



A STUDY ON CONSUMER BEHAVIOR TOWARDS COSMETICS PRODUCTS IN TIRUNELVELI DISTRICT, TAMILNADU

KEYWORDS

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INTRODUCTION

The study of consumer behavior is comparatively a new research field. Basically human beings have been sociable in the nature and their buying decision or freedom of choice determined by the affluence of individual consumer and the society in question prior industrial revolution, marketers were operating in a seller marketing and consumer would accept the goods and services offered by the manufacturer. However with the onset of the industrial revolution the process of marketing has undergone tremendous changes with the marketing decision maker finding themselves removed from the direct contact with the ultimate customer. That is why marketers have come to depend upon consumer research studies for more information on the buying habit of the consumer. There is a need for a multi-disciplinary approach of the study of consumer behavior. Consumer behavioral studies held all those bodies of knowledge concerned with human behavior economics, psychology, sociology, cultural anthropology and socio psychology. In the present study an attempt has been made to understand various dimensions of consumer behavior. Understanding the buyer behavior will provide insight to the marketing manager on how to go about planning and implementing their various marketing programs.

NEED FOR THE STUDY

The consumers are also aware of the realities taking place in the market namely

- The increasing and continuous flow of new competition ready to explode the choice of the consumer and
- Global competition forcing companies to offer qualitative valued products.

Thus identifying customers' importance manufacturers are directing all marketing efforts at delivering customer value. They are continuously engaged in trying to probe and understand the complex consumer behavior better and respond by offering goods and services desired by them and then communicating about the same through the various communicating media.

STATEMENT OF THE PROBLEM

"A study of consumer behavior in buying cosmetics in Tirunelveli District" was selected as the problem area. Three products

Talcum powder, tooth paste and hair oil are selected as products for the study of consumer behavior. The survey was conducted among the consumers of Tirunelveli District. The behavior is studied from both ways i.e. from the consumer side and from the seller side.

SCOPE OF THE STUDY

Present study was conducted among different groups of customers according to sex, age group, occupational studies and income group. Sellers of different categories like super market, retail shop and other departmental stores are taken for the study of supply side. While studying the consumer behavior, level of consumer awareness regarding the products was also studied. Information regarding the available consumer organization and protection laws were also analyzed.

OBJECTIVES

The following are the objectives of the study

- To study consumer behavior in buying selected cosmetic products-Talcum powder, toothpaste and hair oil from the customer point of view.
- To study consumer behavior in cosmetics from the seller's point of view
- To study the level of consumer awareness regarding the purchases of selected cosmetic products and consumer organization and consumer protection laws.
- To find measures to educate consumers on various aspects of purchase and create awareness regarding consumer protection law and agencies and to give recommendations and suggestions.

SAMPLING METHODS

Tirunelveli district was selected as the study area under convenience sampling methods and sample size is 100.

DATA COLLECTION

I have collected both primary and secondary data. Primary data were collected from women through questionnaire cum interview schedule. Secondary data were collected from books, journals, magazines etc.

THIRUNELVELI DISTRICT PROFILE INTRODUCTION

The Tirunelveli was founded by the East India Company in 1790,

later came under the direct control of the British Queen Victoria. This District has several distinctive features-ethological, religious and it is little wonder that references to this little district were founded in our epics. The name Tirunelveli has been derived from the three Tamil word (i.e)"Thiru-nel -veli meaning "sacred paddy hedge"

AGE WISE DISTRIBUTION OF SELECTED RESPONDENTS

	MALE	FEMALE	BABIES	PERCENTA
Below 3 years	-	-	10	10
3-15	-	-	-	-
15-25	1	53	-	54
25-35	4	6	-	10
35-45	5	9	-	14
Above 45	5	7	-	12
Total	15	75	10	90

As college student are selected high in number, majority are in the age group of 15-25(54 percent).Fourteen respondents are in the age group 35-45 constituting 14 percent to total. Only twelve respondents are in the age groups of above 45 years.

DISTRIBUTION OF RESPONDENT'S CHOICE ON SELECTED COSMETICS

	NO of Responding	Percentage
Using all three	50	50
Only Talcum Power	6	6
Using Talcum Powder and Tooth Paste	31	31
Using Talcum Powder and hair oil	4	4
Using Tooth Paste and Hair Oil	9	9
Total	100	100

O	E	O-E	(O-E) ²	(O-E) ² ----- E
0	0.75	-0.75	0.5625	0.75
4	3.75	0.25	0.0625	0.167
1	0.5	0.5	0.25	0.5
2	1.5	0.5	0.25	0.167
5	7.5	-2.5	6.25	0.833
3	1	2	4	4
3	1.5	1.5	2.25	1.5
5	7.5	-2.5	6.25	0.833
2	1	1	1	1
4	3.75	0.25	0.0625	0.0167
19	18.75	0.25	0.0625	0.003
2	2.5	-0.5	0.25	0.1
6	7.5	-1.5	2.25	0.3
42	37.5	4.5	20.25	0.54
2	5	-3	9	1.8
				12.509

REMARK

Degree of freedom :8
Computed value : 12.509

Table value at 0.05 level :15.507

The calculated value X²is less than table value (12.509 <15.507)at 0.05 level, the hypothesis is accepted. Therefore educational status and level of brand loyalty of the respondents are independent.

SUMMARY OF FINDING AND SUGGESTION

Regarding size of the product majority respondent prefer medium size and the reason for this is to maintain freshness and quality of the product. Frequently of usages has considerable influence on their buying behavior

Majority of the female respondent are influencing by free offers and discount offers.

Majority of the respondent buying decision are influencing by family members especially their children

Considerable percentage of respondent are aware of the quality of the product and the reasonable price payable to the product. their awareness regarding various duplicate products, adulteration etc.,is increasing.

CONCLUSION

Consumers plays a significant role in the sale cosmetic products, Retail function is very prominent in cosmetic products. People gives importance to cosmetic products. The retailers need to assemble merchandise from many services, The cosmetics products cannot be stored for very long time The cosmetics products from manufacturer needs to be transported to the wholesaler place within the specified time period and intern the wholesaler needs to distribute it to the Consumer, Majority of the female respondent are influencing by free offers and discount offers. Majority of the respondent buying decision are influencing by family members especially their children. Considerable percentage of respondent is aware of the quality of the product and the reasonable price payable to the product. Their awareness regarding various duplicate products, adulteration is increasing.

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