



## A STUDY ON THE INFLUENCE OF PERSONALITY TRAITS ON WOMEN CONSUMER BUYING BEHAVIOUR TOWARDS COSMETICS WITH REFERENCE TO COIMBATORE DISTRICT

<sup>1</sup>Dr. D. Parasakthi, <sup>2</sup>Ms. A. Benita

<sup>1</sup>Professor and Head, <sup>2</sup>Student of II M.COM CS  
Department of Commerce with Corporate Secretaryship,  
Dr. N. G. P. Arts and Science College, Coimbatore, Tamil Nadu, India

**Abstract :** The current Indian beauty market is expected to be \$ 8 Billion USD and the market size of Indian cosmetic industry is expected to be \$20 Billion USD by 2025. Cosmetic demand in India is one of the fastest in the world. Personality trait is that which makes a person different from the other. People have different reactions for same situation, this is due to their different personality. Knowing personality traits might help marketers to know why a consumer prefer certain products and dislikes others. This study aims to know how much personality affects the buying behaviour of women consumers towards cosmetics. Women respondents are chosen because women are the key target for Indian cosmetic industry. 500 respondents were randomly chosen from Coimbatore district and Chi-square test and Pearson's correlation were used to determine the relationship of personality traits and buying behaviour.

**KEYWORDS :** Personality, Women, Cosmetics, Buying behaviour, Traits

### INTRODUCTION

Women today are constantly being reminded of what is considered beautiful. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes, and sizes. By placing photo-shopped and computer-enhanced models in advertisements, society has built up impossible standards of beauty, which has led to feelings of inadequacy among women. From a young age, girls are taught to experiment with makeup to increase their attractiveness. Different amounts can be applied as needed, and it works as a temporary boost in self-esteem. What is so appealing to most women about cosmetics is that it can be a quick and easy way to temporarily solve beauty problems.

### INDIAN WOMEN CONSUMERS' TRAITS TOWARDS COSMETIC PRODUCTS

Generally Indian girls wear minimum or no make-up. Most Indian females wear makeup only on special occasions. Indian women believe that natural make up is much comfortable than too much painting on their face. In generally Indian women prefer to boost up their natural beauty with a slight enhancement with make-up. They don't want to cover up their blemishes, but prefer to have a natural look with a pinch of cosmetics.

Indian females love to have a nice skin texture than having "white" skin. So, they want to keep up their natural looks with elegance always. No matter their skin color, all they need is a nice dermal texture. Most Indian men also prefer to see women applying minimal cosmetics.

It also has to do with the Indian culture that has given importance to natural living and promoting only natural products. Many cannot afford or don't like to spend their precious money and time on a layer of harmful chemical coating that to attract attention. This doesn't mean that Indian women are not beauty conscious, but they rather prefer healthy and natural choices such as homemade, DIY face packs etc., that would boost skin health. Females in India prefer eliminating the blemishes rather than covering/hiding them. In Indian Society or work culture no make-up is perfectly normal and has no issue at all. The imperfections of skin are also not taken into account here while judging any women's qualities in society/work space.

## STATEMENT OF THE PROBLEM

The research is focused on women consumers, their personality traits, buying preferences, and factors that affect their buying decisions. This study is intended to study and analyze the effect women's personality traits have on their purchasing intention towards cosmetics. Before launching or positioning of any products, especially products like cosmetics, the companies are required to study the behaviour of consumers on several factors. Analyzing women consumers' buying behaviour can give effective suggestions on problems faced by the industry. In this study, the psychology of how women consumers think, feel and select cosmetics are examined based on:

1. Their personality trait.
2. The psychology of how women consumers are influenced by their culture, family, peer group, media etc,
3. The behaviour of women consumer while shopping cosmetics.

## SCOPE OF THE STUDY

- This study provides and overview of the attitude of women consumers towards cosmetic products based on their personality traits in Indian Society specifically in Coimbatore District, Tamil Nadu.
- The results help in analysing the influence of personality traits on purchasing choices which further can be beneficial to the marketers in understanding their consumerism and can help them to strategize their sales-boost.

