

Buying Behaviour of College Girls Students Relating to Cosmetic Products in Madurai Region

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ABSTRACT

Consumer buying behaviour is influenced by four key set of buyer characteristics: cultural, social, personal, and psychological. Although many of these factors cannot be influenced by the marketers, they can be useful in identifying interested buyers and in shaping product and appeals to serve consumer needs better. Consumer buying refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of products or services.

The researcher strongly believes that if suggestions offered in the study are duly considered and necessary actions are subsequently taken by the concerned persons, the expectations pointed out by the respondents may come true and both the consumers and manufacturers will feel happy, contented and be self-confident. This article paper is assessed the girls students buying behaviour and attitude of consumption pattern relating to cosmetic products in Madurai Region.

This study is based on both primary and secondary data. The researcher has decided to select a sample size of 704 respondents has been selected on the basis of convenience sampling method. The present study major find is that from t-test result reveals that there is no significant difference between reasons for using cosmetic products on the basis of marital status of the respondents is accepted.

KEYWORDS: Girls Students, College, Buying Behaviour, Consumption and Attitude.

Introduction

Female students have employed different methods and measures to heighten their charms through the ages. In ancient India, sixteen methods of self-beautification were practiced which are popularly known as Solah Shringar. In day's bygone, beauty aids were not commercially produced but female students made them at home, displaying their ingenuity and skill. With the passage of time, female students have become fashion conscious in the modern sense. She is attracted towards commercially manufactured things to look jazzy. So unquenchable is her thirst for beauty that even a beautiful woman, graced by nature with charm and beauty, would like to spend her time and money on beauty aids or in beauty parlours. To have a fair complexion, a woman may do anything because in Indian society much premium is placed on a colour. To

be fair is the dream of every girl because a dark or whitish complexion is a curse, particularly, from the view point of marriage. Cosmetic or Fashion industry have also been linked to increasing awareness among Indian girlscollege students about their look, increase in disposable income, cultural changes, attitude change, that consequently contributed to the increase in the demand for cosmetic products from the consumers segment.

Review of Literature

Judy et.al, (2013) have studied the consumer psychological values towards coffee consumption in a tea culture setting. Interviews using the Zaltman Metaphor Technique (ZMET) were employed to explore consumer values surrounding coffee consumption in Taiwan. Qualitative research methods and Xsight software were used to organize the data and field observations to form a grounded theory. Consumption of coffee was found to be used as a medium for mental escape from the stress and pressure from work and society, in seeking relaxation and feeling renewed and as an insight into the world of nature.

Nilesh Anute et.al,(2015) in their study main objective of this research paper is to study consumer buying behaviour towards cosmetic products. This research is conducted in Pune city and a survey method was used to collect the data from 200 respondents. Personal care sector is an integral part of the nation's economy with its huge potential. The personal care industry is one of the largest consumer sectors in the country. The purchasing power and disposable incomes of the Indian consumer have considerably increased and it has created a niche for leading organizations in this segment in the last decade, resulting in phenomenal growth in this sector.

Statement of Problem

Culturally, female students in Tamil Nadu are enjoying a higher status than those in some other states. They are enjoying freedom in education, occupation and career selection. In particular, people of girls college students enjoy all these facilities to the full as their literacy rate is higher than the other place madurai region. This makes them more conscious of their health and body care. Since their financial position is also far better than the other regions, they are found to be spending sufficient amount for recreation, education and on luxury items. A sufficient number of girls' students in this region are visiting beauty parlours. Increase in sale of beauty products, and mushrooming of beauty clinics in this district are the living examples of the above statement. This behaviour and attitude of the girls college students in madurai region makes the researcher to conduct study about the consumption pattern of cosmetics among the various colleges of female students in the study area. Hence, the researcher has identified research gap on girls' college students buying behaviour relating to cosmetic products in the study area.

Objectives of the Study

1. To know the Socio-economic background profile of respondents in the study area.
2. To identify the buying behaviour and consumption patterns of cosmetic products among girls college students in the Madurai Region.

Methodology and Research Design

“Research design is the arrangement of activities for the collection and analysis of the data in a manner that aims to combine relevance to the purpose with economy in procedure. The study carried out here is an Experimental Research.

This study is an empirical one based on the survey method. The primary data were collected from the field directly, that is from female students’ who are using cosmetics, with the help of an interview schedule designed to assess the socio -economic profile of the girls college students, their buying pattern of cosmetics, attitudes and levels of satisfaction towards cosmetics, problems faced by the girls students and their future expectations. The secondary data were collected from textbook, journals and articles, websites, survey reports and beauty magazines.

The researcher has decided to select a sample size of 704 respondents has been selected on the basis of convenience sampling method.

