

A COMPARATIVE STUDY ON CONSUMER BUYING BEHAVIOUR OF COSMETIC PRODUCTS IN SELECT DISTRICT OF TAMILNADU

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ABSTRACT

The exam tries to discover the supporter hunting down the lead of splendor matters particularly decently about Tamilnadu. The clarification at the back of this paper is to analyze the changed additives that have an effect on checking for the choice of clients. On this paper, respondents had been settled on thru making use of obliging exploring technique and statistics changed into dismantled and deciphered with the assist of quantifiable frameworks. The examination exhibits that indisputable segments have a large effect chasing down the lead. This watches furthermore adds to the statistics of the manner thru which medicinal affiliations can be able to seeing scanning for the direction of the clients.

KEYWORDS: Brilliance Cares Things Customer Lead Searching Down Tendencies

INTRODUCTION

The Indian brightness revel in has visible brisk headway amidst the prop up or three quite once in a while. In that thing, the collection of considering and eminence stock in India has extended detectably. An Indian dispute has all commenced making the inventory to reflect consideration on a preferred want. Preferred elegance care subjects from India have a brilliant name for inside the methods-off spots market and thousands of huge worth stock which isn't always any uncertainty created in India these days are given to via using and massive providers of checked remedial subjects. New encounters which have been uncovering that the connection of flawlessness matters in India is making at an average rate of in every way that certain topics twenty fees every twelve months; this impact is ascribed to two crucial troubles. The crucial being the effect for the require an Indian price unprecedented inventory and the second being the replicated choosing up nature of the run of the mill Indian. There are moreover extraordinary elucidations within the lower back of the improved call for recuperation inventory especially. With the manufacturing of satellite tv for laptop television for laptop television and a remarkable amassing of stations no matter the internet, the critical Indian consumer is reliably shelled with commercials and statistics on new flawlessness matters which robotically makes a comprehension of into the choice to get them. The affiliations need to get the dreams for pix. This calls for an extensive facts approximately customer lead and getting the behavior of reasoning. Purchaser lead is the bearing that customers display up in keeping an eye fixed out getting the use of and assessing subjects institutions contemplations which they expect will satisfy their necessities. Client lead confines essential vicinity which includes use take a look at patron possible effects to assist notion and client seeking out technique shopping for conduct. The purchase desire is stimulated through techniques for various factors collectively with the social-social estimation of private cash associated and distinctive others. So for green publicizing and

displaying, the assist need to draw near the possibility of picks taken through customers.

REVIEW OF LITERATURE

Studies on client behavior especially inside the Indian context are limited some of such vital research is in short reviewed inside the following papers.

Subrahamanyam (1982) carried out a take a look at on “Marketing of patron goods” in Vishakapatnam. It becomes observed that huge quantity of respondents purchased consumer products from non-public retail shop observed via super bazaar & client co-operative save and housewife played an essential role in making purchase decision.

Singh J.D. (1981) conducted a survey on “A study of Brand loyalty in India”. The look at concluded that Indian customers had been located turning into greater & more emblem dependable. Depending upon the nature of the product, they have got unmarried or multiple emblem loyalty is first-rate of the product, addiction of use and normal availability of the product.

Chernev (1997) analyzed the impact of not unusual capabilities on logo preference and the moderating role of characteristic importance. It is argued that after logo attributes differ in importance, with the nice cost at the most crucial attribute, for this reason similarly polarizing brands” choice shares. In comparison, whilst attributes are comparable to their significance, common functions are probable to have a contrary effect, equalizing brands percentage.

Debiprasad Mukherjee (2012) conducted a take a look at entitled “Impact of superstar endorsement on Brand Image”. This takes a look at shows that consumers file higher self-logo connection for brands with snapshots that are steady with the picture of a celebrity that they aspire to be like, specifically inside the case whilst the photograph of the celebrity and the brand match.

OBJECTIVE OF THE STUDY

- To analyze the elements influencing shopping for decisions.
- To examine the shopping for a manner of cosmetic products.
- To examine the effect of media communication on shopping for behavior.

