



"An Analysis Of Factors Influencing Continuation And Switching Behaviour Of Cosmetic Products Among Working Women's In Pondicherry"

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Abstract

This research investigates the continuation and switching behavior of cosmetic products among working women in Pondicherry, exploring factors such as product quality, brand loyalty, innovative features, and societal influences. The study, conducted through a questionnaire-based survey with an Opportunistic Random Sampling Method and a sample size of 150 participants, fills a significant knowledge gap in the local cosmetic market. Findings indicate a substantial impact of product quality, brand loyalty, and innovative features on consumer decisions. With a p-value of 0.04, the null hypothesis is rejected, affirming that the introduction of innovative features significantly influences the continuation behavior of working women in Pondicherry. The study contributes valuable insights for marketers and researchers, shedding light on the nuanced dynamics shaping consumer choices in the Pondicherry cosmetic market and emphasizing the need for tailored marketing strategies.

Keywords: Cosmetic, Advertisements, Purchase, Decisions, Celebrity, Endorsements, Women, switching behaviour.

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Introduction

The beauty and cosmetic industry has experienced exponential growth, driven by a rising demand for products that cater to the diverse needs and preferences of modern consumers. Among these, working women represent a significant consumer segment, often balancing professional responsibilities with personal care and grooming needs. Understanding the factors that influence their continuation or switching behavior is critical for marketers aiming to retain this demographic and for researchers seeking to unravel the complexities of consumer decision-making.

Pondicherry, known for its vibrant cultural blend and cosmopolitan lifestyle, provides a unique context for examining the behavior of working women in the cosmetic market. The region's mix of traditional values and contemporary influences shapes its consumer trends, making it an ideal setting for such a study. Working women in Pondicherry, like their counterparts elsewhere, face a plethora of choices in cosmetic products, ranging from skincare and haircare to makeup. Each product promises specific benefits—be it advanced formulations for long-lasting wear, eco-friendly ingredients, or multi-functional solutions aimed at convenience.

This study delves into the multifaceted aspects that shape the continuation or switching behavior of working women when it comes to cosmetic products. Among the key factors explored are:

Brand Loyalty: Many consumers develop an emotional connection to specific brands, influenced by consistent product performance, marketing strategies, or personal experiences. The study examines how brand loyalty affects the decision to stick with a product despite the availability of alternatives.

Product Effectiveness: The perceived efficacy of a cosmetic product—whether it delivers on its promises of enhancing appearance, providing skin benefits, or offering long-lasting effects—plays a pivotal role in consumer choices.

Price Sensitivity: Working women often consider value for money when evaluating cosmetic products. The affordability of a product, coupled with its perceived quality, can influence whether they continue purchasing it or switch to a competitor.

Evolving Beauty Trends: The beauty and cosmetic industry is heavily influenced by trends shaped by social media, celebrity endorsements, and cultural shifts. This study explores how these trends impact the preferences of working women in Pondicherry, including their openness to experimenting with new products or formulations.

Cultural and Regional Influences: Pondicherry's unique blend of traditional and modern lifestyles creates a distinctive consumer mindset. This research seeks to understand how cultural and regional elements influence the purchasing decisions and brand preferences of working women in this area.

By analyzing these factors, this article aims to provide valuable insights into the intricate dynamics that influence the continuation or switching behavior of cosmetic products among working women in Pondicherry. The findings are expected to contribute significantly to the broader discourse on consumer behavior in the cosmetics industry. Additionally, the insights can guide marketers in tailoring their product offerings and marketing strategies to better resonate with this important consumer segment, ensuring long-term brand loyalty and market growth.

Objective

To investigate and identify the primary factors influencing the continuation and switching behavior of cosmetic products among working women in Pondicherry, with the aim of gaining a nuanced understanding of the dynamics shaping their consumer choices in the cosmetic market.

Statement of the Problem

The cosmetic market in Pondicherry faces a significant knowledge gap regarding the continuation and switching behavior of cosmetic products among working women. Despite the growth of the industry, there is a dearth of comprehensive research examining the nuanced factors guiding consumer choices within this demographic. The specific influences of socio-economic factors on their product preferences have not been thoroughly investigated, impeding the development of targeted marketing strategies. This research aims to address these gaps, providing a thorough understanding of the factors shaping consumer choices and offering strategic implications for the Pondicherry cosmetic market.

