

A Study On Consumer Behaviour During The Selection Of Personal Care Products

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ABSTRACT: *This research study is an attempt to describe the behavior of the consumers during selection of personal care products for their personal use as well family use. This study assumes that the consumers are active participants in the marketplace. The wealth of products and services produced in a country make our economy strong. Almost all the products that are available to consumers have number of alternatives. Hence, consumers choose a specific product amidst its burgeoning alternatives. The main objective of this study is to find the impact of demographic variables on the selection of personal care products. Through the study, it was concluded that the demographic variables highly influence the buying behavior of the consumers.*

Key Words: *Consumer Behaviour, Personal Care Products, Herbal Products, Financial Status*

1. INTRODUCTION:

Any study of consumer behavior assumes that the consumers are not passive but active and dynamic players in the marketplace. Role theory assumes that consumers play various roles in the marketplace: The information provider, the user, the payer and the disposer. Consumers play these roles in the decision-making process.

A consumer behavior analysis should reveal answers to the following questions

- What consumers think and how they feel about various alternatives in brands, products, etc.?
- What influences consumers to choose a specific product amidst various options?
- What is the consumers' behavior while researching and shopping?
- How consumers' environment like friends, family, media, etc. influence their behavior?

This study seeks to do justice in answering the above questions.

2. OBJECTIVES OF THE STUDY

1. To understand the concept of consumer behavior.
2. To find out the factors influencing consumer behavior in the selection of personal care products.
3. To analyze the impact of demographic factors on consumer behavior in selection of personal care products.

4. REVIEW OF LITERATURE

MD Salim Hossain and Nasrin Sultana Shila (2020) in their study, identified that consumers, especially female consumers, are more concerned about specialized products. So, while promoting a product, the marketer can focus on how the product is especially made for women or how it is made for a specific type of skin or hair, which, this study shows, garners more consumers.

Anu Jose (2016) in her study revealed that today's ecological problems are severe, that corporations do not act responsibly toward the environment. She concluded that behaving in an ecologically favorable fashion is important to attract consumers. Ecologically sensitive behavior, therefore, should not be perceived as an inconvenience by the companies.

Kameswara Rao Poranki (2015) in his paper has studied and assessed different methods for acquiring the information on consumers' perception and expectations which influence the purchasing and consumption of personal care and cosmetic. The researcher has finally concluded that the Indian consumers are growing more and more brand conscious by the day when it comes to purchasing cosmetics as well as personal care products. Therefore, it was suggested, that companies need to focus on the form of advertising which has the potential to create an impact. It was observed that word-of-mouth promotions is a key factor in a price sensitive economy like India.

Sakshi Sharma and Maninder Singh (2018) in his study suggested that promotional efforts like sales promotions and advertising play a vital role in marketing of products for a person new to marketing as well as for established marketers.

Factors influencing consumer behavior

Consumer behavior is influenced by several factors such as:

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

This study focusses on analyzing the above factors for their impact in the selection of personal care products. Psychological factors are related to inner feelings and emotions of a person which motivate them to buy a particular product. Social factors decide the social status of a person, so it is important to consider their role in influencing consumer behavior. Cultural factors also determine people's choice of products. Economic factors are inevitable and therefore it is very important to consider their impact on all kind of consumers. Apart from these factors, personal factors also play a vital role in decision making.

Table No: 1 Demographic profile wise of the respondents

Demographic factors	Classification	No of respondents	Percentage
Age	less than 25 years	7	10.4
	26 to 35 years	19	28.4
	36 to 45 years	32	47.8
	more than 45 years	9	13.4
	Total	67	100.0
	Male	11	16.4

Gender	Female	56	83.6
	Total	67	100.0
Monthly Income	less than Rs.15,000	22	32.8
	Rs.15,001 to Rs.25,000	26	38.8
	Rs.25001 to Rs.35,000	7	10.4
	more than Rs.35,000	12	17.9
	Total	67	100.0
Family type	Nuclear	37	55.2
	Joint family	30	44.8
	Total	67	100.0
Marital status	Married	55	82.1
	Unmarried	12	17.9
	Total	67	100.0
Occupation	Public sector	18	26.9
	Private sector	29	43.3
	Business	6	9.0
	Unemployed	14	20.9
	Total	67	100.0
Educational qualification	UG	13	19.4
	PG	36	53.7
	Professional	18	26.9
	Total	67	100.0

Source: Primary Data

The above table indicates that the primary data for this study was collected from 67 respondents. Majority (47.8%) of the respondents come under the age group of 36 to 45 years. Around 83.6% of the respondents are female. Under the category based on monthly income, majority (38.8%) of the respondents come under Rs.15, 001 to Rs.25, 000. When compared to respondents from a joint, family nuclear family respondents are more in number (55.2%). Among the respondents, majority (82.1%) of them are married. Most (43.3%) of the respondents are working in the private sector. Most of the respondents (36%) are postgraduates.

