



ORIGINAL RESEARCH PAPER

Management

A STUDY ON CONSUMER PERCEPTION AND BUYING BEHAVIOUR TOWARDS BEAUTY CARE PRODUCTS AT MEHSANA CITY

KEY WORDS: Consumer Perception, Buying Behaviour, Beauty care Products

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ABSTRACT

The first and most objective of my study is comparative study of perception and consumers buying behavior regarding personal care products. The study of consumer behavior is the most important factor for marketing of any goods and services. The consumer behavior suggest how individual, groups and organization select, buy, use and dispose of goods, services, ideas or experience to satisfy their needs and wants. It also clues for improving or introducing products or services, setting price, devising channels etc. The personal care sector is one of the best and important sectors at the present time. There is a lot of future opportunity in this sector. The increasing trend of different cosmetic products, beauty care products, skin care products, hair care products etc fuels the market growing opportunity for cosmetic products. There are many opportunities has been arising and change is made in consumers' perception.

INTRODUCTION

The word "cosmetics" is derived from the Greek word *kosmetikos* which means "skilled at decorating". Cosmetics colloquially known as makeup or make-up are care substances used to enhance the appearance or odor of the human body. The U.S., the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions."

However, in recent years in the Cosmetics market India competitors have begun to manufacture products to cater to an International need. For instance, herbal Cosmetics from India have a great demand in the overseas market and many cosmetic products that are manufactured in India today are supplied to international suppliers of branded Cosmetics products like The Body Shop for example. New facts that have been unveiled by a series of Cosmetics business market analysis India reveal that many International companies are now outsourcing Cosmetics to India and that the industry of cosmetic products India is growing. Beauty care products are these products which a consumer uses for his personal purpose. It includes different types of cosmetic and skin care products like talc, cold cream, fairness cream, toothpaste, toothbrush, perfume, deodorant, hair oil, shampoo, soap, and all type of baby care and beauty care products. These are the core cosmetics products. Any person need for these products every day. Beauty care products are a part of cosmetics industry. In some words we can say that Beauty care products are the backbone of cosmetics industry. As per the time passes away, the demand of Beauty care products are also increasing day per day and future of these products are also very bright and profitable.

There was a time when consumers not spend too much amount on the Beauty care products. But in those days, they are not only eager for spending more money on the cosmetic products, but at the same time they are looking for a good and prestigious brand for the particular product. Modern media and advertisement plays an important role in the increasing of demand of Beauty care goods. People of metro cities are too much brand conscious but if we look at the people of semi urban and rural areas, they are also looking for a good brand for the particular product.

Need Of The Study

The study is done for getting a deep knowledge and idea about Indian cosmetic//Beauty care sector. The need or

objective of the study is to know the how much consumers give preferences to the brand of cosmetic goods whether the customers are satisfied with the cosmetic products of the company and how far the company is able to satisfy the customer in terms of quality and cost factors since in today's modern era customers are the focus for any company, any organization that without satisfying them no company can survive in this global competitive age. Non satisfaction of the potential customers can lead them to switch over to another one. Now the policy every company or organization is to provide satisfaction as there exists a lot of competition for them.

MAJOR INDIAN COSMETIC COMPANIES

In India, there is a complete range of cosmetic companies. it includes regional companies, national and MNCs. Hindustan Unilever leads the companies which is followed by Godrej consumer care, Procter & Gamble, Emami, Dabur and Calvin Care. A broad list of these companies has been given below:-

- GODREJ CONSUMER CARE.
- HINDUSTAN UNILEVER LTD
- EMAMI
- ITC
- DABUR
- PROCTER & GAMBLE
- CALVIN CARE
- RECKITT BENCKISER (INDIA) LTD

Literature Rivew

According to Shahzad khan (2012) attitude is the conduct, nature, temperament, thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a product.

Lars Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. Noel (2009) defined attitude that is a powerful and long term assessment for which the customers are having well-built way of thinking and it can be an individual, entity, announcement or a matter. Attitudes are formed through experience and learning and that attitudes influence buying behaviour (Kotler and Keller, 2009). Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm (ws.elance.com).

Ashban and Burney (2001) found that cosmetics buying behaviour literature in developing countries in general is inadequate and ambiguous. As it is known from Theory of Reasoned Action and Theory of Planned Behaviour, Perception and attitudes have considerable impact on

behaviour (Ravikumar, 2012). When examining the influence of attitude on behavioral intention; the results indicate that attitude positively affects behavioral intention.

