



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMER BUYING BEHAVIOUR AMONG COLLEGE STUDENTS TOWARDS COSMETIC PRODUCTS IN CALICUT CITY, KERALA

KEY WORDS: Cosmetic products, Customer satisfaction, brand image, quality, students and consumer behavior.

AMEEN C P

Ph. D RESEARCH SCHOLAR (FULL TIME) DEPARTMENT OF COMMERCE PSG COLLEGE OF ARTS AND SCIENCE COIMBATORE

Dr. B. KIRUBASHINI

ASSOCIATE PROFESSOR AND HEAD OF DEPARTMENT DEPARTMENT OF COMMERCE PSG COLLEGE OF ARTS AND SCIENCE COIMBATORE

ABSTRACT

Nowadays cosmetic industry covers a wide range of products and services. Cosmetic industry is a highly growing industry in the world. The Indian cosmetic industry also has been rapid strides over the past few years. At present, diversified and innovative products are introduced in cosmetic industry because of customer demand and continue to expand globally. The success of any organization depends up on the satisfaction of customers. For satisfying customers, firms should clearly understand the behavior of consumers. This study focuses to examine consumer buying behavior among college students towards cosmetic products in Calicut city, Kerala. The results of this study reveal that majority of the respondents are interested in the regular use of cosmetic products and taking care of beauty. The study concludes that the companies should take proper steps to improve the brand image by emphasizing on consumer buying behavior of both male and female students customers.

INTRODUCTION

It is a well known fact that success of any business organizations depends upon its ability to understand and influence the consumer behavior. This study is needed to consider when designing and implementing marketing programmes. Failure to understand the dynamic consumer behavior and improper allocation of resources will leads the organization to greater losses. Consumer behavior can be explained as the analysis of how, when, what and why people buy the product. The consumer purchases a variety of goods and services to satisfy their needs and wants. There are several factors that influence the consumers to select particular product or particular shop in preference to another. People bear certain beliefs and attitudes towards certain types of goods, brands, shops etc based on previous experience. So before selecting a commodity, an individual wants to get information regarding the source of supply of commodity, its brands, relative merits and demerits, uses and value of their characteristics and services offered.

The marketers have to face a number of challenges to market the products like 'cosmetics' as they have to be applied directly on human skin, body and other parts. There is a perceived risk of dissatisfaction in consumers. With the expansion of social group and rising incomes, beauty consciousness among youngsters is changed. Cosmetics entered into life of youngsters particularly to the students on daily basis. In earlier stages, people in a high stratum of society had the ability to buy the cosmetics because the cosmetic was the luxury goods for the public. However, due to the development of society and increased standard of living, cosmetics were no more viewed as the luxury goods. It has been gradually considered as the necessary product for majority of youngsters in the modern society. The Industrial Technology Research Institute (2006) indicated that the global cosmetic spending was 1730 million dollars in 2006. This statistics reveals that the cosmetic industry became more important and its prospective opportunities were expanded. The change in consumers' cognition for cosmetics brings the infinite business opportunities for cosmetic enterprises.

NEED FOR THE STUDY

The popularity of cosmetics is increasing with a faster rate. The reason may be due to the increased beauty consciousness and fashion among young generation. The young generation particularly the students spend more for cosmetics. Indian cosmetics had a rapid growth in the last decades. The reason behind the growth may be due to increase in purchasing power of youngsters as well as increase in their consciousness towards fashion.

Now students have lot of interest regarding the cosmetic products and also they have awareness about brands of cosmetics. Here, the cosmetic companies need to understand the consumer

attitude on cosmetics and behavior of students which brings success of the company. Here, in this context, it is important to study the consumer behavior among college students towards cosmetic products.

STATEMENT OF THE PROBLEM

The focus on personal appearance in society is considered to be very significant. Many of the companies are consequently competing for market share in this emerging sector. So the study was conducted to know the "consumer buying behavior among college students towards cosmetic products in Calicut city". This study is an attempt to examine factors influencing pre purchase and post purchase behavior of students.

