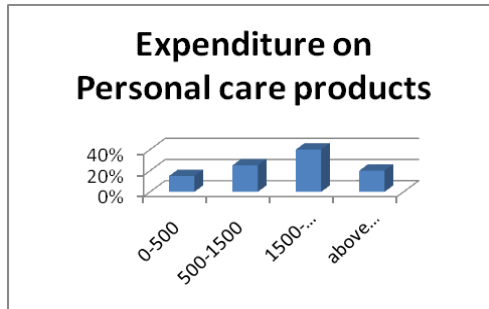
The methodological tools used in the report are secondary in nature.

- Primary data- through questionnaire
- Secondary Data
 - Internet database
 - Books
 - Research of articles from:
 - Business journals,
 - Magazines
 - Internet blogs

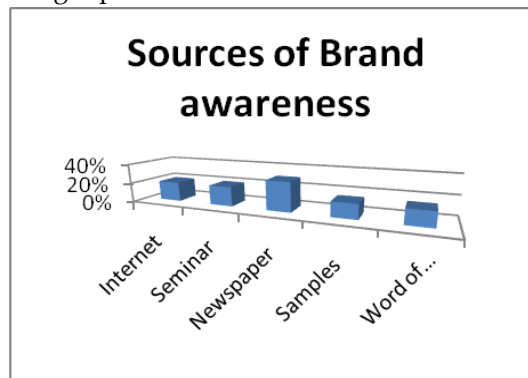
8. ANALYSIS



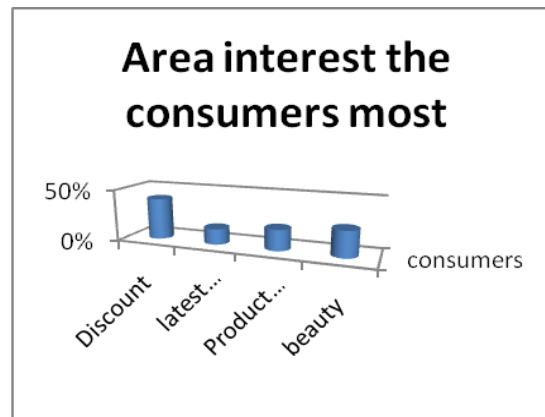
Brand name is the major factor which influence customer's buying decision. About 45% respondents opened this fact too.



Expenditure on Personal care Products is another important factor to judge consumer's buying behaviour. People on an average spend Rs. 1500-Rs. 2500 on Personal Care Products.



Source of Brand awareness is another factor which provide latest information and influence consumer behaviour. Most of the customers (25%) get latest information about brand awareness from Newspaper.



Mostly 40-45% customers interested in getting more and more discounts.

9. CONCLUSION/FINDINGS

1. Customers like best quality product on any price, so company should add latest technology to manufacture their products.
2. After sales service is the area where Indian and International Company can highly satisfy the existing customers, because they can make more customers through their word of mouth. So Indian and International Company should provide latest and reliable service to their customers.
3. Customer's behaviour always looks for some extra benefit with purchasing. They demand for affordable price for product and gifts with purchasing.
4. International Company should make strategy to cater every income group customers in city. Upper income group are affordable to purchase but lower income group is not. So International Company should make policies to send their product and every home.
5. The Indian company should give more emphasis on advertising to create market awareness and to make a brand image in the minds of investors.

The study clearly brings out that the **Indian market is by and large for basic and essential personal care**: essential products like hair oil, shampoo and beauty creams (fairness creams, cold creams, etc) are the most important categories. Therefore, a presence in this mainstream Segments is essential to develop a national brand in personal care. However, it is also important to have a product portfolio covering as wide a range of products as feasible (hair colours/dyes, colour cosmetics, talcum powder etc.) to optimize the cost and effort of establishing itself in the Indian market.

REFERENCES

- [1]. Alexander, Lovejeet (2011). All's Fair in India's Cosmetics Market", beauty packaging, New Delhi. Journal of Pakistan association of dermatologists, 17, 100-104.

- [2]. **MU. Subramanian, (2011).** Buying Behaviour of them Aged Indian Women, Indian Journal of Commerce and Management Studies. 11(1), 143-147.
- [3]. **Khan, Shahzad (2012).** 'Factors Affecting Buying Behaviour of Females for Purchase of Cosmetics' International Review of Business and Social Sciences, 1(9), 68-76.
- [4]. **Kotler, P. and Keller, K.L. (2009).** Marketing Management. Pearson International Edition. 13th Edition. Pearson Education Inc. Upper-saddle River.
- [5]. **Kotler, Philip and Pfoertsch, Waldemar (2006).** B2B Brand Management, ISBN 3-540-25360-2.
- [6]. **Leon G. Schiffman and Leslie Lazar Kanuk, (2004).** "consumer behaviour", 8th edition, January 1.
- [7]. **Noel, (2009).** Consumer Behaviour. AVA publishing SA. Lavsanne.
- [8]. **Perner, L. (2010).** *Consumer behavior: the psychology of marketing*. Retrieved October 2, 2010, from <http://www.consumerpsychologist.com/>.
- [9]. **Ramakrishna Rao, Rama Raju & Ram Prasad, (1987).** "Understanding consumer behaviour", Business standard 20 and 21 November, pp. 5
- [10]. **Ravikumar (2012).** A study on impact of visual media advertisements on women consumers buying behaviour in Chennai city', International Journal of Multidisciplinary Research, vol. 2, issue 2, ISSN 2231 5780. www.thefreelibrary.com/Euromonitor.-a0132846700
http://ws.elance.com/file/Consumers_Attitude_towards_Cosmetic_Products.pdf?crypted1
- [11]. **Schiffman and Kanuk (2007).** "Consumer behaviour", 8th edition, ISBN 10: 0130673358 .