



ON-LINE BUYING BEHAVIOR OF CONSUMERS PERSONAL CARE PRODUCTS WITH REFERENCE TO KRISHNAGIRI DISTRICTS

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Abstract

The aim of this study is to determine the Consumer Buying Pattern of Cosmetic Products with Reference to Krishnagiri district.

This study will focus on the different marketing variables affects the cosmetic consumption as well as their decision making process for purchasing the cosmetic products.

Understand the latest market trends and future growth opportunities for the Beauty and Personal Care industry in India with research from Euro monitor International's team of in-country analysts – experts by industry and geographic specialization.

Key trends are clearly and succinctly summarized alongside the most current research data available. Understand and assess competitive threats and plan corporate strategy with our qualitative analysis, insight and confident growth projections.

Data and analysis in this report provides further detailed coverage dedicated to the following key categories, where applicable:

- Baby and Child-Specific Products
- Bath and Shower
- Colour Cosmetics
- Deodorants
- Depilatories
- Fragrances
- Hair Care
- Men's Grooming
- Oral Care
- Skin Care
- Sun Care
- Premium Beauty and Personal Care
- Mass Beauty and Personal Care

The Beauty and Personal Care in India report includes:

- Analysis of key supply-side and demand trends
- Detailed segmentation of international and local products

- Historic volume and value sizes, company and brand market shares
- Five year forecasts of market trends and market growth
- Robust and transparent research methodology, conducted in-country

This report answers:

- What is the market size of Beauty and Personal Care in Krishnagiri?
- Which are the leading brands in Krishnagiri?
- How are products distributed in Krishnagiri?
- To what extent is e-commerce changing the retail environment and consumer demand?
- How are sales of mass versus premium beauty products evolving?
- Which products are seeing rising demand in the wake of COVID-19?
- Why are changing lifestyles and consumer behaviour patterns stimulating growth of some categories but not others?
- How is the macroeconomic environment shaping demand?
- Where is future growth expected to be most dynamic?

Design/Methodology: The Quantitative research will be done to carry out the study buying pattern and analyze the factors influencing on buying decisions of cosmetic products. The primary data has been collected with the help of a structured questionnaire. The study sample included 29 male and 71 female candidates of the study population after its validity and reliability have been tested by the researcher.

Findings: The results of the data analysis revealed that the cosmetic market is dominated by female consumers, male consumers are coming at par with them. Majority of the respondents preferred to purchase products from the shop that provide quality products with variety at reasonable price. Furthermore, the results of the multiple regression analysis revealed that there is a statistically significant effect on Quality as a most important factor for purchase of cosmetics by the respondents than price. So, it all depends on the preference and the opinions of an individual when it comes to the decision regarding the purchase of cosmetic product.

Research, Practical & Social implications: The study helps the cosmetic marketers to understand the buying pattern and preferences of consumers while purchasing the cosmetic products, and also help them to take the appropriate marketing strategies in order to reach the customers.

Originality/Value: In this section, the paper highlights the the buying pattern and analyze the factors influencing on buying decisions of cosmetic products. It discusses how the research contributes to the field and why it is important. This section emphasizes the significance of the study's findings and how they can add to the understanding of the topic.

Research Methodology

The data was collected from primary sources that included 200 respondents from the Thane District. The selection of respondents was done through snowball sampling method and they were given a questionnaire structured for the purpose of data collection regarding their online shopping behaviour as far as beauty products are concerned. For the purpose of secondary data various online sources, books, journals and web reports were referred. Limitations and Scope of the study:- The scope of study is limited to Thane District and also the age group selected for the respondents ranged from 18 years to 55 years only. This shows the limitations of the study and also provides the scope to future researcher to go beyond this area and to have more variation of age limit. Online Consumer Behaviour towards online purchase of beauty products:- Consumer behaviour is difficult to

predict but essential for any company so as to succeed in the current product market as well as while launching new products. The perception, though process and attitude of consumers is affected by various factors. Moreover when it comes to online shopping, their behaviour is much influenced by the images, discounts, reviews and many other filters. So there are chances that even the best products may skip the chance to enhance their sales due to the virtual features shown by other products. So the online Online Consumer Behaviour is a very complex phenomenon with high chances of product failure. Due to the changing fashion, technology, trends, living style, disposable income, and similar other factors, Online Consumer Behaviour primarily changes. A marketer has to understand the factors that are changing so that the marketing efforts can be aligned accordingly. The following are the major factors affecting online purchases:

1. Internal or Psychological factors
2. Social factors
3. Cultural factors
4. Economic factors and
5. Personal factors

All of the aforementioned aspects are taken into account and their effects on the choice of cosmetic products are analyzed in this study. Psychological aspects pertain to an individual's internal feelings that drive their purchase of a specific product. Social considerations determine an individual's social standing, making them a significant role in consumer behavior. Consumers also purchase goods according to their cultural preferences. Economic factors are relevant to all types of consumers and are unavoidable. Personal elements are important while making decisions, in addition to the other considerations.

