

Impact of Mouth Publicity on the Indian Women for Purchasing Cosmetic Products: An Analytical Study

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Abstract - The desire to be the perfect, to innovative is human nature. Caring about their body and their physical aspect is very important to women. The application of cosmetic has become a social phenomenon in Indonesian people lives. Over time, attitudes and habits are changing as social structures metamorphose, as new and different technologies affect the market. The world-of-mouth culture has recently become popular in the international business through the worldwide internet. The research paper has used the analysis of primary data as well, mainly of quantitative and empirical nature. The inference and interpretation from the sample were to be generalized over the concerned population to recommend a course of action to marketers for designing their strategies. The structured questionnaires were personally administered to all respondents. Studies of demographics being a complicated phenomenon, the information needs were varied. One set of questionnaire was prepared for the women of the age group of 18 and above. In this study only limited products have been selected. So, the scope of the study is limited to these products only.

The research paper clearly suggests that a significant shift in consumer spending will be seen in different consumption categories as the value and preference of India's consumer change. This study also recommends for marketers that while designing a promotion strategy aimed at emphasizing the aspects like brand reputation, store reputation, and price, the marketer should take into consideration the socio-economic variables.

Keywords: Cosmetic Products, Mouth publicity, Consumer behaviour, Marketing Strategies, Socio-Economic Variables

I. INTRODUCTION

India is a well-known country all over the world for its rich bounty of herbs and for effective application as cosmetics. Extracts of lemon, turmeric, yoghurt, honey and egg white were and are used as cleansers. They cleanse effectively and provide nourishment. Cabbage extract, carrot and wheat germ have been combined to form natural skin-food creams. Extracts of rose, jasmine and lavender were used to improve skin texture and colour. The combination of lemon and turmeric gives colour tone and it removes tans and pigmented patches. Indians used sandal wood, eucalyptus, cloves, honey and arnica as antiseptic as they have germicidal actions and prevent skin allergies and rashes. They have been used as cleansers to protect the skin from environmental pollution. In the 21st century the winds of changes in the society are blowing forcefully in all parts of world for application of cosmetics. The Drugs and Cosmetics Act 1940 defines cosmetics as "the articles which are intended to be rubbed, poured, sparkled, sprayed, introduced in or otherwise applied to any part of the human body for cleansing, protecting, beautifying, promoting, attractiveness or altering appearance". Cosmetic product

cleans, beautifies and alters a person's appearance. It may also add fragrance or bad odour. Cosmetics may also change, increase, or even decrease the colour of any person but it does not have any medicinal effect on the body. A cosmetic product is defined in European Union Law as "any substance or preparation intended to be placed in contact with the various external parts of the human body or with the teeth and the mucous membranes of the oral cavity, with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, and/or correcting body odours, and/or protecting them or keeping them in good condition"

Each individual is a consumer. Consumers consume different products and services according to their needs, preferences and buying power. They consume perishable items, durable goods, specialty goods or industrial goods. Consumers have a wide number of alternative suppliers for the goods, they need. Consumers differ in their age, income, education and occupation. They consume different products and services. The needs and desires to be satisfied ranges from their basic needs to psychological needs. The consumers can buy, use and resell or dispose the product

and may recommend others to use the product or 44 service after using the products. The domain of study of consumer behaviour involves all these processes involved through which the consumer makes a decision.

Word of mouth, is talking about products and services between people apart from companies advertisement for products or services. These talks can be mutual conversations or unilateral advices and suggestions. However, the main point is taking place of these talks by people who has a very low benefit to persuade others to use that product (Souiny et al., 2007). Cox states that word of mouth simply is something more than talking about products (Najmi, 2009). Word of mouth is one of the ways that has the most effect on the people and persuades people to buy a product or service more than other commercials because people usually trust to what they hear directly from others.

According to a recent research conducted by Kotler (2007), world-of-mouth marketing is developing naturally but powerfully through popular electronic networks such as internet or mobile phone.

