



# Impact Of Various Factors Affecting The Purchase Behaviour Of Personal Care Product On Different Age Groups At Vadodara City

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## Abstract

The study is aimed at understanding the purchase or buying behaviour of the consumer of different age groups ,the purchase behaviour has changed a lot in past few years , the buying behaviour changes with the change of the factors like income ,brand awareness ,availability etc these factor decide how the customer behaves (consumer behaviour) ,these factors helps to know about the consumer opinion and the factor influence on the product purchase . This study in the paper shows the level of influence the factor are making on the buying behaviour of the personal care products . The personal care product under FMCG sector have a cut throat competition . the study shows that how different factors change the purchase behaviour of the different age group consumer . the purchase behaviour refers to the method by which the consumer selects a particular product or service based on different factors affecting him. The study shows that how the factors affects the purchase behaviour and the influence it makes on the purchase of the particular product . the objective is to get better understanding regarding the purchase behaviour .

**Keywords :-** Purchase behaviour ,brand awareness , consumer behaviour ,FMCG(personal care product).

## Introduction

To be successful brand in the competitive market the brand must be able to identify the factor which affect the purchase decision of the product they offer , the study of the consumer purchase behaviour and the factors which affect them during the purchase are to be studied in this paper.

The FMCG refers to the fast moving consumable goods which are used on a day to day basis and are primary for the consumer , personal care product are product used by a individual for personal hygiene and enhancement of the appearance these include product like deodorant,cosmetics ,shampoo,personal hygiene products and other body care products .

THE FMCG sector in the india having player in the market like hindustan unilever ,itc , nestle, P&G , Godrej etc these brands have cut throat competition in the market and the product range they offer is also very huge so there is need to identify the factor which affect the buying behaviour the most and the product must be made according to it . There are various factors affecting the purchase behaviour psychological ,social ,cultural ,personal and economical factors . these factors have the effect on the purchase behaviour .

The factors have sub factors included in it , the subfactors which are selected by us in this study are perception ,income , awareness ,availability ,pricing & packaging . The following factors are selected for the study and will be considered in the study in this paper

## LITERATURE REVIEW

- Factor influencing the purchase of fmcg by consumer in Jalgaon district ,volume 10 issue 2 :- shows that the impact of the It is concluded that from each factors product, education, packaging, availability, affordability, and quality of products are the most important variables for customers. The marketers should consider the factors and their variables influencing the purchase of customers to capture the market share .
- Impact of pricing and product information on consumer buying behaviour with consumer satisfaction in mediating role . frontier in psychology volume No12, article no 720151 :-The study results clearly show that both product pricing and packaging have a statistically significant relationship with the buyer's decision process. A focus on the product packaging design process, packaging material,or the information available on product packaging positively influences consumer buying behaviour .
- The study on consumer behaviour towards fmcg an empirical , ijates 2348-7550 ,volume no 4 ,issue no 8 :- the impact of the successes of many businesses depend on their ability to create and retaining the customers. Companies to sell their products in standard price with good quality, availability of brands in all stores and is less costly to attracting new customers ,different ages grp behaviour also was observed in this research .
- The effect of different factors like quality price money on the purchase behaviour of the consumer is shown the Indonesian tea IJOASER, Volume 1, Issue 1 :- product is shown in which the quality has influence strongly to a variable of the decision of purchasing. he company should be better adapted the price of domestic Indonesian tea with the purchasing interest of the people and the quality of the product itself that affect the purchase decision. Thus, to maintain consumer appraisal to the promotion of local Indonesian tea to remain attractive, the tea company should improve promotion aspect.
- Factors affecting consumer buying behaviour IJAR 2016; 2(10): 76-80 :- the paper shows the effect of various factor and their impact on the buying behaviour of the consumer the different factors are considered while making a purchase for the product all the factors and their effect are shown in the paper which includes all the factors that are affecting the behaviour when consumer is purchasing the product .
- Effect of Product Quality, Price, and Promotion to Purchase Decision , IJoASER, Volume 1, Issue 1, March 2018, ISSN 26148862 ,the Indonesian tea manufacturing is shown in which the respondents are asked about packaging quality and the pricing and its effect on the purchase behaviour is shown .

The different factors are shown and their effect are shown in the data analysis and a result is obtained from the data.