Research Methodology

Target Audience:

The target audience for this study comprises working women residing in Pondicherry. This demographic was chosen due to their active participation in the consumer market for beauty and cosmetic products. Their purchasing behavior and preferences are crucial to understanding the influence of cosmetic advertisements tailored to their specific needs and lifestyle.

Tool:

The primary tool used for data collection was a structured questionnaire. The questionnaire was designed to capture detailed responses from participants regarding their perceptions, preferences, and the impact of various aspects of cosmetic advertisements. The tool ensured systematic data collection and provided a clear framework for analysis.

Sampling Technique:

The sampling technique employed in the study was Opportunistic Random Sampling. This method involved selecting participants based on their availability and willingness to participate, ensuring that the sample was representative of the target audience while maintaining feasibility in data collection.

Sample Size:

The study was conducted with a sample size of 150 respondents. This number was deemed sufficient to gather reliable and statistically significant data, enabling the identification of trends and patterns among the target audience.

Hypothesis

This null hypothesis assumes that there is no measurable relationship between the introduction of new features or formulations in cosmetic products and the likelihood of working women in Pondicherry continuing to purchase or use these products. Essentially, it suggests that factors like product innovation, such as long-lasting formulas, eco-friendly ingredients, or unique application techniques, do not play a pivotal role in shaping their repeat purchasing behavior or loyalty.

Hypothesis H₀: The introduction of innovative features or formulations in cosmetic products does not significantly influence the continuation behavior of working women in Pondicherry

Findings of the Study

A majority of respondents (80.7%) strongly agree that cosmetic advertisements have a significant influence on their purchasing decisions for beauty and cosmetic products, while a smaller percentage (14.7%) agree with this statement. A very small percentage of respondents (1.3%) are neutral on the topic, and an even smaller percentage (2.0%) disagree with the idea, with another 1.3% strongly disagreeing with the statement.

A significant portion of the respondents (48.0%) strongly agree that celebrity endorsements in cosmetic advertising play a role in their product choices, and a substantial percentage (34.7%) agree with this statement as well. A smaller portion (4.0%) are neutral on the topic, while 12.0% of respondents disagree with the idea, and 1.3% strongly disagree with it. This indicates that a majority of respondents find celebrity endorsements to have some level of influence on their cosmetic product choices.

A majority of respondents (54.7%) strongly agree that before-and-after visuals in cosmetic advertisements have a significant impact on their decisions regarding beauty products, and a significant percentage (39.3%) also agree with this statement. A very small portion (1.3%) are neutral on the topic, while 2.0% of respondents disagree with the idea, and 2.7% strongly disagree with it. This indicates that for the

majority of respondents, before-and-after visuals in cosmetic advertisements have a notable influence on their beauty product choices.

A significant portion of the respondents (35.3%) strongly agree that advertisements portraying working women in the context of their daily lives resonate with their preferences, and a substantial percentage (32.7%) also agree with this statement. A small portion (8.0%) are neutral on the topic, while 11.3% of respondents disagree with the idea, and 12.7% strongly disagree with it. This indicates that a significant number of respondents find such advertisements appealing and in alignment with their preferences, while others have varying degrees of disagreement with this portrayal.

A significant portion of the respondents (39.3%) strongly agree that cosmetic advertisements highlighting specific benefits for working women, such as long-lasting wear, are more persuasive to them. A majority (52.7%) also agree with this statement. A very small portion (0.7%) are neutral on the topic, while 4.0% of respondents disagree with the idea, and 3.3% strongly disagree with it. This indicates that a majority of respondents find such advertisements persuasive, particularly when they emphasize benefits relevant to working women.

A majority of respondents (52.0%) strongly agree that they trust and consider purchasing cosmetic products more when endorsed by individuals who share their demographic or professional background. A significant portion (23.3%) also agrees with this statement. A smaller percentage (2.7%) are neutral on the topic, while 11.3% of respondents disagree with the idea, and 10.7% strongly disagree with it. This indicates that for a substantial number of respondents, the endorsement of cosmetic products by individuals from similar backgrounds is an influential factor in their purchasing decisions.

A majority of respondents (55.3%) strongly agree that the inclusion of local or regional elements in cosmetic advertising specific to Pondicherry positively influences their purchasing choices. A significant percentage (28.7%) also agrees with this statement. A smaller portion (5.3%) are neutral on the topic, while 4.7% of respondents disagree with the idea, and 6.0% strongly disagree with it. This indicates that, for a substantial number of respondents, the presence of local or regional elements in cosmetic advertising tailored to Pondicherry has a significant impact on their purchasing decisions.

