

A Study On Factors Influencing The Buying Behaviour Of College Going Girls Regarding Cosmetics

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Abstract - Consumer behaviour is seen to involve a mental decision process as well as physical activity. The actual act of purchase is just one stage in a series of mental and physical activities that occur during a period of time. Some of these activities precede the actual buying, while others follow it. However, since all are capable of influencing the purchase, they have to be considered as part of the purchase decision process. It necessitates study of cultural, social, personal and psychological factors involved.

keywords - cosmetics, buying behaviour, advertising

INTRODUCTION

Buying behaviour is never simple process. Yet exploring the dynamics of the consumer market is the essential task of marketing management. The consumer markets according to Philip Kotler, "Consists of all the individuals and households who buy or acquire goods and services for personal consumption". When one studies consumer behaviour one encounters the complex realm of human behaviour. Here facts are mostly theories and even the most carefully researched marketing effort can fall flat because of some unpredicted aspect of consumer behaviour. Consumer vary tremendously in their age, incomes, educational levels, mobility patterns and tastes. The observable influences are the demographic factors and such influences as culture, social setting and psychology, all of which may not be observable. In short, consumers are heterogeneous in nature.

STATEMENT OF THE PROBLEM

The buyer behaviour can be known by assessing product preference. Increased awareness of the beautiful nature of cosmetic products has increased the demand for such products. Consequently, many producers have flooded the market with various products. The major players are Vicco, Emami, Hindustan Lever, Mythilies, Dabur and Shanaz Hussain, the market share of the players is an interesting marketing aspect of enquiry. The awareness about cosmetic products may come from various sources viz., some relatively more successful than the rest. However, advertising plays a significant role in informing and inducing consumers to buy cosmetic products. Changes in expenditure pattern result from changes in personal requirements. But this factor in turn depends upon the utilization pattern of the consumers. Hence, the present study is undertaken to analyse the factors determining the buying behaviour of college going girls regarding cosmetics.

OBJECTIVES OF THE STUDY

The followings are the objectives of the study. They are,

- To identify the various factors influencing college girl students behaviour in the cosmetic consumption.
- To offer suitable suggestions based on the findings of the study.

METHODOLOGY

The study is descriptive, trying to portray the characteristics of a group, the college going girls at Nagapattinam district while purchasing cosmetics. Only few often used cosmetics were chosen for the study since it was not possible to study the innumerable cosmetics being used by the girls, because of time and cost factors. The study is based on primary data only.

SAMPLING

For the purpose of the present study, two educational institutions viz., A.D.M. College for Women, Nagapattinam and A.V.C. College, Mayiladuthurai have been selected. These sample institutions were selected on the basis of Judgement Sampling Method. 125 girl students were selected from the above said institutions. On the basis of utility three cosmetics were selected for study. They are 1. Facial Creams 2. Shampoo and 3. Nail Polishes.

Tools for Collection of Data

Since the study undertakes to analyse the consumer behaviour, their perception in the purchase process and their satisfaction or dissatisfaction, the interview schedule were adopted for collection of data.

Reference group influence on purchase decisions of facial cream institution wise analysis

| Influencer | Institution | Total |
|------------|-------------|-------|
|------------|-------------|-------|

| | A.D.M. College for Women | A.V.C. College | |
|----------------------|--------------------------|----------------|--------------------|
| Classmates & Friends | 7 | 7 | 14 (14.74) |
| Family | 17 | 8 | 25 (26.23) |
| Door Canvassing | 0 | 0 | 0 (0.00) |
| Others | 35 | 21 | 56 (58.94) |
| Total | 59 | 36 | 95 (100.00) |

Source: Primary Data

Reference group influence on purchase decisions of Shampoo institution wise analysis

| <i>Influencer</i> | <i>Institution</i> | | <i>Total</i> |
|----------------------|--------------------------|----------------|---------------------|
| | A.D.M. College for Women | A.V.C. College | |
| Classmates & Friends | 15 | 13 | 28 (26.11) |
| Family | 16 | 5 | 21 (19.63) |
| Door Canvassing | 0 | 0 | 0 (0.00) |
| Others | 35 | 23 | 58 (54.20) |
| Total | 66 | 41 | 107 (100.00) |

Source: Primary Data

Reference group influence on purchase decisions of Nail Polish institution wise analysis

| <i>Influencer</i> | <i>Institution</i> | | <i>Total</i> |
|----------------------|--------------------------|----------------|---------------------|
| | A.D.M. College for Women | A.V.C. College | |
| Classmates & Friends | 10 | 3 | 13 (12.50) |
| Family | 18 | 6 | 24 (23.08) |
| Door Canvassing | 29 | 14 | 43 (41.35) |
| Others | 3 | 21 | 24 (23.08) |
| Total | 60 | 44 | 104 (100.00) |

Source: Primary Data

Reference groups influencing the college going girls in the purchase of cosmetics include classmates, friends, neighbours and family members. Among the 95 facial cream users, for 26.23 percent, family members act as source of knowledge regarding the products. It is 19.63 percent out of the 107 shampoo users and 23.08 percent out of the 104 nailpolish users. It varies in the case of classmates and friends as source of knowledge, or 14.74 percent users of facial cream, classmates and friends act as source of knowledge about products. For 26.11 percent of shampoo users and 12.5 percent of nailpolish users, classmates and friends act similarly, in the case of nail polish alone, sales personnel, by door canvassing, act as source of knowledge about the products, for 41.35 percent of nail polish users.

