

A STUDY ON BUYERS BEHAVIOUR OF COSMETIC PRODUCTS IN TRIVANDRUM

Submitted in partial fulfilment of the requirement for the award of
Bachelor of Business Administration

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF MANAGEMENT
STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2021



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafede work of **K. RESHMA (38280074)** who carried out the project entitled “**A STUDY ON BUYERS BEHAVIOUR OF COSMETIC PRODUCTS IN TRIVANDRUM**” under our supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **K. RESHMA (38280074)** hereby declare that the Project Report entitled **A STUDY ON BUYERS BEHAVIOUR OF COSMETIC PRODUCTS IN TRIVANDRUM.** done by me under the guidance of **Ms. M Siva Priya, M. Com, M.Phil., PGDCA SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfilment of the award of Master of Business Administration degree.

DATE: 30-04-2021

PLACE: CHENNAI

K. RESHMA

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ABSTRACT

The Objective of this research paper is to study consumer buying behaviour towards cosmetic products a survey method was used to collect the data from 127 respondents. Personal care sector is an integral part of the nation's economy with its huge potential. The personal care industry is one of the largest consumer sectors in the country. The purchasing power and disposable incomes of the Indian consumer have considerably increased and it has created a niche for leading organizations in this segment in the last decade, resulting in phenomenal growth in this sector. People consider quality as the most important factor to purchase cosmetics. The findings may be used to marketers to design marketing strategy for cosmetics.

The study is conducted from consumer behaviour towards cosmetic products in Trivandrum. The Quality of cosmetic product is the major reason for the continuous purchase by the consumer using cosmetic products, quality, brand awareness, product knowledge, and price of the cosmetic products influenced by the age and occupation of the respondents. The study area was collected date from Trivandrum sample of size is 127 respondents. The study reveals that different factors have significant influence on buying behaviour. This study also contributes to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.

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CHAPTER -1

INTRODUCTION

1.1 Introduction;

Understanding behaviour of consumers is a key to the success of business organizations. Marketing personnel are constantly analysing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and why people buy. According to Global Cosmetic Industry report the advanced education provided.

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics.

It is important to determine the interaction of consumer with the marketing mix to understand the consumer buying behaviour. The reason behind that is the psychology of each individual towards products and services differ according to the culture, attitude, past learning and perception. On the basis of that consumers make further decision regarding whether to purchase or not and from where to buy the product that the consumer prefers.

1.2 Industry profile;

The Indian cosmetics industry is growing in terms of product development and marketing. The preference of Indian consumers is changing from the 'merely functional' products to more 'advanced and specialized' cosmetic items. The average annual spending of Indian consumers on cosmetics is just over India in cosmetics

The entry of many multinationals into the Indian cosmetics from 2011 has made it an extremely challenging and dynamic market. Foreign players have focused more on product innovation; re-launches and brand extensions spread across multiple price points, and enhanced product penetration by extending their distribution networks. The leading players have streamlined their ad spend to effect savings that has allowed them revamp their pricing strategies as well as offer free gifts to retain consumers.

The main reasons being a greater ability to purchase personal grooming products among a larger base are financially independent women, frequent relevant product launches and growing beauty consciousness and awareness, especially among the younger population. the Growth was affected by low product awareness or lack of inclination to spend on cosmetics especially in rural areas. The aggressive price competitions from local and regional players, which seized volumes with better trade margins and heavily discounted offerings, have also contributed to the same.

CHAPTER - 2

2.1 Review of literature

A study on consumer buying behaviour of cosmetic products in **Trivandrum by Kisan Shivaji Rao Desai (2019)**. The study was to analyse the buying process and the effect of media communication on buying behaviour on consumers. The results showed that different factors have significant influence on buying behaviour and it also contributes to the knowledge of various cosmetic companies as they can easily understand the purchasing propensities of consumers.

Research Gap-The study provides no concrete base as it is based on percentage analysis and no study of factors have been carried out. Other than that, sample size is too small which makes the study unreliable.

