

A Study on Buying Behaviour of Consumer toward Skin- Care Product – With Special Reference to Bilaspur City

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Abstract :- The aim of this research to customer purchasing behaviour for skin care products. This study was carried out in Bilaspur, Chhattisgarh, and data from 150 respondents were gathered using a survey method. The personal care industry is crucial to the country's economy and has enormous potential. One of the biggest consumer industries in the nation is the personal care sector. In the past ten years, the Indian consumer's purchasing power and disposable incomes have significantly expanded, creating a niche for top companies in this industry and causing amazing growth in this industry.

Keywords :- Consumer behaviour, Skin-care Products, Cosmetic, Survey Method.

Introduction :- With its enormous potential, the personal care sector is a vital component of the national economy. One of the biggest consumer industries in the nation is the personal care sector. In the past ten years, the Indian consumer's purchasing power and disposable income have significantly expanded, creating a niche for top companies in this industry and causing amazing growth in this industry.

Understanding consumer behaviour is essential to business organisations' success. To forecast future trends, marketing professionals are continually analysing the patterns of consumer behaviour and purchasing choices. It is possible to define consumer behaviour as the study of what, when, how, and why consumers make purchases. The enhanced education supplied by brands on the products' ingredients and advantages has reportedly increased consumers' awareness of what they're putting on their bodies and increased their willingness to pay, according to the Global

Cosmetic Industry survey. Consumer behaviour can be defined as "the mental and behavioural processes people use to decide whether to buy, use, or discard goods and services." (Loudon and Della Bitta, 1980).

The marketing and product development sectors of the Indian cosmetics business are expanding. Consumers in India are moving away from 'merely functional' products and towards more 'advanced and specialised' cosmetics. The cosmetics sector in India underwent a considerable development as a result of evolving lifestyles and rising public awareness. In terms of producing the most revenue from the beauty and personal care sector in 2022, India ranks fourth globally.

Financially independent women, regular relevant product introductions, and increased beauty consciousness and awareness, especially among younger people, are the primary factors contributing to a bigger base of consumers having a higher ability to purchase personal grooming items. However, lack of consumer interest in cosmetics, particularly in rural regions, had an adverse impact on growth. Another factor in this is the fierce pricing rivalry from local and regional companies, which snatched up volumes with superior trade margins and deeply discounted goods.

Literature review :- Desai, (2014) examined Kolhapur's cosmetics consumer purchasing patterns. His primary goal in studying the article is to pinpoint the variables affecting consumers' decisions to purchase cosmetics. The analysis of the cosmetics purchasing process was one of the research's other goals. The data collecting approach was convenient sampling. Simple ranking and percentage methods were employed as

statistical methods. He discovered that women make up the majority of the cosmetics market. Quality is the most crucial element affecting a consumer's purchasing decision, according to his research. Other significant influences that affect consumer purchasing decisions include television and reference groups.

Anandrajan & Sivagami, (2016) examined consumer purchasing patterns in relation to cosmetic marketing. The study's goal was to examine how the marketing of cosmetic items affected customer behaviour. They also want to discover how different media affect consumer motivation for a certain cosmetics brand. The technique of random sampling was applied. The sample size was 200. The direct method of interviews was used to gather the information. On the basis of the data gathered, simple and bi-variant tables were created. Data were analysed using percentage analysis. It was discovered that price reductions and alluring promotional offers can draw in more clients. According to the study's findings, cosmetics are not a luxury item. Before marketing the cosmetic product, manufacturers must determine the necessity.

Rameshwari, et. al. (2016) consumer purchasing patterns for cosmetics were examined in Thanjavur, Tamil Nadu. Find out the reasons why individuals buy cosmetics and what influences people's decisions to buy cosmetic items are the study's main goals. A convenient sampling technique was employed as a research strategy. As a statistical method for analysis, the factor ranking method was applied. Despite the fact that female consumers dominate the cosmetics sector, this study indicated that male Customers take part in the same. The individuals who are employed are

more concerned with their appearance and prepared to purchase high end products.

Nagananthi & Mahalaxmi, (2016) studied the brand preferences and cosmetics purchasing patterns of Coimbatore city customers. The study's primary goals were to discover consumers' brand preferences for cosmetic items and to ascertain how brand attributes relate to demographic information. 200 samples were used in the convenience sampling process to gather the primary data. For data analysis, the chi square test and one-way ANOVA were employed. They discovered that one of the most crucial justifications for buying cosmetics is for personal care. Consumers ranked Himalaya Herbals as the most significant brand. Consumer behaviour is influenced by demographic characteristics while buying cosmetics.