Reasons behind the selection of a particular brand of facial cream institution wise analysis

| <i>Influencer</i> | <i>Reasons behind the selection of a particular brand</i> | | | | | | <i>Total</i> |
|-------------------|---|-------------------------|-----------------|--|-------------------------------------|---------------------------|--------------------|
| | Quality of the product | Popularity of the brand | Price | Neighbours/ Friends using similar brands | Used by adult members of the family | Radio / T.V advertisement | |
| A.D.M College | 48 | 7 | 2 | 2 | - | - | 59 (62.11) |
| A.V.C College | 32 | 2 | 2 | 0 | - | - | 36 (37.89) |
| Total | 80 (84.21) | 9 (9.47) | 4 (4.21) | 2 (2.11) | - | - | 95 (100.00) |

Reasons behind the selection of a particular brand of facial cream institution wise analysis

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|-------------------|---|-------------------------|-----------------|--|-------------------------------------|---------------------------|--------------------|
| | Quality of the product | Popularity of the brand | Price | Neighbours/ Friends using similar brands | Used by adult members of the family | Radio / T.V advertisement | |
| A.D.M College | 48 | 7 | 2 | 2 | - | - | 59 (62.11) |
| A.V.C College | 32 | 2 | 2 | 0 | - | - | 36 (37.89) |
| Total | 80 (84.21) | 9 (9.47) | 4 (4.21) | 2 (2.11) | - | - | 95 (100.00) |

Reasons behind the selection of a particular brand of Shampoo institution wise analysis

| <i>Influencer</i> | <i>Reasons behind the selection of a particular brand</i> | <i>Total</i> |
|-------------------|---|--------------|
|-------------------|---|--------------|

| | Quality of the product | Popularity of the brand | Price | Neighbours/ Friends using similar brands | Used by adult members of the family | Radio / T.V advertisement | |
|---------------|------------------------|-------------------------|-------------|--|-------------------------------------|---------------------------|----------------|
| A.D.M College | 49 | 11 | 3 | 2 | 0 | 1 | 66 (61.68) |
| A.V.C College | 29 | 6 | 2 | 2 | 1 | 1 | 41 (38.32) |
| Total | 78 (72.90) | 17 (15.89) | 5 (4.67) | 4 (3.74) | 1 (0.93) | 2 (1.87) | 95 (100.00) |

Reasons behind the selection of a particular brand of nail polish institution wise analysis

| <i>Influencer</i> | <i>Reasons behind the selection of a particular brand</i> | | | | | | <i>Total</i> |
|-------------------|---|-------------------------|--------------|--|-------------------------------------|---------------------------|-----------------|
| | Quality of the product | Popularity of the brand | Price | Neighbours/ Friends using similar brands | Used by adult members of the family | Radio / T.V advertisement | |
| A.D.M College | 32 | 15 | 8 | 5 | 1 | 1 | 60 (57.69) |
| A.V.C College | 34 | 3 | 2 | 1 | - | 4 | 44 (42.31) |
| Total | 66 (63.46) | 18 (17.31) | 10 (9.62) | 6 (5.77) | - | 4 (3.84) | 104 (100.00) |

The number of girls choosing a particular brand just because it is used neighbours or by adult members of the family is very low in case of all the three cosmetics as evidenced by the above table. It shows that only 2.11 percent, 3 percent and 5.77 percent respectively of facial cream, shampoo and nail polish users, choose the brand just because it is being used by neighbours. While 0.93 percent of shampoo users choose the brand because elder members of family use it, none of the facial cream users and nail polish users choose on this ground, The reason for this might be due to the fact, as already mentioned, that Shampoo has become more an essential item nowadays rather than cosmetics and is being used by all members of the family in the place of soap nut powder. Further shampoo is being used by male members of the family also which is not the case with facial cream and nail polish.