A study on factors influencing consumer buying behaviour in cosmetic products by **A.H Hemanth Kumar, S. Franklin John, S. Senath (2018)**. The study was to find how consumer behaviour factors influence the purchasing of cosmetics and to find out the influence of income level on the behaviour. The results showed that statistically significant differences were found in income level among the factors of consumer behaviour, i.e., social and cultural while no statistically significant difference was found among the personal and psychological factors.

Research Gap-The process of factor analysis has not been carried out to narrow down the non-effective factors included in the study.

Consumer buying behaviour towards cosmetic products by **Prof. Nilesh Ante, De. Anand Deshmukh, Prof. Amol Khand gale (2017)**. The research was carried out to study the demographic profile, factors affecting the decision, most widely used cosmetic product, buying pattern and brand preference of the respondents. The results showed that brand and quality was the most preferred factor among the consumers while purchasing.

Research Gap-The results being shown by presentation of charts, graphs and tables make the study less reliable.

Sakagami T. (2016) studied consumer purchase decision behaviour towards cosmetic marketing. The aim of the study was to study consumer behaviour marketing of cosmetic products.

Khand gale A. (2015) studied consumer buying behaviour towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision

A study on consumer buying behaviour towards cosmetic products by **Kriti Bhatt and Penal Sankhla (2014)**. The study aimed at identifying the major factors motivating consumer buying decision toward cosmetic products and to study the attitude, preference and intentions of consumers while deciding for their purchase. Lastly, the researcher aimed to identify the most preferred cosmetic brand by respondents. The results showed that people consider quality as the most important factor to purchase cosmetics and majority of people do not prefer paying high amount to buy such products.

Research Gap-Low number of respondents leads to unreliability in data.

Consumer attitude towards cosmetic products by **Mrs J. Vidhya Jawahar and D.K Tami Jyothi (2013)**. The study was to examine the influence of attitude and to find the major factors that determine the buying behavioural a consumer. The study demonstrated that age, occupation and marital status have positive impact while salary has no critical effect on the buyers' attitude towards such items. Research

Gap-The number of respondents recorded being very low makes the study unreliable and one of the major findings of the study (income being insignificant) is opposing various other studies that were carried out at the same time. **Debiased Mukherjee (2012)** conducted a study entitled Impact of celebrity endorsement on Brand Image.

Consumer purchase decision behaviour towards cosmetics marketing by **Dr S Annaprasan and T. Sakagami (2011)**. The study was done to find out the influence of various media in motivating the consumers one particular brand of cosmetics and to know how the marketing strategy influences the buying behaviour of the consumers. The results showed that consumers are aware about the cosmetic products and are slowly shifting towards organic/ ayurvedic based cosmetics.

Research Gap-The paper mainly focuses on the marketing factor of the consumer behaviour and ignores the various other important factors which influence the decision making of the consumers regarding cosmetics.

Sevak. (2010) studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behaviour and to identify the important factors that determine the buying behaviour.

A study on consumer buying behaviour of cosmetic product in Trivandrum, Tamil Nadu, India **by P. Rameshwar, R. Mathabane and M. Jagannathan (2009)**. The study aimed at investigating the various factors that have impact on buying decisions of consumers. The results showed that marketers were required to look for buying habits, preferences, tastes, likes and dislikes of consumers and then the policies should be made. Lastly, the consumers were found to be more quality conscious and brand loyal.

Research Gap-The study is not backed by any statistical analysis and is purely based on comparisons through tables and rankings. Other than that, the number of respondents being very low makes the study unreliable.

Kumar, S. (2008) revealed that the majority of the consumers were highly enlightened and were concerned about the quality of the products

Vikas Saraf (2003), in his study has found that brands are successful because the people prefer branded products to ordinary products

Gaur, S.S and Vahedi, K.A. (2002) observed that consumers buying behaviour normally included the less observable decision process that accompany consumption including where, how often and under what conditions consumers made their purchase of desired goods and services

Ridge T.R. (2001) in his study, Influence of advertisement on consumers of different age groups and areas found that rural consumers attached more import.