CONFINEMENTS OF THE INVESTIGATION

Amidst the heading of having an examination, the running with standard snags had been discovered time is the significant issue which has affected the inductions pulled in the examination. a piece of the respondents was hesitant to the rate the bits of learning with the master. As handiest one city end up being analyzed it does never again incorporate the general perspective of the Indian business center. Investigate approach the system utilized inside the have a watch is wellsprings of information the watch is assembled totally for the most part concerning each central certainty and optional substances. the central feelings have been totaled with the guide of the usage of a review and the optional records have been amassed from books magazines and the web. a model chose for the review a well-known of 100 respondents from Salem locale has been chosen for the watcher. Settlement dissecting strategy has been searched for the get-together the response from the respondents. zone of the has an inspect the have a watch the zone is constrained to Salem locale. it is seen as one in everything about catalyst making the town in Tamilnadu with over the top in the undertaking with capita

remuneration. instruments for isolating the genuine mechanical get-together breezes up utilized for the desire for the appraisal of this check is clear per cent technique and arranging strategies. after the party of encounters through the survey, altering wound up completed definitely. based at the reactions of the points of reference the tables were managed. the data amassed have been poor down and deciphered with the assistance of tables.

Examination and Illustration Factor Situating System

Under this strategy, respondents have been requested to enable the rank to the segments. the choice is taken as general rating consigned to an inconvenience. the segment scoring the base cost is the most extraordinary fundamental rank balanced into chose with a climbing demand.

Table 1: Preferred Places for Purchase of Cosmetics

| Sr. No. | Place | Score | Rank |
|---------|------------------------|-------|------|
| 1 | Permanent Stores | 3.64 | I |
| 2 | Shopping Malls | 3.02 | IV |
| 3 | Co - operative Bazaars | 2.66 | V |
| 4 | Private Bazaars | 3.06 | II |
| 5 | Medical Shops | 3.03 | III |

Source: Primary data

It is clear from the above table that first preference is given to permanent stores followed by private bazaars and medical shop. The least preference is given to co-operative bazaars.

Table 2: Reasons for Purchase from Particular Shop

| Sr. No. | Particulars | Score | Rank |
|---------|------------------------|-------|------|
| 1 | loser to Home | 2.57 | V |
| 2 | Assortment of Goods | 3.97 | II |
| 3 | Augmentation of Credit | 1.95 | VI |
| 4 | Style of Goods | 4.66 | I |
| 5 | Sensible Price | 3.76 | III |
| 6 | Great Behavior | 3.09 | IV |

Source: Primary data

Above table proposes that the purposes behind buy from a chose to shop. It is surmised from the table that first rank is given with the guide of the respondents to awesome of items seen by utilizing the style of products, sensible cost. The slightest vital variables for respondents are the augmentation of credit and closer to residential.

Table 3: Frequency of Buying Cosmetic Products

| Sr. No. | Frequency | No. of respondent | Percentage |
|---------|-----------|-------------------|------------|
| 1 | Daily | 5 | 5 |
| 2 | Weekly | 20 | 20 |
| 3 | Monthly | 50 | 50 |
| 4 | Yearly | 15 | 15 |
| 5 | Festivals | 10 | 10 |
| | Total | 100 | 100 |

Source: Primary data

The desk reveals that fifty % of the respondents buy cosmetics once in a month 20% of the respondents purchase each week whereas only a few respondents buy every day yearly throughout festivals.

Table 4: Reasons of Using Cosmetics

| Sr. No. | Reason | No. of Respondents | Percentage |
|---------|------------------------|--------------------|------------|
| 1 | Good Looking | 60 | 60 |
| 2 | Trend | 20 | 20 |
| 3 | To show oneself modern | 15 | 15 |
| 4 | Any other reason | 5 | 5 |
| | Total | 100 | 100 |

Source: Primary data

Above desk famous that 60% of the respondents use cosmetic for precise looking, 20% of the respondents use it as a style or fashion & handiest 15% of the respondents use beauty To show oneself modern 5% for some other motives.

