

A Study on Cosmetic Products in Madurai City

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Abstract

In the twenty-first-century modern era where digitalization is swift and changing needs of fashion and trends are endemic up. There raises a sharp need for working women to focus more on beauty, and this wide concept is now under the umbrella of "Skincare". Skincare products play an important role in this generation as girls and women also dream up being beautiful and they prefer to manifest healthy glowing skin as distinguish in all advertisements. Cosmetics products are those products or items that we use for sanitize, peeling, sunscreen lotion, serum, face Oil, chemical peeling, face mask, eye cream, toning, massaging, and moisturizing the skin. This paper endeavors to study the consumer buying behaviour of cosmetic products particularly in Madurai city. In this paper, primary data were collected, analyzed, and interpreted with the help of statistical techniques. The study shows that various factors which have a notable influence on buying Behaviour. This study is also helpful to the cosmetic companies and to understand buying habits of the consumers.

Keywords: Cosmetics, Consumer Behaviour, Buying Habits.

Introduction

The cosmetics market has been increasing rapidly in the world. Especially in the Indian cosmetic market, which contains healthy skin, hair care, shading beauty care products consideration categorization, has to beat the world's operating corrective markets regarding development in the twenty first century. The Indian cosmetic market has very skill development driven by improved spending force and rising consumers about corrective items in the midst of developing splendor cognizance.

The Indian cosmetic industry has seen a gradual evolution over the last ten years, developing at a Compound Annual Growth Rate of around 9.5% somewhere in the range of 2013 and 2016, as indicated by advertising experts. With improving purchasing power and expanding style awareness, the beauty care products industry is required to keep up the development of energy during the period 2017-2020, with an anticipated development at a CAGR of around 14%. The normal consumer spending on beauty care products in

India is a lot lesser than in some other developed countries. This suggests the Indian cosmetic industry has much more improved its potential for development in the future than the present. The offers of cosmetic items in India are expanding aggressively due to the expanding acquiring force and voluntary cash flow, urbanization, developing skill about magnificence items, and makers vigorously promoting items in provincial territories in India. Moderateness and rising purchasers are additionally liable for high corrective deals.

As recommended by a report of bonafide inquiry about India corrective Market Outlook, 2021, restorative item in India was expanding with a Compound Annual Growth Rate of 27.04 percent over recent years. Urban India gives rise to the market, with more than 80 percent of the corrective portion utilization by volume. Many household and worldwide organizations are presently focusing on the rustic markets to push volume deals in classes like nail, hair, and lip care, and some mass healthy skin items too.

As per the related Chambers of Commerce and Industry of India ASSAM, utilization of beautifying agents in India for every individual is around US Dollars 0.51 pennies when contrasted with US Dollars 20 in Hong Kong, US Dollar 20 in Japan, and US Dollar 2.7 in China.

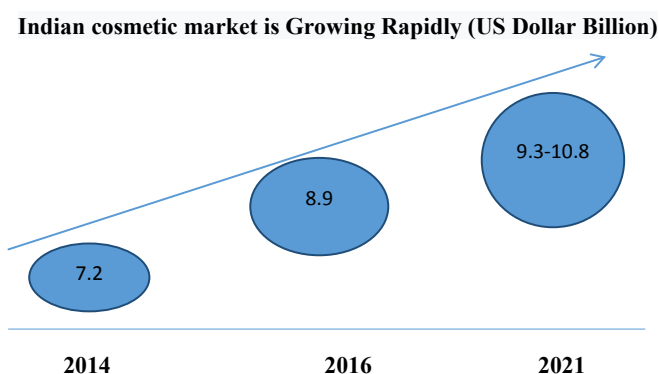
Review of Literature

Singh J.D, (1981) surveyed “A study of Cosmetics Brand loyalty in India”. The study concluded that Indian consumers have been found becoming progressively brand loyal.

Debiprasad Mukherjee (2012) conducted a study entitled, “Impact of celebrity endorsement on Brand Image”. This study surveyed that consumers’ report higher self-brand relatedness for brands with images that are consistent with the image of a celebrity that they desire to be like, particularly in the study when the image of the celebrity and the brand match.

