



A STUDY OF CONSUMER BEHAVIOUR ON COSMETIC BRANDS AND PRODUCTS: A CASE OF VADODARA

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Abstract:

Over the past few decades, the cosmetics industry in India has grown at a rapid rate. The most important factor in the rapid growth of the cosmetics industry is consumers' increased awareness of hygiene and beauty as a result of technological advancement, globalization, and increased purchasing power. A paradigm shift in the behaviour of consumer in the purchase and use of cosmetics has occurred as a result of a shift in lifestyle, increased disposable income, rising status, migration, demand for superior quality, shifting consumer preferences, and advertisements. The consumer purchasing power increased as a result of the decade-long increase in the number of men & women entering the workforce. The purpose of this study is to investigate the purchasing patterns of cosmetic consumers.

Key words – Cosmetic Product, Consumer behavior, Buying behavior, Income level & Spending level.

I. INTRODUCTION

The global cosmetics industry is currently confronted with a significant demand for and difficulty in providing quality cosmetic products. The most important factor in the rapid growth of the cosmetics industry is consumers' increased awareness of hygiene and beauty as a result of technological advancement, globalization, and increased purchasing power. Since Indian rivals began manufacturing products to meet the growing demands of both domestic and international markets, the Indian cosmetics industry has experienced rapid expansion over the past few decades. The cosmetics industry was thought to be driven by consumers' purchasing power and fashion-consciousness. The Indian cosmetics industry meets the growing demand for cosmetics in all areas, from rural areas to cosmopolitan cities, from the poor to millionaires, and from children to seniors.

Consumer conduct is the observe people, businesses or institutions and diverse sports that are related with the purchasing, utilization and disposal of all items and offerings to be had with the purchasers. Cosmetic product is certainly considered one among such items to be had with the purchasers in a huge variety. It is an object that is used to decorate the outside look of a human body. For example, all forms of makeup products, toothpaste, cleaning soap etc. Indian beauty enterprise consists of skin, hair, color, and oral care and is envisioned at 30 billion Indian rupees in 2017. Since Nineties with the liberalization alongside the crowning of many Indian girls in beauty contests with Miss Universe (1994 and 2000) and 4 Miss World Crowns (1994, 1997, 1999, 2000) the Indian beauty enterprise has won momentum. Indian consumers are greater disposed in the direction of herbal and natural beauty products. It is widely relied on that along the growing reputation of yoga, the win by Indian marvels at the international platform contributed to the enterprise at excessive level.

The Indian beauty enterprise has proved to one of the precise industries wearing excessive ability for future boom. The marketplace proportion of the enterprise is anticipated to develop at 18% in step with annum and the output of the enterprise is anticipated to develop at 20% in step with annum. This boom is majorly anticipated due to the multiplied call for of natural/natural beauty merchandise. The supply of this growth in Indian beauty enterprise is the multiplied attention some of the humans which brought about excessive call for of the merchandise, especially natural or natural merchandise with the creation of Patanjali merchandise. The top leading Brand in India are Lakme, Revlon, Biotique, Himalaya Herbals, VLCC, WOW, Mamaearth, Mc Caffaine etc.

II. UNDERSTANDING CONSUMER BEHAVIOR

Consumer behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. It involves study of how people buy, what they buy when they buy and why they buy. It blends the elements from psychology, sociology, socio psychology, anthropology, and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general. There are several factors affecting consumer buying behaviour, which can be broadly classified as:

1. **Social Factors** - Which refer to forces that other people exert, and which affect consumers' purchase behaviour. These social factors include culture and subculture, roles and family, social class, and reference groups.
2. **Psychological Factors** - Which are internal to an individual and generate forces within that influence her/his purchase behaviour. The major forces include motives, perception, learning, attitude, and personality
3. **Personal Factors** - Which include those aspects that are unique to a person and influence purchase behaviour. These factors include demographic factors, lifestyle, and situational factors.