- Review Paper on Factors Influencing Consumer Behaviour , May – June 2020 ISSN: 0193-4120 ,the paper shows the effect of the various factor on the consumer behaviour and factors which are important are shown in the result the behaviour is also studied under this based on different factors that are used such as brand awareness ,product quality etc .
- The effect of demographic variables on price sensitivity of customers a field study .According to Archives of Business Research – Vol. 9, No. 4 , This research aimed to investigate the controversial relationship between demographic variables and price sensitivity within the genuine context of FMCG market Based on the research, four underlying demographic variables as potential significant determinants of price sensitivity in FMCG market were reached comprising: 1) Gender, 2) Income level, 3) Family life cycle.
- Review paper on factor influencing consumer behaviour ISSN: 0193-4120 volume No 8 , the paper shows how the search for the product is done and the the factor are being analysed by the consumer the cultural ,personal ,social factors are there then the decision is being made by the consumer to purchase a particular product the factor in personal factor are age ,income and economic situation which affects the behaviour .
- FACTORS INFLUENCING BUYERS BEHAVIOUR WHILE PURCHASING , volume 4 Issue 3 July 2016 ISSN: 2320 – 4168 , the paper shows how different factor effect purchase behaviour of the product, the effect of the factor on purchase behaviour , all the factors are studied on the behaviour on consumer and each consumer behaves differently on different factors and the effect is also different this is due to the social class it belongs and the motivating factors .
- INFLUENCE OF DEMOGRAPHIC VARIABLES ON PURCHASE OF FMCGs IN RURAL MARKETS OF ODISHA: AN EMPIRICAL STUDY :- the paper shows the details regarding the personal care product purchase frequency in the rural market and the factors such as purchase frequency and the brand awareness ,purchase payment etc are evaluated and the conclusion is made that rural people don't rely on the brand they just purchase the product that told to them are good .
- The Impact of Brand Awareness on The consumers' Purchase Intention:- the paper shows the effects of the brand awareness and the brand equity on the purchase intention of the product the brand awareness and its importance is shown the article and the effect is shown as how much the brand 1 move advantages it to create a long term brand value in the consumer view point and the effect of it is shown .the consumer usually hesitates to purchase the product he always seeks for the help for the purchase and then makes any decision based on it .
- The Effect of Demographic Variables on Price Sensitivity of Customers A Field Study , Vol. 9, No. 4 , the paper shows the relation between the various factors that are involved in the purchase of fmcg product and the parameter used are the income level , the age ,gender etc these factors are studied and the conclusion is made on the factors regarding the effect of the factor on the price sensitive consumer.

#### Objectives :-

- to study the impact of these factors on different age groups .
- to study the impact of these factors on purchase behavior on personal care products.
- to analyse the factors and draw a conclusion on which factor has most impact on the purchase behaviour .
- which of these factor have a major effect on purchase behaviour .
- to observe difference in overall behaviour and different age group as a factor .

**FACTORS AFFECTING THE PURCHASE BEHAVIOUR :-**

- PERCEPTION** :- the perception of the product refers to the effect of the advertisement on the buying behaviour of the product the thinking towards the products the past experience of the consumer the price factor ,the things the consumer hears about the product in the market affects the purchase behaviour of the consumer ,in the paper it is observed that higher price product conveys the perception of greater quality ,reliability and assures greater quality and performance if it fails to do so the product might fail in market and create negative impact on consumers purchase behaviour it influence the purchase behaviour in a large extend.

the perception changes with the age groups as one individual having 20 years might involve in advertisement in a greater extent than a 45 years old person .
- INCOME** :- the income factor when considered has personal and family income in consideration the personal income refers to the individual earning of the member and the family income refers to the total income earned by the members of the family . The lower income people hesitate to try hand on newer brand and are mostly following the same purchase pattern while the higher income people have tendence to try new products in the market and they don't hesitate the combined income factor is also included as family with more than 1 earning member has different purchase behaviour than family having 1 earning member .this factors affects the purchase behaviour of the consumer .
- AWARENESS** :- the consumers mind is deeply influenced by the brand awareness and the brand knowledge it has gained in the market ,the good brand awareness in the market means that the consumer will consider the brand in the first place when compared with other one, the consumer will prefer the brand which is know well to him this creates higher chances of purchase for the product and the the positive awareness can be created by the brand by creating a value product . the factor affecting the awareness are name the brand carries ,advertising the ads the promotional activities it performs ,promotion and sales ,1 mover advantage creating a good quality product helps the brand to create a long time recognition in minds of the consumer the 1 image must be positive to create a good market equity and awareness among the consumers .
- PACKAGING** :- the product packaging refers to the all the information and the first interaction of the consumer with the product .the product must have a packaging which provides all the details regarding the product and the protection must al be done by the packaging the brand logo ,name ,price ,certifications must be clearly mentioned in the packaging .the visual element of the packaging has most impact on the purchase behaviour the good and proper packaging creates higher chances of purchase of the product and the good packaging creates the image of good quality product and has positive impact on the purchase behaviour .
- PRICING** :- the pricing of the product refers to the price that is being charged by the brand for the product ,different strategies are being used by the brands for the pricing element ,the consumer is willing to pay more price for a product if he thinks the value of the product justifies the quality or benefits it offer to the consumer and the image it carries with that price ,the consumer is willing to pay good amount if the product he purchases upgrades its status in society or helps to cure a greater problem of consumer . the pricing must be done in such a way that it justifies the quality and doesn't seem overpriced when compared to competitors . the pricing is done by two method value based and cost based . the perfect strategy must be used by the brand to create good image and higher purchase possibility .
- AVAILABILITY** :- product availability is the reference to the availability of the product when demanded by the consumer ,if the availability is not proper due to the excess demand or poor supply network the brand faces a loss of image and the loss of a consumer as if a consumer shifts due to unavailability of the product the consumer will try a new product of different brand and this might lead to taste and preference change and loss a consumer and good word of mouth for the new brand so the availability test the brand loyalty and the demand that the product makes in the market . the brand should consider this factor while deciding the purchase behaviour for a product .

