Industrial Engineering Journal
ISSN: 0970-2555
Volume : 53, Issue 9, No.1, September : 2024

CONSUMER PURCHASING BEHAVIOUR TOWARDS COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY.

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Abstract:
The Indian cosmetic industry is experiencing significant growth, with estimates ranging from 10 to 25% annually. This research explores the factors influencing cosmetic product purchase behaviour among Indian consumers. The study aims to identify correlations between these factors, income levels, and key variables affecting cosmetic purchases. Employing a convenience snowball sampling method, primary data was collected through surveys administered to 100 cosmetic product users in Coimbatore, resulting in a 100% response rate. Demographic information like age, gender, income, and occupation was gathered. Consumer awareness and attitudes were analysed using pie charts and bar graphs. The research findings will illuminate consumer decision-making processes, particularly highlighting the substantial influence of social factors on cosmetic product purchases. While the cosmetic industry itself might not directly align with the UN's Sustainable Development Goal (SDG) 9 for industry, innovation, and infrastructure, advancements in sustainable cosmetic production methods can contribute to responsible industry practices.

I. INTRODUCTION TO THE STUDY

Consumer behaviour is a concept that is still in its initial phases of evolution. Initially, it was commonly known as buyer behaviour, highlighting the importance of the relationship between consumers and producers during the purchase process. However, modern marketers understand that consumer behaviour is a continuous process, extending beyond the moment of transaction. By understanding the buying patterns of consumers, marketers can effectively position their products and services to target the right audience. The purchasing behaviour is primarily focused on meeting the needs of individuals, groups, and organisations. Therefore, it is crucial to comprehend the relevance of these needs to consumers' buying behaviour. Understanding the interaction between consumers and the marketing mix is essential in comprehending consumer buying behaviour. This is because each individual's psychology towards products and services varies based on culture, attitude, past experiences, and perception.

Based on these factors, consumers make decisions on whether to purchase a product and where to make the purchase. Consumer buying behaviour encompasses a consumer's attitudes, preferences, intentions, and decisions when purchasing a product or service in the marketplace. The examination of consumer behaviour relies on various social science disciplines such as anthropology, psychology, sociology, and economics. If a marketer desires a specific positioning, their main priority should be to identify the buying behaviour of consumers. By doing so, the marketer will be in a better position to target their products and services to the consumer. Buying behaviour is directed towards the needs of individuals, groups, and organisations. Therefore, it is crucial to have a proper understanding of how these needs relate to consumer buying behaviour. It is important to analyse how consumers interact with the marketing mix in order to comprehend their buying behaviour. This is because each individual's psychology towards products and services differs based on factors such as culture, attitude, past experiences, and perception. Based on these factors, consumers make decisions regarding whether or not to purchase a product and where to make the purchase.

STATEMENT OF THE PROBLEM:

Consumer behaviour is the study of how individuals make choices about products and services. It's crucial for understanding consumption patterns and developing effective marketing strategies. Numerous factors influence buying behaviour, making it constantly evolving. While various studies explore consumer behaviour across different products, there's a lack of research specifically focused on women's cosmetic buying behaviour in Coimbatore, a city with diverse demographics. Existing research on cosmetics often combines all cosmetic products, neglecting the specific needs and preferences of female consumers. This study aims to address this gap by investigating the buying behaviour of women who purchase and use cosmetic products in Coimbatore.

OBJECTIVE OF THE STUDY:

- To understand the demographic profile of female cosmetic consumers in Coimbatore and their cosmetic preferences.
- To explore the factors influencing women's purchasing decisions for cosmetic products in Coimbatore.

SCOPE OF THE STUDY:

The study focuses on the buying behaviour of cosmetic consumers, encompassing the determinants influencing their purchase decisions, the attitude held by cosmetic product users, and the motives underlying the use of such products.

The research encompasses a wide range of female consumers who utilize three distinct categories of cosmetics, namely eye care, skincare, and hair care. Additionally, the study places emphasis on the purchasing behaviour of women who buy cosmetics and employ them within the geographical boundaries. It is important to note that the research does not discriminate based on factors such as age, income, education, occupation, or place of residence.

