WOMEN'S CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS WITH REFERENCE TO ARMOURED VEHICLES AND AMMUNITION DEPOT OF INDIA (AVADI) CITY

[1]Dr. B.Thenmozhi M.Com., M.Phil., Ph.D. [2]Dr. R.Dharani M.F.C., M.Phil., Ph.D.

[1]Assistant Professor, [2]Assistant Professor,

[1]Department of Commerce, Sakthi College of Arts and Science for Women, Oddanchatram, Dindigul District, India.

Abstract: This study explores the women's consumer behaviour towards cosmetic products. The behaviour of consumer is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behaviour to know how potential customers will respond to a new product or service. It also helps the organisations to identify opportunities that are not currently met. This study work applied the simple percentage, mean, standard deviation, ranking and correlation analysis. To analyze the relationship between two or more variables of the sample respondents the 'Correlations' was employed; to find out which variable contribute more effects on the studied factor the 'Ranking Method' was employed.

Index Terms – **Consumer, cosmetics, consumer behaviour.**

I. INTRODUCTION

Consumer behaviour is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, anthropology, ethnography, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality, lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.

As per the Consumer Protection Act, 1986, it does not include the person who purchases the commodity for the purpose of adding value or resale for any commercial purpose. However, a person can use those goods or services to earn livelihood or self-employment. Any type of user, other than the buyer who purchases goods, consumes the goods by taking permission of the buyer will also come under the category of Consumer. It includes the person who avails the services for any consideration. Moreover, the beneficiary of such services will also be regarded as the consumer.

I.1 Three Factors

To fully understand how consumer behaviour affects marketing, it's vital to understand the three factors that affect consumer behaviour namely,

- Psychological Factors;
- Personal Factors; and
- Social Factors.

I.1.1. Psychological Factors

In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude. Each person will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers must take these psychological factors into account when creating campaigns, ensuring that their campaign will appeal to their target audience.

I.1.2. Personal Factors

Personal factors are characteristics that are specific to a person and may not relate to other people within the same group. These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues.

For example, an older person will likely exhibit different consumer behaviours than a younger person, meaning they will choose products differently and spend their money on items that may not interest a younger generation.

I.1.3. Social Factors

The third factor that has a significant impact on consumer behaviour is social characteristics. Social influencers are quite diverse and can include a person's family, social interaction, work or school communities, or any group of people a person affiliates with. It can also include a person's social class, which involves income, living conditions, and education level. The social factors are very diverse and can be difficult to analyze when developing marketing plans.

However, it is critical to consider the social factors in consumer behaviour, as they greatly influence how people respond to marketing messages and make purchasing decisions. For example, how using a famous spokesperson can influence buyers.

I.2. Cosmetics

The Pharmaceutical Affairs Act 2009 defines cosmetics as "articles with mild action on the human body, which are intended to be applied to the human body through rubbing, sprinkling or other methods, aiming to clean, beautify and increase the attractiveness, alter the appearance or to keep the skin or hair in good condition."

I.3. Objectives of the study

The broad objective of the present research work was to study the women's consumer behaviour towards cosmetics products with reference to Armoured Vehicles and Ammunition Depot of India (AVADI) city and the specific objectives are to study the age group, marital status, qualification, income, occupation, cosmetic preferences, frequency of usage, skin types of the respondents and the respondents seen the advertisement before use the products, majority of the shopping done in the same shop during the past one year, always using the same brand and the benefits sought by the sample respondents.

II. DESIGN OF THE STUDY

The present research adopted descriptive study. The information used for the present study was gathered from both primary and secondary sources. The primary information was collected from the women's in the Armoured Vehicles and Ammunition Depot of India (AVADI) city by using structured interview schedule directly by the researchers. The secondary data was collected from reference books, journals and internet.

II. 1. Sample

The present study was confined with 120 women's in Armoured Vehicles and Ammunition Depot of India (AVADI) city.

II. 2. Tools used for analysis

The present study has employed statistical tools like simple percentage, mean, standard deviation, ranking and correlation analysis. To analyze the relationship between two or more variables of the sample respondents the 'Correlations' was employed; to find out which variable contribute more effects on the studied factor the 'Ranking Method' was employed.

III. RESULTS AND DISCUSSION

Table 3.1: Distribution of the respondents by their age

Sl. No.	Age	No. of Respondents	Percentage
1.	Below 18	21	18
2.	18 – 25	74	62
3.	25 – 35	17	14
4.	35 – 60	07	06
	Total	**120**	**100**

Source: Primary data

Table 3.1 shows the distribution of respondents by their age. The study found that majority of the respondents (62 percent) were belongs to age group of between 18 years to 25 years, 18 percent of the respondents age was below 18 years, 14 percent of the respondents age group were between 25 years to 35 years, 6 percent of the respondents age group was between 35 years to 60 years of age and none of the respondents were above 60 years of age among the sample respondents.