OBJECTIVES OF THE STUDY

- To study the perception and buying behavior of college students towards cosmetic products in Calicut city.
- To study the factors affecting buying decisions of customers.
- To understand source of information that make people aware of cosmetic products.
- To suggest different ways in which the promotions can be made more effective.
- To understand the satisfaction level of customers towards cosmetic products.
- To understand the students' brand awareness about cosmetic products.

HYPOTHESIS

H₀ = Gender difference and amount of weekly spending are independent.

H₁ = Gender difference and amount of weekly spending are dependent.

METHODOLOGY

Sample

Data has been collected from a sample of 100 respondents in Calicut city. The sample respondents have been selected through random selection of four colleges from twelve govt./ aided colleges in Calicut city.

Data Sources

Primary data has been collected by using questionnaires and secondary data has been collected through books, magazines, newspapers, journals, websites etc.

Tools

Collected data has been analysed by using percentage analysis, and chi-square.

LIMITATIONS

- The sample sizes are restricted to 100 respondents.

- 100 student samples cannot be generalized to entire universe.
- The study was conducted within a small timeframe.
- The study was conducted by taking into account the existing conditions which may be changed in future.
- The data have been collected from respondents in colleges in Calicut city.

ANALYSIS AND INTERPRETATION

TABLE I

PERCENTAGE ANALYSIS

	NO. OF RESPONDENTS	PERCENT AGE
	45	45
	29	29
	20	20
	6	6
Total	100	100
GENDER	NO. OF RESPONDENTS	PERCENT AGE
Male	46	46
Female	54	54
Total	AGE	100
EDUCATIONAL QUALIFICATION	18-20	PERCENT AGE
UG	20-22	64
PG	22-24	30
Others	Above 24	6
Total	100	100
SOURCE OF INCOME	NO. OF RESPONDENTS	PERCENT AGE
Self	18	18
Parents	76	76
Other sources	6	6
Total	100	100
INCOME LEVEL (WEEKLY)	NO. OF RESPONDENTS	PERCENT AGE
Up to 100	10	10
100 to 300	28	28
300 to 600	35	35
Above 600	27	27
Total	100	100
INTEREST IN COSMETIC PRODUCTS	NO. OF RESPONDENTS	PERCENT AGE
Very Interested	53	53
Fairly Interested	32	32
Somewhat Interested	15	15
Total	100	100
SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENT AGE
Highly Satisfied	22	22
Moderately Satisfied	66	66
Not at all satisfied	12	12
Total	100	100
WEEKLY SPENDING	NO. OF RESPONDENTS	PERCENT AGE
Up to 50	64	64
50-150	32	32
150-300	2	2
Above 300	2	2
Total	100	100
CONSISTENCY IN USE OF SAME BRAND	NO. OF RESPONDENTS	PERCENT AGE
Consistent	60	60
Not Consistent	40	40
Total	100	100
REASON TO BUY SAME BRAND	NO. OF RESPONDENTS	PERCENT AGE

Quality of product	35	58.33
Product skin-type match	13	21.67
Popularity	12	20
Total	60	100
PLACE OF PURCHASE OF COSMETICS	NO. OF RESPONDENTS	PERCENT AGE
Daily Consumer Goods Stores	30	30
Super Markets	24	24
Specialty Shops	46	46
Total	100	100

TABLE 2

CHI-SQUARE TEST

CHI-SQUARE ANALYSIS BETWEEN GENDER AND WEEKLY SPENDING

OBSERVED FREQUENCIES

GENDER	Male	Female	Total
WEEKLY SPENDING			
Up to 50	34	30	64
50-150	10	22	32
Above 150	2	2	4
Total	46	54	100

CALCULATION OF CHI-SQUARE VALUE

Observed (O)	Expected (E)	(O-E) ² /E
34	29.44	0.7063
10	14.72	1.5135
2	1.84	0.0139
30	34.56	0.6017
22	17.28	1.2892
2	2.16	0.0118
Total		$\Sigma = 4.1364$

CALCULATED VALUE = 4.1364

DEGREE OF FREEDOM = $(r-1)(c-1) = (3-1)(2-1) = 2$

LEVEL OF SIGNIFICANCE = 0.05 (5%)

TABLE VALUE = 5.991

RESULT OF CHI-SQUARE TEST:

Since the calculated value is lesser than the table value, we accept the null hypothesis. It represents that there is no significant relationship between gender differences and weekly spending on cosmetic products.

