

EFFECT OF DURATION OF USE, PLACE OF PURCHASE, AMOUNT SPENT ON BUYING AND INFLUENCERS ON CONSUMERS' ATTITUDE TOWARDS COSMETIC PRODUCTS IN BANGALORE CITY

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Abstract

Due to the increased usage of cosmetics, many players enter into the market and give stiff competition to others. This study concludes that people were buying brands based on others approval depends on, how they are influenced to buying the cosmetic product. Advertisement and Family members seem to have a significant influence. So there seems to be a direct correlation on their family and friend's approval to the brand they use and the association with what the brand advertises. In Bangalore context it makes sense because most of these products are brought from large retailers through window shopping and with Family members or friends.

Keywords: Cosmetics, Consumer Attitude towards cosmetics, gender, age, occupation, Cosmetics Bangalore

INTRODUCTION

Cosmetics are necessities for women. Cosmetics include skin care products and makeup products (<http://en.wikipedia.org/wiki/Cosmetics>). Some women use skin care products only, and some women use both skin care products and makeup products. There are many brands and types of cosmetics on the market and female consumers have many options. Some female consumers buy cosmetics because of brand, some buy cosmetics because of price, some buy cosmetics because their friends' recommendations and others buy cosmetics because of packaging design. Therefore, this study investigates and analyzes consumers' purchasing behavior. As people know, different interests and preferences of consumers based on different nationalities, different age groups, different personalities, etc, therefore, the author researched and analyzed the psychology of consumers

The purpose of this study is to examine the buying behaviour patterns of people at Bangalore city related to all cosmetic products. The study focuses on the factors that affect the buying decisions of consumers. In other words, the research focuses on the factors that contribute to a certain purchasing decision over another. Furthermore, the objective is to get reliable and valid results that help the case company in planning their future business activities and marketing strategies. There is a growing trend towards using natural ingredients in cosmetics products, people asked me to take this into consideration in my study. The objective is thus, in addition to comparing the differences in purchasing behaviour of young and middle-aged the people of Bangalore, also to find out how consumers react and what kind of attitudes they have towards organic facial skin care products or products that consists of natural ingredients. Studying this is important because consumers are becoming more and more interested in what the skin care products they use are made of. With the help of my study, we can get important information on what kind of factors affect consumers' buying decisions related to cosmetics and adjust their business and marketing activities accordingly.

REVIEW OF LITERATURE

Personal characteristics also influence a consumer's behaviour. Examples of personal characteristics include the consumer's age and stage in the life cycle, occupation, economic circumstances personality, self-concept, lifestyle and values. (Kotler & Keller 2009.) Values have such a huge impact on consumer behaviour and are important in terms of this study because of the ethical aspect of buying behaviour so values will be discussed more in the following chapter.

Vidhya and Tamizhhyothi (2013) conducted a research to investigate the influence of attitude on cosmetics buying behaviour. The research question is "what kind of attitudes do the customers have towards buying behaviour of cosmetic products?" A questionnaire was developed and distributed to female consumers in Bangalore city by using convenience sampling method. 118 completed questionnaires were returned and then 100 valid were analyzed by using ANOVA, mean and standard deviation. The result of the study confirms that age, occupation, marital status have positive influence towards cosmetic products. But income does not have any influence on the attitude towards cosmetic products

Kotler and Keller (2009) discuss that age often determines what type of food, clothes, music and recreational activities consumers like. It also usually determines the type of products or services they need. Noel (2009) agrees that consumers' interests and needs often change as they grow older. He states that older consumers are often more brand loyal than younger consumers and also tend to be more careful and considerate when making purchasing decisions. However, it is not always only the chronological age that affects people's buying behaviour.

Asch and Wolfe (2001) as well as Kotler and Keller (2009) and Noel (2009) discuss that social class is also a great influencer of consumer behaviour, although Kotler and Keller (2009) define social class as being part of the cultural factors affecting consumer behaviour rather than personal factor. Social classes are hierarchically ordered divisions of society whose members share similar values, interest and behaviour (Kotler & Keller 2009). Social classes are usually quite homogenous According to Asch and Wolfe (2001) and Kotler and Keller (2009) social classes show four different kinds of characteristics. The 10 first characteristic is that people within a certain class tend to be more alike in the way they dress, speak and use their free time than people in another social class. Second, people are often perceived to have certain superior or inferior positions according to their social class. The third characteristic linked to social classes is that usually a cluster of variables indicates social class better than any single variable. These variables include for example occupation, income, wealth, education and value orientation. The fourth thing that characterizes social classes is that people can move from one social class to another during their life.