Maximum respondents (43.5%) belonged to the monthly income range of 10000 to 25000. This shows that average earning people are more conscious of their beauty and make purchase of online personal care and beauty products. 4) The findings show that majority respondents (85.5%) belong to nuclear family which proves that such families are free to take decisions about their beauty products as they want. This freedom helps them to make more and more online purchases of such products. 5) As far as marital status is concerned, not much difference was noted in the study area. This shows that marital status has no impact on decisions related to purchase of beauty products. Everyone is interested in personal care irrespective of marital status 6) Information related to occupation shows that employed people (40%) are more conscious about such products, followed by housewives and students (39%) as compared to business class people. 7) Lastly as regards educational qualifications, undergraduate respondents were more (40.5%) than post-graduate respondents (31.5%) or professionals (28%). This shows that the young generation undergoing graduation is more inclined towards purchase of beauty products than professionals and post-graduate students. The clearly shows that majority of customers (91.5%) face the problem of lack of trust while making online purchases of beauty products. 71% respondents opined that price war among different online sites was another challenge faced followed by heavy discounts that confuse them about selection of products followed by lack of clear information, impact of influencers and past experience. All these challenges make it difficult for consumers to make decision regarding their online purchase of beauty products. Suggestions and Conclusion:- We will gain a better understanding of how advertising, discounts, and pricing affect Online Consumer Behaviour by studying how consumers behave when making online purchases of cosmetics. People are getting more and more aware of the vast possibilities of internet shopping, but awareness regarding the purchase of cosmetics is still lower when compared to comparable things purchased online. Many people are still confused and uninformed about the idea of purchasing makeup products on the internet. Online cosmetic retailers should focus on raising awareness and enhancing their advertising strategies because a sizable portion of the population is still unreached. The survey also shows that consumers lack confidence in these kinds of items because they consider quality to be the most crucial factor

when buying makeup. In order to encourage greater sales, businesses must also focus on the trust component. Given that sellers work to build awareness and trust, there is a great deal of opportunity for both.

Consumer behavior and its impact on purchase decisions

Consumer perceptions and self-beliefs impact the consumer journey. Every consumer perceives the brand messages differently. The behavior, when studied, can give insights to marketing agencies and research companies. The two major factors that were found to bring about a change in the customer's purchase pattern were their willingness to try new products and experiment with their looks and purchase [20]. Customers who were impulsive in their purchase emphasized personal health in the items that they purchase. Price and deriving value for their money play an important role even in their impulse purchases. They seek competitively priced products while searching for a product to satisfy their needs. They usually make small impulsive purchases in order to treat themselves or their friends and family members. "If I find a product with new ingredients at a reasonable price, I will give it a try." Companies looking to establish a market for new products or private label companies can target these types of customers. They are influenced by loyalty reward programs, discount offers, in-store promotions. The most likely channel to target them would be offline, either via retail stores or via skincare stores, salons, parlors, or skin/hair specialists. A way to target these types of impulsive customers is by comparing the price of various products and their variants, communicating the same to the customers [21]. The customers who were in the habit of making a planned purchase of their skin and hair care products were highly brand loyal when it came to their choice of products. They were willing to pay more and display brand loyalty even if there are cheaper competitor products available. However, if the price gap became a bit too large for their liking, they were willing to shift to competitor brands. "I buy any skincare product after researching about its ingredients and do not just follow the recommendations of the retailer"[22] Companies need to focus their quality benefits and communications on discounts or offers for their loyal customers. If companies target these customers in their research stage, it has a chance of making maximum impact.