What Is Perception?

In its simple sense perception is understood as the act of seeing what is there to be seen. But what is seen is influenced by the perceiver, the object, and the environment. The meaning of perception will be complete when all the three aspects are stressed. A few definitions of perception are given below:

- "Perception is the process of becoming aware of situations, of adding meaningful associations to sensations."
- "Perception can be defined as the process of receiving, selecting, organizing, interpreting, checking, and reacting to sensory stimuli or data."
- "Perception can be defined as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environments."
- "Perception includes all those processes by which an individual receives information about his environment - seeing, hearing, feeling, tasting, and smelling. The study of these perceptual processes how's that their functioning is affected by three classes of variables - the objects or events being perceived, the environment in which perception occurs, and the individual doing the perceiving."

Research Methodology

Research Design: Descriptive Research Design

Research Objective

- To know about consumer's perception and buying behavior about cosmetic goods when they purchased it.
- To know about the performance of popular brands of different companies in market.
- To identify the important factors that determines the buying behaviour.

HYPOTHESIS

H0: There is no significance difference between Gender and Age towards Beauty care products

Data Source

Primary data is the first-hand data, which are selected a fresh and thus happen to be original in character. Primary Data was crucial to know various customers and past consumer views. The research is descriptive type of research survey includes research instrument like questionnaire which can be structured.

Secondary data are that which has been collected by someone else and which already have been passed through statistical process. Secondary data has been taken from internet, newspaper, magazines and companies web sites.

Sampling Method: Simple Random Sampling

Sample Unit: Individual Customers

Sample Size: 150 Respondents selected from Mehsana City

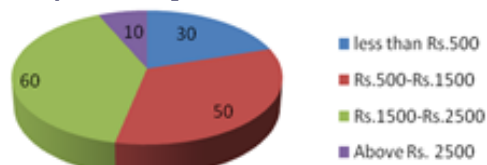
Research Instruments: Structure Questionnaire

Data Analysis Tools: Pie Charts, Bar Charts and Frequency Analysis

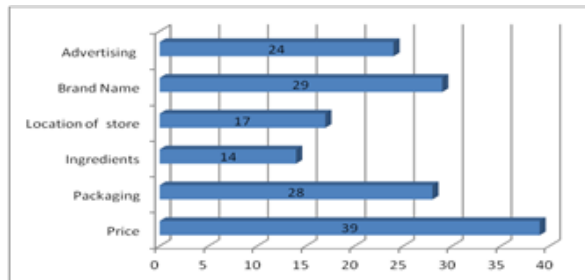
Limitations of the study

- This research study covers only Mehsana City
- This research has only 150 respondents

Data Analysis & Interpretation



Expenditure On Cosmetics



Various Factors

Hypothesis Testing

H0: There is no significance difference between Gender and their age towards Beauty Products

H1: There is a significance difference between Gender and their age towards Beauty Products

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	114.912 ^a	4	.000
Likelihood Ratio	139.458	4	.000
Linear-by-Linear Association	84.154	1	.000
N of Valid Cases	150		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.10.			

Interpretation: Above Chi-Square Table represents that P value (0.000) is less than significance value (0.005) therefore Ho is rejected So, There is a significance difference between Gender and their age towards Beauty Products.

FINDINGS

- 70% respondents are female
- 25.33% and 24% respondents belong to age group between 18 to 22 and between 23 to 27 respectively.
- 40% respondents having expenditure on cosmetics between Rs. 1500 –Rs.2500/-
- 26% respondents consider price is most important factors for purchasing Beauty care Products
- 29% respondents having trustworthiness on laboratory reports towards brands.
- 30% respondents getting information from social media about beauty care products.
- 43.33% respondents showing discount of their interest area while purchasing beauty care products.
- 32.67% respondents having preference as E-shopping and super markets for beauty care products.

CONCLUSION

As the research has shown the consumer buying behavior is the important factor to forecast the sales of any product in a particular area. So company should keep close eye on the market situation. yet, customer were price sensitive, but the changing market trend and customer view and preference shown that customer are now quality sensitive. They want more quality product, good services, easy availability of product and better performance by the product. These days no of customer buying from online mode has been increased. Also the frequency to visit the malls has been increased substantially. People are more brands conscious and they are satisfied with the range of products available there.

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