



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON CONSUMER BEHAVIOR IN SELECTION OF PERSONAL CARE PRODUCTS BASED ON THEIR FINANCIAL STATUS

DR.M.KOTTEESWARI
ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE
SASTHA ARTS AND SCIENCE COLLEGE
CHENNAI

This research study has made an attempt to find out the behavior of the consumers in selection of personal care products for their personal use and family use. The study of consumer behavior assumes that the consumers are actors in the marketplace. The wealth of products and services produced in a country make our economy strong. Almost all the products are available to consumers have number of alternatives, from the alternatives the buyers have to take decision. The main objective of this study is to find out the impact of demographic variable on the selection of their personal care products, to find out the impact of financial status of the consumers on selection personal care products. The study was concluded into that the demographic variables are influencing the buying behavior of the consumers and the financial status of the consumers plays a vital role in selection of personal care products for their own use and their family members use. Those who are earning more are spending more for their personal care products and those who are earning less are spending only reasonable amount for their personal care products.

Key Words: Consumer Behaviour, Personal Care Products, *Buying Decision*, Financial Status.

Introduction

This study has made an attempt to find out the behavior of the consumers in selection of personal care products for their family use and their personal use. The wealth of products and services produced in a country make our economy strong. Almost all the products are available to consumers have number of alternatives, from the alternatives the buyers have to take decision. This research has made an attempt to

understand the concept of consumer behavior and the factors influencing them in making the buying decision.

The study of consumer behavior assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

A consumer behavior analysis should reveal answers for the following questions

- What consumers think and how they feel about various alternatives like brands, products, etc.?
- What influences consumers to choose between various options?
- Consumers behavior while researching and shopping
- How consumers' environment like friends, family, media, etc. influences their behavior?

This study has done justice to the entire above question.

Objectives of the study

1. To understand the concept of consumer behavior towards purchase of personal care products.
2. To find out the factors influencing consumer behavior in selection of personal care products.
3. To analysis the impact of demographic factors on consumer behavior in selection of personal care products.
4. To understand the importance of the financial status of the consumers in selection of the personal care products.
5. To analyses the impact of financial status of the consumers on selection of personal care products.

Review of literature

Md Salim Hossain and Nasrin Sultana Shila (2020) in their study they identified that consumers, especially female consumers are more concerned about specialized products, so while promoting a product marketers can focus on how the product is especially made for women or how it is made for specific type of skin or hair which will attract more consumers.

Anu jose (2016) her study revealed that today's ecological problems are severe, that corporations do not act responsibly toward the environment and that behaving in an ecologically favorable fashion is important and not inconvenient.

Kameswara Rao Poranki (2015) The researcher in this paper has studied different methods for acquiring the information on consumers' perception and expectations which influence the purchasing and consumption of personal care and cosmetic are assessed. The researcher has finally concluded that the Indian Consumer is growing more and more brand conscious when it comes to purchasing cosmetics as well as personal care products. The companies need to focus on the form of

advertising which plays the biggest role here is Word of mouth promotions are a key factor in a price sensitive economy like India.

Sakshi sharma and Maninder singh (2018) this study suggested that promotional efforts like sales promotions and advertising can play a vital role in marketeering of these products for a new entrant as well as for established marketers.

Types of buyers

- **The analytical buyer**

Motivated by logic and information, this buyer will look at all the data on competing brands and products before making an informed decision.

- **The amiable buyer**

Warm and friendly, this buyer just wants everyone to be happy. That is why they are often paralyzed by big decisions when there is the perception of a win/lose outcome.

- **The driver buyer**

Drivers are most concerned with how others view them and whether they follow. The trendsetters, Drivers are most concerned with their appearance rather than the relationships that are formed during a transaction.

- **The expressive buyer**

Relationships are keys to the expressive buyer. They cannot stand feeling isolated or ignored during a transaction. Instead, they want to feel like your most important asset.

Importance of consumer behavior

Understanding consumer behavior is essential for a company to find success for its current products as well as new product launches. Every consumer has a different thought process and attitude towards buying a particular product. If a company fails to understand the reaction of a consumer towards a product, there are high chances of product failure.

Due to the changing fashion, technology, trends, living style, disposable income, and similar other factors, consumer behavior also changes. A marketer has to understand the factors that are changing so that the marketing efforts can be aligned accordingly.

Scope of the study

This study helps to understand the concept of consumer behavior on selection of personal care products and how the financial status of the consumers influences their purchasing decision. This study has made an attempt to find out the impact of financial status of the consumers on selection of the personal care products.

Data collection

Questionnaire has been issued through Google form and around 67 responses were collected. Both the primary and secondary data were collected for this study. Data has been collected from various secondary sources like journals, newspapers, Books, websites, conferences etc.