Objectives of the Study:

1. To identify factors influencing purchase decision of Indian women for purchasing Cosmetic products.
2. To analyze the impact of Mouth publicity on the Indian women for purchasing Cosmetic products.
3. To understand the consumer behaviour of Indian women for purchasing Cosmetic products.

II. LITERATURE REVIEW

Tuskej et al., (2013), investigated the relationship between congruity of brand –consumer’s value, consumer’s identity, consumer’s commitment and word of mouth. Sampling method was snowball method and samples were members of social networking and the subject was their favorite brand. The results showed that the brand consumer value’s congruity, has a positive effect on the brand commitment. It is also the consumer’s identity that increases brand commitment and word of mouth about the brand. Consumer’s commitment to the brand increases word of mouth about brand and has a positive effect on it.

Tavakoli lilan (2013) investigated the relationship between brand love, brand stimulation and image on the word of mouth. Statistical population was consumers of brand clothing and automotive industry in Mashhad. The results showed that stimulation had an effect on the brand image and brand love, but it had no effect on the mouth marketing. But, since brand love has an effect on the mouth marketing, it is worth noting that stimulation has an indirect effect on word of mouth by brand love. Also brand image has an effect on the brand love and has not any direct effect on

word of mouth; in the other words brand image has an indirect effect on the word of mouth by brand love.

According to Ngai et al. (2015), blogs are used by authors aiming to post their writings or information about something of their interest, hoping that someone will read them. At a given time, blogs have become also a social reflection around phenomena related to fashion and beauty due to the scope for any individual to contribute with their opinions not only through access but also free choice and active participation. Simultaneously, blogs may also be considered a source of precious information whether for creatives or for the respective industries (Sedeke, 2012).

According to **Brown and Fiorella (2013)**, after the brand identifies a specific target audience for a particular campaign, the next step is to activate the appropriate “influencer” for conveying such a message. This is the key factor in the success or otherwise of campaigns and, when neglected converts into the reason many campaigns that turn to online communication platforms do not obtain favourable financial returns as regards their campaign investments. The influencer may have been chosen based upon a generic topic and led into the sharing of messages that do not contain any personal connection. The same authors refer to how the brand should identify someone in possession of a genuine and real bond with the topic and who may express themselves with authority on the issue and within a relevant context to their platform. Influence marketing therefore does not only involve getting the largest number of followers or the highest level of interaction but also in making the consumer an influencer, identifying the context that leads to their purchasing decisions.

Thus, according to **Abubakar et al. (2016)**, purchase intention is influenced not only by the product value and benefits, but also by testimonies from other consumers.

III. RESEARCH METHODOLOGY

The study required the analysis of primary data as well, mainly of quantitative and empirical nature. The inference and interpretation from the sample were to be generalized over the concerned population to recommend a course of action to marketers for designing their strategies. The structured questionnaires were personally administered to all respondents. Deciding the respondents Studies of demographics being a complicated phenomenon, the information needs were varied. One set of questionnaire was prepared for the women of the age group of 18 and above. Structured data collection method on a sample, representative of population was followed. The data would be analysed both descriptively and statistically.

Unit of study

The actual unit of investigation is a household, individual, family with special reference to women.

Products chosen

The selection of cosmetic products for this study has been based on their reasonably wider usage. The specific products selected for examination thus, are lipsticks, shampoos, conditioners, creams, deodorants, perfumes, eyeliners, foundation, face powder, mascara, lotions, toners, etc. The production processes in this sector are relatively capital intensive, products are standard having quality control and are mostly carrying a brand name, trade mark, sold at international, national, regional level.

Classification of Cosmetic Products

The Indian cosmetics are classified based on the factors such as colours, skin care, fragrances, and hair care. The Cosmetic products can be categorized as skin care products, hair care products, fragrance products and colour cosmetic products.