Understanding these customers' previous purchases and suggesting offers based on these can help them make loyal to a brand, which will provide them with a seamless online to offline experience. Digital try-on facilities have also been introduced for the customers to interact and engage with the brand. "When people write their reviews on Flipkart or Amazon, you get an idea of how the product has fared for other users." Consumers preferred researching information about various products, brands online and even purchasing them on online platforms. They are influenced by social media posts- be it posts by brands, companies, or user-generated content. Brands can target these customers by investing in relevant content and campaigns online, which invites customers to participate. These customers also consume content on mobile platforms – e-commerce mobile applications or applications for beauty and self-care content. Demarcated discount offers on branded products can be a way to attract new customers [23]. Some customers were found to stick to one product after having established ease of use with the same. Brands might find it difficult to influence these types of customers as they do not wish to try new products or make impulse purchases. These consumers usually prioritize saving money and getting a higher value for money spent on non-essential items like personal care [24]. "I have a few brands which I have become comfortable with. I will stick to that." Marketers should focus on providing a convenient shopping experience for them.

Educating retailers about the product to pass on the information to the customers can be beneficial. Companies can also outline the value derived by the customer, discount offers, and savings on their brand's purchase to attract this Issue 23. August 2022 | Cardiometry | 725 segment of customers. Customers purchasing online prefer diligent customer support, quality goods delivery, frequent offers, and discounts. Customers purchasing offline preferred a good ambiance in the store, qualified salespersons, and various products that translated to repeat

purchase [25]. Advertisements related to skin/hair care are mostly centered on women. The female respondents in the study identified the need to have a long-lasting and evergreen youthful look. They want products that will not have any harmful impacts on their skin or hair in the long term. There have been a few products catering to men's care products. The male respondents mainly cited the need to feel confident in front of their colleagues, which dominated their choice for a particular product. They identified the need to always look presentable in front of their clients, which motivated them to take care of their looks. Modern trade channels like Shoppers Stop and Lifestyle cater to clients willing to pay a higher price for their cosmetic and beauty care needs. Stores like Big Bazaar, D-Mart cater to the customers' needs with a fixed budget to spend. Various online websites have come up in the skin and hair care space. Nykaa, Myntra, Purple cater to the cosmetic segment [26]. It is important to establish regular engagement programs with the end consumers and the retail, skin/hair specialists, stylists. Customers should be made aware of new discounts, loyalty coupons, details on regular product testing conducted to assure them of the product's quality. Customer support should be provided. They should be educated about the best ways to use the product, the advantages that can be accrued. Similarly, companies should also focus on educating and maintaining relations with the retailers to equip them to push the brand in front of the customers [27]. Suppose a new product is being introduced into the market. In that case, sampling activities at retail counters in malls or cosmetic shops may attract new clients. Salespeople of such new brands should be educated and technically certified as they are the ones in direct touch with the customers and those capable of making maximum impact [28].

5. Conclusion The primary motive behind purchasing a personal care product is to encourage a change in appearance. The motive and intent to purchase differs on the consumer behavior and the ability to purchase.

The need to study their behavior and influences becomes important in such a scenario. The study also identifies the marketing tactics to target consumers and the offers most attractive to them based on in-depth interviews. Both external and internal stimuli were identified, which impacted consumer behavior. There are offline and online influencer touch points that impact the final purchase decision of the consumer. The study maps the major concerns customers generally have at each stage of the consumer journey and the information they can provide. Consumers look for products that are known for their quality and seek suggestions from their friends, salon stylists, and influencer blogs to make a decision. In the initial stages, customers look for various trends in the particular segment. They read up on trending and reputable brands. After familiarizing themselves with the different brands, they look at specific product features and the pricing details. Customers favor natural products, and known brands like Himalaya are already trying to leverage the same. They seek traces of the ingredients in the product in the form of packaging, product design, and fragrance to validate the presence of the ingredients. The change in appearances after applying the product is also a major trigger for them to consider the purchase of that brand. Brands show the before-after imagery on using their products in order to drive the usefulness of their products. Companies looking to establish a presence for new products must target consumers who purchase impulse by positioning their product as a value for money. Online reviews, user-generated content are important sources of influence. A seamless journey from online to offline should be created for consumers to encourage a brand switch. Brands must make their presence felt in the customer's research stage by providing relevant product ingredient information. A brand positioned as fulfilling a specific need can help carve a unique market space. The study suggests that marketers have to establish a regular engagement program to attain the top of mind recall. Regular brand activations with retailers, stylists would also help in reaching the end consumers. Both the parties should be kept informed about new offers, product features, and ingredients. This study's main contribution is the construction of the buying behavior and the purchase journey using deductive logic. This study uses a grounded theory approach that has led to building up a model to understand customer purchase journeys and behaviors. This research has thus forayed into applying alternate research methodologies to establish a model for the same. The study further contributes to the model by defining marketing tactics that would be most suitable to cater to different consumer behavior characteristics.

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