Table 3.2: Distribution of the respondents by their marital status

Sl. No.	Marital Status	No. of Respondents	Percentage
1.	Single	92	77
2.	Married	28	23
	Total	**120**	**100**

Source: Primary data

The distribution of respondents by their marital status was presented in table 3.2. It reveals that a vast majority of the respondents (77 percent) were unmarried and remaining 23 percent of the respondents were married women among the sample respondents in the study area.

Table 3.3: Distribution of the respondents by their qualification

Sl. No.	Qualification	No. of Respondents	Percentage
1.	SSLC	09	08
2.	+2	11	09
3.	Graduate	82	68
4.	Post graduate	18	15
	Total	**120**	**100**

Source: Primary data

Table 3.3 presents the distribution of respondents by their educational qualification. It shows that majority of the respondents (68 percent) were studying under graduate and/or completed the same, 15 percent of the respondents was completed post graduate, 9 percent of the respondents had completed up to higher secondary classes, 8 percent of the respondents had completed higher classes and none of them were illiterate among the studied women.

Table 3.4: Distribution of the respondents by their income level

Sl. No.	Income Level	No. of Respondents	Percentage
1.	Nil	09	08
2.	Rs.5000 – Rs.10000	11	09
3.	Rs.10000 – Rs.15000	73	61
4.	Rs.15000 – Rs.20000	18	15
	Total	**120**	**100**

Source: Primary data

The distribution of respondents by their income level is presented in table 3.4. The study found that majority of the respondent (61 percent) were earning Rs.10000 to Rs.15000 per month, 15 percent of the respondent was earning Rs.15000 to Rs.20000 per month, 9 percent of the respondents was earning between Rs.5000 to Rs.10000 and only 8 percent of the respondents were not earning any amount of rupees.

Table 3.5: Distribution of the respondents by their occupation

Sl. No.	Occupation	No. of Respondents	Percentage
1.	Private company	23	19
2.	Own business	04	03
3.	Student	82	68
4.	House wife	11	09
	Total	**120**	**100**

Source: Primary data

The distribution of respondents by their occupation is presented in table 3.5. The study found that majority of the respondents (68 percent) were student, 19 percent of the respondents was working in private organization, 9 percent of the respondents were house wife and only 3 percent of the respondents were doing their own business among the sample respondents.

Table 3.6: Distribution of the respondents by preferences of cosmetic items

Sl. No.	Cosmetic Preferences	No. of Respondents	Percentage
1.	Indian	34	28
2.	Imported	16	13
3.	Both	70	58
	Total	**120**	**100**

Source: *Primary data*

Table 3.6 presents the distribution of respondents by their preferences of cosmetic items. It shows that majority of the sample respondents (58 percent) were prefer to buy and use both Indian cosmetic items and imported cosmetic items from various countries, 28 percent of the respondents prefer to use Indian cosmetic items and 13 percent of the respondents were use to buy the imported cosmetic items.

Table 3.7: Correlations between age and preference of cosmetic items

Variables	Age of the respondents	Preference of cosmetic items
Age of the respondents	1.000	0.585**
Preference of cosmetic items	-	1.000

*** denotes significant at 1% level*

Table 3.7 shows the correlation coefficient between age of the respondents and preference of cosmetic items in Armoured Vehicles and Ammunition Depot of India (AVADI) city is about 0.585, which indicates positive relationship between age of the respondents and preference of cosmetic items and is significant at 1% level.

Table 3.8: Distribution of the respondents by frequency of usage

Sl. No.	Frequency of usage	No. of Respondents	Percentage
1.	Regularly	113	94
2.	Frequently	06	05
3.	Rarely	01	01
	Total	**120**	**100**

Source: Primary data

The distribution of respondents by frequency of usage of cosmetic items is presented in table 3.8. The research work shows that a vast majority of the respondents (94 percent) was regularly using the cosmetic items, 5 percent of the respondents were frequently using the cosmetic items and only 1 percent of the respondents were rarely using the cosmetic items in their day to day life

Table 3.9: Correlations between age and frequency of usage of cosmetic items

Variables	Age of the respondents	Frequency of usage of cosmetic items
Age of the respondents	1.000	0.654**
Frequency of Usage of cosmetic items	-	1.000

** denotes significant at 1% level

Table 3.9 shows the correlation between age of the respondents and frequency of usage of cosmetic items. The correlation is about 0.654, which indicates positive relationship between age of the respondents and frequency of usage of cosmetic items and is significant at 1% level.

