

CONSUMERS AND COSMETICS - BUYING PATTERN ANALYSIS IN ERODE CITY

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INTRODUCTION

In olden days people spend a lot of time in search of herbs to extract their benefits in order to safeguard themselves from various health hazards. In those days, they relied only upon natural herbs for healing. People in today's world are leading very busy life that they do not really have time to spend on their external appearances. There are a thousand varieties of herbs that are being used for beauty care and medicine purpose. Examples of such herbs are Neem, Amla, Tulsi, Gooseberries, Sandalwood, Saffron and Green tealeaf etc. People used these herbs as their cosmetics to satisfy the needs of the consumers, now there are a number of cosmetic companies in the market which produces both chemical as well as Ayurveda bases cosmetic products. There are huge varieties of brand available in the market. Due to the technical advancement and other industrial development in the country, there is also a lot of pollution causing harm to internal and external parts of the body. Skin is the most affected part in the human body due to environmental pollution. Even though

there are many chemical based cosmetics, people feel that these types of products cause more harm to the skin. Ayurveda products are usually made of natural herbs with very minimum amount of chemicals and are less harmful to the skin, which would reduce the side effects. Face is the reflection of an

individual's physical appearance. Generally, the beauty of a person is described by the look of one's face. Thus, to enhance the beauty of the face, people use faces care products whose market is growing at double digits. The industry manufactures products like astringents, face creams, face scrubs, face toners, moisturizers, cleansers, fairness cream etc. Some of these products are used for clarification and purification of the facial skin from dust and harmful rays of the sun while others are used for toning.

REVIEW OF LITERATURE

Parmar and Gupta (2007) studied the impact of demographic variables on consumer's preference for the cosmetics and found that age, occupation and family. Income has significant influence on the selection of cosmetics. Further, it was also found that brand loyalty does not have a significant influence on the buying pattern of consumers when brand of their choice is not available.

Zaveri (2007) studied the consequent consumer pattern in cosmetics industry with regard to Lakme's competitive position and advertisement effectiveness of Lakme's beauty saloon. Results showed that there is significant relationship between the use of cosmetics products and age. Moreover, female respondents between the age group of 25-35 years are more beauty conscious. They also found a strong relationship between annual income and monthly expenditures towards cosmetic products. Brand image has more influence on purchase decision than availability of-product in different size and the celebrity endorsing the product. Brand image and advertisements are the key factors behind the purchasing of cosmetic products.

OBJECTIVES

To carry out the study the following objectives are framed:

- To study the impact of demographic variables viz. Age, occupation, Income etc. on the consumer's preference for the cosmetics.
- To study the consumer buying pattern related to the cosmetics in Erode City.
- To analyze the attitude of the consumers to shift from non-herbal to herbal products.

RESEARCH DESIGN TO MEET THE OBJECTIVES

Locale of study	Erode city
Sampling unit	Individual person(females) from age groups of 15-25
Sample size	150
Sampling method	Quota sampling
Instrument for information	Structured Questionnaire

RESULTS AND DISCUSSION (Table No: 1.1 to Table No: 1.8)

Table 1.1 brings forth that 80% of respondents, in the age group of 20 – 25 years used cosmetics to look young, 52% and 41% of respondents, in the age group of below 15 years and above 25 years used cosmetics to look appealing, 44% of respondents, in the age group of 15 – 20 years used cosmetics to go with the trend. The important reason for buying cosmetics was found to be, 80% of the respondents in age groups 20 – 25 years used cosmetics to look young.

It is easily identified from the table 1.2 that Urban, Semi – Urban, and Rural respondents have given in the same response (to look young).The relative

importance given to all factors was also found to be same in three categories Table 1.3 reveals that 50% and 33% of the respondents, in age group of below 15 years and 15 – 20 years use cosmetic products for Brand image, 65% and 45% of the respondents, in the age groups of 20 – 15 years and above 25 years use cosmetic products for quality.

It is evident from the table 1.4 that urban, semi – Urban and rural respondents choose quality & brand image as the criteria while buying cosmetic and beauty products.

Table 1.5 disclose that among the respondents with the income category of less than Rs.5000 and between Rs.5000 and Rs.10000 choose quality, while those earning the family income between Rs.10000 and Rs.15000 choose brand image as the criteria while buying cosmetic and beauty products.