Growth in the Indian Cosmetics Industry

The Indian cosmetics and beauty products division has been witnessing steady growth of late. It is generally classified into five major categories - hair care, face care, body care, and color cosmetics. The Indian beauty and personal care (BPC) industry is evaluated to be worth USD 7.2 billion. India’s per capita spend on beauty and personal care is it is growing in line with India’s GDP growth.



Objectives of the Study

1. To study the buying behavior of customers who buy cosmetic products.
2. To find the shopping pattern of cosmetic products in Madurai City.
3. To study the factors influencing buying cosmetic products.

Research Methodology

The methodology used in this paper is as follows:

Sources of Data

The study is based on both primary data & secondary data. The primary data has been collected through a questionnaire and secondary data was collected through the internet and magazines.

Sample Selected for the Study

A total of 100 respondents from Madurai city were selected for this study. The convenience sampling method has been followed for data collection.

Area of the Study

The study area is limited to Madurai city, Tamil Nadu. It is identified third largest city in Tamil Nadu with a high per capita income.

Tools for Analysis

The statistical tool used for the analysis of this study is the simple percentage technique. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables & figures. Under this method, respondents were asked to assign the rank to the factors. The preference is taken as the total score assigned to a factor. The factor scoring the least value is the most important rank & was determined in ascending order.

Limitations of the Study

1. Only 100 respondents were taken for this study.
2. All the respondents are women.
3. The respondents belong to Madurai city only.

Findings of the Study

1. It is found that the cosmetic market is mostly dominated by female consumers between the age group of 18 to 28.
2. The professional and entrepreneur respondents were found more conscious of their appearance and ready to buy high-priced products as compared to housewives & students.
3. More than 50% of the respondents preferred to purchase products from shops that provide quality products with variety at reasonable prices.
4. Most of the respondents preferred to purchase cosmetic products from supermarkets and online shopping stores.
5. Quality was found as a significant factor for the purchase of cosmetics by the respondents than price.
6. 43 percent of the respondents feel that they gain confidence when they use cosmetic products
7. Majority of the respondents are interested to recommend the product to their friends & relatives.
8. Television and Internet is widely used for receiving information about the cosmetic products. The use of the internet user by students and highly educated people are emerging as a critical factor.
9. It has been considered that in purchase decision, in spite of the impact of friends, family members, beauticians, dermatologist, and others, the actual decision to buy the cosmetic products was taken by the respondents on their own.

Suggestions

- A cosmetic company should market cosmetic products for male consumers also.
- A marketer should built up a proper distribution channel to avoid the problem of non – availability of cosmetic products.
- Marketers should include our point of view and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.

Conclusion

In recent times, cosmetics markets are highly competitive. The consumer is the dominant force in the market. The present market situation compels the marketers to look at the buying habits, tastes, preferences, desires, and dislikes of consumers and accordingly, they need to revise its policies and marketing mix. Women in today's scenario are not prone to only household women there has been a great change in the mindsets due to globalization and advancements in technology also the sharp increase in the level of literacy has given an amazing scope for awareness on cosmetics. The world beauty industries markets are valued at \$566 million in 2020. The beauty product market will hit a jaw-dropping marketing size of \$702.12 million by 2024. Hence, the producers and marketers have to concentrate on the production and distribution of cosmetic products which has a good future.

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Primary data collected for this study

1. Age of the Respondents

Age	Number of Respondents
18-28	56
29-38	31
39-45	7
Above 45	6
Total	100

2. Educational Qualification

Level of Education	Number of Respondents
Illiterate	2
School Level	19
UG	50
Higher Education	29
Total	100

3. Occupation

Occupation	Number of Respondents
Students	3
Working Women	16
Entrepreneur	10
Professional	28
Homemaker	3
Total	100

4. Income

Per Month Income	Number of Respondents
Rs.6,000 -Rs.9,999	30
Rs.10,000-Rs. 24,999	25
Rs.25,000-Rs. 39,999	21
Above Rs. 40,000	24
Total	100

5. Shopping pattern

Place of purchase	Number of Respondents
Supermarket	35
Fancystore	17
Onlineshopping	21
Malls	7
Retailing Shops	20
Total	100

6. What are the factors influencing buying cosmetic products?

Factors influencing	Number of Respondents
Looking beautiful	12
Gaining confidence	43
Looking young	17
Feeling prestigious	28
Total	100

7. Would you recommend the cosmetic products which you are using?

Recommendation to others	Number of Respondents
Yes	78
No	22
Total	100