

# A study on changing trend in consumer buying behavior towards personal care products

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**ABSTRACT** - The first and most objective of my study is changing trend in buying behavior on consumer towards personal care products. The research and prediction of consumer behavior is the most important determinants for taking marketing decision of any goods and services. The study of consumer behavior make to realise how individual, groups and organizations select, buy, use and dispose of goods, services, ideas or experience to satisfy their goods and wants. Since liberalization 100% FDI is allowed in India. This has attracted foreign companies to penetrate the Indian market. The marketers always look for emergent trends that suggest new marketing opportunities and here in a lot of opportunities are available.

**Key wards:** improving products or services, selling price, devising channels etc.

## I. INTRODUCTION

Consumer buying behavior is refers to that select their needy products and services among available choices. Any firm and organization are sustained through effective marketing strategies and prediction of consumer choices and preference to know consumer behavior. Most of the study were concentrated on consumer behavior through factors determines consumer behavior and choices. Some marketers were making analyses through customer expectation and availability of the products.

Consumer behavior is measured through its determinants namely customer expectations, price, special features of the product, demand of the product and so on. Some research were studied how socio- demographic factors were decides consumer behavior namely respondents' income, educational qualification, age, marital status and so on. To knowing customer expectations and consumer behavior is the real key sources and path of successful business firm.

In global marketing management operations were changing everlasting. Each and every innovation makes changes and gives new innovation facility to the customers. Customers were having more than 1000 choices of selecting one product or services. Studied consumer behavior is the need of the hour. The present study is tried to know about consumer buying behavior of personal care products.

## II. REVIEW OF LITERATURE

Pirouznia (2001) his study on "The influence of nutrition knowledge on eating behavior the role of grade level" results indicated that the relationship between nutrition knowledge and eating behavior was insignificant for sixth grade students, but significant for seventh and eighth grade students. The students were not able to identify the food sources of nutrients or nutrient functions, and they did not

use a daily food guide to choose foods, although they were aware of the importance of milk and vegetable consumption. The findings in this study will add to the limited research data currently defining the relationship between nutrition knowledge and the eating behaviors of middle school students.

Ujwala (2012) know about the consumer behavior towards personal care products in Super market. Research shows that two different buyers buying the same product may have done it for different reasons; paid different prices, used in different ways, have different emotional attachments towards the things and so on.

Kameswara Rao Poranki (2015) assessed consumers' expectations which influence the purchasing and consumption of personal care products. The sample design as simple random sampling and the universe is Visakhapatnam of India and the sample size is 150 customers randomly selected for the purpose of the study. The researcher was concluded that the Indian Consumer is growing more and more brand conscious when it comes to purchasing cosmetics as well as personal care products.

### NEED OF THE STUDY:

Consumer buying decision is key factor increase sales volume of products. Any kind of product or services must have good marketing campaign and marketing communication towards consumer is also effective marketing strategy. The marketing managers must know the customer pulse and expectations towards products.

### SCOPE OF THE STUDY:

The present study helps to know the company to analyze and evaluate the changing trend in consumer buying behavior towards personal care product. This study also helps to identify the factors influencing the buying behavior

of the consumers. Further research on this area helps the company to identify their customers need, taste, preference and their buying behavior. It makes them to survive in the market more profitably.

**STATEMENT OF THE PROBLEM:**

There are tremendous changes were happened in Indian Cosmetics Industry. In earlier days women were doing the makeup like turmeric powder. In recent days the consumer was available more than 1000 products. The brand image and brand position also play important role in successful organization. Consumer behavior is an essential factor which decides marketing strategies of business concern. Business organization always rely the consumer preference and behavior. Hence, the researcher wants to study on changing trend in consumer buying behavior towards personal care products.

**OBJECTIVE OF THE STUDY**

1. To study the consumer buying behavior towards personal care products.
2. To know the factors determines of buying behavior of the consumers
3. To offer suitable suggestions to improve sales volume of personal care products.

**III. RESEARCH METHODOLOGY**

Research is a depth study in a particular field to achieve at a better solution of a problem. Research methodology is a systematic way of solving the problem. The data were collected through questionnaire and interview schedule on a 5 point scale questionnaire. The secondary data was collected from the various journals and internet, websites. Under the non-probability sampling, the convenience sampling technique was chosen. The study was conducted to Tiruchirappalli District. There are 100 prospective respondents were interviewed.

