

A STUDY ON CONSUMER BUYING PREFERENCE TOWARDS SELECTED COSMETICS IN FMCG AT VELLORE



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Abstract

Cosmetics are the substances used to enhance the beauty of the Human body. Cosmetics include skin-care creams, powders, lotions, perfumes waves, hair colours, deodorants, baby products, bath oils and many other types' products. Their uses widespread especially among women in western

countries as well as India. The objective of the study is to examine the Consumer buying decision behaviour towards FMCG of Cosmetics at Vellore. The study was conducted to through primary data and secondary data.

Keywords: *Cosmetics, skin allergy, consumer satisfactions.*

Introduction

Cosmetics are substances used to enhance protect the beauty of the human body. Cosmetics products are include perfumes, fingernail polishes, eye and facial makeup, haircolours, deodorant, powders, baby products, lipsticks, bath oils, permanent waves, and many other types of products. Their use is widespread, especially among women in western countries. A subset of cosmetics is called "make-up", which refers primarily to colour product intended to alter the user's appearance. Nowadays most of the MNCs concentrate on to manufacture more cosmetic products. Because India is the huge consumer market. Multinational Corporation that origin noted in the early 20th century, but the distribution and sale of cosmetic is spread among a wide range of different businesses.

Fast Moving Consumer Goods (FMCG) Industry in India

The FMCG industry in India is now growing rapidly because of the youngster rapid preference towards the cosmetics, glassware, batteries, bulbs, pharmaceuticals, packaged food products, white goods, house care products, plastic goods, toiletries, consumer on-durables. The FMCG market is highly concentrated in the urban areas as the rise in the income of the middle income group is one of the major factors for the growth of the Indian FMCG market. For this reason the researcher wishes to study the buying behavior of respondent towards cosmetics products.

Objective of the Study

- To determine the impact of consumer buying preference in cosmetic.
- To identify the factors that influences the purchase of cosmetic.
- To know the consumer Satisfaction towards quality and price.
- To bring out the suggestions and conclusions.

Methodology

The Study is based on the both primary and secondary data. The primary data were collected from 150 respondents through questionnaire. The research was conducted through random sample

method. The secondary data are collected from journals, internet. The collected data has been analysed with the help of simple percentage and correlation relationship analysis.

Hypothesis

- This is no relationship between age and media influence of cosmetics.
- There is no relationship between price and consumer satisfaction.
- There is no relationship between factors influence and frequency of purchase.

Limitation of the Study

- This Study is confined only on the consumer preference of cosmetics
- The geographical limitation of the study was restricted to the Vellore city
- The Sample size was limited to 150 consumers Due to time constraints.

Data Interpretation and Analysis

To know about the product

Table 1 Showing the Product influence of the respondent

From the above table it is inferred that 32% of the respondents are come to know about the product through online shopping (i.e. variety of colour, price), 28% of the respondents come to

Product Influence	No of Consumers	% of Respondents
Online shopping	48	32
Advertisement	42	28
Friends	24	16
Relatives	36	24
Total	150	100

know about the product through the advertisements, 16% of the respondents well known from friends and 24 % of the respondents influenced from the relative &neighbours.

(Source: Primary data)

Factors Influence to Choose the Product

Table 2 Showing the Factors influence of the respondent

Factors Influence	No of Consumers	% of Respondents
Price	53	35
Quality	42	28
Package	18	12
Purity	26	17
Availability	12	08
Total	150	100

From the above table, it is observes that majority 35% of the respondents are influenced by price, 28% of the respondents influenced by the quality of the product, 12% of the respondents influenced by convenience in package, 17% of the respondents most liked for the purity of the cosmetics and 8% of the respondents influenced through availability of cosmetics.

(Source: Primary data)

Factors influence the choice of the product

Table No 3 Showing the Choice of the respondent

It is examined from the study that, 25 % of the respondent are used fair & Lovely, 30% of the

Choice	No of Consumers	% of Respondents
Fair & lovely	38	25
Ponds cream	45	30
Lakme	17	12
Vaseline	15	10
Fairever	35	23
Total	150	100

responded preferred Ponds cream, 12 % of the respondents consumes Lakme, 10 % of the respondents preferred Vaseline and 23% of the respondents are preferred Fairever cosmetics. Majority of the respondent choice to prefer Ponds

(Source: Primary data)

Test of Hypothesis

	Factors	Correlations	Results
Age	Media influence of choice	0.7754	Accepted (Correlated)
Price	Consumer satisfaction	0.3091	Accepted (Correlated)
Factors influence	Frequency of Purchase	0.9285	Accepted (Correlated)

Findings

The study shows that, 40% of the consumer are from the age group of below 20, 32% of the consumer from the age group of between 20 to 35, 17% of them from the below age group of 35 to 50, and 11% of them from the age group of above 50. Majority of the respondent are below 20 yrs age group respondent are more concentrate to the beauty maintenance. It is also observed that 41% are male and 59% are female. This shows those female respondents are more interested to use the cosmetics. Majority 46% of the respondent are highly satisfied to use the cosmetics, 42% of the respondents satisfied and 12% of them partly satisfied because of some adverse effect like skin allergy. From the total survey 20 % of the consumers felt that the price of the product is very high, 56% of the respondents felt the product price is high and 24 % of them are felt that it is moderate. It is examined that 44% of the respondents are purchase the product monthly twice, 23% of them are purchase monthly once, 21% of the respondent are purchase 2 month once and 12% of them purchase occasions due to festivals and functions.

Suggestion

Most of the of the consumers are like to use a cosmetics but they need at the minimum price. Some respondents are like to use cosmetic occasions only because it's contains the chemicals create a skin problem and skin allergy. Consumers are like to continue the cosmetics with fruit mixed face cream and to avoid the skin marks, the price of the cosmetics reduced only the entry of the competitors not for consumer satisfaction. So the cosmetics manufacturer should create a awareness of product with reasonable price and also produce the product with eco-friendly to safeguard the health of the consumers.

Conclusion

The cosmetics product like fair cream plays an important role in the present world. This cosmetics has been given beautiful looking and it's give consumers personality confidence. Now Consumers are aware about the chemicals product as well as to maintain the health. So the cosmetic producing companies take green measures to safeguard the consumer health and produce customer satisfied products. Now days everybody has a beauty conscious especially teen-age female are much interested to use cosmetics. Consumers are needed an immediate reaction as well as ever best cosmetics.

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