**Research methodology & data collection :-**

Type of research :- descriptive research

Research area :- Vadodara city

Sampling technique :- random sampling ( structured questionnaire )

Sampling size :- 153

Data collection :- it is done only by primary source method no secondary method is used in this research .

**HYPOTHESIS FORMATION:-**

- H0 :- BRAND AWARENESS WILL BE THE FACTOR AFFECTING THE PURCHASE BEHAVIOUR OF ALL AGE GROUPS.
- H1 :-INCOME WILL BE AS MAIN FACTOR AFFECTING AGE GROUP 30-40 DURING PURCHASE .
- H2 :- PRICE WILL BE THE MAJOR FACTOR AFFECTING PURCHASE BEHAVIOUR OF AGE CATEGORY 40+ .
- H3 :- AVAILABILITY WILL BE MAJOR FACTOR AFFECTING PURCHASE BEHAVIOR OF AGE GROUP 18-30.

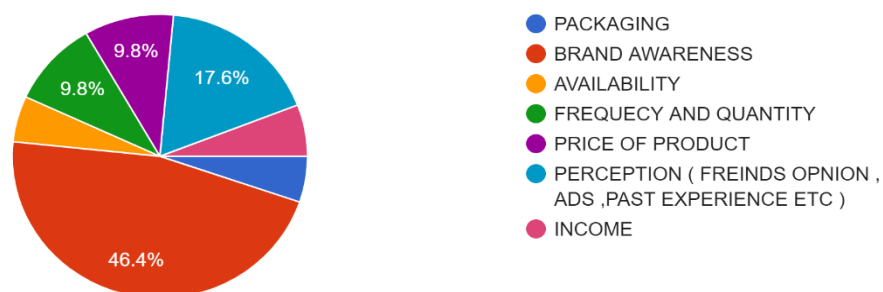
**DATA ANALYSIS:-**

- 1) H0 :- BRAND AWARENESS WILL BE THE FACTOR AFFECTING THE PURCHASE BEHAVIOUR OF ALL AGE GROUPS.

THE BRAND AWARENESS FACTOR WHICH IS THE MOST INFLUENCING FACTOR FOR THE PURCHASE OF FMCG . THE BRAND AWARENESS CAME AS MOST USED FACTOR IN STUDY.

WHICH FACTORS INFLUENCES YOU THE MOST DURING PURCHASE OF A PERSONAL CARE PRODUCT (SOAP ,SHAMPOO ETC )

153 responses



FROM ALL THE RESPONSES THE MEAN AVG IS CALCULATED AND STANDARD DEVIATION IS USED FOR DATA ACCURACY .

FACTORS	AVG OF TOTAL SUM	STANDARD DEVIATION
IMPORTANCE OF PACKAGING	3.15	1.389676419
IMPORTANCE OF PRICE	3.66	1.213953957
IMPORTANCE OF FREQUENCY & QUANTITY	3.33	1.230104831
IMPORTANCE OF PERCEPTION	3.37	1.245425065
IMPORTANCE OF INCOME	3.69	1.215476113
IMPORTANCE OF BRAND AWARENESS	3.76	1.214591371
IMPORTANCE OF AVAILABILITY	3.64	1.335105891

**INTERPRETATION** :-This shows that hypothesis is accepted as brand awareness has highest mean and standard deviation .Hypothesis is accepted .

2) H1 :-INCOME WILL BE AS MAIN FACTOR AFFECTING AGE GROUP 30-40 DURING PURCHASE .