**TOOLS AND TECHNIQUES:**

The accuracy of a research study is enhanced by the use of statistical tools. It helps in clear interpretation of questionnaire information, in a way that is under stable.

The tools and technique used are:

1. Simple percentage analysis.
2. Chi-square test.

**LIMITATIONS OF THE STUDY:**

1. The sample was collected using convenience sampling techniques. As such result may not representation of the whole population.
2. Interaction with respondents was limited due to their busy work.
3. Some of the prospective are hesitated in filling questionnaire.

4. There was a chance that respondents will make assumption while filling questionnaire.
5. The responses can be biased, as some of the respondents may not have revealed the true pictures.

**IV. ANALYSIS AND INTERPRETATION**

**Table 1 GENDER OF THE RESPONDENTS**

Sl.No.	Gender	No. of Respondents	%
1	Male	45	45
2	Female	55	55
	Total	100	100

Inference:

The above table shows that, 45% of the respondents are male and maximum 55% of the respondents are female.

**Table 2 AGE OF THE RESPONDENTS**

Sl.No	Age	No. of respondents	%
1	Below 25 years	20	20
2	26 – 30 years	20	20
3	31 – 35 years	20	20
4	36 – 40 years	20	20
5	Above 40 years	20	20
	Total	100	100

Inference:

The above table inferred that 20% of the respondents are aged below 25 years, 20% of them between 26-30 years, 20% of them are between 31-35 years, 20% of them are between 36-40, and 20% are between above 40 years.

**Table 3 MARITAL STATUS OF THE RESPONDENTS**

Sl.No.	Marital status	No,of respondents	%
1	Unmarried	30	30
2	Married	70	70
	Total	100	100

Inference:

The above table it is inferred that 30% of the respondents are married and 70% of them are unmarried.

**Table 4 Educational qualification of the respondents**

Sl.No	Education	No. of respondents	%
1	Primary	4	4
2	SSLC	15	15
3	HSS	24	24
4	Graduate	27	27
5	Post graduate	30	30
	Total	100	100

Inference:

The above table reveals that, 4% of the respondents are primary,15% of them are SSLC, 24% of them are HSS qualified, 27% of them are graduate, and 30% of the respondents are post graduate.

**Table 5. Occupation of the respondents**

Sl.No	Occupation	No. of respondents	%
1	Business man	21	21
2	Homemaker	26	26
3	Student	13	13

4	Employee	18	18
5	Professional	22	22
	Total	100	100

**Inference:**

The table shows that 21% of the respondents are businessmen, 26% of the respondents are homemakers, 13% of them are students, 18% of them are employees, and 22% of them are professionals.

**FINDINGS:**

1. 55% of the respondents are female.
2. 20% of the respondents are aged below 25 years,
3. 70% of the respondents are unmarried.
4. 30% of the respondents are post graduate.
5. 26% of them are homemakers,
6. 31% of them are between Rs.100001 to 200000,
7. 36% of them are purchasing between 501 to 1000 per month,

**V. SUGGESTIONS**

1. The manufacturers of personal care products should focus on high quality of products. Consumers are aware on quality products and services. So high quality products get high demand in the market.
2. Organization must concentrate on advertising and product campaign. It should give more emphasis on advertising to create product awareness.
3. Organization should concentrate on brand image and position. Company should position their brand and tries to attract the customer’s attention.
4. Organization must reconsider their marketing mix like product design and price. Company should focus on variety of products to satisfy the customer with affordable price.
5. Company should get the feedback from the customers about their need and preference.
6. Company should attract more customers through different sales promotional activities.
7. Company should convey the products usage methods to the customers.
8. Company should try to maintain brand loyalty.

**VI. CONCLUSION**

The research has explicit that buying behavior of consumer. This study is also analyses the review of literature to know research gap. Since the consumer buying behavior is the key finding to forecast the sales of any products. Consumers were aware of highly quality products and services. In global competitiveness impact on needs to updates consumer preference and buying behavior. Any product and services must studies that consumer buying behavior to sustain global competitiveness.

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