A study on consumer awareness, attitude and preference towards herbal cosmetic products with special reference to Trivandrum City by **M. Banu Rekha and K. Gorla (2000)**. The research aimed at studying the awareness of consumers towards herbal products and find out the factors influencing their purchase of herbal products. The results showed that there is a positive correlation between the 2 factors i.e., family income (per annum) and spending on herbal cosmetics per month. Also, majority of the consumers were found to be brand loyal and quality specific

Research Gap-The study does not give reliable results because the data sample size is too small (127 respondents).

Consumer's brand preference and buying behaviour of cosmetic products at Trivandrum city by **Dr T Naganandini and M. Mahalakshmi (1999)**. The study aimed at building a relationship between the demographic factors with the brand preference of respondents towards branded cosmetic products. The results showed that consumers prefer purely herbal or non-chemical make-up and care cosmetics. And the study concluded that there is no relationship between income and spending on cosmetic per month by consumers.

Research Gap-Even though the study was purely backed by statistical tool, the results were opposing various studies as it proved income and expenditure to be purely uncorrelated regarding cosmetics. Other than that, the sample size was small so as to make the study reliable.

A case study on consumer buying behaviour towards selected FMCG products by **Dr Vibhuti Dr Ajay Kumar Tyagi and Vivek Pandey (1998)**. The research was carried out to understand the concept and scope of FMCG products for better marketing and identifying the factors influencing consumer behaviour. The results showed that consumer is largely influenced by place, product, price, promotion and physiological factors but the effect varies from product to product.

Research Gap-The paper purely follows a theoretical approach and provides no statistical base for the research

Subrahmanyam& others (1997) conducted a study on Marketing of consumer goods in Trivandrum.

Ramakrishna Rao, Rama Raju & Ram Prasad (1997) conducted a survey on Husband Wife Involvement in Buying Decision Making.

Singh J.D. (1996) conducted a survey on A study of Brand loyalty in India. The study concluded that Indian consumers have been found becoming more & more brand loyal.

CHAPTER-3

3. RESEARCH METHODOLOGY

3.1 Need for the study

Time is the major limitation, which has affected the inference drawn in the study.

Some of the respondents were reluctant to share the information with the respondents.

As only one district was surveyed, it does not represent the overall view of the Indian market.

3.2 Objective of study;

1. To study the demographic profile of the sample respondents.
2. To analyse the factors influencing on buying decision.
3. To study the buying process of cosmetic products.

4. To analyse the effect of media communication on buying behaviour

3.3 RESEARCH DESIGN;

Research design used for the empirical study was scaled questionnaire which included the following types of scales and questions: Likert Scale [Strongly Disagree/Disagree/Neutral/Agree/Strongly Agree] Closed Ended Questions For analysis of the data, was used. Factor Analysis was used to refine data

3.4 Sources of data;

The study is based on primary data & secondary data has been collected by using a questionnaire and the secondary data has been collected from books, journals, magazines and the internet etc.

3.5 sample size;

Sample size is 127. Sample was selected by simple random sampling from the population of city of Trivandrum. A total of 127 respondents from Trivandrum District were selected for the study. Convenience sampling method has been followed for collecting the response from the respondents.

3.6 Analytical Tools;

The statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared.

3.7 Limitations of the study;

Study is restricted to city of Trivandrum. While the findings can be replicated in cities similar to Trivandrum, the same probably cannot be deduced for tier-1 cities

CHAPTER 4:

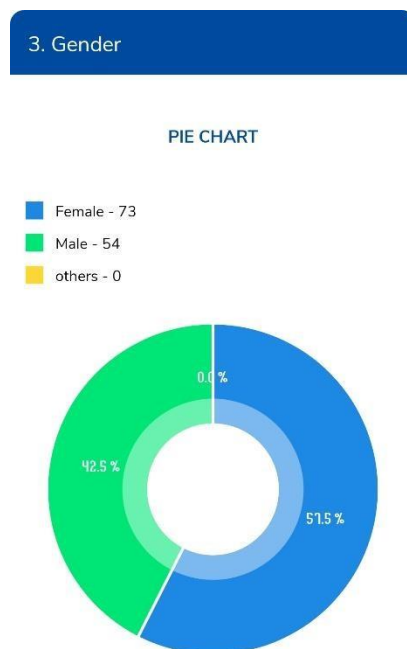
4.1 DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS;

4.1.1 GENDER:

		Percentage
Female	73	57.5%
Male	54	42.5%
Others	0	0.0%

Sources: primary data



INTERPRETATION:

From the above table it is interpreted that 57.5 % of respondents are female respondents and 42.5% respondents are male respondents.

