



CONSUMER PURCHASE DECISION OF COSMETIC PRODUCTS IN THANJAVUR CITY – A STUDY

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ABSTRACT :

The purchase decision is in the consumers hands, based on their preference, product price, products availability and previous experience the consumers taking decision. Manufacturers are in need of studying the consumers and their decisions. Consumers may switch over to other products at any time. Consumers friends, relatives and colleague are influence the decisions, it may happened while sharing their experience. This study is to find how the socio economic factors of the sample respondents which impact the buying decision of cosmetics products. The



researcher adopted convenient sampling method to collect data in the study area. The researchers issued 200 questionnaire in the study area, the target group only women. The filled questionnaire collected back only 187. The researchers has taken all 187 questionnaire for this study. This present study conducted to find the buying decisions of the cosmetics products in Thanjavur city. The cosmetics products are necessary for all, especially women need it, while go to job, and move with society they are depending it. The manufacturers are trying to increase the sales, the give advertisement and doing sales promotion. The manufacturer should study the buying decisions of the consumers to influence and increase the sales.

KEYWORDS : purchase decision , Consumers friends , product price, products availability.

INTRODUCTION

The purchase decision is in the consumers hands, based on their preference, product price, products availability and previous experience the consumers taking decision. Manufacturers are in need of studying the consumers and their decisions. Consumers may switch over to other products at any time. Consumers friends, relatives and colleague are influence the decisions, it may happened while sharing their experience. Without huge advertisement and sales promotions these happened between the consumers, it is major advantages to the marketers. The same time, retaining the customers and satisfy the existing customers are the major responsibility of the marketers. The marketers should study the decisions making variables to retain the consumers, the variables may change based on the environmental change and consumers preference. The periodical research will help the marketers to study the buying decisions of the consumers. The personal factors will impact the buying decisions, so the researcher taken this chance to study the decision making factors in the study area.

Thanjavur has lot of historical place, many tourists and civil research students use to visit the temples and other places. The people living standard are improving in this place, the employees,

employers, students and home makers are using cosmetics in their regular life. This study focused those are using cosmetics.

STATEMENT OF PROBLEMS

The people are invariably using cosmetic in their regular life, while entre to the society they are using more cosmetic. The cosmetic helps to increase their confidence level, beauty and etc. The family members influence the using of cosmetic by women, the marketers could not study the family background and family members attitude about using cosmetics. This study is to find how the socio economic factors of the sample respondents which impact the buying decision of cosmetics products.

OBJECTIVES

The following are the objectives of the study.

1. To find the buying decisions variables of the cosmetic products.
2. To present the socio economic profile of the sample respondents.
3. To find the impact of socio economic profile of the respondents on buying decisions.

Sampling design

The researchers taken only Thanjavur city for this study, in this cities population is growing day by day, more women are come out from home and going for job. The cosmetics products are important to them. The basic level cosmetics items are need to them, the branded and non branded products are catch the market. the consumers prefer the non branded products because of price. The branded products are over priced because of huge expenses which incurred for research and production.

The researcher adopted convenient sampling method to collect data in the study area. The researchers issued 200 questionnaire in the study area, the target group only women. The filled questionnaire collected back only 187. The researchers has taken all 187 questionnaire for this study.

Buying decisions variables

The following are buying decisions variables designed by the the researchers based on the previous studies reviews. (i) Availability of the product ; (ii) Price must be proportional to the quality ; (iii) Brand name and reputation ; (iv) Particular brand should serve the purpose ; (v) Environmental friendliness ; (vi) products updation ; and (vii) Usage of upgraded technology.

Analysis and interpretation

The researcher taken percentage analysis to present the socio economic profile of the respondents and used regression analysis to find the impact variables on buying decisions of cosmetic items.

One hundred and five (56.15%) respondents are married and remaining eighty two (43.85%) respondents are unmarried. Majority (56.15%) of the respondents are married.

