Research Paper Commerce

A Study on Usage of Personal Care Products by Women in Coimbatore City

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ABSTRACT

Personal care products are one among the fast moving consumer goods enjoying great market share in India. The present study focuses to find out the source of awareness of personal care products, the personal care products used and the reasons for using and finally the satisfaction with regard these products. The data was collected from 150 women respondents in coimbatore city under convenient sampling technique through a questionnaire .Percentage and chi square analysis is used for data analysis. The study found that the respondents are mostly aware of personal care products through television advertisements. The analysis shows that the respondents are satisfied with the quality of these products.

Keywords :

INTRODUCTION OF THE STUDY

Personal care comprises of Skin, Hair and Oral care. Personal care products have become the order of the day. This can be attributed to the increasing importance given to maintaining beauty among women .A working women or a home maker , both take equal interest in maintaining their beauty through a variety of personal care products that are overpowered in the market. This increase in beauty care indicates high demand in future for the personal care products.

STATEMENT OF PROBLEM

Many leading manufacturers are supplying a range of products in hair care, skin care and oral care products. The researcher felt the necessity to know about the women customer's awareness, usage, reasons for usage and satisfaction towards personal care products.

OBJECTIVES OF THE STUDY

- To find out the source of awareness of personal care products
- To identify the personal care products used
- To identify the reasons for using personal care products
- To analyze the level of satisfaction towards personal care products.

RESEARCH METHODOLOGY

This research work lasted for a period of four months from June 2013 to Oct 2013 in Coimbatore. The primary data have been collected using convenient sampling technique, through a structured questionnaire from 150 female respondents using personal care products. The secondary data have been collected from marketing journals and magazines. The statistical tools used for analysis are Simple percentage and Chi-square analysis

SCOPE OF THE STUDY

The scope of the study is restricted to women consumer's usage of personal care products in Coimbatore. It helps to identify the awareness, reason for using personal care products and satisfaction level towards the usage of personal care products.

LIMITATIONS OF THE STUDY

- The respondents are restricted to Coimbatore city only.
- Due to time constrains the sample size was limited to 150 respondents.

ANALYSIS AND INTERPRETATION

TABLE 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Personal Factors	Classification	No. of Respondents	Percent
Age	Less than 20	6	4.0
	21 – 35	78	52.0
	36 – 45	51	34.0
	Above 45	15	10.0
Educational Qualification	School level	10	6.7
	Diploma level	47	31.3
	Undergraduate	52	34.7
	Postgraduate Level	41	27.3
Occupation	Student	10	6.7
	Employed	56	37.3
	Housewife	51	34.0
	Business	33	22.0

Marital Status	Married	33	22.0
	Unmarried	117	78.0
Monthly Family Income	Below 20,000	32	21.3
	20,001 - 30000	64	42.7
	30,001 - 40000	35	23.3
	Above 40000	19	12.7
No. of family members	Below 3	18	12.0
	3-5	99	66.0
	Above 5	33	22.0

The above table shows that 52 per cent of respondents belong to age group between 20-35years, 78 per cent of the respondents are unmarried, 34.7per cent of the respondents have done undergraduate level, 37.3per cent of the respondents are employees, 42.7per cent of the respondents earn a monthly income from Rs. 20, 001 - 30, 000, 66 per cent of the respondents have 3 to 5 members in their family,

TABLE 2 -SOURCE OF AWARENESS

Source of Awareness	No of Respondents	Percentage
Advertisement	103	68.7
Friends & relatives	29	19.3
Retailer reference	18	12.0
Total	150	100.0

From the above table it is clear that 68.7per cent of the respondents are aware of personal care products through advertisement

TABLE 3 - AWARENESS THROUGH MEDIA OF ADVERTISING

Media of Advertising	No of Respondents	Percentage
Television	24	23.3
Radio	9	8.7
Newspaper	21	20.4
Internet	22	21.4
Magazines	21	20.4
Banners	6	5.8
Total	103	100.0

From the above table it is clear that 23.3per cent of the respondents are aware of personal care products through advertisements in television

