Research Paper Management

A Study on Factors Influencing Purchase Behavior of Skin Care Products Among Working Women in Madurai

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ABSTRACT

The purpose of the study is to understand the factors influencing the buying behavior of skin care products. The chief purpose is to find out the primary and the most significant factors which can be manipulated and exploited to attract consumers. The study consisted of 259 respondents and SPSS was used for data analysis. The study reveals the relationship between income, price and brand preference

KEYWORDS self image, brand , buyer behavior

Introduction:

The importance of cosmetics industry is growing fast and undergoing fast changes and advancement amid increasingly diverse consumers' demands (Seng et al., 1999) and interest in make-up among the consumers especially women (Jo and Yu, 1998). The competition in the cosmetic market is becoming fiercer each day due to the globalization and liberalization (Bang, 2005). Therefore, it is necessary to innovate through updation of the product (Kin, 2001) and also create the brand loyalty by the companies (Su and Yi, 2006). Since the cost of acquiring new consumers is too high than the cost of retaining existing customers in any market (Goh, 1996), it is essential to evaluate the factors that influence the cosmetic market. As consumers, middle-class Indian women in general attach great importance to cosmetics and fashion. The focus on personal appearance in society is considered to be very significant. Many brand managers are, consequently, competing aggressively for market share in this emerging sector. The theoretical framework of this study was based on consumer behavior theories from various authors. For example according to Kotler and Keller (2009) cultural, social and personal factors affect consumer behavior and these issues were discussed in the literature review. Theoretical information related to the scope of this thesis was also presented by Solomon, Bamossy, Askegaard and Hogg (2006) as well as Noel (2009) among others.

In today's society an increasing number of men and women are using cosmetics and beauty products. Some of them use to increase their confidence, while others use it to improve their appearance. In general, most of us use cosmetics to better feel about ourselves. The Indian cosmetics industry is growing in terms of product development and marketing. The preference of Indian consumers is changing from the 'merely functional' products to more 'advanced and specialized' cosmetic items. As the standard of living is increasing people are able to spend more on cosmetics as it enhances appearance. In today's global market customers possess more knowledge and information which changes the purchase behavior. The companies dealing with cosmetics are very much interested in knowing the many factors which influences the buying behavior.

Objectives of the study:

1. To analyze the demographic profile of the customers
2. To study about the factors influencing the purchase behavior

Scope of the study:

To study and understand the purchase behavior of women consumers and the factors influencing their purchase decisions

Variables selected for the study:

Independent variables

1. Age
2. Income
3. Education
4. Occupation
5. Lifestyle

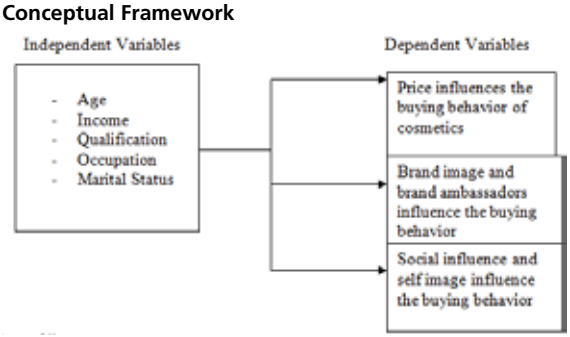
Dependent variable:

1. Brand
2. Price
3. Advertisement
4. Socio – economic

Hypotheses:

1. The differences in age, income, occupation, lifestyle and education are related to price.
2. The differences in age, income, occupation, lifestyle and education are related to brand.
3. The differences in age, income, occupation, lifestyle and education are related to advertisement.

Conceptual Framework



Review of literature:

Cosmetics consumption today takes the form of being source of self expression (Miller, 2006), consumers turned to cosmetics from the clothing because of their affordability and accomplishment when they have mastered the art of applying cosmetics (Yamamoto, 2006). Duff (2007) identified the importance of attractive design of the cosmetics product. Hamza (2011) found the significant relationship between the factors of brand loyalty and cosmetics brand loyalty. Mert and Zelki (2008) mentioned the importance of value based packing design.

Research Methodology:
The research was descriptive in nature. 259 respondents have been selected to conduct the research. Convenient sampling-has been used for sample selection. Structured interview method has been used for data collection. Data were collected from the customers visiting leading cosmetic shops and beauty saloons of Madurai. The data were analyzed using SPSS.

Data Analysis and Discussions:
The respondents' ages are between 25 – 35 years at 69.6%, followed by ages between 36 – 45 years at 26.7% and lastly ages more than 45 years at 3.7%. The respondents are educated under bachelor degree at 10.5%, followed by bachelor degree at 35.0% and lastly above bachelor degree at 54.5%. Respondents who have their own business was counted at 25%, followed by work in private company at 52.5% then lastly with bureaucracy at 22.5%

Respondents with income under Rs.10, 000 are at 10.3%; followed by 10,000 – 20,000 at 53.3% and 20,001 – 40,000 at 25.0% then above 40,000 at 11.2%. The respondent's buying reasons are as follows: to improve self image at 40.8 %, then improving skin color at 37.5 %, for attractive skin at 11 %, anti aging at 8 %, skin protection at 2.7 %

27.2 % respondents' feels that brand is the primary influencing factor and 3.0 % reveals that brand does not have any influence on buying behavior. 69 % respondent's feels that product quality is the deciding factor and 3.4 % express that low quality products are accepted if the price is low.12 % of the respondents are changing their buying decisions based on the package designs. 49.6 % respondents reveal that price is the most significant factor which decides the buying behavior and 0.5 % doesn't care about the price.