Twenty seven (14.44%) respondents are come under the age group of up to 20 years. Forty three (22.99%) respondents are between 20 years and 35 years. Sixty seven (35.83%) respondents are between the age group of 36 years and 50 years and remaining fifty (26.74%) respondents are above 50 years. Majority (35.83%) respondents are between the age group of 36 years and 50 years.

Nineteen (10.16%) respondents are students, seventy nine (42.25%) respondents are working in private organizations. Thirty four (18.18%) respondents are working in Government sectors and remaining fifty five (29.41%) respondents are professional and others. Majority (42.25%) respondents are working in private organizations.

Twenty three (12.30%) respondents' monthly income is below Rs. 12,000. Forty six (24.59%) respondents' monthly income is Rs. 12,001 to Rs. 24,000. Seventy (37.44%) respondents' monthly income is Rs. 24,001 to Rs. 36,000 and remaining forty eight (25.67%) respondents' monthly income is above Rs. 36,000. Majority (37.44%) of the respondents' monthly income is between Rs. 24,001 and Rs. 36,000.

Table 1 : Demography of the Respondents

Variable	Sub division	Number of respondents N=187
Marital status	Married	105 (56.15%)
	Unmarried	82 (43.85%)
Age (in years)	Up to 20 years	27 (14.44%)
	20 years to 35 years	43 (22.99%)
	36 years to 50 years	67 (35.83%)
	Above 50 years	50 (26.74%)
Occupation	Students	19 (10.16%)
	Private employees	79 (42.25%)
	Government employees	34 (18.18%)
	Professional and others	55 (29.41%)
Monthly Income	Below Rs. 12,000	23 (12.30%)
	Rs. 12,001 to Rs. 24,000	46 (24.59%)
	Rs. 24,001 to Rs. 36,000	70 (37.44%)
	Above Rs. 36,000	48 (25.67%)
Educational qualification	School level & Diploma	24 (12.83%)
	Under graduate	94 (50.27%)
	Post graduate and others	69 (36.90%)
Family type	Joint family	73 (39.04%)
	Nuclear family	114 (60.96%)
Family members	Up to 4 members	104 (55.61%)
	Above 4 members	83 (44.39%)
Monthly expenses for cosmetics	Less than Rs. 500	28 (14.98%)
	Rs. 501 to Rs. 1,000	95 (50.80%)
	Above Rs. 1,000	64 (34.22%)
Buying decisions	Own decisions	110 (58.82%)
	Friends decisions	28 (14.98%)
	Family members decisions	49 (26.20%)
Total		187

Source: Primary data

Twenty four (12.83%) respondents are studied school level and diploma. Ninety four (50.27%) respondents are undergraduates and remaining sixty nine (36.90%) respondents are post graduates. Majority (50.27%) of the respondents are undergraduates.

Seventy three (39.04%) respondents are joint family members and remaining one hundred and fourteen (60.96%) respondents are nuclear family members. Majority (60.96%) of the respondents are nuclear family members.

One hundred and four (55.61%) respondents' family size is up to 4 members and remaining eighty three (44.39%) respondents' family size is above 4 members. Majority (55.61%) of the respondents' family size is up to 4 members.

Twenty eight (14.98%) respondents' monthly expenses is less than Rs. 500 for cosmetics products. Ninety five (50.80%) respondents' monthly expenses is between Rs. 501 and Rs. 1,000 and remaining sixty four (34.22%) respondents' monthly expenses for cosmetics products are above Rs.1,000. Majority (50.80%) of the respondents are spending Rs. 501 to Rs. 1,000 per month for cosmetics products for their family.

Multiple Regression Analysis

The regression analysis used to find the impact of socio economic factor in level of buying decision of cosmetic products of the sample respondents.

Table 2 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.908 ^a	.824	.106	3.667

a. Predictors: (Constant), marital status, age group, monthly income, educational qualification, Family type, number of family members, monthly income, Occupation.

The above table shows the R (.908) value and R² value (.824), it shows the fitness of the data to apply regression analysis for this present study.