INFERENCE:

Majority of the respondents 57.5% are female respondents.

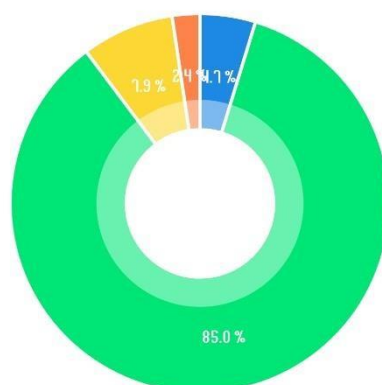
4.1.2 Age:

Below 15 years	6	4.7%
15 to 30 years	108	85.0%
30 to 45 years	10	7.9%
45 years & above	3	2.4%

Sources: primary data

4. Age

PIE CHART



INTERPRETATION:

From the above table it is interpreted that 4.7 % of respondents belongs to the age below 15 year.85.0% of respondents belongs to the age of 15-30 years; 7.9% respondents belong to the age of 30-45 years and 2.4% respondents belongs to the age of 45 and above

INFERENCE:

Majority of the respondents belongs to 15 to 30 years.

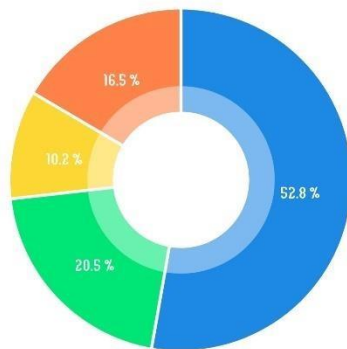
4.1.3 Occupation:

Student	67	52.8%
Employed	26	20.5%
Self-Employed	13	10.2%
others	21	21%

Sources: primary data

5. Occupation

PIE CHART



INTERPRETATION:

From the above table it is interpreted that 52.8 % of respondents from students .20.5% of respondents from employed, 10.2% respondents from self-employed, 21% respondents for others

INFERENCE:

Majority of the respondents from students.

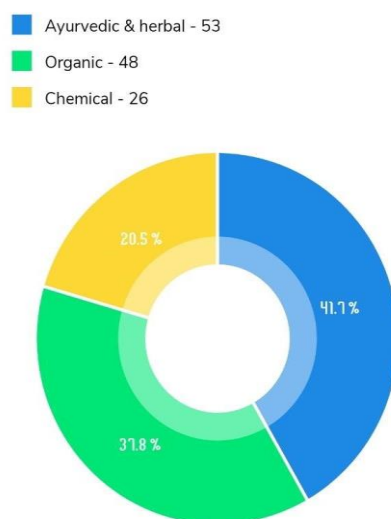
4.1.4 CONSUMTION DETAIL - Product Type:

Ayurvedic & Herbal	53	41.7%
Organic	48	37.8%
Chemical	26	20.5%

Sources: primary data

7. Consumption detail

PIE CHART



INTERPRETATION:

From the above table it is interpreted that 41.7 % of respondents for ayurvedic and herbals .37.8% of respondents for organic 20.5% respondents from chemical

INFERENCE:

Majority of the respondents for Ayurvedic and herbals.

4.1.5 The way to get to know about cosmetic products:

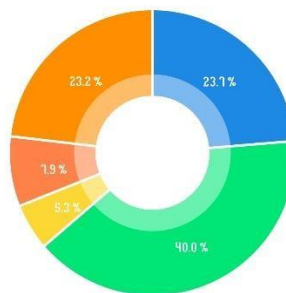
Television	45	23.7%
Internet	76	40.0%
Newspaper	10	5.3%
Magazines	15	7.9%
Word of mouth	44	23.2%

Sources: primary data

8. The way to get to know about cosmetic products

PIE CHART

■ Television - 45
■ Internet - 76
■ Newspaper - 10
■ Magazines - 15
■ Word of mouth - 44



INTERPRETATION:

From the above table it is interpreted that 23.7% of respondents for television ,40.0% of respondents for Internet ,5.3% respondents for newspaper, 7.9 % respondents for magazines, 23.2% respondents for word of mouth.