The attitudes of consumers can have a significant effect on buying behaviour. Noel (2009) defines *attitudes* as general, durable evaluations of attitude objects. An attitude object can be a person, object, advertisement or an issue that a consumer has strong feelings towards. Kotler and Keller (2009) define attitude as a lasting favourable or unfavourable feeling, emotion, evaluation or action tendency toward an object or idea. Attitudes can be extremely difficult to change because of their enduring and emotional nature. According to Noel (2009) as well as Evans et al. (1996) and Evans et al. (2006) an attitude consists of three components which are a *cognitive*, *affective* and *conative* component. Evans et al. (1996) discuss that cognitive component includes things that a consumer knows and believes about a certain topic. Noel (2009) agrees that cognitive component is about a consumer's thoughts and beliefs; it is what the consumer thinks about a certain topic. Affective component of attitudes is related to the feelings that a consumer has toward a certain attitude object.

METHODOLOGY

The analytical approach chosen for this study was deductive. According to Saunders, Lewis and Thornhill (2009) a deductive approach to research suggests that a clear theoretical position is developed prior to data collection. Thus, deductive approach was chosen for this study because there is an existing, strong theoretical background in consumer behaviour to which this research could be based on. The research strategy used in this study was quantitative. According to Bryman and Bell (2007), quantitative research strategy entails a deductive approach where focus is on testing existing theories. Lewis et al. (2009) note that quantitative research focuses on data collection techniques and data analysis procedures that use or produce numerical data. They also note that quantitative data is based on meanings that have been derived from numbers and analysed by using diagrams and statistics whereas qualitative data is based on meanings expressed through words and analysed by using classification into categories and conceptualisation (Lewis et al. 2009). Therefore, qualitative research method was not suitable for this study.

Lewis et al. (2009) argue that with a deductive and quantitative approach, a survey strategy is often applied. A survey strategy is used to answer questions like who, what, where, how much and how many which were also the type of questions needed to be asked in this study. According to Lewis et al. (2009) surveys allow the collection of a large amount of data. In terms of this research it was important to get a large number of responses because the subject of the study was consumer behaviour. Based on the above mentioned arguments, it was clear that the only reasonable research strategy to be used in this study was quantitative. Furthermore, a mono research method was applied for this thesis. According to Lewis et al. (2009) in using the mono method a single quantitative data collection technique, in this case a questionnaire, is combined with quantitative data analysis.

The data collection method chosen for this study was convenience sampling which is a form of non-probability sampling. A non-probability sample is a sample that has not been selected using a random sampling method which means that in non-probability sampling some people are more likely to be chosen than others (Bryman & Bell 2007). According to Bryman and Bell (2007) a convenience sample is a type of non-probability sample that is selected because it is easily available for the researcher. In terms of this study, convenience sampling was chosen because of its relevance to the approach to study of subject and their accessibility. Thus, the population chosen for this study was the 200 people who are residing in Bangalore city. (Friends, neighbors and colleagues. Because the population chosen for this study was so limited, the whole population could also be used as the research sample.

Analysis and Discussion

After collecting the data, statistical analysis were performed to derive the results.

Table 1 Influence of Duration of using the products on Overall Attitude

Duration of use	Mean	SD	F	Sig.
Less than 6 years	2.9596	1.085	3.389	0.021
6 to 10 years	3.4779	1.019		
11 to 15 years	3.2344	1.086		
More than 15 years	3.0652	1.006		
Total	3.1969	1.048		

Table 1 shows the influence of duration of using the cosmetic products on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anova was performed and the result shows a significant outcome ($F = 3.389$; $p = 0.021$). That is, the respondents differ significantly with respect to their duration of usage towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents who have used it for 6 to 10 years (mean = 3.4779; SD = 1.019) significantly differ from the respondents who used it for 11 to 15 years (mean = 3.2344; SD = 1.086) and more than 15 years (mean = 3.0652; SD = 1.006). Hence it is concluded that positive attitude towards beauty cosmetic products is maximum amongst people who have been using it for 6 to 10 years.