Table 1.6 infers that the respondents were found to be using cosmetics daily, often, and occasionally. Cross tabulation with age revealed that the respondents with all the age groups use cosmetic products daily.

The table 1.7 shows that urban, semi – urban and rural respondents were found to be having similar usage pattern of cosmetics, majority of the respondents in the three categories were found to be using cosmetics daily.

From table 1.8 ,it is inferred that the usage pattern for cosmetic was observed to be correlated with income group of respondents as people with lower income group (Less than Rs.5000, Rs.5000 – Rs.10000, Rs.10000 – Rs.15000) were using cosmetics daily while those of high income group (More than Rs.15000) were using cosmetics occasionally.

A) CROSS TABULATION-ANALYSIS

TABLE NO1.1:USE OF COSMETIC PRODUCT AND AGE - CROSS TABULATION ANALYSIS

Use of Cosmetic products		Age				Total
		Below 15	15-20	20-25	Above 25	
To look appealing	Count	12	12	10	14	48
	Column %	52%	35%	17%	41%	32%
To go with the trend	Count	2	15	2	10	29
	Column %	9%	44%	3%	29%	19%
To look young	Count	9	7	47	10	73
	Column %	39%	21%	80%	30%	49%
Total	Count	23	34	59	34	150
	Column %	100%	100%	100%	100%	100%

Source: Primary Data

TABLE NO 1.2: USE OF COSMETIC PRODUCT AND AREA OF RESIDENCE - CROSS TABULATION

Use Cosmetic Products		Area of Residence			Total
		Urban	Semi – Urban	Rural	
To look appealing	Count	13	30	5	48
	Column %	27%	38%	22%	32%
To go with the trend	Count	5	18	6	29
	Column %	10%	23%	26%	19%
To look young	Count	31	30	12	73
	Column %	63%	39%	52%	49%
Total	Count	49	78	23	150
	Column %	100%	100%	100%	100%

Source: Primary Data

TABLE NO 1.3: CRITERIA WHILE BUYING COSMETIC AND BEAUTY PRODUCTS AND AGE-CROSS TABULATION ANALYSIS

Criteria while buying cosmetic and beauty Products	Age				Total
	Below 15	15-20	20-25	Above 25	

Product ingredients	Count	1	1	1	1	4
	Column %	4%	3%	2%	3%	2%
Availability of the product at the store	Count	4	9	7	1	21
	Column %	17%	26%	12%	3%	14%
Price	Count	2	2	1	2	7
	Column %	8%	6%	2%	6%	5%
Quali	Count	5	11	37	14	67
	Column %	20%	32%	65%	45%	45%
Brand image	Count	12	11	11	17	51
	Column %	50%	33%	19%	34%	34%
Total	Count	24	34	57	35	150
	Column %	100%	100%	100%	100%	100

Source: Primary Data

TABLE NO 1.4: CRITERIA WHILE BUYING COSMETIC AND BEAUTY PRODUCTS AND AREA OF RESIDENCE- CROSS TABULATION ANALYSIS

Criteria while buying cosmetic and beauty Products		Area of residence			Total
		Urban	Semi - Urban	Rural	
Product ingredients	Count	1	2	1	4
	Column %	2%	3%	4%	2%
Availability product	Count	12	7	2	21
	Column %	24%	9%	9%	14%
Price	Count	4	1	2	7
	Column %	8%	1%	8%	5%
Quality	Count	13	40	14	67

	Column %	26%	52%	61%	45%
Brand image	Count	20	27	4	51
	Column %	40%	35%	17%	34%
Total	Count	50	77	23	150
	Column %	100%	100%	100%	100%

Source: Primary Data

TABLE NO 1.5: CRITERIA WHILE BUYING COSMETIC AND BEAUTY PRODUCTS AND FAMILY INCOME - CROSS TABULATION ANALYSIS

Criteria while buying cosmetic and beauty Products		Family Income				Total
		Less than Rs.5000	Rs.5000- Rs.10000	Rs.10000 – Rs.15000	More than Rs.15000	
Product ingredients	Count	1	1	1	1	4
	Column %	1%	2%	3%	20%	2%
Availability product	Count	14	4	2	1	21
	Column %	20%	10%	6%	20%	14%
Price	Count	3	1	2	1	7
	Column %	4%	2%	6%	20%	5%
Quality	Count	32	24	10	1	67
	Column %	45%	57%	31%	20%	45%
Brand image	Count	21	12	17	1	51
	Column %	30%	29%	53%	20%	34%
Total	Count	71	42	32	5	150
	Column %	100%	100%	100%	100%	100%