## OBJECTIVES OF THE STUDY

- To find out the personality traits of women consumers.
- To study the buying behaviour of consumers.
- To know the consumers' attitude, preferences, intentions and decisions towards cosmetic products.
- To examine how personality traits of women consumers affect their purchasing behaviour towards cosmetics.
- To offer suggestions based on the findings.

## RESEARCH METHODOLOGY

- Descriptive research design is used in this study.
- Primary data is collected through Questionnaire.
- Two set of questionnaires is used, one for analysing the personality traits - Big Five Markers, developed by Goldberg (1992) is used, and the other for studying buying behaviour.
- The sample size is 500 respondents.
- Sampling is done using Simple Random Sampling Method

## STATISTICAL TOOLS USED

The statistical tools used for analysis are

- Simple Percentage
- Chi-Square
- Correlation

## REVIEW OF LITERATURE

**E. Krithika, M. Banurekha (2021)** The purpose of the paper is to study the consumer Preference towards cosmetics. People consider quality as the most significant factor to purchase cosmetics. The findings may be used to marketers to plan marketing strategy for cosmetics. Through this paper an attempt was conducted to identify the different factors that impact and influences the customers for buying a product. This study reveals that various factors like quality, brand, price, advertisement and packaging have tremendous influences on consumer Preference. The study aims to study the consumer preference for cosmetic products and to find out how cultural, social, and psychological factors influence consumers while using cosmetic products.

**Mirjam Stieger, Christoph Flückiger, Dominik Rügger, Tobias Kowatsch et.al. (2021)** says that personality traits predict important life outcomes. Given these positive relations to outcomes, economists, policy makers and scientists have proposed intervening to change personality trait to promote positive life outcomes. This study examined the effects of a 3-mo digital personality change intervention using a randomized controlled trial and the smartphone application PEACH (PERSONALITY COACH). Participants who received the intervention showed greater self-reported changes. This work provides the strongest evidence to date that normal personality traits can be changed through intervention on non-clinical samples.

**Dinsmore, Swani et.al., (2017)** has said that from technological to the social field, personality has a role in the way consumers approach new developments and recent trends. Extroversion, conscientiousness and openness to new experiences have a positive influence on the purchase intention of global brands. people obtain psychological rewards from the buying process itself. individual factors such as personality, can influence how a channel is perceived and can affect consumer buying decision.

**Prof. Nilesh Anute, Dr. Anand Deshmukh, Prof. Amol Khandagale (2015)** The 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.

## RESULTS AND DISCUSSIONS

The analysis and interpretation of the study on sample size of 500 respondents' and the data collected are classified and tabulated below. Further the following Statistical measures are employed in fulfilling the objective of the study.

- Simple percentage
- Correlation
- Chi-square

### SIMPLE PERCENTAGE ANALYSIS

It is used to specify the number of respondents in a sample falling in each category. Simple percentage analysis refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series. A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points.

Percentage Analysis is used for making comparison between two or more series of data. Percentage can also be used to compare the relative terms, the distribution of two or more series of data.

### FORMULA

$$\text{Percentage of Respondents'} = \frac{\text{Number of Respondents'}}{\text{Total Number of People Answered}} \times 100$$

Table 1: Table Showing Personality Traits of the Respondents

S. NO	PERSONALITY TRAIT	NO OF RESPONDENTS	PERCENTAGE
1	Agreeableness	88	17.60%
2	Conscientiousness	91	18.20%
3	Extroversion	144	28.80%
4	Neuroticism	99	19.80%
5	Openness to Experience	78	15.60%
	<b>Total</b>	<b>500</b>	<b>100.00%</b>

Source: Primary Data

### INTERPRETATION

The above table characterizes the classification of the respondents based on their personality trait. The results derived are, 17.6% of the respondents have agreeableness trait, 18.2% of the respondents have conscientiousness trait, 28.8% of the respondents have extroversion trait, 19.8% of the respondents have neuroticism trait and 15.6 of the respondents have openness to experience trait.