THE DATA MEAN AND STANDARD DEVIATION SHOWS THAT THERE IS INCOME FACTOR WHICH IS AFFECTING THE MOST BUT AWARENESS FACTOR IS ALSO THERE TO BE CONSIDERED .

<u>FACTORS</u>	<u>MEAN</u>	<u>STANDARD DEVIATION</u>
<u>IMPORTANCE OF PACKAGING</u>	<u>2.9</u>	<u>1.37</u>
<u>IMPORTANCE OF PRICE</u>	<u>3.56</u>	<u>1.1</u>
<u>IMPORTANCE OF FREQUENCY &amp; QUANTITY</u>	<u>3.16</u>	<u>1.17</u>
<u>IMPORTANCE OF PERCEPTION</u>	<u>3.2</u>	<u>1.15</u>
<u>IMPORTANCE OF INCOME</u>	<u>4.2</u>	<u>0.84</u>
<u>IMPORTANCE OF BRAND AWARENESS</u>	<u>4.166</u>	<u>1.14</u>
<u>IMPORTANCE OF AVAILABILITY</u>	<u>3.1</u>	<u>1.47</u>

**INTERPRETATION** :-This shows that hypothesis is accepted as income has highest mean which is 4.2 and lowest standard deviation 0.84 . Hence the Hypothesis is accepted .

3) H2 :- PRICE WILL BE THE MAJOR FACTOR AFFECTING PURCHASE BEHAVIOUR OF AGE CATEGORY 40+

FACTORS	MEAN	STANDARD DEVIATION
IMPORTANCE OF PACKAGING	3.03	1.57
IMPORTANCE OF PRICE	4.3	0.91
IMPORTANCE OF FREQUENCY & QUANTITY	3.42	1.11
IMPORTANCE OF PERCEPTION	3.48	1.14
IMPORTANCE OF INCOME	3.93	1.08
IMPORTANCE OF BRAND AWARENESS	3.84	1.03
IMPORTANCE OF AVAILABILITY	3.9	1.18

**INTERPRETATION :-** This shows that hypothesis is accepted as price has highest mean and lowest standard deviation . Hypothesis is accepted .

4) H3 :- AVAILABILITY WILL BE MAJOR FACTOR AFFECTING PURCHASE BEHAVIOR OF AGE GROUP 18-30.

FACTORS	MEAN	STANDARD DEVIATION
IMPORTANCE OF PACKAGING	3.27	1.32
IMPORTANCE OF PRICE	3.46	1.27
IMPORTANCE OF FREQUENCY & QUANTITY	3.35	1.29
IMPORTANCE OF PERCEPTION	3.38	1.31
IMPORTANCE OF INCOME	3.43	1.29
IMPORTANCE OF BRAND AWARENESS	3.73	1.28
IMPORTANCE OF AVAILABILITY	3.75	1.27

**INTERPRETATION :-** This shows that hypothesis is accepted as AVAILABILITY has highest mean 3.75 and lowest standard deviation 1.27. Hence the Hypothesis is accepted .

## CONCLUSION :-

The above stated factors suggest that the purchase behaviour is influenced by the following factors and the factors involved in the paper have a great impact on the purchase behaviour of the product .the consumer makes the decision of the purchase based on the following factor. the following factors are taken from different review and different papers which are based in different parameter like how does this factor affect the purchase behaviour and the analysis is made based on the that research data .

The different factors has different effect on purchase behaviour of the product some factor change the opinion about the brand product, some result in loss of a consumer some have tendency to pursued the consumer to go for that product and create a purchase opportunity for that product . The factors studied under are observed at different location and the method of the data collection is primary mode by a survey of questionnaire and the analysis is made . The following study shows that the factors have deep influence

on the purchase behaviour of the consumer when it is with different parameter of age ,income ,frequency and number of earning member .

The brand awareness is the 1 major factor that is affecting the purchase behaviour of the consumer followed by other factors . This study shows the relation of factors with different parameter such as age ,income ,frequency and number of earning member in the family .

## SUGGESTION

- The brand awareness is the factor which must be more focused on during the promotion of product when considering all the other factors .
- The factor like price ,income and perception have low effect on the purchase behaviour.
- The marketing campaign must be such that they have major effect of brand awareness on consumer .
- The target audience of different age groups must be targeted by using different factor as mentioned in the study.

## LIMITATION OF STUDY :-

- The study shows us the data of a limited population and limited sample to get more accurate results the sample size of the study must be increased to very high number to get the result .
- The sample were limited to Vadodara city only .
- The unwillingness factor might have caused the loss in data accuracy

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