III. CONSUMER BUYING BEHAVIOR

Studying consumer behavior is important because this way marketers can understand what influences consumers' buying decisions. By understanding how consumers decide on a product they can fill in the gap in the market and identify the products that are needed and the products that are obsolete. Studying consumer behavior also helps marketers decide how to present their products in a way that generates maximum impact on consumers. Understanding consumer buying behavior is the key secret to reaching and engaging your clients and converting them to purchase from you.

A consumer behavior analysis should reveal:

- What consumers think and how they feel about various alternatives (Brands, products, etc.)
- What influences consumers to choose between various options
- Consumers' behaviour while researching and shopping
- How consumers' environment (friends, family, media, etc.) influences their behaviour.

Consumer behavior is often influenced by different factors. Marketers should study consumer purchase patterns and figure out buyer trends. In most cases, brands influence consumer behavior only with the things they can control; like how IKEA seems to compel you to spend more than what you intended to every time you walk into the store. Consumer buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

IV. RESEARCH OBJECTIVE

1. To analyse the factors influencing on buying decision.
2. To study the buying process of cosmetic products.
3. To find out the top brand of cosmetic product.
4. To find the relationship between the factors and Age, Gender, Income level & Spending level by using Chi Square Test.

V. HYPOTHESIS OF THE STUDY

The Main hypothesis of this study will be as follows: -

1. There is no significant difference in Gender for buying Cosmetic products.
2. There is no significant relationship between Income Level and Spending level for cosmetic products.
3. There is no significant difference in Age for buying more cosmetic products.
4. There is no significant difference in Age while considering the Attributes of cosmetic products.

VI. RESEARCH METHODOLOGY

a) SOURCES OF DATA

The study is based on the primary data and secondary data. It has been collected by using a questionnaire (Google forms) and the secondary data has been collected from the internet, books, and research paper.

b) SAMPLING COLLECTION TECHNIQUE & SAMPLE SIZE

Sampling collection technique is used for the collecting of data is Random Sampling method has been followed for collecting responses from the respondents. And we have total of 90 respondent from Vadodara city where we selected for the study.

c) AREA OF THE STUDY

The area of the study is limited to Vadodara city in Gujarat. It is identified as one of the developing city in Gujarat.

d) **TOOL FOR ANALYSIS**

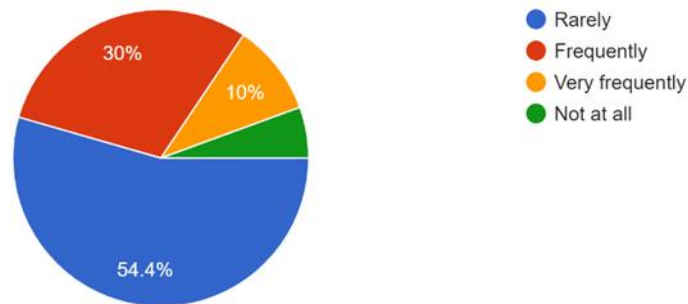
The statistical tool used for the purpose of the analysis of this study is R and R studio & Microsoft excel tool and Statistical Analysis technique is Chi Square Test.

VII. DATA ANALYSIS**1. How frequently do you buy cosmetic products?**

	Frequency	Valid percentage (%)
Rarely	49	54.4
Frequently	27	30
Very frequently	9	10
Not at all	5	5.6
Total Frequency	90	100

How frequently do you buy cosmetic products?