TABLE 4- PERSONAL CARE PRODUCTS USED

Personal care Products	Using	Not Using	Total
Soap	105	45	150
	69.7	30.3	100.0
Cleansers	111	39	150
	74.3	25.7	100.0
Moisturizing cream	100	50	150
	66.3	33.3	100.0
Hair oil	95	55	150
	63.3	36.7	100.0
Shampoo	97	53	150
	64.7	35.3	100.0
Hair dye	117	33	150
	78.0	22.0	100.0
Tooth paste	87	63	150
	58.0	42.0	100.0
Mouth wash	84	66	150
	56.8	44.2	100.0

The above table shows 74.3 per cent are using cleansers

TABLE 5 -REASONS FOR USING SKIN CARE PRODUCTS

Benefits of Skin Care Products	No of Respondents	Percentage
Refreshing and cooling effect	10	9
Nourishment of skin	42	38
Cleanses	23	21
Smoothen the skin	36	32
Total	111	100.0

38 percent of the respondents use skin care products for nourishing the skin

TABLE 6-REASONS FOR USING HAIR CARE PRODUCTS

Benefits of Hair Care Products	No of Respondents	Percentage
Strengthen hair roots	45	46
Nourishes the scalp	27	28
Relaxes the mind	25	26
Total	97	100.0

46 percent of the respondents use hair care products for strengthening the hair roots

TABLE 7 - REASONS FOR USING ORAL CARE PRODUCTS

Benefits of Oral Care Products	No of Respondents	Percentage
Feeling fresh	10	12
complete removal of dental problems	35	40
Strong teeth and healthy gums	28	32
Refreshing breathe	14	16
Total	87	100.0

40 percent of the respondents use oral care products for complete removal of dental problems

TABLE 8-SATISFACTION LEVEL OF THE RESPONDENTS

Factors	HS	S	N	DS	HDS	Total
Quality	33	6	22	16	17	150
	22.0	41.3	14.7	10.7	11.3	100.0
Price	34	33	38	26	19	150
	22.7	22.0	25.3	17.3	12.7	100.0
Quantity	33	32	44	21	20	150
	22.0	21.3	29.3	14.0	13.3	100.0
Availability	24	33	31	39	23	150
	16.0	22.0	20.7	26.0	15.3	100.0
Package	23	17	28	35	47	150
	15.3	11.3	18.7	23.3	31.3	100.0
Advertisement	25	23	16	40	46	150
	16.7	15.3	10.7	26.7	30.7	100.0

The above table shows that41.3 per cent of the respondents are satisfied with the quality of personal care products

CHI-SQUARE ANALYSIS

AGE AND SOURCE OF AWARENESS

Hypothesis: There is no significant relationship between age and source of awareness.

TABLE 9

Chi-square	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.944	9	.355
Likelihood Ratio	11.359	9	.252
Linear-by-Linear Association	2.008	1	.156
N of Valid Cases	150		

The significant value .355 is greater than table the value of 0.05, which shows that there is no significant relationship between age and source of awareness. Hence the hypothesis is accepted.

EDUCATION LEVEL AND SOURCE OF AWARENESS

Hypothesis: There is no significant relationship between education level and source of awareness.

TABLE – 10

Chi-square	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.071	9	.271
Likelihood Ratio	14.816	9	.096
Linear-by-Linear Association	5.774	1	.016
N of Valid Cases	150		

The significant value .271 is greater than the table value of 0.05, which shows that there is no significant relationship between education level and source of awareness. Hence the hypothesis is accepted.

SUGGESTIONS OF THE STUDY

- Lack of availability of sufficient products is the main dissatisfaction among consumers .There fore availability-shall be increased.
- Advertisements must picturize the reality and should not be false and misleading as majority are influenced by advertisements.

CONCLUSION

The study throws light upon the fact that personal care products are more sought after nowadays for varied reasons. Change in culture, lifestyle, working conditions, atmosphere, attitude and a lot more influences the need for using personal care products. The demand for these products shall be always increasing in the near future.

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