Source: Primary Data

TABLE NO1.6: FREQUENCY OF USING COSMETICS AND AGE - CROSS TABULATION ANALYSIS

Age Group	Frequency of using cosmetics			Total
	Daily	Often	Occasionally	

Below 15 years	Count	14	6	3	23
	Row %	61%	26%	13%	100%
15 – 20 years	Count	19	10	5	34
	Row %	56%	29%	15%	100%
20 – 25 years	Count	32	25	2	59
	Row %	54%	43%	3%	100%
Above 25	Count	24	4	6	34
	Row %	70%	12%	18%	100%
Total	Count	89	45	16	150
	Row %	59%	30%	11%	100%

Source: Primary Data

TABLE NO 1.7:FREQUENCY OF USING COSMETICS AND AREA OF RESIDENCE - CROSS TABULATION ANALYSIS

Area of Residence		Frequency of using cosmetics			Total
		Daily	Often	Occasionally	
Urban	Count	27	18	4	49
	Row %	55%	37%	8%	100%
Semi – Urban	Count	45	25	8	78
	Row %	58%	32%	10%	100%
Rural	Count	17	2	4	23
	Row %	74%	9%	17%	100%
Total	Count	89	45	16	150
	Row %	59%	30%	11%	100%

Source: Primary Data

TABLE NO 1.8: FREQUENCY OF USING COSMETICS AND FAMILY INCOME - CROSS TABULATION ANALYSIS

Family income		Frequency of using cosmetics			Total
		Daily	Often	Occasionally	
Less than Rs.5000	Count	46	20	5	71
	Row %	65%	28%	7%	100%
Rs.5000 – Rs.10000	Count	22	19	1	42
	Row %	52%	45%	2%	100%
Rs.10000 – Rs.15000	Count	20	5	7	32
	Row %	63%	16%	22%	100%
More than Rs.15000	Count	1	1	3	5
	Row %	20%	20%	60%	100%
Total	Count	89	45	16	150
	Row %	59%	30%	11%	100%

Source: Primary Data

LIMITATIONS OF THE STUDY

To carry out the study the following limitations are framed:

- Time was among the most critical limitation of this study. This whole study was done within a time frame of 6 months.
- Figures don't speak for themselves and the conclusions obtained from these figures are affected, to a great extent, by the personal ability and knowledge of the researcher.
- The study is limited to the city of Erode only and the sample size comprised of female respondents only.
- The number of respondents in the study is limited to 150.

SUGGESTIONS

The present study elucidates the following suggestions for the marketers:

- As the respondents are very conscious about the Quality and Brand Image of the cosmetics they are using, there is a very good opportunity for new players in cosmetics industry, especially Herbal ones to grab their market share by delivering best quality at competitive prices.
- A sizeable number of respondents also look for ingredients in cosmetic products they use. Companies should also focus on use of natural ingredients. More over, if they are using natural ingredients, it can be used as an attraction point for potential customers.
- The data shows that the respondents of four age groups below 15 years, 15-20 years, 20-25 years, above 25 years were the one showing maximum usage of cosmetics; companies can directly target these potential customers by presenting their message in colleges in the form of campaigns or event management.
- Consumer buying pattern of cosmetic products is encouraging. Majority of the customers have shown their inclination towards shift to herbal products but the success of this requires companies to undertake appropriate marketing mix, balancing price and quality.

CONCLUSION

This study helped in knowing the consumer buying pattern of cosmetic products. The study reveals the buyer's attitude, opinion and preference. The study infers the buyer actions such as brand Loyalty, quality, purchasing power, etc., Result of the study indicates brand preference, reason for choosing the product, effective advertisement, quality of freshness and fairness. Majority of the respondents are using cosmetic products to look young. Future researchers may develop certain scaling techniques to measure the consumer's preference for cosmetic products.

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