Motives of purchase - institution wise analysis

| <i>Motives of Purchase</i> | <i>Institution</i> | | <i>Total</i> |
|---|--------------------|----------------|-----------------|
| | A.D.M. College | A.V.C. College | |
| To attract opposite sex | 8 | 4 | 12 (09.60) |
| To please somebody who takes care of me | 21 | 14 | 35 (28.00) |
| To win social acceptance | 18 | 13 | 31 (24.80) |
| To hide minor imperfections | 11 | 7 | 18 (14.40) |
| To make others admire or respect | 17 | 12 | 29 (23.20) |
| Total | 75 (60.00) | 50 (40.00) | 125 (100.00) |

The motives of the purchase of cosmetics are mostly psychogenic i.e., focusing on the satisfaction of psychological desires. The common characteristic of psychological motives is that they are learned. At the same time it is seen that the motives exert primary influence by initiating buying behaviour and also selective influence by guiding choices between soaps and brands. The predominant psychological motive is the desire to please somebody who take care of the consumer. About 28 percent of the consumers, have this motive behind the purchase of cosmetics. The next dominant motive is found among 24.8 percent of the girls, which is to win Social acceptance and 23.2 percent of the girls are motivated by the desire to make others admires or respect. Attraction to opposite sex motivates 12% of the consumers. Apart from these psychological influences, a personal influence also is found behind the motives in the purchase of cosmetics. This is the need to hide minor imperfections. About 18 percent of the girls motive behind the use of cosmetics is the reason.

Motives behind the rational purchase

| <i>Number of Students</i> | <i>Motives Behind</i> | | | | <i>Total</i> |
|---------------------------------------|-----------------------|---------------|---------------|--------------|----------------|
| | Economy | Efficiency | Dependability | Other reason | |
| Number of affirming rational purchase | 25 (26.60) | 35 (37.23) | 33 (35.11) | 1 (1.06) | 94 (100.00) |

Psychological factors such as desire for efficiency and belief in dependability also motivate the consumers to rationalize their purchase. Out of the 94 girls claiming to be rational buyers, 37.23 percent are motivated by the desire for efficiency and 35.11 percent are motivated by dependability. Only 26.60 percent give need to economic considerations.

Source of knowledge about prevalent prices product wise analysis

| <i>Source of knowledge about prevailing prices</i> | <i>Product</i> | | |
|--|---------------------|----------------|--------------------|
| | <i>Facial Cream</i> | <i>Shampoo</i> | <i>Nail polish</i> |
| Through personal enquiry | 8 (14.07) | 8 (11.94) | 8 (12.31) |
| Through previous purchase | 31 (54.39) | 35 (52.34) | 34 (52.31) |
| Through Newspaper / Journals | 13 (22.81) | 17 (25.37) | 16 (24.62) |
| Through Leaflets | 5 (8.77) | 7 (10.45) | 7 (10.77) |
| Total number of Knowing the prevailing price | 57 (100.00) | 67 (100.00) | 65 (100.00) |

Among the users of the three cosmetics, 57 girls using facial cream, 67 girls using shampoo and 65 girls using nail polish knew about the prevalent market price. They are 60 percent, 62.62 percent and 62.5 percent of the users of facial cream, shampoo and nail polish respectively. Taken individually the following facts are derived. Out of the 57 facial cream users who has knowledge about the prevalent prices, 54.39 percent learnt it through previous purchases; 22.81 percent through newspaper/ journals; 14.07 percent through personal enquiry and 8.77 percent through leaf list. Out of the 67 shampoo users claiming knowledge about the prevalent prices, 52.34 percent, 25.37 percent, 11.94 percent and 10.45 percent respectively attributed their learning to previous purchases, newspaper/ journals, personal enquiry and leaf list. About 65 users of nail polish claimed knowledge about the prevalent prices and out of these 52.31 percent learnt through previous purchases and 24.62 percent through newspaper/ journals. Through personal enquiry 12.31 percent learnt and through leaf list 10.77 percent came to know about the prevalent prices.

FINDINGS

- Among the 95 facial cream users, for 26.23 percent, family members act as source of knowledge regarding the products.
- 26.11 percent of shampoo users and 12.5 percent of nail polish users source is classmates and friends
- Only 2.11 percent, 3 percent and 5.77 percent respectively of facial cream, shampoo and nail polish users.
- 0.93 percent of shampoo users choose the brand because elder members of family.
- Shampoo is being used by male members of the family also which is not the case with facial cream and nail polish.
- 23.2 percent of the girls are motivated by the desire to make others admire or respect.
- 28 percent of the consumers, have the motive behind the purchase of cosmetics is to be please somebody who takes of them.
- Only 26.60 percent give need to economic considerations.
- 57 girls using facial cream, 67 girls using shampoo and 65 girls using nail polish know about the prevalent market price

SUGGESTIONS

- Advertisement is the important factor which promote the sales by way of influence the customers to buy the product. Hence, the sellers have to increase awareness among the customers.
- Training should be given to the dealers and distributors it will leads to build the brand loyalty among the people.
- Many of the organisation follows sales strategy such as extra offers, price off, free gifts, etc to retain its customers and also retain the market share. Hence the companies should follow the sales strategy to withstand in the market.
- Nowadays the sales strategy is moving towards giving free gifts, offers, etc., for the products. Hence, in order to withstand in the market and to increase the market share the manufacturers should give free gifts, offers, etc., from charging the reasonable price.

REFERENCE

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