Skin care Products- The skin care products used to improve appearance and health of skin. The sub segments of skin care are fairness cream, cold cream, moisturizers, sunscreen, cleansers and toners. Usage of sun screen cream will reflect off the ultraviolet rays or absorb the rays before they do any damage to the skin. It should be used several times a day since it gets washed away even by sweat. Moisturizers replace the water lost from the skin. The oil in water moisturizer attracts water from the surroundings. The moisturizers compensate the deficiencies in the natural oil film and keep the skin lubricated making it soft and smooth and give it a more youthful look. Toners and astringents are synonymous and refer to a fragmented alcohol or propylene glycol solution used to remove oil and make-up debris following cleansing. They freshen and tone up the skin and prepare it for the application of make-up.

Hair care Products- Hair care products take care of human head hair and its hygiene. The hair care product segments are hair oil, shampoo conditioners, creams, dyes and colours. By using these hair care products our hair may look healthy, shiny and clean thereby making it look attractive as our crowning glory. Shampoo cleans the 71 hair and rinses it leaving the hair smooth and manageable. Hair conditioners are used after shampooing. Conditioners soften the hair and make it shine. Conditioners also protect the hair against physical injury to some extent. It coats the hair and may temporarily bind splits making them less obvious.

Fragrance Products- Fragrance products provide a sweet or a delicate odour. Initially perfumes were used for hygiene purpose as a deodorant. Today consumers use fragrance to enhance their social status and personality. Perfumes which are introduced by several companies give different messages for each of their brands. It is done with the evolving needs and wants of consumers. Mass fragrances tend to be the introduction to fine fragrance especially for the middle classes, who are trading up from

deodorant sprays. Premium priced perfumes are popular only in the high income cosmopolitan cities where more affluent and inspirational consumers are willing to spend on quality fragrance. The large rural population use talc as a means of fragrance and this heavily used product-form is challenging for the growth outside the urban areas.

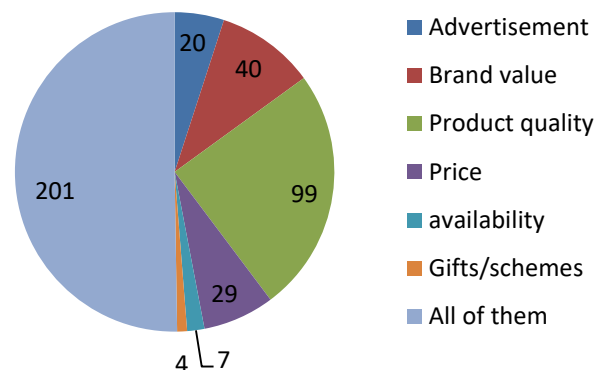
Colour Cosmetic Products- A subset of cosmetics is called “make-up” which refers primarily to coloured products intended to alter the user’s appearance. It covers foundation, concealers, blusher, compact powder, mascara, eye brow pencil, eye liner, eye shadow, eye shimmer, glitter lipstick, lip gloss, lip liner and lip balm nail polish, nail polish top coat. These products which are categorized into “make-up” products are also called as “colour cosmetics”. Colour cosmetics by definition refer to any external coloured product used to beautify the skin. (Cosmetology Dictionary 1996) 72 The major products in colour cosmetics market are foundation, compacts, eye make-up, lip make-up, nail enamels and blush.

Consumers View of Marketing:

Researchers have shown that consumers have tendency to be inattentive to most Marketing and exercise a high degree of selective perception. This term refers to a psychological pattern, which indicates that of the vast amount of Marketing appearing daily, consumer pay attention to only that which will fit into their personal concerns. This means that the remaining Marketing messages are unreceived. Thus Marketing has to consider the following aspects of Marketing have to consider the following aspects of Marketing, keeping the consumer in mind.

- Marketing should act as a source of information.
- Marketing should act as a time saver
- Marketing serves as an assurance of quality
- Marketing Communications serve as a source of entertainment.
- Marketing Communications must help consumer of develop positive Attitudes towards product.