Hypothesis 1.1: The difference of age is related to price

Comparatives in Age as Related to Price Age	Mean1	Std. Deviation2	F	Sig.
21-30 years	3.87	.833	.690	.600
31-40 years	3.67		.805	
>40 years	3.80		.919	
Total	3.82		.830	

Regarding analysis of age and price, the result shows that there is no significant relationship between age and price with cosmetic product purchasing behavior.

Hypothesis 1.2: The difference in income is related to price

Comparatives in Income as Related to Price Income	Mean1	Std. Deviation2	F	Sig.
< 10,000	3.89	.737	1.266	.284
10,001 – 20,000	3.80		.813	
20,001 – 40,000	3.88		.907	
> 40,000	3.70		.837	
Total	3.82		.830	

Regarding analysis of income and price, the result shows that there is not significant relationship between income and price with cosmetic product purchasing behavior.

Hypothesis 1.3: The difference in education is related to price

Education	Mean1	Std. Deviation2	F	Sig.
< Bachelor Degree	3.00	.000	.655	.624
Bachelor Degree	3.84		.801	
Master Degree	3.82		.859	
Total	3.82		.830	

Regarding analysis of education and price, the result shows that there is no significant relationship between education and price with cosmetic product purchasing behavior.

Hypothesis 1.4: The difference in occupation is related to price

Occupation	Mean1	Std. Deviation2	F	Sig.
Own business	3.69	.930	2.109	.080
Employee in private company	3.77		.809	
Bureaucracy	3.82		.936	
Total	3.82		.830	

Regarding analysis of occupation and price, the result shows that there is no significant between occupation and price with cosmetic product purchasing behavior.

Hypothesis 2: The differences in gender, age, income, occupation, and education are related to brand

Hypothesis 2.1: The difference in age is related to brand

Comparatives in Ages as Related to Brand Age	Mean1	Std. Deviation2	F	Sig.
21-30 years	3.89	.937	.800	.526
31-40 years	3.93		.958	
>40 years	3.80		1.033	
Total	3.89		.943	

Regarding analysis of age and brand, the result shows that there is no significant relationship between age and brand with cosmetic product purchasing behavior.

Hypothesis 2.2: The difference in income is related to brand

Comparatives in Income as Related to Brand Income	Mean1	Std. Deviation2	F	Sig.
< 10,000	3.86	.848	4.821	.001*
10,001 – 20,000	3.92		.932	
20,001 – 40,000	3.74		1.017	
> 40,000	4.17		.874	
Total	3.89		.943	

Regarding analysis of income and brand, the result shows that there is significant relationship between income and brand with cosmetic product purchasing behavior. Therefore, the analysis of LSD is used to describe between couple as below:

Comparatives in Income as Related to Brand by Couple Consideration Income	< 10,000	10,001 – 20,000	20,001 – 40,000	> 40,000
< 10,000	-	.757	.564	.211
10,001 – 20,000	-	-	.189	.187
20,001 – 40,000	-	-	-	.037*
> 40,000	-	-	-	-

Regarding the above table, the number shows that there is difference in brand influence between the respondents who have income less than 40,000 and over 40,000

Hypothesis 2.3: The difference in education is related to brand

Comparatives in Education as Related to Brand Education	Mean1	Std. Deviation2	F	Sig.
< Bachelor Degree	3.00	.000	.931	.446
Bachelor Degree	3.86		.928	
Master Degree	3.94		.958	
Total	3.89		.943	

Regarding analysis of occupation and brand, the result shows that there is no significant relationship between occupation and brand with cosmetic product purchasing behavior.

Findings & Conclusions

1. The difference in gender is related to price : the result shows that there is a significant relationship between gender and price with cosmetic product purchasing behavior. True
2. The difference in age is related to price: the result shows that there is no significant relationship between age and price with cosmetic product purchasing behavior. False
3. The difference in income is related to price: the result shows that there is no significant relationship between income and price with cosmetic product purchasing behavior. False
4. The difference in education is related to price: the result shows that there is no significant relationship between education and price with cosmetic product purchasing behavior. False
   The difference in occupation is related to price: the result shows that there is no significant relationship between occupation and price with cosmetic product purchasing behavior. False
5. The difference in age is related to brand : the result shows that there is not significant relationship between age and brand with cosmetic product purchasing behavior. False
6. The difference in income is related to brand : the result shows that there is significant relationship between income and brand with cosmetic product purchasing behavior. True
7. The difference in education is related to brand : the result shows that there is not significant relationship between education and brand with cosmetic product purchasing behavior. False
8. The difference in occupation is related to brand : the result shows that there is not significant relationship between occupation and brand with cosmetic product purchasing behavior. False

Recommendations

The first objective of this research is focused on respondents' demographics which will be the baseline of information for other research. The second objective of this research is to study factors influencing purchase behavior for cosmetic products which have the result as follows

1. The gender is related to price of cosmetic product
2. The gender is related to brand of cosmetic product
3. The income is related to brand of cosmetic product

Regarding the results, the cosmetic companies can use this information to focus on customer groups and develop products. Moreover, the cosmetic companies can use this information to be a baseline for developing their research in terms of promotion.

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