Table 2: Influence of place of purchase on Overall Attitude

Place of purchasing	Mean	SD	F	Sig.
Retailer shops	2.9391	.963	0.620	0.604 (NS)
Supermarkets	3.2613	1.069		
Agents	3.1033	1.321		
Showrooms	3.1938	.788		
Total	3.1969	1.048		

Table 2 shows the influence of place of purchase on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anova was performed and the result shows a non-significant outcome ($F = 0.620$; $p = 0.604$). Hence it is concluded that the place of purchase does not have any influence on the attitude towards cosmetic products.

Table 3: Influence of Amount spend for buying products on Overall Attitude

Amount spend	Mean	SD	F	Sig.
Below Rs.1000	3.2104	1.046	1.256	0.295 (NS)
Rs.1000 to Rs.1500	2.9660	1.056		
Rs.1501 to Rs.2000	3.4286	.		
Above Rs.2000	4.8200	.		
Total	3.1969	1.048		

Table 3 shows the influence of amount spent on buying cosmetic products on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anova was performed and the result shows a non-significant outcome ($F = 1.256$; $p = 0.295$). Hence it is concluded that the amount spent on buying cosmetic products does not have any influence on the attitude towards cosmetic products.

Table 4: Effect of influencer to use cosmetic products on Overall Attitude

Influencers	Mean	SD	F	Sig.
Advertisements	3.2734	1.058	3.157	0.048
Friends	2.9548	1.129		
Family members	3.2451	.998		
Retailers	3.6107	.803		
Total	3.1969	1.04863		

Table 4 shows the influence of effect of influencer to use the cosmetic products on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anova was performed and the result shows a significant outcome ($F = 3.157$; $p = 0.048$). That is, the respondents differ significantly with respect to the effect of influencer towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents are influenced by Retailers (mean = 3.6107; SD = 0.803) significantly differ from the respondents who are influenced by advertisement (mean = 3.2734; SD = 1.058) and those influenced by family members (mean = 3.2451; SD = 0.998). Hence it is concluded that the people who buy from Retailers have a positive attitude towards beauty cosmetic products compared to those influenced by Advertisement and family members.

FINDINGS

It is concluded that the people who buy from Retailers have a positive attitude towards beauty cosmetic products compared to those influenced by Advertisement and family members. It is concluded that the amount spent on buying cosmetic products does not have any influence on the attitude towards cosmetic products. It is concluded that the place of purchase does not have any influence on the attitude towards cosmetic products. It is concluded that positive attitude towards beauty cosmetic products is maximum amongst people who have been using it for 6 to 10 years.

SUGGESTIONS:

Customers Prefer famous brand because of the Quality, No Side effect, Brand and easily available. So famous brands should retain the quality. Little more advertisement may attract some more customers (Example: Lakme). Some brands like L'Oreal has less awareness. So more advertisement and Promotion help in marketing the product. Sometimes people give importance to quality. Price does not matter according to this study. So this company has to concentrate more on quality, Ex. Garnier. Customers buy a cosmetic product which is easily available in the market like Oriflame. So this product should be available in all the supermarkets. According to our study 73% of the respondent's buying place is Supermarket. Since, it is found that Family & friends influence more on buying the Product. More product promotion with free samples will improve this product sales. So, concentrate more on Awareness. As people who are using the product for more years tend to have positive attitude towards the cosmetic product, it is suggested to corporate to give more focus on the loyal customers, because, if they are satisfied, they can be as silent spokesperson and spread positive aspects of the products through word of mouth or e-WOM.

CONCLUSION

This study concludes that people were buying brands based on others approval depends on, how they are influenced to buying the cosmetic product. Advertisement and Family members seem to have a significant influence. So there seems to be a direct correlation on their family and friend's approval to the brand they use and the association with what the brand advertises. In the Bangalore context it makes sense because most of these products are brought from large retailers through window shopping and with Family members or friends. Interestingly those who agreed to this also agreed that promotion and advertisement influenced them towards a particular brand. They also answered affirmative to question on brand loyalty. This a typical of Indian psyche where they don't want to go through the approval cycle all over again and hence stick to the already approved brand by Family and Friends.

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