LIMITATIONS OF THE STUDY:

- Time constraints: The limited timeframe may affect the comprehensiveness of the study's conclusions.
- Respondent reluctance: Some participants might be hesitant to share complete information.
- Geographic scope: The study is confined to Coimbatore city.

II. REVIEW OF LITERATURE:

*1."Determinants of Planned and Impulsive Buying - The Case of the Philippines" by Ben Paul B. Gutierrez (2020)**

*2."Why Women Wear Lipstick: Preliminary Findings" by Madeleine Ogilvie (2018)**

*3."A Systematic Review on Consumer Preferences for Natural Cosmetics in the Asia-Pacific Region" (2017)**

*4."The Impact of Social Media Influencers on Consumer Behavior in the Cosmetics Industry" (2022)**

*5."Gender Differences in Cosmetic Product Choice: A Cross-Cultural Study" (2021)**

III. RESEARCH METHODOLOGY

RESEARCH DESIGN:

The research is descriptive in nature. This research identifies the factors affecting and consumer behaviour towards cosmetic products.

SOURCES OF DATA:

The study is based on primary data & secondary data has been collected by usinga questionnaire and the secondary data has been collected from books, Journals, Magazines and the internet etc.

STRUCTURE OF QUESTIONNAIRE:

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains Direct questions Close ended questions Dichotomous questions
Multiple choice questions

SAMPLE SIZE:

Nearly 100 respondents from Coimbatore City were selected for the study.

SAMPLING TECHNIQUE:

The convenience survey method has been followed for collecting responses from the respondents.

PERIOD OF THE STUDY:

The study was conducted for a period of 3 months starting from December 2023 to February 2024.

IV. DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table showing age of the respondents

Age	Respondents	Percentage
Below 25	22	22
26-30	20	20
31-35	18	18
36-40	32	32
Above 40	8	8

From the above table it is interpreted that the majority of respondents fall within the 36-40 age group, representing 32%.Below 25 and those aged 26-30, making up 22% and 20% of the respondents, Respondents aged 31-35 constitute 18% respectively.

Table showing gender of the respondents:

Gender	Respondents	Percentage
Male	38	38%
Female	62	62%

From the above table it is interpreted that 62% of the respondents are female and38% are male respectively.

Table showing Family Income of the respondents

Income	Respondents	Percentage
less thanRs20,000	12	12%
Rs 20,001 -Rs40,000	29	29%
Rs 40,001 -Rs100,000	41	41%
Above Rs100,000	18	18%

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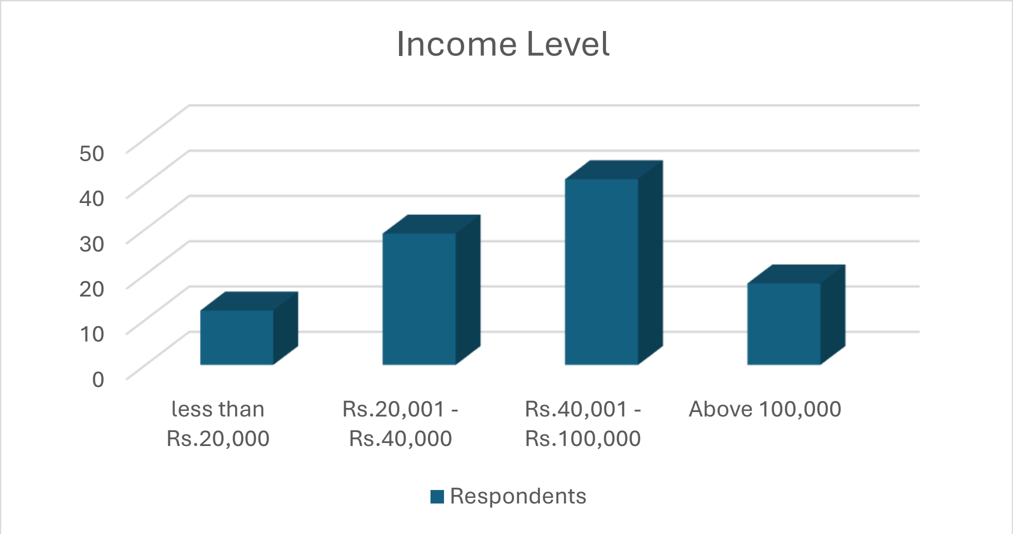
From the above table it is interpreted that 41% of the respondents Monthly Income Rs 40,001 – Rs100,000, 29% of the respondents Monthly IncomeRs 20,001 – Rs40,000, 18% of the respondents Monthly Income is Above -Rs100,000. 12% of the respondents Monthly Income Less than Rs 20,000