**Hence, Majority of the respondents have extroversion trait (28.8%).**

**CORRELATION**

Correlation coefficients are used to measure the strength of the relationship between two variables. Pearson correlation is the one most commonly used in statistics. This measures the strength and direction of a linear relationship between two variables. Pearson's correlation is calculated as follows:

$$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$$

Where,

- r** = correlation coefficient
- xi** = values of the x-variable in a sample
- $\bar{x}$**  = mean of the values of the x-variable
- yi** = values of the y-variable in a sample
- $\bar{y}$**  = mean of the values of the y-variable

### TEST OF CORRELATION BETWEEN FIVE PERSONALITY TRAITS AND TAKING OTHERS' RECOMMENDATION INTO CONSIDERATION

#### HYPOTHESIS

$H_0$ : There is no significant correlation between Personality factors and taking others' recommendation into consideration.

$H_1$ : There is a significant correlation between Personality factors and taking others' recommendation into consideration.

Table 2: Table Showing Correlation Between Five Personality Factors and Seeking Others' Recommendation

Variable	Correlation Co-efficient	Significance Level
Extroversion	0.202	0.040
Neuroticism	0.253	0.057
Agreeableness	0.676	0.003
Conscientiousness	0.325	0.009
Openness to Experience	0.901	0.017

Correlation is significant at the 0.05 level (2-tailed).

#### INTERPRETATION

- Though significant correlation exists between personality factors and taking others' recommendation into consideration, it is not significant to all.

**It is interpreted that the correlation is not significant between neuroticism and taking others' recommendation into consideration. Correlation is significant for extroversion, agreeableness, conscientiousness and openness to experience.**

#### CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying. The test explains if two attributes are associated.

With Degree of Freedom (D.F.) = (C-1) \* (R-1)

Where,

O = Observed frequency

E = Expected frequency

C = Number of columns

R = Number of rows

Hence the chi – square test is applied to test the significant difference between Observed ( $O_i$ ) and Expected ( $E_i$ ). In this study also the opinion ( $O_i$ ) given on various attributes by the respondents are compared with the ( $E_i$ ) values and conclusions are derived.

**Hypothesis ( $H_0$ ):** “There is no significant difference between the observed ( $O_i$ ) and expected ( $E_i$ ) frequencies”

**Hypothesis ( $H_1$ ):** “There is a significant difference between the observed ( $O_i$ ) and expected ( $E_i$ ) frequencies”

### TEST OF ASSOCIATION BETWEEN PERSONALITY TRAIT AND SOURCE OF INFORMATION FOR BUYING COSMETICS

#### HYPOTHESIS

$H_0$ : There is no significant relationship between personality traits and source of information for buying cosmetics.

$H_1$ : There is a significant relationship between personality traits and source of information for buying cosmetics.

Table 3: Analysis on Personality Trait

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.615 <sup>a</sup>	20	.038
Likelihood Ratio	14.208	20	.017
Linear-by-Linear Association	.364	1	.547
N of Valid Cases	500		

Crosstab

			Source of Information for buying cosmetics					Total
			magazines/ newspaper s	beauticia n	friends/ relative s	media	doctors	
Personality Trait of the Respondent	Extroversion	Expected Count	32.3	25.6	39.5	29.1	2.6	144.0
		% of Total	6.8%	5.2%	7.8%	6.4%	.6%	28.8%
	Neuroticism	Expected Count	27.1	17.6	22.2	20.0	1.8	99.0
		% of Total	4.0%	3.4%	5.6%	3.8%	.6%	19.8%
	Agreeableness	Expected Count	24.1	15.7	19.7	17.8	1.6	88.0
		% of Total	3.8%	4.2%	4.4%	2.8%	.2%	17.6%
	Conscientiousne ss	Expected Count	20.4	16.2	18.4	24.9	1.6	91.0
		% of Total	4.2%	2.4%	6.0%	3.4%	.0%	18.2%
	Openness to experience	Expected Count	17.5	13.9	21.4	15.8	1.4	78.0
		% of Total	3.6%	2.6%	3.6%	3.8%	.4%	15.6%
	Total	Expected Count	112.0	89.0	137.0	101.0	9.0	500.0
		% of Total	22.4%	17.8%	27.4%	20.2%	1.8%	100.0%

## INTERPRETATION

- The above table shows that, Pearson chi-square value  $\chi^2 = 12.651$  and p value (0.38) is less than alpha value (0.05), so null hypothesis is rejected.