Limitations of the study

There are various factors influencing the buying decision of the consumers but this study focused only on the buying decision of the consumers and the financial status of the consumers.

Factor influencing consumer behavior

Consumer behavior is influenced by several factors they are:

1. Internal or Psychological factors
2. Social factors
3. Cultural factors
4. Economic factors and
5. Personal factors

In this study all the above factors are considered to analysis their impacts in selection of personal care products. Psychological factors are something related to internal feeling of a person which motivates to buy a particular product. Social factors decide the social status of a person, so it is also one of the important factors influencing the consumer behavior. People buy the products based on their culture also. Economic factors are inevitable it is very important to all kind of consumers. Apart from the other factors personal factors play a vital role in decision making.

Table No: 1

Demographic details of the respondents

Demographic factors	Classifications	No of respondents	percentage
Age	less than 25 years	7	10.4
	26 to 35 years	19	28.4
	36 to 45 years	32	47.8
	more than 45 years	9	13.4
	Total	67	100.0
Gender	Male	11	16.4
	Female	56	83.6
	Total	67	100.0
	less than Rs.15,000	22	32.8

Monthly Income	Rs.15,001 to Rs.25,000	26	38.8
	Rs.25001 to Rs.35,000	7	10.4
	more than Rs.35,000	12	17.9
	Total	67	100.0
Family type	Nuclear	37	55.2
	Joint family	30	44.8
	Total	67	100.0
Marital status	Married	55	82.1
	Unmarried	12	17.9
	Total	67	100.0
Occupation	Public sector	18	26.9
	Private sector	29	43.3
	Business	6	9.0
	Unemployed	14	20.9
	Total	67	100.0
Educational qualification	UG	13	19.4
	PG	36	53.7
	Professional	18	26.9
	Total	67	100.0

Source: Primary Data

The above table indicates that data were collected from 67 respondents. Majority (47.8%) of the respondents come under the age group of 36 to 45 years. Around 83.6% of the respondents are female. Under the monthly income category majority (38.8%) of the respondents come under Rs.15, 001 to Rs.25, 000. When compared to joint family nuclear family respondents are more (55.2%) in this study. Among the respondents majority (82.1%) of them are married. Most (43.3%) of the respondents are working in the private sector. Most of the respondents (36%) are post graduates.

Gender and branded products

In this study opinion of the consumers based on the gender is recorded. Opinion of both the male and female regarding branded products was collected.

Table No: 2
Gender and branded products

S.NO	OPINION	MALE	PERCENTAGE	FEMALE	PERCENTAGE
1.	Strongly agree	5	46	17	30
2.	Agree	3	27	22	39
3.	Neutral	3	27	11	20
4.	Disagree	0	0	6	11
5.	Strongly disagree	0	0	0	0
	Total	11	100	56	100

Source: Primary Data

From the above table it is clearly explained that majority (56%) of the respondents are female. Among the collected response it is clear that both the gender is giving preference to the branded personal care products.

Age and herbal products

In our country consumers are giving preference to herbal products than other type of products.

Table No: 3
Age and herbal products

S.NO	Age	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Less than 25 years	0	2	2	0	3
2.	25 to 35 years	5	9	2	3	0
3.	35 to 45 years	9	16	3	4	0
4.	More than 45 years	5	4	0	0	0
	Total	19	31	7	7	3

Source: Primary Data

Among the responses collected majority of the respondents agree (31) and strongly agree (19) that they give preference to the herbal personal care product.

Consumer behavior in selection of personal care products

The behavior of the consumers will be influenced by various factors while making the purchase decision. Here the preferences of the consumers are ranked to understand their behavior in selection of personal care products.

Table No: 4

Consumer behavior in selection of personal care products

S.NO	CONSUMER BEHAVOIR	MEAN	RANK
1.	I buy the products which suits my personality	4.19	1
2.	My financial position decides my personal products	4.15	2
3.	I use to gather information before making buying decision	3.96	3
4.	I use to buy only branded products	3.94	4
5.	I use to give preference to the herbal based products	3.84	5
6.	Media influencing me to buy different types of product	3.52	6
7.	I give importance to the products available in discount	3.48	7
8.	I ask others opinion before making the purchase decision	3.39	8
9.	My personal care products decides my status	3.12	9

Source: Primary Data

The above mean table explain the preference given by the consumers in selecting their personal care products. The consumers are very particular in buying the products which suits their personality. The second factor deciding their selection is their financial position. Next they are gathering information about the products before making their buying decision. Even though many products are available in the market they are giving preference to the branded products. Media is also playing a vital role in selecting the personal care products. But the same time they are looking for the products available in discount also. The consumers are asking other opinion regarding the performance of the product before buying the personal care products. They feel that personal care products are not much more important to decide others status.