Impact of Gender on Brand Preference

In this study, opinion of the consumers based on the gender is also recorded. Opinion of both the male and female respondents about branded products was collected, analyzed separately and then compared.

Table No: 2 Impact of Gender on Brand Preference

S.NO	OPINION	MALE	PERCENTAGE	FEMALE	PERCENTAGE
1.	Strongly agree	5	46	17	30
2.	Agree	3	27	22	39
3.	Neutral	3	27	11	20
4.	Disagree	0	0	6	11
5.	Strongly disagree	0	0	0	0
	Total	11	100	56	100

Source: Primary Data

From the above table it is clearly explained that majority (56%) of the respondents are female. From the collected responses, it is clear that respondents from both the genders give equal preference to branded personal care products.

Impact of Age on the Choice of Herbal Products

In our country consumers are understood to prefer herbal products compared to other types of products.

Table No: 3 Impact of Age on the Choice of Herbal Products

S.NO	Age	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Less than 25 years	0	2	2	0	3
2.	25 to 35 years	5	9	2	3	0
3.	35 to 45 years	9	16	3	4	0
4.	More than 45 years	5	4	0	0	0
	Total	19	31	7	7	3

Source: Primary Data

Among the responses collected, majority of the respondents agree (31) or strongly agree (19) that they prefer herbal personal care products.

Consumer Behavior in the Selection of Personal Care Products

The behavior of the consumers is influenced by various factors while making the purchase decision. Here the preferences of the consumers are ranked in descending order to understand their behavior in the selection of personal care products.

Table No: 4 Consumer Behavior in the Selection of Personal Care Products

S.NO	CONSUMER BEHAVIOR	MEAN	RANK
1.	I buy the products which suits my personality	4.19	1
2.	My financial position decides my personal products	4.15	2
3.	I use to gather information before making buying decision	3.96	3
4.	I use to buy only branded products	3.94	4
5.	I use to give preference to the herbal based products	3.84	5
6.	Media influencing me to buy different types of product	3.52	6
7.	I give importance to the products available in discount	3.48	7
8.	I ask others opinion before making the purchase decision	3.39	8
9.	My personal care products decides my status	3.12	9

Source: Primary Data

The above mean table explains the preference of the consumers in selecting their personal care products. The consumers are very particular in buying those products that suit their personality. The second factor deciding their selection is their financial position. Next, it is seen that consumers gather information about the products before making their buying decision. Even though many products are available in the market, consumers are seen to give preference to branded products. Media also plays a vital role in determining the consumers'

selection of personal care products. But, at the same time consumers also look for those products that could be purchased at a discounted price. The consumers ask others' opinion regarding the performance of the product, before buying any personal care product. Further, the consumers feel that personal care products are not indicative of a luxurious lifestyle.

Analysis of Variance: ANOVA

The analysis of variance has been used to find out the association between the demographic variables and the variables related to consumer behavior.

Hypothesis: All the demographic variables significantly influence the consumer decision making

TABLE NO: 5						
ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	5.948	4	1.487	2.224	.077
	Within Groups	41.455	62	.669		
	Total	47.403	66			
Gender	Between Groups	.633	4	.158	1.147	.343
	Within Groups	8.561	62	.138		
	Total	9.194	66			
Monthly Income	Between Groups	33.679	4	8.420	10.133	.000
	Within Groups	51.515	62	.831		
	Total	85.194	66			
Family type	Between Groups	1.597	4	.399	1.654	.172
	Within Groups	14.970	62	.241		
	Total	16.567	66			
Marital status	Between Groups	1.427	4	.357	2.625	.043
	Within Groups	8.424	62	.136		
	Total	9.851	66			
Occupation	Between Groups	22.952	4	5.738	6.684	.000
	Within Groups	53.227	62	.859		
	Total	76.179	66			
Educational qualification	Between Groups	3.536	4	.884	2.023	.102

	Within Groups	27.091	62	.437		
	Total	30.627	66			

The result of the ANOVA presented in the table No.2 results clearly indicate that the P values monthly income and occupation are less than 0.005, they are having impact on the consumer behavior variables and all the other demographic factors are not significantly associated with the factors deciding the consumer behavior in selection of personal care products.

5. CONCLUSION

This study has concluded that there are various factors that influence the buyer behavior in the selection of the personal care products for their personal use and for their family use. The consumers give priority to those products which suit their personality. Financial position also plays a very important role in the consumer selection of personal care products.

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