90 responses

**INTERPRETATION**

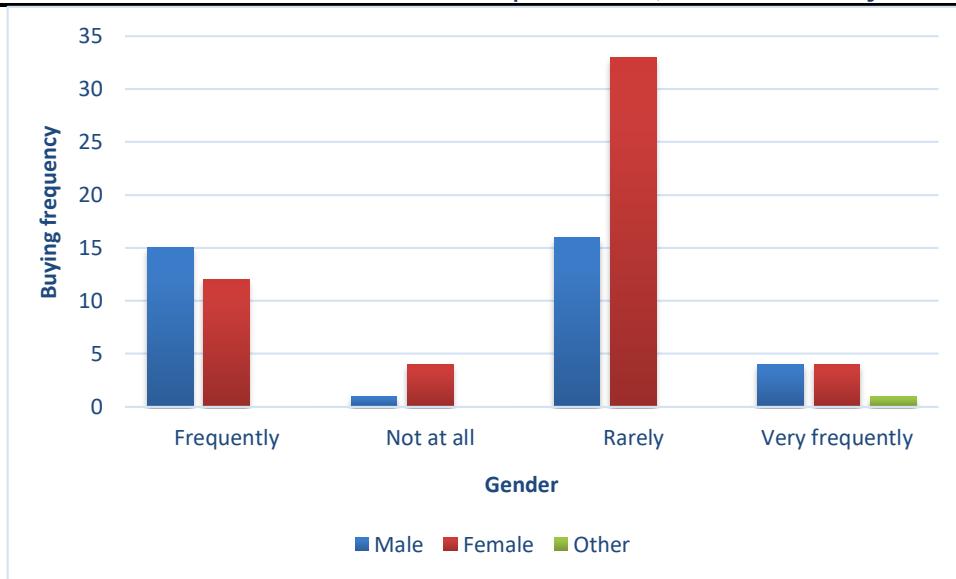
In this pie chart we are depicts that how consumers and customers frequently buy cosmetic products and we found that 49 (54.4%) respondents are rarely buy cosmetic products and 27 (30%) are buy cosmetic products frequently and 9 respondents which is 10% are buy cosmetic products very frequently and remaining 5 (5.6%) they are not buy cosmetic products.

HYPOTHESIS

Ho = There is no significant difference in Gender for buying Cosmetic products.

H1 = There is significant difference in Gender for buying Cosmetic products.

		Gender					
		Male	In (%)	Female	In (%)	Other	In (%)
Frequency	Frequently	15	16.6	12	13.3	0	0
	Not at all	1	1.1	4	4.4	0	0
	Rarely	16	17.7	33	36.6	0	0
	Very frequently	4	4.4	4	4.4	1	1.1



INTERPRETATION

In this Bar chart we are study that different – different gender how frequently buys cosmetic products. In which we divide gender in three category males, females and other gender we found that 15 (16.6%) males and 12 (13.3%) females are buys cosmetic products frequently, 4 (4.4%) males, 4 (4.4%) females and 1 (1.1%) other gender are buys cosmetic very frequently, 16 (17.7%) males and 33 (36.6%) females are buys cosmetic products rarely and rest of the 1 (1.1%) male and 4 (4.4%) females are not buy cosmetic products.

R STUDIO RESULT

Pearson's Chi-squared test

data: tab

X-squared = 14.088, df = 6, p-value = 0.02867

CONCLUSION

If P value is less than or equal to significant value (0.05) so that we reject the null hypothesis and if P value is value is greater than significant value (0.05) so that we fall to reject the null hypothesis.

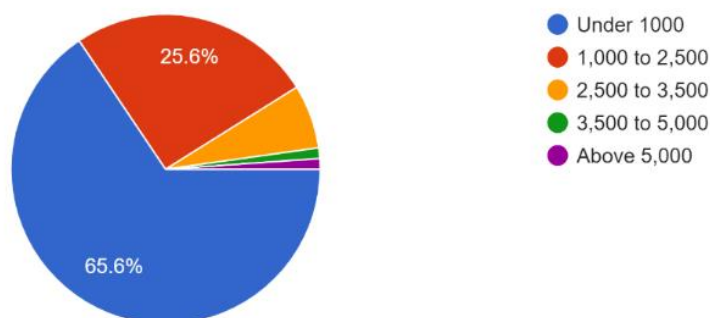
Here P value (p-value = 0.02867) is less than significant value (0.05) so that we reject the null hypothesis.

