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## **A Study on Consumer Buying Behaviour Towards Cosmetic Products**

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### **ABSTRACT**

The purpose of this research article is to examine cosmetic purchasing behaviour. This study was conducted in the city of Pune to collect data from 200 participants using the survey method. The personal care industry is one of the largest consumer industries in the country. The significant increase in purchasing power and income of Indian consumers has created a niche for business entities over the last decade, driving significant growth therein.

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### **INTRODUCTION**

Understanding customer behaviour is critical to the success of a marketing organization. Marketers constantly analyze patterns in purchasing behaviour and purchasing decisions to predict future trends. Consumer behaviour can be defined as analyzing how, when, what and why people buy. According to Global Market Research, the level of education provided by ingredient lists and benefits allows today's consumers to be more knowledgeable about the products they put into their bodies and are willing to pay for them. Consumer behaviour can be understood as: "the decision-making and physical actions that individuals perform when evaluating, purchasing, using, or disposing of goods and services." (Loudon and Della Bitta, 1980).

#### **Indian Cosmetic Industry**

The cosmetics industry in India has experienced significant growth over the past decade, driven by increasing consumer awareness, rising disposable incomes, and a burgeoning middle class. Here are some key points highlighting the rise of this industry:

#### **Market Growth**

**Market Size:** The Indian cosmetics market is estimated to be worth \$15 billion by 2023 and is expected to reach \$25 billion by 2025, growing at a compound annual growth rate (CAGR) of approximately 10-12%. Pharmaceutical products, including skin care products, hair care products, cosmetics, fragrances and personal care products. Skin care and hair care are the biggest of these and contribute to the overall growth of the industry.

#### **Key Drivers**

**Urbanization:** Increasing urbanization has led to greater exposure to global beauty trends, boosting demand for a wide range of cosmetic products.

**Rising Disposable Income:** Higher disposable incomes have allowed consumers to spend more on personal care and grooming products.

**Youth Demographics:** A significant portion of the Indian population is young, with a strong inclination towards beauty and grooming, further propelling market growth.

**E-commerce:** The rise of e-commerce platforms has made cosmetics more accessible, with online sales contributing substantially to the industry's expansion.

#### **Consumer Trends**

**Natural and Organic Products:** There is a growing preference for natural and organic beauty products, driven by increased awareness of the benefits of chemical-free ingredients.

**Men's Grooming:** The men's grooming segment is expanding rapidly, with products specifically designed for men seeing higher adoption rates.

**Regional Brands:** Indian consumers are increasingly favoring domestic brands that cater to local beauty needs and preferences, which are often more affordable and accessible than international brands.

#### **Challenges**

**Regulatory Environment:** The industry faces challenges related to stringent regulations and quality standards, which can affect smaller players.

Competition: The market is highly competitive with the presence of both international giants and numerous local brands vying for market share.

### **Future Prospects**

Innovations: Continuous innovation in product formulations and marketing strategies is expected to drive future growth.

Rural Markets: Penetration into rural markets represents a significant growth opportunity, as these areas are becoming increasingly aware of and interested in beauty and personal care products.

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## **LITERATURE REVIEW**

Innovation, technology, products and excitement create huge revenue for the Indian fashion industry, leading to the growth of the cosmetics industry. According to Euromonitor International (2006), the reasons for this are changing demographics and lifestyles, increased spending, increased visibility, increased product options, market sales growth and expansion leading to hygiene and beauty awareness. International personal care products are increasingly used as life support products, because they believe that the use of international products allows people to have a beautiful image and improve their level. According to research, male consumers tend to purchase and choose personal cosmetics. Quality is an important factor affecting male consumers' purchasing decisions. They like to buy cosmetics from the market. It was also observed that male consumers purchase all beauty products from one store.

### **Objectives of the study**

- 1) To study demographic profile of consumers buying cosmetic products.
- 2) To study factors affecting buyers decision for purchasing cosmetic products.
- 3) To study most widely used cosmetic product category amongst customers.
- 4) To study purchase pattern of consumer for cosmetic products.
- 5) To study brand preference for cosmetic products.

### **The consumer buying behaviours steps in decision process model**

Their mainly five stages of consumer buying behaviour.