ANOVA

The analysis of variance has been used to find out the association between the demographic variables and the variables related to consumer behavior.

Hypothesis: All the demographic variables are significantly associated with the variables deciding the consumer behavior.

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	5.948	4	1.487	2.224	.077
	Within Groups	41.455	62	.669		
	Total	47.403	66			
Gender	Between Groups	.633	4	.158	1.147	.343
	Within Groups	8.561	62	.138		
	Total	9.194	66			
Monthly Income	Between Groups	33.679	4	8.420	10.133	.000
	Within Groups	51.515	62	.831		
	Total	85.194	66			
Family type	Between Groups	1.597	4	.399	1.654	.172
	Within Groups	14.970	62	.241		
	Total	16.567	66			
Marital status	Between Groups	1.427	4	.357	2.625	.043
	Within Groups	8.424	62	.136		
	Total	9.851	66			
Occupation	Between Groups	22.952	4	5.738	6.684	.000

	Within Groups	53.227	62	.859		
	Total	76.179	66			
Educational qualification	Between Groups	3.536	4	.884	2.023	.102
	Within Groups	27.091	62	.437		
	Total	30.627	66			

The result of the ANOVA presented in the table no 2 results clearly indicate that the P values monthly income and occupation are less than 0.005, they are having impact on the consumer behavior variables and all the other demographic factors are not significantly associated with the factors deciding the consumer behavior in selection of personal care products.

Amount spent to buy the personal care products for family use

The amount spent to buy personal care products for the entire family use may differ from one family to another family based on their need and income.

TABLE NO: 6

Amount spent to buy the personal care products for family use

S.NO	AMOUNT SPENT	NO.OF RESPONDENTS	PERCENTAGE
1	LESS THAN RS.5000	46	69 %
2	RS.5001 TO RS.7000	18	27 %
2	MORE THAN RS.10,000	3	4 %

Source: Primary Data

From the above table it is clearly explained that majority (69%) of the consumers are spending around Rs. 5,000 for their entire family. Only a minimum (4%) of the families are spending above Rs.10, 000 for purchasing the personal care products for their whole family.

Amount spent to buy the personal care products for their personal use

The amount spent to buy personal care products for their own use may differ from one person to another person based on need and income of the individual.

TABLE NO: 6

Amount spent to buy the personal care products for their personal use

S.NO	AMOUNT SPENT	NO.OF RESPONDENTS	PERCENTAGE
1	LESS THAN RS.2000	56	84%
2	RS.2001 TO RS.4000	11	16%
2	MORE THAN RS.4000	0	0

Source: Primary Data

The above table revealed that majority of the consumers (84%) is spending around Rs. 2000 to buy the personal care products for their personal use and only few of the consumers (16%) are spending between Rs.2001 to Rs.4000 to buy the personal care products for their personal use.

ANOVA

Analysis of variance (ANOVA) was adopted to find out the impact of income on selection of personal care products.

H₀ = There is no significant differences in the selection of personal care products based on the income of the consumers.

ANOVA					
Monthly Income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.679	4	8.420	10.133	.000
Within Groups	51.515	62	.831		
Total	85.194	66			

The outcome of the results revealed that as the P value is 0.000 the null hypothesis is rejected and it has been concluded that there is a significant differences in the selection of the personal care products based on their income.

Conclusion

This particular study was concluded in to that there are various factors influencing the buyers behavior in selection of the personal care products for their personal use and for their family use. They are giving priority to products which suits their personality and financial position is also playing a very important role in selecting the personal care products. The study was further conclude into that financial status of the consumers plays a vital role in selection of personal care products for their own use and their family members use. Those who are earning more are spending more for their personal care products and those who are earning less are spending only reasonable amount for their personal care products.

Reference

1. <https://www.yourarticlelibrary.com/products/5-factors-influencing-consumer-behaviour-explained/22163>

2. Md Salim Hossain and Nasrin Sultana Shila, Factors Influencing Consumer Decision Making for personal care products, Dhaka Univ. J. Biol. Sci. 29(1): 53-59, 2020 (January).
3. Anu Jose, Perception and Buying Behavior Of Modern Women Towards Personal Care Products , Vol-1 Issue-4 2016 IJARIE-ISSN(O)-2395-4396
4. Kameswara Rao Poranki, consumer attitude and perception on personal care products and cosmetics at visakapatnam,India, (2015), Research journal of social science and management.
5. Sakshi sharma and Maninder singh DOI: <https://doi.org/10.17015/ejbe.2019.023.03>
6. <https://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>
7. https://clootrack.com/knowledge_base/what-is-consumer-behavior/
8. <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>
9. <https://www.yourarticlelibrary.com/products/5-factors-influencing-consumer-behaviour-explained/22163>
10. <https://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>