2. How much do you spend on cosmetic products (in a month)?

	Frequency	Valid percentage (%)
Under 1,000	59	65.6
1,000 to 2,500	23	25.6
2,500 to 3,500	6	6.7
3,500 to 5,000	1	1.1
Above 5,000	1	1.1
Total Frequency	90	100

How much do you spend on cosmetic products (in a month)?

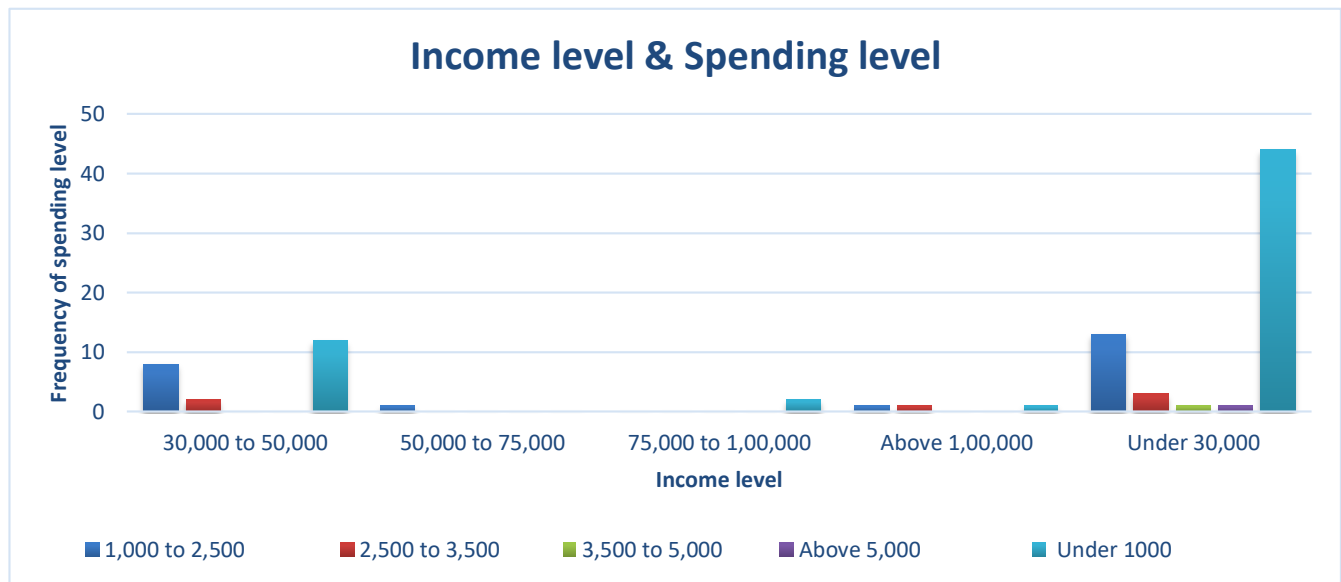
90 responses



INTERPRETATION

This pie chart depicts that how much they spend to buy cosmetic products in a month. And we found that 59 (65.6%) respondents are spend Under Rs.1,000 in a month, 23 (25.6%) respondents are spending Rs.1,000 to 2,500 in a month, 8 respondents are spending Above Rs. 2,500.

		Income Level				
		30,000 to 50,000	50,000 to 75,000	75,000 to 1,00,000	Above 1,00,000	Under 30,000
Spending Level	1,000 to 2,500	8	1	0	1	13
	2,500 to 3,500	2	0	0	1	3
	3,500 to 5,000	0	0	0	0	1
	Above 5,000	0	0	0	0	1
	Under 1000	12	0	2	1	44

**INTERPRETATION**

This Bar chart depicts that under 30,000 and 30,000 to 50,000 monthly income respondents are mostly active to spend on the cosmetic products and they are spend the under Rs. 1,000 in a month and few of the respondents are spend Rs. 1,000 to 2,500.

HYPOTHESIS

Ho = There is no significant relationship between Income Level and Spending level for cosmetic products.