Chart for Family Income of the respondents



4.1.4 Table showing Family Size of the respondents

Family Size	No.of Respondent	Percentage
2 Members	20	20%
3 Members	26	26%
4 Members	31	31%
Above 4 members	23	23%

From the above table it is interpreted that largest group in the survey is families with four members, making up 31% of the respondents, Families with three members account for 26% of the respondents, Families with more than four members represent 23% of the respondents and Families with two members constitute 20% of the total respondents.

Table showing Geographical area of the respondents

Area of Location	Respondents	Percentage
Rural	17	17%
Urban	45	45%
Semi -Urban	38	38%

From the above table it is interpreted that 45% of respondents are in Urban areas, 38% of respondents are in semi-Urban and 17% of respondents are in Urban areas.

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Table showing Occupational Status of the respondents

Occupational Status	Respondents	Percentage
Private Employee	25	25%
Self-Employee	16	16%
Government	24	24%
Homemaker	35	35%

From the above table it is interpreted that 35% of respondents are Homemakers, 25% of respondents are private employees, 24% of respondents are government employees and 16% of respondent are self-employed individuals.

4.1.7 Table showing Educational Qualification of the respondents

Educational Qualification	Respondents	Percentage
School level	25	25
Undergraduate	22	22
Post Graduate	20	20
Professional	23	23
Others	10	10

From the above table it is interpreted that 25% of respondents are School level, 23% of respondents are Professional, 22 % of respondents are Undergraduate, 20% of respondents are Post Graduate and 10 % are others.

Table showing Marital Status of the respondents

Marital Status	Respondents	Percentage
Married	60	60%
Unmarried	27	27%
Single	13	13%

From the above table it is interpreted that 60% of respondents are married, 27% of respondents are unmarried and 13 % of respondents are single.

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Table showing factors considered in cosmetic selection by the respondents

Factors	Respondents	Percentage
Brand	24	24
Price	13	13
Advertising	10	10
Product Availability	12	12
Previous Purchase Experience	23	23
Product Quality	13	13
Product Packaging	5	5

From the above table it is interpreted that the factors that influence respondents' cosmetic product purchasing decisions and the percentage of respondents who consider each factor important. "Previous Purchase Experience" is the most important factor, with 23% of respondents indicating it is important. Brand and Product Quality are tied for second most important, with 13% of respondents considering each factor important. Price, Advertising, and Product Availability are all less important factors, with 10% to 12% of respondents considering each factor important. Product Packaging is the least important factor, with only 5% of respondents considering it important.