FINDINGS

- It is identified that majority (45%) of the respondents is in the age range of 18-20. (29% belongs to the range of 20-22 and 20% belongs to the range of 22-24)
- It is revealed that majority of the respondents (54%) are female.
- It is inferred that 64% of the sample students are studying in graduation level and 30% of the respondents are studying in post graduation level.
- 76 % of the respondents depend up on their parents for getting money for meeting their expenses, whereas 18% of the respondents find their money by doing job themselves.
- It is proved that 35% of the respondents get an income per week in the range between 300 to 600. (28% falls in between 100 to 300 and 27% falls in the scale above 600)
- It is identified that majority of the respondents (53%) are highly interested in use of cosmetic products and taking care of beauty.
- It is inferred that only 22% of the respondents are highly satisfied on cosmetic products. Majority of them (66%) are moderately satisfied.
- 64% of the respondents spend up to Rs. 50 per week for buying cosmetic products. 32% of the respondents spend an amount in between Rs. 50-150 for meeting their beauty requirements per week.
- It is identified that majority of the respondents (60%) show consistent use of the same brands.
- It is proved that 58.33% of consistent users buy the same brand because of the quality factor of the brand.

- It is inferred that 46% of the respondents prefer specialty shops for buying cosmetics.

• **SUGGESTIONS**

- The companies have to take appropriate steps to improve the brand image to influence student customers.
- Tastes and preferences of students are changing day by day, so the companies should be up to date with the changing environment.
- Majority of the respondents are consistently using same brand of cosmetic due to its quality. So companies should try to retain these customers by improving quality and brand image.
- Companies should improve their advertisement strategies.
- Companies should emphasize on consumer buying behavior of both male and female.
- Companies should take into account pre-purchase factors and post-purchase factors in buying cosmetic products in order to influence students.

CONCLUSION

Cosmetic industry is a highly growing industry in the world. The Indian cosmetic industry has been rapid strides over the past few years. With the development of cosmetic industry in the country, there has been influx of many international brands. The entry of more number of cosmetic brands in the Indian market has also been provoked by growing demand of branded products among people especially youths and students.

The success of any firm depends up on the satisfaction of customers. For meeting the satisfaction requirement of customers, every firm should clearly know the behavior of consumers. From this study, it is clear that most of student respondents are aware about cosmetic products. It is concluded that there are many factors which influence customers while buying cosmetic products. Out of these factors, brand image and quality of products are the most important factors to customers.

REFERENCES

1. Philip Kotler (2013), " Principles of Marketing" published by Prentice Hal of India Private Ltd. New Delhi, Ninth Edition.
2. Suja R Nair (2000), "Consumer Behavior and Marketing Research" published by Himalaya Publishing House, First Edition.
3. C. R. Kothari (2013), " Research Methodology", published by Wishwa Prakashan, New Delhi, Thirteenth Edition.
4. Sing J.D, " A Study of Brand Loyalty in India", Indian Journal of Marketing 1981.
5. Mrs. J. Vidhya Jawahar and Dr. K. Thamizhajiyoithi, " Consumer Attitude Towards Cosmetic Products", IJEMR – June 2013 – Vol 3 Issue 6.
6. Alexandra Palade, " Analysis of Marketing Mix on Cosmetics Products Case Study: AVON Company", Annals of the University of Petrosani, Economics, 11(4).
7. Suresh V, Dr. M. Chitra, and Dr. K. Maran, " A Study on Factors Determining Social Media on Cosmetic Product" Journal of Pharmaceutical Sciences and Research, 8(1), 2016.
8. Yi Zhang , " The Impact of Brand Image on Consumer Behavior: A Literature Review" Open Journal of Business and Management, 3, 2015.