H1 = There is a significant relationship between Income Level and Spending level for cosmetic products.

R STUDIO RESULT**Pearson's Chi-squared test**

data: tables

X-squared = 11.251, df = 16, p-value = 0.7937

CONCLUSION

If P value is less than or equal to significant value (0.05) so that we reject the null hypothesis and if P value is value is greater than significant value (0.05) so that we fall to reject the null hypothesis.

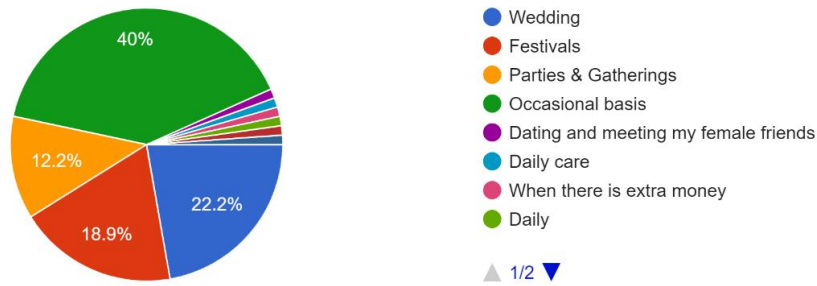
Here P value (p-value = 0.7937) is greater than significant value (0.05) so that we fall to reject the null hypothesis.

3. When do you buy cosmetic products more?

	Frequency	Valid percentage (%)
Wedding	20	22.2
Festivals	17	18.9
Parties & Gatherings	11	12.2
Occasional basis	36	40
Other	6	6.6
Total Frequency	90	100

When do you buy cosmetic products more?

