

Consumer behaviour and their level of awareness about facial skin care products

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Abstract— The study was conducted to find out the consumer's level of awareness regarding facial skin care products and to study about their buying behaviour towards facial skin care products. For this purpose, a questionnaire was developed and distributed to Pondicherry cosmetic users using convenient sampling technique and analysis was made using statistical calculation. From the results, it can be concluded that the respondents having awareness about price, quality, suitability, applicability, availability and its alternatives. The respondent's having good impression about herbal products, but they like to use organic product. Product is domestic, quality and promised effect are considered very important factor.

I. INTRODUCTION

In this new era of globalisation, improvement in science, economy, society, education, economy and improved technology gives people a chance to have better life style and living standards. Development in the purchasing power of consumer and the new emerging market trends made people more aware and more conscious towards hygiene and beauty. This development in technology and people awareness leads to rapid growth of beauty care industry, particularly in the last ten years. Since the beauty market is unsaturated and highly profitable, domestic companies were not the only one who was taking advantage in their local market but multinationals companies are also trying to reach and grasp this market. The beauty care market has high competition even then companies were investing into this market so as to full fill the high demand from the customers. The global world we are living in sets stereotypes that become role models. in daily life models were widely spread such as on the television, in the commercials, in the magazines, on the billboard, in the fashion shows, in the streets and even at school or at work place.

Now a day role models play an important role, since we can't ignore the fact that most people want to look like their role models. For both men and women, a smooth and bright skin with an ideal body shape is an idea to live a wonderful life.

The desire of customers for the beauty products is growing and this can be observed as the gold mine for this particular market. Using beauty products means psychologically that customers are aware of their conditions and take care of their health, hygiene as well as beauty. The women beauty care industry was growing since a long time but the men grooming market is the new emerging market. Now a day men are more conscious about their looks and demand for new beauty products specifically created for men's skin that will drag far ahead from the opinion of older generation about only sanitation, consumption of male cosmetic products is more or less affected by the sudden increase in male press. This results in an increase in men's attention towards their beauty products that are launched into the market and claim for improved appearance. Though men have been buying more skin care products to groom themselves, it was predicted that the influence to buy these products up to approximately 80% was brought up by their wife or companies. Therefore, it is important to know the impact of different factors an decision making while buying a skin care product. This can be understood by comparing and contrasting the men cosmetic market and women cosmetic market. They have different characteristics and hence companies have to study in depth the different marketing strategies so as to be more responsive to the opening of a new business opportunity as well as added dynamics in the existing situation.

A. Factors affecting consumer behaviour

Consumer behaviour is strongly influenced by many uncontrollable factors namely cultural, social, personal and psychological. Marketers cannot control these factors, but it is a must to take them into consideration.

- Cultural factor

The marketer needs to understand the role of the consumer's culture, subculture and social class. Culture is the most fundamental cause of a person's wants and behaviours. The influences of culture are different in every country. Each culture consists of smaller subcultures which comprise of nationalities, religions, racial groups and geographic regions. Almost every society possesses some form of social class structure. Social class is determined by various factors such as income, education, and wealth/. People within the same social class will have similar buying behaviour.

- Social factor

Social factors also influence the consumer behaviour. These factors include consumer's groups, family, roles and status. Reference groups expose a person to new things, thus influence the person's attitude or behaviour. This may affect the choices of brand and product. Consumer behaviour is deeply influenced by family members. Normally, people prefer products which are appropriate to their roles and status.

- Personal factor

Personal characteristics like age, occupation, economic situation, lifestyle and personality also impact the consumer behaviour. A person needs different products and services in different age. Human lifecycle consists of many stages which include young singles, marries couples and unmarried couples. Occupation and economic situation of a person will also influence the buying behaviour.

- Psychological factor

A buyer's decision also is influenced by psychological factors which comprise of motivation, perception, learning, beliefs and attitudes. There are three types of perceptual processes. Selective distortion describes the consumer try to interpret the information in a way that will support what the consumer already believes. On the selective retention is when the consumer is likely to retain information that supports the consumer beliefs. In case of selective attention, marketers tend to attract the consumer attention. Beliefs and attitudes are important for marketers to formulate about specific products and services because such beliefs and attitudes can affect consumer buying behaviour.

B. Types of buying decision behaviour

Buying behaviour varies from person to person. There are four types of buying behaviour.

- Complex buying behaviour

Complex buying behaviour is the situation where the consumer purchases a high value and risky product. The consumer is highly involves in a purchase and perceives significant differences among brand.

- Dissonance buying behaviour

Dissonance buying behaviour is where the buyer is highly involves in the purchase but a less significant differences among brands.

- Habitual buying behaviour

Habitual buying behaviour is when the buyer doesn't have any kind of involvement. The purchase will only depend on brand's familiarity.

- Variety seeking buying behaviour

Variety seeking buying behaviour is where the buyer has low involvement but there are significant differences among brands.

C. Consumer buying decision process

The buying decision process consists of several steps:

- Problem recognition



- Information search
- Evaluation alternatives
- Purchase action
- Post purchase action

II. OBJECTIVES OF THE STUDY

The chief purpose of this study is to find out the consumer's level of awareness regarding facial skin care products and to study about their buying behaviour towards facial skin care products.

A. Methodology

A questionnaire was developed and distributed to Pondicherry consumers using convenient sampling technique and analysed by using appropriate statistical calculation.

B. Data analysis and findings

To know the level of awareness about facial skin care products, following variable taken into consideration. There are price, available brands and its image, product, available places, product quality, size and colour, applicability and suitable for skin type, side effects of the product, trade mark, pictures on packages, convenient (easy to use), availability of alternatives, natural of the product, brand familiarity, place of made, method of product usage, duration of using products, product keeping methods, information in advertising, sales promotional offers and product delivery methods.

The result of the analysis revealed that 70% of the respondent having awareness about price, place, available brands, quality, size and colour, applicability, suitability, side effects, familiarity and sales promotional offers. The respondents partially aware about picture on packages, natural of the products, method of product usage and information in advertising. They are unaware about trade mark, brand familiarity, place of made, duration of using products, product delivery methods and product keeping methods.

Regarding consumer behaviour both men and women are interested in taking care of their beauty and feel it is necessary and using very often. Three most important factors chosen by the respondent while purchasing facial skin care products are domestic product, Quality and promised effects. They favour organic product but they have good impression about herbal product. Moisturising facial creams are widely used and facial mask applied as special facial treatment. An advertisement considered as the main sources of information of the respondents/cosmetic users. Recommendations of friends, salesperson or beauty professional are not having that much influence while purchasing facial skin care products.

III. CONCLUSION

Based on the research, it is concluded that the respondent having awareness about price, quality, suitability, applicability, availability and its alternatives. The respondent having good impression about herbal product but they favour to use organic product. Product is domestic, quality and promised effects are considered very important factor.

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