Table 3.10: Distribution of the respondents by their skin types

Sl. No.	Skin types of the respondents	No. of Respondents	Percentage
1.	Dry	82	68
2.	Oily	21	18
3.	Normal	17	14
	Total	**120**	**100**

Source: Primary data

The distribution of respondents by their skin types is presented in table 3.10. It reveals that majority of the respondents (68 percent) skin type was dry followed by 18 percent of the respondents skin type were oily and only 14 percent of the respondents skin were either dry nor oily among the sample respondents in the study area of Armoured Vehicles and Ammunition Depot of India (AVADI) city.

Table 3.11: Distribution of the respondents by aware of the product through the advertisement

Sl. No.	Aware of the product through the advertisement	No. of Respondents	Percentage
1.	Yes	94	78
2.	No	26	22
	Total	**120**	**100**

Source: Primary data

Table 3.11 presents the distribution of respondents by their opinion on awareness of the product through the advertisement. The present study shows that a vast majority of the respondents (78 percent) were aware of the cosmetic products through the online and offline advertisement and remaining 22 percent of the respondents was not aware of the product through the advertisement.

Table 3.12: Distribution of the respondents by their shop loyalty

Sl. No.	Majority of the shopping done in the same shop during the past one year	No. of Respondents	Percentage
1.	Yes	76	63
2.	No	44	37
	Total	**120**	**100**

Source: Primary data

Table 3.12 presents the distribution of respondents by their shop loyalty. It shows that majority of the respondents shopping in the same shop during the past on year and remaining 37 percent of the respondents shop at their convenient places in the Armoured Vehicles and Ammunition Depot of India (AVADI) city.

Table 3.13: Distribution of the respondents by their brand loyalty

Sl. No.	Always using the same brand	No. of Respondents	Percentage
1.	Yes	102	85
2.	No	18	15
	Total	**120**	**100**

Source: Primary data

The distribution of respondents by their brand loyalty is presented in table 3.13. The study found that a vast majority of the respondents (85 percent) were use to purchase the same brand over a period of time and only 15 percent of the respondents try to use the new products available in the market. Hence, it can be inferred that majority of the respondents has brand consciousness.

Table 3.14: Distribution of the respondents by their benefits

Sl. No.	Benefits sought	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean Score	Standard Deviation	Rank
		No.	No.	No.	No.	No.			
1.	Have a clear and glowing skin	54 (45.0)	31 (25.8)	11 (09.2)	16 (13.3)	08 (06.7)	3.89	1.295	III
2.	Have a clear and glowing skin	48 (40.0)	26 (21.7)	24 (20.0)	12 (10.0)	10 (08.3)	3.75	1.304	V
3.	Strengthen the layers of skin	34 (28.3)	59 (49.2)	06 (05.0)	13 (10.8)	08 (06.7)	3.81	1.159	IV
4.	Avoid pimples and black spots	47 (39.2)	32 (26.7)	30 (25.0)	09 (07.5)	02 (01.7)	3.94	1.047	II
5.	Protect from sunlight, UV rays and bacteria	63 (52.5)	21 (17.5)	16 (13.3)	13 (10.8)	07 (05.8)	4.00	1.276	I

Source: Computed from the sample survey, No.: Number of respondents, Note: Figures in parenthesis represent the percentages, calculated.

The distribution of respondents by their benefits sought in the Armoured Vehicles and Ammunition Depot of India (AVADI) city is presented in table 3.14. It was found that 45 percent of the respondents strongly agreed that by using the cosmetics they have a clear and glowing skin and 40 percent of the respondents also strongly agreed that by using the cosmetics they have a better look and near to half (49.2 percent) of the respondents somewhat agreed that by using the cosmetics products they are getting strengthen the layers of skin, 39.2 percent of the respondents strongly agreed that by using the cosmetic items the respondents can avoid pimples and block spots and majority of the respondents (52.5 percent) strongly agreed that the cosmetic products protect them from sunlight, UV rays and bacteria.

The calculated mean score was 4 for the cosmetic items protect from sunlight, UV rays and bacteria, 3.94 for avid pimples and black spots, 3.89 for have a clear and glowing skin, 3.81 for it strengthen the layers of skin and 3.75 for have a better look. The calculated standard deviation was concentrated between 1.047 and 1.304 for the benefits such as have a clear and glowing skin, have a clear and glowing skin, strengthen the layers of skin, avoid pimples and black spots and protect from sunlight, UV rays and bacteria. On the ranking given to the benefits sought by the sought by the consumers was given 1st rank to the protect from sunlight, UV rays and bacteria, 2nd rank was avoid pimples and black spots, 3rd rank was have a clear and glowing skin, 4th rank was strengthen the layers of skin and least rank was have a clear and glowing skin among the 5 benefits considered in the study.

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