Hence it is interpreted that source of information for buying cosmetics is related to personality trait. The major source of information buying cosmetics for respondents with openness to experience and extroversion trait is their friends/relatives, major source of information buying cosmetics for respondents with neuroticism and agreeableness trait is magazines/newspaper, major source of information buying cosmetics for respondents with conscientiousness trait is media.

## FINDINGS FOR SIMPLE PERCENTAGE

- Majority 58.8% of the respondents belong to the age group 15-25.
- Majority 53.6% of the respondents are students.
- Mostly 53.3% of the respondents are unmarried.
- Mostly 36% of the respondents belong to the income range 20001-25000.
- Majority 50.6% of the respondents are from urban area.
- Majority 28.8% of the respondents have extroversion trait.
- Majority 34.4% of the respondents rarely buy cosmetics.
- Mostly 29.8% of the respondents perceive that people who use cosmetics are stylish.
- Mostly 25.8% of the respondents refer to beautician.
- Majority 27.4 of the respondents look the quality.
- Mostly 31.2% of the respondents buy from the internet.
- Mostly 52.6% of the respondents are influenced by their family 15-25.
- Majority 51.4% of the respondents take others' recommendation into consideration.
- Majority 31.2% of the respondents prefer Lakme.

## FINDINGS FOR CORRELATION

- Results show that correlation is not significant between extroversion and how often respondents use cosmetics. Correlation is significant for neuroticism, agreeableness, conscientiousness and openness to experience.
- Results show that correlation is not significant between neuroticism and taking others' recommendation into consideration. Correlation is significant for extroversion, agreeableness, conscientiousness and openness to experience.



## FINDINGS FOR CHI-SQUARE

- It is found that source of information for buying cosmetics is related to personality trait. It is interpreted that major source of information buying cosmetics for respondents with openness to experience and extroversion trait is their friends/relatives, major source of information buying cosmetics for respondents with neuroticism and agreeableness trait is magazines/newspaper, major source of information buying cosmetics for respondents with conscientiousness trait is media.
- It is found that place preferred to buy cosmetics seems to be related to personality trait. It is interpreted that most preferred place to buy cosmetics for respondents with extroversion and agreeableness trait is the shopping mall, most preferred place to buy cosmetics for respondents with neuroticism, openness to experience and conscientiousness trait is the Internet.
- It is found that frequency of buying cosmetics is related to personality trait. It is interpreted that respondents with extroversion and neuroticism trait buy cosmetics rarely, respondents with openness to experience trait buy cosmetics very frequently, respondents with conscientiousness trait buy cosmetics very rarely, respondents with agreeableness trait buy cosmetics frequently.

## SUGGESTIONS

- It is suggested to plan different customer relationship management programs to connect the shopping behaviour of a consumer to their identity and therefore to their personality. It is believed that personality traits of the consumers can help marketers to adjust their strategies according to the sensitiveness of the consumer category.
- Individualized communication can be made to segment advertising campaigns according to the personality of a consumer.
- Consumers with neuroticism trait are shown to buy known products. In this case, the consumers must be characterized by the need of interpreting the information they gather, rather than buy the products they know. Marketers must concentrate on providing information through appropriate channels.
- Extroverts mostly engage in impulsive buying. To attract extrovert consumers, it is suggested to bombard them with advertisements, it has proved to be beneficial to sales. Familiarity intensifies consumer satisfaction and repetition of vivid advertisements will bring an increase in profit. Marketers could this approach by the use of simple reminder advertisements and the placement of products.

## CONCLUSION

Cosmetic market is one of the best growing market sections which have been competitive and grown continually. This research aimed to understand the influence of personality traits on women consumer buying behaviour towards cosmetics with reference to Coimbatore District. Consumer behaviour can be looked at from multiple angles, however the psychological point of view brings forward the individual differences of consumers by exploring the multifaceted features of consumer psychology such as motivation, beliefs and perception. The study has identified that there is a positive relationship between the women consumers' buying behaviour towards cosmetics and their personality type. The study shows personality is a highly relevant concept for the examination of consumption of Cosmetics.

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