Table 3 : ANOVA (Socio economic factors and buying decision of cosmetics products)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	845.667	21	28.644	27.631	.001
Residual	4687.007	34	48.965		
Total	5532.674	55			

a. Dependent Variable: level of buying decisions of cosmetics products
 b. Predictors: (Constant), marital status, age group, monthly income, educational qualification, Family type, number of family members, monthly income, Occupation.

The above ANOVA table shows the significant variance between the socio economic factors and buying decisions of cosmetics products of the respondents. P value (0.001) shows that there is significant variance between the groups and within the groups which the researcher selected.

Hypothesis : The socio economic factors do not significantly impact the buying decisions of the sample respondents.

Table 4 : Regression Analysis – Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	29.674	3.547		4.691	.001
Marital status	2.845	1.119	.64	8.642	.011
Age (in years)	6.541	0.845	.654	7.642	.027
Occupation	4.625	1.642	.671	15.632	.002
Monthly Income	-.868	4.617	.154	-0.449	.706
Educational qualification	3.545	.124	.845	6.569	.017
Family Type	-.753	.415	-.632	-5.635	.478
Family members	5.633	2.540	.012	7.654	.001
Monthly expenses for cosmetics	3.465	2.541	.647	2.336	.001
Buying decisions	9.545	1.228	.972	8.641	.001

The above table shows the regression analysis of the sample respondents regarding socio economic factors which impact the buying decisions of cosmetics products.

Marital status (t value: 4.691, p value : 0.011), age (in years) (t value : 6.541, p value : .027), occupation (t value : 4.625, p value : .002), educational qualification (t value : 3.545, p value : .017), family members (t value : 5.633, p value : .001), monthly expenses for cosmetics products (t value : 2.336, p value : .001) and buying decisions (t value : 8.641 ; P value .001) had positive impact on buying decisions at 5% significant level. The researcher concluded that the hypothesis is rejected at 5% significant level regarding to this study.

The monthly income (t value : -0.449, p value .706) and family type (t value : -5.635, p value : .478) are negative impact on buying decision of cosmetics products at 5% significant level. The researcher concluded that the hypothesis is accepted at 5% significant level regarding to this study.

FINDINGS

The following are the major findings of the study.

- Majority (56.15%) of the respondents are married.
- Majority (35.83%) respondents are between the age group of 36 years and 50 years. the mean age group is 47.65 and SD : 1.552
- Majority (42.25%) respondents are working in private organizations.
- Majority (37.44%) of the respondents' monthly income is between Rs. 24,001 and Rs. 36,000. The mean monthly income is 31,542 and SD : 3.904
- Majority (50.27%) of the respondents are under graduates.
- Majority (60.96%) of the respondents are nuclear family members.
- Majority (55.61%) of the respondents' family size is up to 4 members.
- Majority (50.80%) of the respondents are spending Rs. 501 to Rs. 1,000 per month for cosmetics products for their family. The mean monthly expenses is Rs. 716.54 and SD : 3.241.
- Marital status, age group, occupation, educational qualification, family members, monthly expenses for cosmetics products and buying decisions had positive impact on buying decisions at 5% significant level. The researcher concluded that the hypothesis is rejected at 5% significant level regarding to this study.
- The monthly income and family type are negative impact on buying decision of cosmetics products at 5% significant level. The researcher concluded that the hypothesis is accepted at 5% significant level regarding to this study.

SUGGESTIONS

The researchers are given the following suggestions to the consumers and manufacturers. The consumers should not change the brand frequently, while sharing experience with friends, they may get lot of experience. It may leads to change the products, but the consumers should not change their cosmetic products and brands. The buying decisions should hold by only the consumers, they could without others influences. The manufacturers could add the sample to check the quality and suitability of the products for new customers, it helps them to buy the products. Continues research and news products adding in the product lines helps to get more market.

CONCLUSION

This present study conducted to find the buying decisions of the cosmetics products in Thanjavur city. The cosmetics products are necessary for all, especially women need it, while go to job, and move with society they are depending it. The manufacturers are trying to increase the sales, the give advertisement and doing sales promotion. The manufacturer should study the buying decisions of the consumers to influence and increase the sales.

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