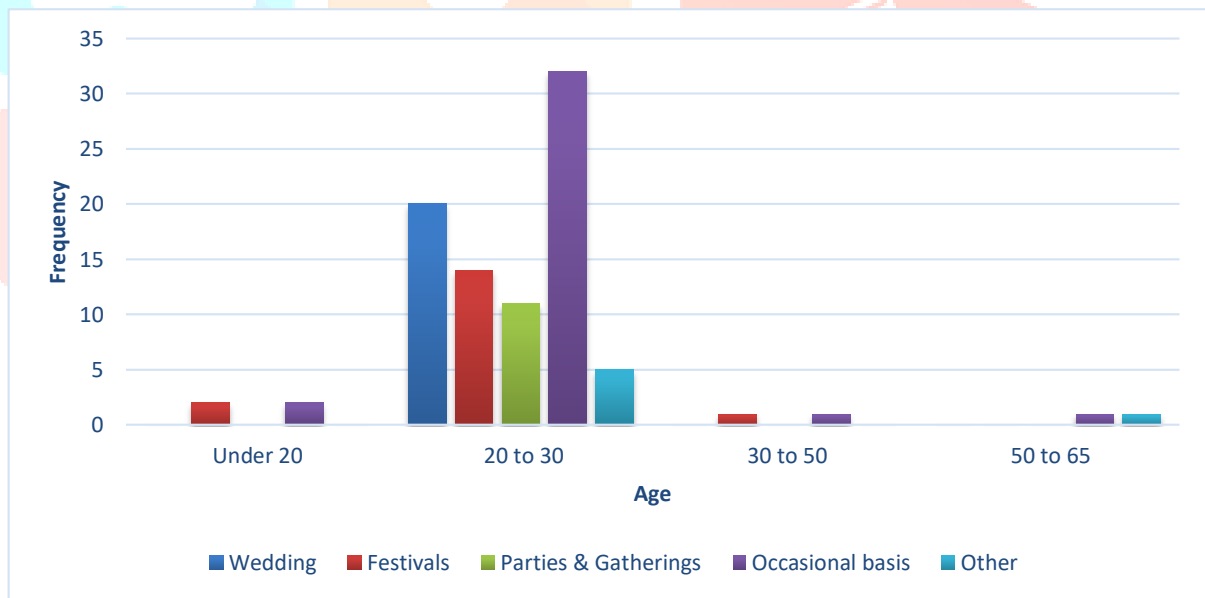
90 responses



INTERPRETATION

In this question on we want to find out the when customers and consumers want to buy more cosmetic products. And we found that the 20 (22.2%) respondents are buy more cosmetic products in wedding, 17 (18.9%) respondents are buying more cosmetic products in festivals, 11 (12.2%) respondents are buying more cosmetic products in parties & gatherings, and most of the respondents which is 36 i.e., 40% are buying more cosmetic products in occasional basis and rest of the respondents are buying more cosmetic products in regular or other.

		Occasion for buy cosmetic products				
		Wedding	Festivals	Parties & Gatherings	Occasional basis	Other
Age group	Under 20	0	2	0	2	0
	20 to 30	20	14	11	32	5
	30 to 50	0	1	0	1	0
	50 to 65	0	0	0	1	1



INTERPRETATION

This Bar chart depicts that age group 20 to 30 they are most active to buying the all and any occasion to buying the cosmetic products. And other age group are less active to buying the cosmetic products.

HYPOTHESIS

- Ho = There is no significant difference in Age for buying more cosmetic products.
- H1 = There is significant difference in Age for buying more cosmetic products.

R STUDIO RESULT

Pearson's Chi-squared test

data: tab

X-squared = 12.912, df = 12, p-value = 0.3754

CONCLUSION

If P value is less than or equal to significant value (0.05) so that we reject the null hypothesis and if P value is value is greater than significant value (0.05) so that we fall to reject the null hypothesis.

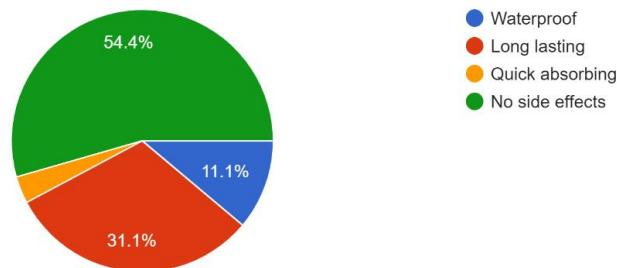
Here P value (p-value = 0.3754) is greater than significant value (0.05) so that we fall to reject the null hypothesis.

4. What attributes do you consider most while buying cosmetic products?

	Frequency	Valid percentage (%)
Waterproof	10	11.1
Long lasting	28	31.1
Quick absorbing	3	3.3
No side effects	49	54.4
Total Frequency	90	100

What attributes do you consider most while buying cosmetic products?