- 1. Problem/Need Recognition**
- 2. Information search**
- 3. Evaluation of alternatives**
- 4. Purchase decision**
- 5. Post purchase behaviour**

### **Need of Research**

The contribution that this research tends to make was to give a clear view to the "Cosmetic Industry" as to how the consumer decides to purchase the cosmetics products of varied ranges. Also it helps in knowing the customer base of various brands.

### **Scope of the Study**

The study analyses the purchase patterns and spending styles of people belonging to different segments of Cosmetic consumers in Pune city. The major variables selected for the study are as follows:

### **Demographic Profile of Consumers**

Gender Wise (Male & Female), Age Wise, Marital status, Monthly Income Education, Qualification and Occupational status.

### **Major Factors identified for detailed study includes**

Purchase Style, Brand Selection, Point of Purchase, Location Preference, Brand Loyalty, Brand Awareness, Factors in Purchase Decision, and Spending Pattern.

Research Design: - Descriptive Research

Sampling Method – Non Probability Convenience Sampling Sampling Area – Delhi NCR

Sample Size: - 200

## Methods of Data collection

**Primary Data** - Primary Data was crucial to know the consumer buying behaviour towards cosmetics products. Primary data was collected having face to face conversation using the questionnaire prepared.

**Secondary Data** - All relevant secondary data is collected from various sources like Internet, Books, Magazines, and Articles etc.

### Method of analysis and statistical tools

A structured questionnaire is used to collect the data. Questionnaire is a sought to be the best tool for collection of reliable data. The questionnaire consists of multiple choice questions to achieve the objective of research. MS EXCEL-2007 has been used to analyse the data.

## Tabulation & Data Analysis

### CUSTOMER DETAILS

	Married	Un-married	Total	PERCENTAGE
Male	41	85	126	63%
Female	29	45	74	37%

### Location

Camp	35	17.5%
Deccan	40	20%
Kothrud	45	22.5%
Sinhgad Road	80	40%
TOTAL	200	100%

### Age

Teenagers	130	65%
Youth	40	20%
Middle age	20	10%
Uppermiddle age	10	5%
TOTAL	200	100%

### Occupation

Student	110	55%
Employed	65	32.50%
Self-Employed	15	7.50%
Other	10	5%
TOTAL	200	100%

### Monthly Income Detail

0-15,000	20	10%
15,000-30,000	75	32.5%
30,000-45,000	60	30%
45,000-60,000	40	20%

60,000 & above	5	2.5%
TOTAL	200	100%

**CONSUMTION DETAIL - Product Type**

Ayurvedic & Herbal	60	30%
Organic	120	60%
Both	20	10%
TOTAL	200	100%

**The way to get to know about cosmetic products**

Television	100	50%
Internet	20	10%
Newspaper	5	2.5%
Magazines	20	10%
Word of mouth	50	25%
Other	5	2.5%
TOTAL	200	100%

**Consumer preference for cosmetic products**

Domestic	130	65%
International	45	22.5%
Both	25	12.5%
TOTAL	200	100%

**The amount spent by the consumer on cosmetic products**

0-1000	72	36%
1000-2000	96	48%
2000-3000	24	12%
3000-4000	6	3%
4000-5000	2	1%
5000 & above	0	0%
TOTAL	200	100%

**Place from where consumer like to buy cosmetic products**

Shopping Mall	106	53%
Traditional Shop	72	36%
E-shopping	14	7%
Other	8	4%
TOTAL	200	100%