Chart showing factors considered in cosmetic selection by the respondents

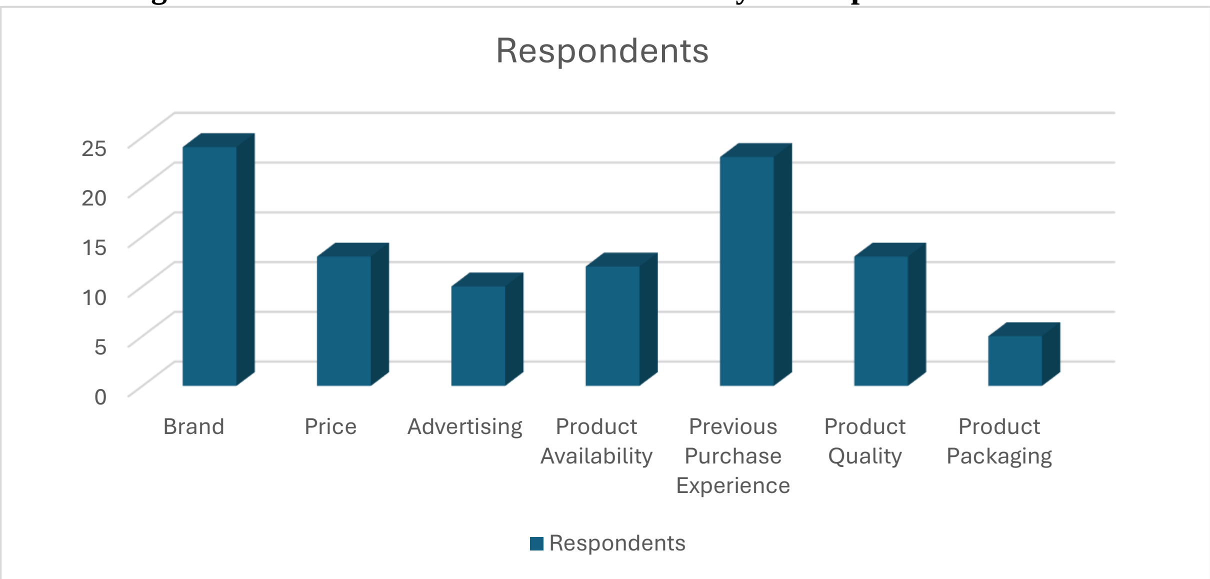

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Table Showing Purchase Decisions Celebrity Endorsement

Celebrity Endorsement	Respondents	Percentage
Very rarely	45	45
Rarely	30	30
Occasionally	15	15
Frequently	18	18
Always	7	7

From the above table it is interpreted that influence of celebrity endorsement on respondents' cosmetic product purchasing decisions. "Very rarely" is the most common response, with 45% of respondents indicating that celebrity endorsement has very little influence on their decisions. "Rarely" is the second most common response, with 30% of respondents. The remaining options ("Occasionally", "Frequently", and "Always") are all less common, with 15%, 18%, and 7% of respondents selecting them, respectively.

Table showing Respondents Monthly Spending on Cosmetic Products

Monthly Spending	Respondents	Percentage
Below Rs 1000	48	48%
Rs 1001-Rs2000	23	23%
Rs 2001-Rs 3000	15	15%
Above Rs3000	14	14%

From the above table it is interpreted that the distribution of monthly spending on cosmetic products among the respondents. The majority (48%) spend less than Rs 1000 per month, followed by those spending between Rs 1001 and Rs 2000 (23%). The remaining respondents are fairly evenly distributed across the Rs 2001-3000 and above RS 3000 spending brackets (15% and 14% respectively).