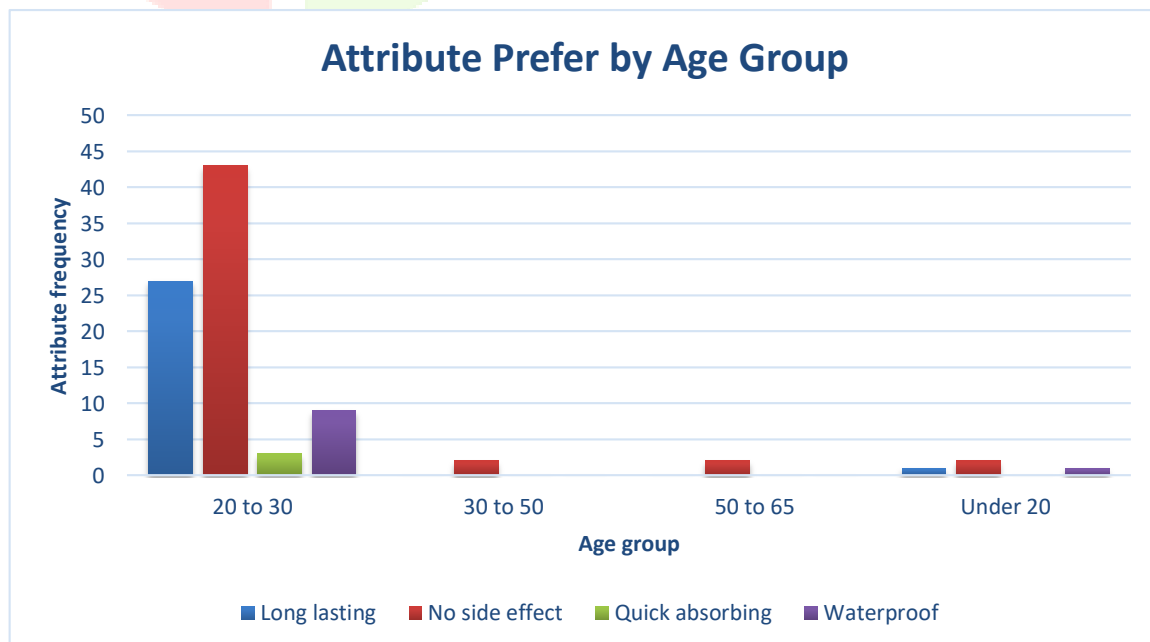
90 responses



INTERPRETATION

In this question we want to find out the what are the attributes consider while buying cosmetic products. And we found that probably most of the respondents which is 49 (54.4%) they are consider no side effect of cosmetic product, 28 respondents are consider long lasting, 10 (11.1%) respondents are consider waterproof and few are consider quick absorbing.

		Age group			
		20 to 30	30 to 50	50 to 65	Under 20
Attributes	Long lasting	27	0	0	1
	No side effect	43	2	2	2
	Quick absorbing	3	0	0	0
	Waterproof	9	0	0	1



INTERPRETATION

This Bar chart depicts that age group 20 to 30 they are more check & consider features & attribute while buying the cosmetic products. And other age group are less considered while buying the cosmetic products.

R STUDIO RESULT**Pearson's Chi-squared test**

data: tab

X-squared = 4.4121, df = 9, p-value = 0.8823

CONCLUSION

If P value is less than or equal to significant value (0.05) so that we reject the null hypothesis and if P value is value is greater than significant value (0.05) so that we fall to reject the null hypothesis.

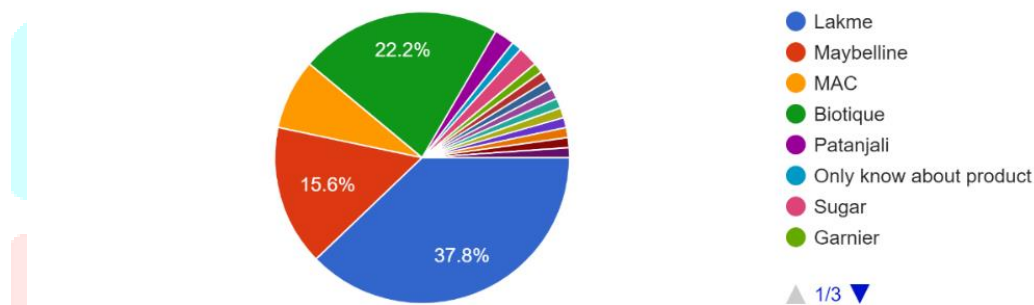
Here P value (p-value = 0.8823) is greater than significant value (0.05) so that we fall to reject the null hypothesis.

5. Which brand is mostly used and trusted cosmetic product by you?

	Frequency	Valid percentage (%)
Lakme	34	37.8
Maybelline	14	15.6
MAC	7	7.8
Biotique	20	22.2
Other	15	16.6
Total Frequency	90	100

Which brand is mostly used and trusted cosmetic product by you?