Table 5: Type of Product Preferred by Respondents

| Sr. No. | Type of Products | No. of Respondents | Percentage |
|---------|------------------|--------------------|------------|
| 1 | Ayurvedic | 30 | 30 |
| 2 | Chemical | 20 | 20 |
| 3 | Both | 50 | 50 |
| | Total | 100 | 100 |

Source: Primary data

Above table suggests 30% of the respondents favored ayurvedic products, 20% of the respondents" desired chemical primarily based merchandise and 50% of the respondents desired both sorts of products. It means that today's customers are changing their attitude in the direction of greater more healthy & natural cosmetic merchandise as a whole.

Table 6: Information Collection before Purchase of Cosmetics

| Sr. No. | Opinion | No. of Respondents | Percentage |
|---------|------------|--------------------|------------|
| 1 | Always | 40 | 40 |
| 2 | Sometimes | 50 | 50 |
| 3 | Rarely | 07 | 07 |
| 4 | Not at all | 03 | 03 |
| | Total | 100 | 100 |

Source: Primary data

The table reveals that 40% of the respondent always collect the information, 50% of respondents sometimes collect the information whereas 7% of respondents rarely collect information & only 3% of respondents never collect the information before purchase of the cosmetics.

Table 7: Source of Information for Respondents

| Sr. No. | Source | No. of Respondents | Percentage |
|---------|----------------------|--------------------|------------|
| 1 | Magazines/Newspapers | 19 | 19 |
| 2 | Beautician | 12 | 12 |
| 3 | Friends | 20 | 20 |
| 4 | Relatives | 12 | 12 |
| 5 | Doctor | 13 | 13 |
| 6 | Commercial Media | 25 | 25 |
| 7 | Any other | 1 | 1 |
| | Total | 100 | 100 |

Source: Primary data

The above table indicates that 25% of the respondents collected information from commercial media & internet, 20% of respondents from friends, 19% of respondents from magazines & newspapers, 12% of respondents from beauticians & relatives. Thus various sources used by respondents for information collection before purchase.

Table 8: Decision Maker While Purchase

| Sr. No. | Decision Maker | No. of Respondents | Percentage |
|---------|----------------|--------------------|------------|
| 1 | Kartha | 10 | 10 |
| 2 | Husband | 05 | 05 |
| 3 | Spouse | 15 | 15 |
| 4 | Kith | 15 | 15 |
| 5 | Kins | 05 | 05 |
| 6 | Own | 50 | 50 |
| | Total | 100 | 100 |

Source: Primary data

The above table indicates that 50% of the respondents themselves make the final decision about the brand they purchase, 15% of respondents decision makers were kith, and 10% of respondents decision makers were Karta.

FINDINGS

- Majority of the respondents favoured purchasing merchandise from the shop that provides fine merchandise with variety at the affordable rate.
- Majority of the respondents desired to purchase beauty merchandise from permanent shops, private bazaars & medical shops as they feel it's far without difficulty to be had and products are of properly exceptional.
- Quality was found as a most critical issue for a buy of cosmetics by using the respondents than a fee.
- Most of the respondents are interested to advise the made from others.
- Television has observed a greater impact on customer and broadly used for receiving data about the product. The use of the internet by means of college students and pretty training customers also are emerging as the critical issue.
- It has been found that in buy selection, even with the effect of buddies, family members, beauticians, and others, the actual selection to buy changed into taken through the respondents on their personal.

SUGGESTIONS

- A marketer should construct up a activate distribution channel to keep away from the hassle of non – availability of merchandise.
- A right communiqué has to be created with health practitioner’s, beauticians and needs to be involved in an advertisement to lead them to extra appealing, effective and reliable.
- The marketer has to consist of your attitude and private enchantment of their advertising communiqués because of the patron purchase beauty products on their personal. \

CONCLUSIONS

The present-day advertise is very forceful in nature. The shopper is the ruler of the commercial center. the significance got through the character customer inside the blessing commercial center constrain the business people to watch the looking out conduct options taste different preferences of clients and subsequently, they have to overhaul its approaches and publicizing and promoting blend. indeed, even as purchase of magnificence item the clients are chosen more colossal cognizant favored to purchase ayurvedic stock they look in advance to the brand over the span of non-accessibility end up being ascending because of the reality the indispensable supply of insights and anyway the impact of different elements the real logo inclination is taken by method for method for the method for themselves.

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