INFERENCE:

Majority of the respondents for internet.

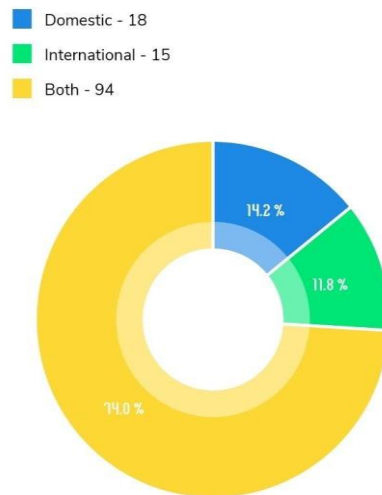
4.1.6 Consumer preference for cosmetic products:

Domestic	18	14.2%
International	15	11.8%
Both	94	74.0%

Sources: primary data

9. Consumer preference for cosmetic products

PIE CHART



INTERPRETATION:

From the above table it is interpreted that 14.2% of respondents for domestic, 11.8% of respondents for International, 74.0% respondents for both.

INFERENCE:

Majority of the respondents for Both.

4.1.7 The amount spent by the consumer on cosmetic products:

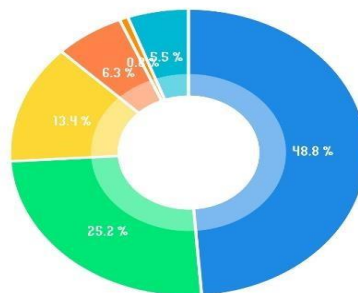
0-1000	62	48.8%
1000-2000	32	25.2%
2000-3000	17	13.4%
3000-4000	8	6.3%
4000-5000	1	0.87%
5000 & above	7	5.5%

Sources: primary data

10. The amount spent by the consumer on cosmetic products

PIE CHART

0-1000 - 62
1000-2000 - 32
2000-3000 - 17
3000-4000 - 8
4000-5000 - 1
5000 & above - 7



INTERPRETATION:

From the above table it is interpreted that 48.8% of respondents for amount 0-1000, 25.2% of respondents for amount 1000-2000, 13.4% respondents for amount 2000-3000, 6.3% of respondents for amount 3000-4000, 0.87% of respondents for amount 4000-5000, 5.5% of respondents for amount 5000 & above.

INFERENCE:

Majority of the respondents for amount 0-1000.

4.1.8 Place from where consumer like to buy cosmetic products:

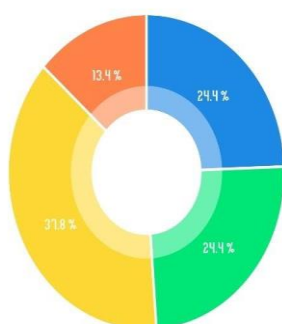
Shopping mall	42	24.4%
Traditional shop	42	24.4%
E-Shopping	65	37.8%
others	23	13.4%

Sources: primary data

11. Place form where consumer like to buy cosmetic products

PIE CHART

Shopping mall - 42
Traditional shop - 42
E- shopping - 65
Others - 23



INTERPRETATION:

From the above table it is interpreted that 24.4% of respondents for shopping mall, 24.4% of respondents for traditional shopping, 37.8% respondents for e-shopping, 13.4% of respondents for others.

INFERENCE:

Majority of the respondents is for e-shopping.

CHAPTER – 5

FINDINGS AND SUGGESTIONS

5.1 Findings:

- Most of the people purchase cosmetic product comes in the age group of 15-30 years.
- Most of the people (14.2%) prefer to use domestic brand.
- Most of the people (11.8%) like to buy International cosmetic product.
- Almost 40% people get to know cosmetic product through Internet.
- Most of the people spend around 0-1000 Rs per month on cosmetic product and they purchase it from e-shopping.
- Most of the people remain loyal to their cosmetic products, they don't change their cosmetic brand.