Impact of Variables on Purchase Decision by Women:



Regarding purchase decision of women for cosmetics it is ‘all variable responsible for maximum influence in

purchase decision' where as the least contributing factor towards the purchase decision is 'gifts/schemes' i.e; there is minimum impact of advertisement on women consumer purchase decision on the basis of gifts/schemes.

IV. DATA INTERPRETATION & ANALYSIS

Hypothesis 1: Analysis of the relationship between **MARKETING APPEAL** and **PURCHASE DECISION**.

H0: different **MARKETING APPEAL** and **PURCHASE DECISION** have same perception or impact on the consumer.

H1: different **MARKETING APPEAL** and **PURCHASE DECISION** do not have same perception or impact on the consumer.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Purchase decision * Marketing appeal	400	100.0%	0	.0%	400	100.0%

Chi-square Tests

	Value	Df	Asymp.Sig.(2-sided)
Pearson Chi-Square	63.080(a) 68.132	9 9	.000 .000
Likelihood Ratio	.050	1	.823
Linear-by-Linear Association	400		
N of Valid Cases			

On the basis of chi square test analysis, we can infer that on marketing appeal, purchase decision the value is significant at .05 levels with the level of confidence at 95%

Hence, on the basis of Asymptomatic significance value H0 hypothesis stands rejected and Hi hypothesis is accepted.

Hypothesis 2: Analysis of the relationship between **MARKETING APPEAL** and **BUYING BEHAVIOUR**.

H0: Different family Marketing Appeal and Buying behavior have same perception or impact on the consumer.

H1: Different Marketing Appeal and Behaviour do not have same perception or impact on the consumer.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Marketing appeal * buying behavior	400	100.0%	0	.0%	400	100.0

Chi-Square Tests	Value	Df	Asymp.sig. (2-sided)
Pearson Chi-Square	27.126(a)	9	.001
Likelihood Ratio	30.638	9	.000
Linear-by-Linear Association	.207	1	.649
N of Valid Cases	400		

On the basis of chi-square test analysis, we can infer that on Marketing appeal on buying behavior the value is significant at .05 levels with the level of confidence at 95%

Hence, on the basis of asymptomatic significance value H0 hypothesis stands rejected and H1 hypothesis is accepted.

V. CONCLUSION

Most of the research in brand image, brand commitment, brand love, and word of mouth marketing, ignored the role of personal characteristics and customers` values. But this study investigated the variables by a united model. In the recent study, the meaningful effect of congruence variable of brand and consumer`s values on the brand image and commitment, and two of the mentioned hypotheses have been accepted, the effect of brand congruity on the brand image, the effect of brand congruity on the brand commitment. Although previous researches in the effect of congruence variable on the brand image, have not shown any experimental documents, the researchers claim it by relying on the texts.

For cosmetic products, consumers rely on brand reputation and it has a significant influence or their quality perception. The marketer should create a good brand image of the product, through proper promotion strategy.

- The marketer of has to match the brand reputation with price, as an expensive outfit is generally associated with reputed brands.
- In case of cosmetic product the brand reputation can be created through suitable stimulants, which should emphasize the features of the beauty care products as their USPs. The aim should be to capture a large chunk that brand which is either old or established in the market, or the one which is currently the top selling brand. Like still lacto calamine, ponds, lakme, amway are enjoying the great market acceptability.
- In order to increase the customers` trust, customers` knowledge about cosmetic products such as ingredients, effects, manufacturing technologies, and usages as well as the origins of products must be improved. Beside gaining extra knowledge through self-searching, customers also need proactive information from manufacturers including official and detail information about products, how to distinguish the authentic and fake products, not only on the

packages, company's websites but also on social media. The repetition of recommendations about usages and how to distinguish authentic products will both provide product's knowledge for customer and enhance the belief of customers on products as well as company's brand.

- In order to increase the connection with customers, manufacturers as well as distributors should launch more effective promotions and campaign to attract more consumers to their own websites, products. Moreover, strengthening customer service is another efficient activity in order to raise the connection with customer as well as customers' trust.

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