**Rank 1 of brand for hair care(Shampoos)**

Sunsilk	40
Pantene	13
Dove	27
<b>Head&amp; Shoulder</b>	<b>80</b>
Clinic Plus	20

**Rank 1 of brand for skin care**

Vaseline	47
Ponds	28
<b>Lakme</b>	<b>81</b>
Fair & Lovely	18
Himalaya	30

**Rank 1 of brand for deodrant/fragrance(Male)**

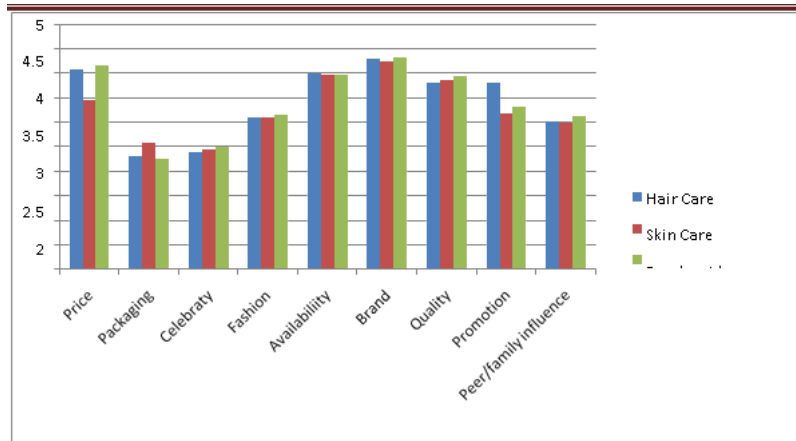
<b>Axe</b>	<b>46</b>
Adidas	22
Park Avenue	15
Wild stone	35
Nivea	8
Total	126

**Rank 1 of brand for deodrant/fragrance(Female)**

<b>Spinz</b>	<b>28</b>
Dove	21
Nike	12
Rexona	5
Nivea	8
Total	74

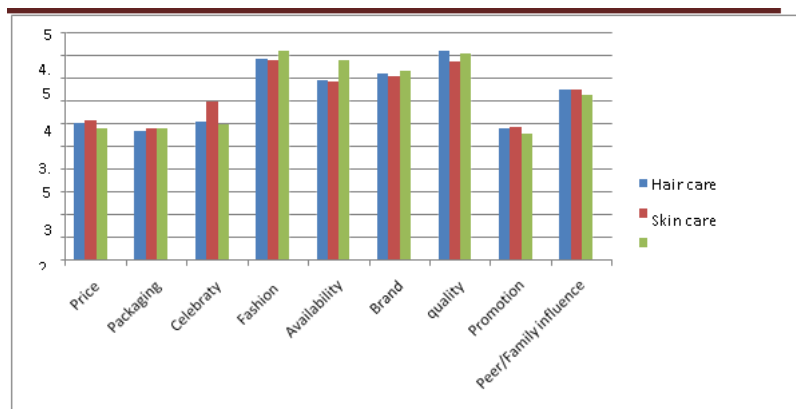
**Average of factors Important for Male while buying cosmetic products**

	Price	Packaging	Celebraty	Fashion	Availabiility	Brand	Quality	Promotion	Peer/family influence
Hair Care	4.09	2.31	2.40	3.11	3.99	<b>4.30</b>	3.81	3.81	3.01
Skin Care	3.46	2.58	2.43	3.11	3.97	<b>4.25</b>	3.85	3.18	2.98
Deodrant/ Fragrance	4.17	2.26	2.50	3.15	3.96	<b>4.32</b>	3.93	3.32	3.12



Average of factor important for Female while buying cosmetic product

	Price	Packaging	Celebraty	Fashion	Availability	Brand	quality	Promotion	Peer/Family influence
Hair care	3.02	2.85	3.05	4.44	3.97	4.10	<b>4.62</b>	2.9	3.75
Skin care	3.06	2.89	3.48	4.39	3.93	4.05	<b>4.37</b>	2.93	3.75
Deodrant/fragrance	2.91	2.89	3.00	<b>4.62</b>	4.41	4.17	4.56	2.79	3.64



Change of Brand of cosmetic product

Yes	35	17.5%
No	165	82.5%
<b>TOTAL</b>	<b>200</b>	<b>100%</b>

**FINDINGS**

- Most of the people purchase cosmetic product comes in the age group of 15-30 years.
- Most of the people (65%) prefer to use domestic brand.
- Most of the people(60%) like to buy organic cosmetic product.
- Almost 50% people get to know cosmetic product through television.
- Most of the people(42.5%) use cosmetic product for the beauty.
- Most of the people spend around 1000-2000 Rs per month on cosmetic product and they purchase it from shopping mall.

- Most of the people remain loyal to their cosmetic products, they don't change their cosmetic brand.
- Most of the people take quality as a most important factor to purchase cosmetic product and packaging as a least important factor for purchasing cosmetic product.
- Most of the people has preferred Head & shoulder followed by sunsilk,dove,clinic plus and pantene respectively for hair care.
- Most of the people has preferred Lakme followed by vaseline,himalaya,ponds and fair & lovely.
- Most of the male has preferred Axe followed by wildstone,adidas,park avenue and nivea and most of the female preferred Spinz followed by dove, nike, nivea and rexona.

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