5.2 Suggestions:

A company should market exclusive cosmetic products for female consumers. A marketer should build up a prompt distribution channel to avoid the problem of non-availability of products. A proper communication should be created with doctors, beauticians and should be involved in advertisement to make them more attractive, affective and reliable. Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.

CHAPTER – 6

6.1 CONCLUSION AND SUMMARY

Conclusions;

The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preference, taste, like and dislikes of consumers and accordingly the need to revise its policies and marketing mix. In this study the consumers known about cosmetic products through TV and they buy cosmetic products from fancy stores often for the various brands for cosmetic products are lending in sales and preferred more by the people in Trivandrum with the other brands of cosmetic products. Hence the conclusion of the study reveals that consumer's behaviour towards cosmetic products in Trivandrum seems effective from the point of view of users of cosmetic products.

6.2 SUMMARY

The study has been carried out in order to find the correlation between the factors that influence the consumer's behaviour towards cosmetic products and income. The quantitative study has been conducted by preparing and circulating a well-structured questionnaire to the 127 respondents.

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QUESTIONNAIRE

Name:

Gender: Male ☐ Female ☐ Occupation: Age:

How often do you buy cosmetic products?

Rarely ☐ Frequently ☐ Very frequently ☐ Do not shop ☐

Which factor influences you the most while choosing your cosmetic brand?

Peer group ☐ Family ☐ Work place ☐ Advertisement ☐ Any other ☐

Do quality advertisements change your perception about the product? Yes ☐ No ☐

May be ☐

What images do cosmetic users project to you?

Stylish ☐ Confident ☐ Groomed Professional ☐ Trendy ☐ Can't Answer ☐

Do you buy a cosmetic product after watching its advertisements?

Yes ☐ No ☐ May be ☐

According to you what kind of advertisement has long lasting impact in terms of cosmetics?

T.V advertisement ☐ Radio advertisement ☐ Print Media ☐ Bill boards ☐

What do you look first when you buy a product?

Price ☐ Advertisement ☐ Features ☐ Packaging ☐ Brand ☐

What motivates your purchasing process in terms of cosmetics?

Discount ☐ Latest trend ☐ Advertisements ☐ Need for the product ☐

Does celebrity endorsement influence you to buy any cosmetic product?

Yes ☐ No ☐ May be ☐

How much you spend on cosmetic products monthly?

Below 500 ☐ 500-1000 ☐ 1000-1500 ☐ 1500-2000 ☐ Not
prefer to answer ☐

From which place you preferred to purchase the cosmetic products?

Shopping Mall ☐ Permanent store ☐ Co-operative Bazar ☐ Medical shop ☐ Internet
☐

How frequently you purchase the cosmetic products?

Daily ☐ Weekly ☐ Monthly ☐ Yearly ☐ 13) What type of cosmetic
products you preferred to purchase? Ayurvedic ☐ Chemical ☐ Both ☐

Whether you collect information before purchasing cosmetic products? Always

Sometimes ☐ Rarely ☐ Not at all ☐

Since how long you been using cosmetic products?

Less than 1 year ☐ 1-3 years ☐ Above 3 years ☐ Not prefer to answer ☐

What is the purpose of using cosmetic products?

Facial Care ☐ Occupational Requirement ☐ Young Looks ☐ Improving Self-image
☐ Better Feeling ☐ Medical Purpose ☐ Being Fashionable ☐ Attracting Men ☐

Do you think expensive cosmetic products are better than cheaper products?

Yes ☐ No ☐ May be ☐

Do you purchase cosmetic products based on a recommendation of a sales person
or beauty professional?

Very often ☐ Often ☐ Sometimes ☐ Very rarely ☐ Never ☐

Are you willing to pay more for a cosmetic product if it consists completely of natural ingredients?

Yes () No () I don't know ()

How much do you believe in the promised effects of cosmetic products?

Very much () Fairly much () To some extent () Fairly little () Very little ()

Do you recommend cosmetic brand depending on your past experience?

Yes () No () May be ()