90 responses

**INTERPRETATION**

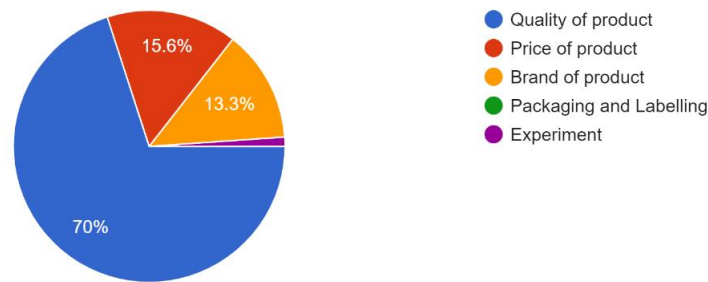
In this we try to identify the which brands are most trusted by consumers. And this pie chart depicts that 34 (37.8%) respondents are trusted in Lakme, 14 (15.6%) respondents are trusted in Maybelline, 7 (7.8%) respondents are trusted in MAC, 20 (22.2%) respondents are trusted in Biotique and 15 (16.6%) respondents are trusted in other brands.

6. What makes you buy a cosmetic product?

	Frequency	Valid percentage (%)
Quality of product	63	70
Price of product	14	15.6
Brand of product	12	13.3
Packaging & Labelling	0	0
Other	1	1.1
Total Frequency	90	100

What makes you buy a cosmetic product?

90 responses



INTERPRETATION

This pie chart depicts the what cosmetic products attribute influence to buy cosmetic products and we found that 70% (63) respondents are prefer quality of product and 15.6% (14) respondents influence by the price of the cosmetic products, 13.3% (12) respondents are preferring brand of the cosmetic products and some of the (1.1%) i.e., 1 respondent are preferring other attribute of the cosmetic products.

VIII. FINDING AND OUTCOME

- From the study, we found that Under 30,000 and 30,000 to 50,000 monthly income respondents are mostly active to spend on the cosmetic products and they are spending the under Rs. 1,000 in a month and few of the respondents are spending Rs. 1,000 to 2,500 in a month.
- From the study, we found that Age group 20 to 30 they are most active to buying the all and any occasion to buying the cosmetic products. And other age group are less active to buying the cosmetic products.
- From the study, we found that Age group 20 to 30 they are more check & consider features & attribute while buying the cosmetic products. And other age group are less considered while buying the cosmetic products.
- From the study, we found that mostly age group 20 to 30 they are mostly preferring to choose platform or place to buy the cosmetic products and brands and rest of the age group is less preferring platform or place to buy cosmetic.
- From the study, we found that most of the respondents are preferring quality in a cosmetic brand and then No side effect of the cosmetic brand.
- From the study, we found that most of the respondents have trusted & used on Lakme brand and after Lakme they choose Biotique as a most used & trusted cosmetic brand.
- From the study, we found that most of the respondents are like Herbal & Chemical both cosmetic products.
- From the study, we found that respondents are mostly using cosmetic products in Wedding And mostly they are buying cosmetic products on Occasion basis.

IX. SUGGESTIONS

- By analysis if anyone want to buy cosmetic product then give first preference to Lakme brand and then go for Biotique as second preference.
- The least rated company is Garnier, Sugar, Patanjali so they have to improve their strategies and quality of products so that they perform good in the market.
- By analysis we are proposing a suggestion that cosmetic company or cosmetic industry are more focus on Age group 20 to 30 as well as Income level Under 30,000 & 30,000 to 50,000.
- By analysis we are proposing a suggestion that cosmetic company or cosmetic industry are more focus on the Quality of product as well as No side effect of the cosmetic products.
- By analysis we are proposing a suggestion that cosmetic company or cosmetic industry are more focus on the Herbal and Natural product there has No side effect.

X. CONCLUSION

The study gives you a complete knowledge on the consumer behavior on cosmetic brands and products: a case of Vadodara. Its helps to identify which area on we work for the performing good in the market and this report suggest that which brand provide better Quality as well as good & attractive features. And this report is helpful for cosmetic company and cosmetic industry to decide which Age group, Gender, Income level we focus more for the better perform in the market and in this report in we give some suggestion for the consumers as well as for the cosmetic company & cosmetic industry.

XI. REFERENCES

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