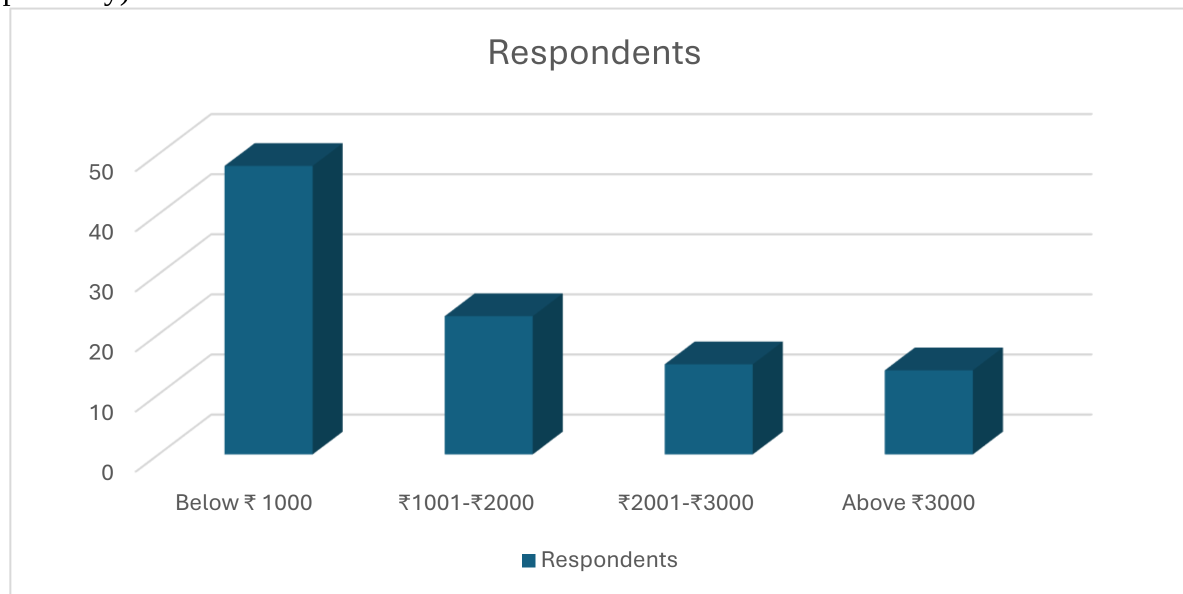


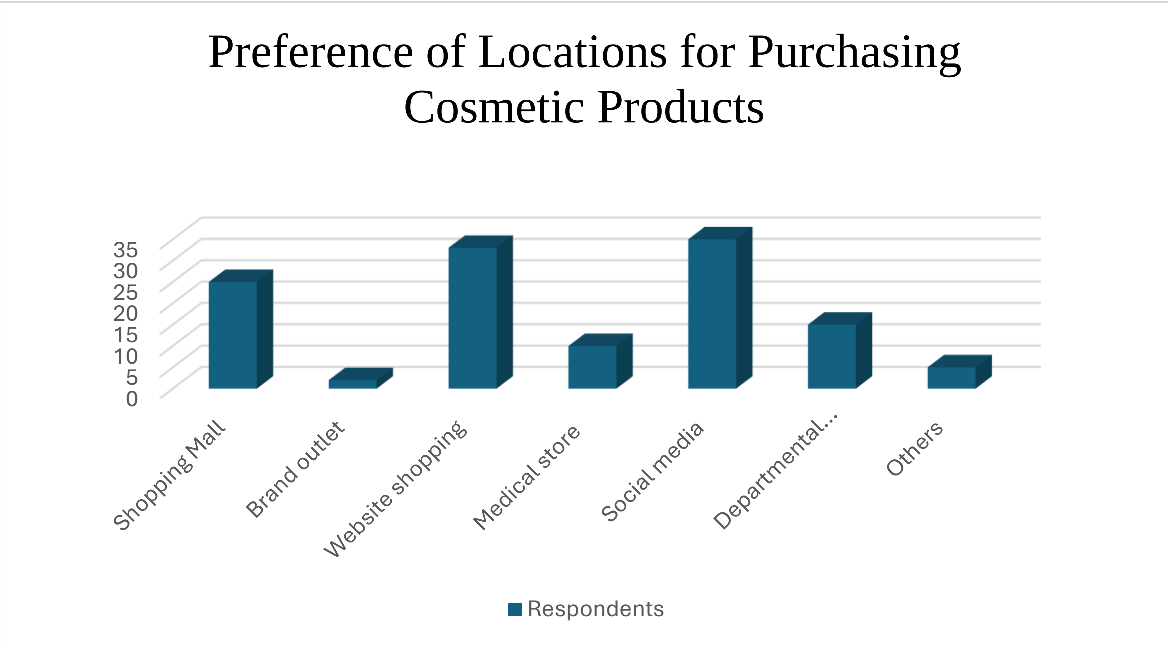
Chart showing Respondents Monthly Spending on Cosmetic Products

Table Showing Preference of Locations for Purchasing Cosmetic Products

Location	Respondents	Percentage
Shopping Mall	25	25
Brand outlet	2	2
Website shopping	33	33
Medical store	10	10
Social media	35	35
Departmental Stores	15	15
Others	5	5

From the above table it is interpreted that the preferred locations for purchasing cosmetic products among the respondents. Interestingly, Social Media Platforms 35% and Website Shopping 33% are tied for the most popular options. Shopping Malls25% follow closely behind.Departmental Stores 15% and Medical Stores10% are less popular choices, while "Brand Outlets 2% and "Others" 5% represent a minority of respondents.

Chart Showing Preference of Locations for Purchasing Cosmetic Products



V. CONCLUSION

This study explored the factors influencing consumer purchasing behaviour towards cosmetic products. The findings reveal a complex decision-making process where efficacy, brand loyalty, and digital influence play key roles. By understanding these key findings and their implications, cosmetic companies can develop effective marketing strategies, product development approaches, and customer relationship management practices that cater to the evolving needs and preferences of today's consumers. This will allow them to thrive in a competitive and ever-changing cosmetic industry landscape.

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