Analysis and Interpretation

Factors that motivates the buying decisions towards Cosmetics

Consumer behaviour in buying pattern is differences when comes to the product, price, features, quality, packaging, lifestyle, status. However, youth is the most complicated group to correspond with. The youth changing preference affect the buying pattern because they mostly follow the rhythm of fashion and taste according to the shifting time. All this makes it extremely difficult to understand and target their behaviours, the following given below table.

Table No.1
Factors that Motivate Buying Decisions towards Cosmetics

Particulars	Mean Score	S.D	Ranks
Good Quality	4.00	62.26	I
Fresh Feelings	3.40	42.83	VI
Brand Popularity	3.42	39.88	V
Reasonable Price	3.27	47.99	VII
Regular Supply of Products	3.26	36.44	VIII
Acceptance Fragrance	3.73	52.75	IV
Attractive Package Design	3.25	36.07	IX
Durable in Nature	3.80	59.68	III
Available in Required Size	3.84	57.55	II

Source: Computed from Primary data

It is clear from the Table 1 depicts the opinion regarding factor that motivated to purchase decisions towards cosmetics that good quality of products that motivate to buy show highest mean score of 4.00, it gives fresh feelings scored 3.40 and brand popularity that motivate to purchase shows with mean score of 3.42. It is found that reasonable price attract the consumers to purchase the cosmetics explains with the mean score of 3.27, regular supply of products shows 3.26 and acceptance fragrance shows 3.73. Out of the analysis Attractive Package Design, Attractive Package Design and Available in Required Size that factors also motivate to purchase the cosmetics shows 3.25, 3.80 and 3.84 respectively. The overall mean score reveals that the first rank is obtained by good quality, followed that availability of required size and high durable in nature.

Reasons for Using Cosmetic Products on the Basis of Marital Status

Table No.2

T- Test for Reasons for Using Cosmetic Products on the basis of marital status

Reasons	Marital status	N	Mean	t- Value	P- Value
To Look appearance	Married	52	13.123	0.061	0.952 (NS)
	Unmarried	652	15.890		
	Total	704	13.982		
To Look Young	Married	52	14.056	2.811	0.005*
	Unmarried	652	15.834		
	Total	704	13.896		
To Maintain Status	Married	52	13.783	0.588	0.557 (NS)
	Unmarried	652	15.098		
	Total	704	13.519		
To Look Fresh	Married	52	13.018	.670	0.503 (NS)
	Unmarried	652	15.890		
	Total	704	13.895		
To Enhance personality	Married	52	13.897	1.473	0.141 (NS)
	Unmarried	652	16.734		
	Total	704	14.908		
To Beautifying Physical Features	Married	52	13.780	0.620	0.536 (NS)
	Unmarried	652	16.345		
	Total	704	14.671		

Source: Computed from Primary data

It is observed from the Table 2 show that the consumption pattern of cosmetic products among college female students regarding, to look appearance, to look young, to maintain status, to look fresh, to enhance personality, to beautifying Physical Features and their respective calculated *t- value* of 0.061, 0.588, 0.670, 1.473 and 0.620 are not significant at five per cent level. Hence, the formulated hypothesis of that there is no significant difference between reasons for using cosmetic products on the basis of marital status of the respondents is accepted.

However, the consumption pattern of cosmetic products and the calculated *t- value* of 2.811 are significant at five per cent level. Hence, the formulated hypothesis of that there is no significant difference between reasons for using cosmetic products on the basis of marital status of the respondents is rejected.

Summary and Conclusion

- A ranking is a relationship between a set of items such that, for any two items, the first is either ranked higher than, ranked lower than or ranked equal to the second. It is often used as a statistical method to aid with either proving or disproving a hypothesis.
- It is identified that from t-test result reveals that there is no significant difference between reasons for using cosmetic products on the basis of marital status of the respondents is accepted.
- The opinion regarding factor that motivated to purchase decisions towards cosmetics that good quality of products that motivate to buy show highest mean score, it gives fresh feelings and brand popularity that motivate to purchase shows with mean score. It is found that reasonable price attract the consumers to purchase the cosmetics, regular supply of products and acceptance fragrance.
- The consumption pattern of cosmetic products and the calculated *t-value* are significant at five per cent level. Hence, the formulated hypothesis of that there is no significant difference between reasons for using cosmetic products on the basis of marital status of the respondents is rejected.

The present paper concluded that, the researcher feels happy that the study has served the purposes for which it was carried out. The researcher has taken sincere efforts to study the chosen buying behaviour and consumption patterns of cosmetic products among college girls students in the study area. The researcher hopes that the findings of the study would be the great help of the (college girls students) consumers, manufacturers, dealers, government and the common public. The researcher strongly believes that if suggestions offered in the study are duly considered and necessary actions are subsequently taken by the concerned persons, the expectations pointed out by the respondents may come true and both the consumers and manufacturers will feel happy, contented and be self-confident.

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