Objectives :-

1. To study the demographic profile of consumer buying personal care products.
2. To know the factors motivating consumer buying decision towards personal care product.
3. To study the brand preference for personal care product.

Research methodology :- Descriptive research design has been used for this research. Primary data have been used for the research. Data has been collected through survey technique with structured questionnaire. Sample size for the data collection is 150 from Bilaspur city. Non-probability convenience sampling is used as research method. For analysis of data percentage, tables are used.

Data Analysis and Interpretation

The convenience sampling is used to draw sample. The sample size is 150 respondents.

Table-1 Summary of Respondent demographic profile		
Demographic factors	No. of respondents	Percentage (%)
Gender		
Male	95	63.3%
Female	55	36.7%
Age		
Below 20 years	56	37.3%
21-30	47	31.3%
30-40	35	23.4%

40 Above	12	8.0%
Occupations		
Student	62	41.3%
Self-Employed	21	14.0%
Private Job	43	28.6%
Govt. Job	24	16.0%
Marital Status		
Married	62	41.3%
Unmarried	88	58.6%
Amount spend on Personal care in month (Rs)		
0-1000	49	32.6%
1000-2000	52	34.7%
2000-3000	37	24.7%
3000 Above	12	8.0%

From the table it has observed that female consumers dominates the market of personal care products with 63.3% it is because women are more conscious about their appearance. The male cover 36.7% of the personal care product market which men are also shown interested towards their grooming and appearance. The younger consumer are around 68.6% that shows younger people are more conscious about their appearance. Whereas it seems that with age people are lesser interests in their appearance i.e. above 40 years is around 8 percent. The occupation status of respondents shows that majority are of them are students 41.3% that is because they are more engage in social media, knows the latest trend also have more time at their disposal. The private jobholders makes 28.6%, Self-employed makes around 14% and government jobholders make around 16% which in respect of occupation everyone is invested in their personal care. The marital status of respondents shows that majority of the respondents using personal care products are unmarried that is around 59%. Whereas 41% are married. The average amount spend on personal care products on monthly basis is Rs1580.

The factors that influence the buying decision of consumer toward personal care products are brand name, quality, price, availability and so on. The below table shows the various factors that influence the buying decision of personal care products consumer.

Table-2 Factors influencing Buying decision of consumer towards Personal care products			
Factors	Response		Percent case
	N	Percent	
Brand Name	98	11.4%	64%
Quality	126	14.8%	84%
Price	135	15.8%	90%
Packaging	80	9.4%	53.3%
Availability	91	10.6%	60.7%
Celebrity endorsement	45	5.3%	30%
Offers and discounts	86	10.1%	57.3%
quantity	83	9.7%	55.3%
Natural or herbal	110	12.9%	73.3%
Total	854	100%	

From the above table it has observed that factors that influence most is quality, price and Natural or herbal. Whereas least influenced by celebrity endorsement it maybe because people think that celebrity who endorse those products may not use themselves. It create distrust among consumers. Hence, nowadays consumer are more inclined towards social media influencer for products review as they can related

themselves with them more. The factors like availability, packing and quantity is also very essential factors that influence consumer buying decision towards personal care products. This why marketers still spend huge amount on research and development of innovative package design, distribution channel.

Table-3 Personal care products Brand Preferred by respondents		
Brands	No. of Respondents	Percentage
International Brands	32	21.3%
Domestic Brands	101	67.4%
Both	17	11.3%

From the above table it was observed that consumers dominantly preferred domestic brands i.e. 67.4% whereas around 21 percent of respondents preferred international brands it may because of the perception that foreign brands has high quality in comparison to domestic brands. Around 11 percent respondents preferred both brands international and domestic.

Conclusion :- As the cosmetics sector in India is one of the industries that is growing the fastest, marketers need to be aware of the variables influencing consumer purchasing decisions as well as their attitudes, perceptions, and learning behaviours around cosmetics. According to this studies, women continue to dominate the skin-care market, and the majority of them are young shoppers. It also demonstrates that the typical monthly expenditure on skin care is 1580 rupees. When choosing skin care products, a number of factors come into play, including cost, quality, the presence of natural or herbal ingredients, and availability. The most popular skin care brands in Bilaspur city are domestic ones. Cosmetic product marketers benefit from the fact that consumers view cosmetics as a necessity for daily living.

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