A combined majority of respondents either strongly agree (35.3%) or agree (34.7%) that cosmetic advertising is an essential source of information for them when making decisions about beauty and cosmetic products. A very small portion (0.7%) are neutral on the topic, while 12.7% of respondents disagree with the idea, and 16.7% strongly disagree with it. This indicates that for a significant number of respondents, cosmetic advertising plays a substantial role in providing information for their beauty and cosmetic product decisions, but there are also those who don't find it essential or even strongly disagree with its importance as a source of information.

A significant majority of respondents (65.3%) strongly agree that they are more inclined to purchase products that are promoted as environmentally friendly or cruelty-free in cosmetic advertisements. A

substantial percentage (26.0%) also agrees with this statement. A very small portion (1.3%) is neutral on the topic, while 4.0% of respondents disagree with the idea, and 3.3% strongly disagree with it. This indicates that for the majority of respondents, the promotion of environmental friendliness or cruelty-free aspects in cosmetic advertisements significantly influences their inclination to purchase such products.

A majority of respondents (42.0%) strongly agree that the overall impact of cosmetic advertising on their purchasing behavior is significant and cannot be understated. A significant percentage (34.7%) also agrees with this statement. A very small portion (0.7%) is neutral on the topic, while 2.7% of respondents disagree with the idea, and 6.7% strongly disagree with it. This indicates that for a substantial number of respondents, cosmetic advertising has a significant impact on their purchasing behavior, but there are also those who don't find its impact to be significant or strongly disagree with its significance.

The statement "Correlation is significant at the 0.01 level (2-tailed)" means that the relationship between "Cosmetic advertisements influence my purchasing decisions for beauty and cosmetic products" and "The use of celebrity endorsements in cosmetic advertising plays a role in my product choices" is highly significant. In research, a p-value below 0.05 is typically considered statistically significant, but in this case, the p-value is even smaller (0.000), indicating an extremely strong relationship between these two variables.

The statement "Correlation is significant at the 0.01 level (2-tailed)" means that the correlation between "Before-and-after visuals in cosmetic advertisements impact my decisions regarding beauty products" and "The inclusion of local or regional elements in cosmetic advertising specific to Pondicherry positively influences my purchasing choices" is highly significant. In social science and most scientific research, a p-value of less than 0.05 is typically considered statistically significant. In this case, the p-value is even smaller (0.000), indicating an extremely strong relationship between the two variables.

Conclusion

This study provides a comprehensive analysis of the factors influencing the continuation and switching behavior of cosmetic products among working women in Pondicherry. The findings reveal that cosmetic advertisements, particularly those incorporating celebrity endorsements, before-and-after visuals, and product claims relevant to working women, significantly impact consumer purchasing decisions. A majority of respondents indicated that these elements play a central role in their decision-making processes, underscoring the power of targeted advertising in influencing consumer behavior.

The study also highlights the importance of brand loyalty, with respondents showing a preference for products endorsed by individuals from similar demographic or professional backgrounds. Additionally, the inclusion of local or regional elements in advertisements tailored to Pondicherry was shown to have a notable effect on consumers' purchasing choices. This emphasizes the cultural sensitivity required in designing effective advertising campaigns.

Furthermore, the research reveals a strong inclination among respondents to favor products promoted as environmentally friendly or cruelty-free, demonstrating a growing trend of ethical consumerism within the working women demographic in Pondicherry. These findings suggest that cosmetic brands must align their offerings with the values and preferences of this segment to enhance brand loyalty and maintain a competitive edge in the market.

The statistical analysis confirmed that the relationships between various factors, such as cosmetic advertisements, celebrity endorsements, product visuals, and regional appeal, are highly significant. This suggests that working women in Pondicherry are not only responsive to the attributes of cosmetic products but also to how these products are presented in the market.

In conclusion, the study emphasizes the need for cosmetic brands to focus on tailored marketing strategies that resonate with the preferences, values, and aspirations of working women in Pondicherry. By leveraging the power of innovation, cultural relevance, and ethical considerations, brands can foster stronger connections with this important consumer segment, ultimately driving continued success in the competitive cosmetic market.

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