

A Study on the Purchase Behavior and Cosmetic Consumption Pattern among Young ladies in Cuddalore megacity.

DR. R. KRISHNAKUMAR,

Associate Professor, PG and Research Department of Commerce,
St. Joseph's College of Arts & Science (Autonomous), Cuddalore – 607001.

TAMILARASIM,

Ph.D., Research Scholar (Part-Time),
St. Joseph's College of Arts & Science (Autonomous), Cuddalore- 607001

Abstract: This study was conducted to examine the consumption habits of young women and their attitudes towards cosmetics in the megacity of Cuddalore. This study focuses on colorful marketing variables that have an impact on women's cosmetic consumption and their decorative product purchasing decision-making process. This study also partly explains the influence of customers' decision making process on the purchase of decorative products in Cuddalore. The target sample is in the age group of 15 to 35 times women and people living in the megacity of Cuddalore. This age group belongs to the younger generation order and they may be the millennial order. This research can also help colorful decorating companies to formulate marketing strategies for their decorative products. Primary data was collected using a questionnaire.

Keywords: *Indian cosmetic demand, Women, Lifestyle and beauty, Cosmetics.*

INTRODUCTION:

In the course of the study, it was observed that the knowledge of consumers is changing and they're switching to natural and herbal ornamental products because they feel that these natural products can ameliorate their appearance better than synthetic cosmetics. They also believe that natural cosmetics have smaller side goods compared to synthetic cosmetics. As we all know, the skin is a veritably sensitive organ of our body, and the skin of the face reflects the appearance of a person. The side goods of cosmetics deduced from synthetic origin are reflected on the face and therefore beget people discomfort. The fashion ability of cosmetics is adding at a faster pace, the reason may be that women are getting a part of the pool these days and therefore their disposable income is adding and their cultures are also perfecting. Fashion for cosmetics is growing not only in large cities, but also in the countryside, as female cattle breeders strive to become like city dwellers. Cosmetics in India have experienced rapid growth over the past decade, and the reason for the growth can be attributed to the increasing purchasing power of women and their additional fashion knowledge.

FORMULATION OF THE PROBLEM:

Consider the role of cosmetics and beauty products in a woman's life.

TARGET

1. Find out where female consumers prefer to buy ornaments.
2. Define a fashionable brand of decorative products.
3. Determine the relationship between annual income and the place of purchase of decorative products.

Sample size and population:

Samples were drawn from people aged 15 to 35 and older residing in the Cuddalore metropolitan area. A total of 100 samples were collected.

Methodology:

The experimenter applied exploratory and descriptive research by designing and completing a questionnaire with 100 female consumers (aged 15-35) who were passionate about life and beauty in India. Collect data using convenient slices. The collected data was dissected using simple tools such as averages, probabilities and measurement scales used to obtain the requested results. Consider the role of cosmetics and personal care products in the lives of female consumers.

LITERATURE REVIEW:

Ann Mane Britton, wrote a report on “THE BEAUTY Assiduity 'S INFLUENCE ON WOMEN IN SOCIETY” in 2012 as per the report by creating announcement with unrealistic images of beauty, it has rebounded in anxiety, low regard, and low tone-confidence in numerous women. Utmost of these negative feelings stems from unhappiness among body and appearance. It's also indicate that council women are high druggies of cosmetics and are apprehensive of ornamental assiduity and many individual differences can have an effect on the choices of women regarding cosmetics.

BrazJ.Pharm, Bruno Fonseca Santos, Marcos Antonio, Chorilli, Correa, March 2015, “ SUSTAINABLE, NATURAL AND ORGANIC COSMETICS CONSUMER, PRODUCTS, efficacy, TOXICOLOGICAL AND Nonsupervisory CONSIDERATIONS ”, according to them the interest in sustainable products has increased along the times, since the choice of

products, packaging and product reused has a great impact on the terrain. Still there's no adjustment in guidelines of these certifying agencies and each ornamental assiduity formulate their packaging in a further rational way, which causes lower damage to the terrain.

Mohd Ali, Ani Mat Said, Zaem Mohd Salleh, 2014- 2016, “DEMOGRAPHIC PROFILE AND coping PATTERN OF ORGANIC Dress PRODUCTS” Then the study was conducted to dissect the socio profitable status and purchasing pattern of organic dress among Malaysian consumers and they stresses that consumers were largely concerned about their health but fairly concerned on environmental protection and they preferred to buy organic ornamental products at the drugstore rather than online. This study also has a n recrimination s for marketers, policy makers, and government enhancing consumption of organic ornamental products through socio profitable differences in supporting sustainable development as a whole.

Jessica Boswarva editti cowan university, 2012, “THE MARKETING Applicability OF AUSTRALIAN ornamental BRAND ministers” she says that brand ministers are frequently employed to perform important marketing places similar as impacting product relinquishment and creating brand mindfulness, she also stresses that they give individualized client service, education, existential and relational places and as a result propagate trust, minimize perceived threat and produce familiarity and involvement. As per the report the online terrain has satisfactorily handed services preliminarily accepted by the ornamental brand minister, they feel online shopping experience is less variable and less parlous than commerce with brand minister. They say that brand minister is demanded to insure that traditional ornamental minister is a future of the assiduity in future.

S S Anjana, 2018, worked on “ A STUDY ON FACTORS impacting CONSUMER BUYING gets IN ornamental PRODUCTS ” then the study was about internal and external influences on consumers coping opinions on cosmetics products in Tamilnadu & Kerala. Eventually it was set up that statistically significant differences were set up in income position by the different brand confines like social, culture and there's no statistically significant difference in dimension of particular and cerebral.

Kayhan Tajeddini & Jeanette Nahaleh NIK daroodi, 2014, “ COSMETICS BUYING geste EXAMINING THE EFFECTIVE FACTORS ” then the study was each about cross sectional study that focuses on the impact of stations, private morals and consumer ingeniousness on intention to buy ornamental products, and it was set up that this paper advances the understanding of three crucial antecedents by probing structural connections among stations towards new ornamental products, novelty- seeking tendencies, geste and stations of people with the intention to buy skin care and makeup products.

Sarla Swati Jayesh, Manjrekar Pradip, 2014, “TO STUDY THE PERCEPTION OF WOMEN AS CUSTOMERS TOWADS BEAUTY SERVICE IN WESTERN MUMBAI ”, according to her women is veritably conscious about their external appearance and hence marketers have brought in colorful druthers to change the aesthetics . Earlier people use to use conventional ways to bedeck them indeed now the desire is same but you have newer and better tools. The beauty service was born because of the great desire to regain beauty. Styles and equipment that were common in the past have now changed and modernized with the evolving times.

RESULTS:

Table 1: Most Preferred Cosmetic Brand

S.No	Brand	Percentage
1	L'Oreal	27
2	Ayur Products	
3	Garnier	13
4	Ponds	45
5	Fair and Lovely	22
6	Emami	3
Total		100

By conducting the entire analysis and summarizing the results in Table 1, we found that the most preferred cosmetic brand for women is L'Oreal. In our research, we noted that people are now becoming aware and want to use more cosmetic products made from natural sources, and through our research we have received a lot of evidence in favor of this.

Table 2: Importance of Physical Appearance

S/N	Preference	Percentage
1.	Very Important	47
2.	Important	40
3.	Less Important	11
4.	Not Important	02
Total		100

To find out the importance of physical appearance among female cosmetic consumers we did the analysis and came to a conclusion that physical appearance is important. From table 2 we can say that for 47 percent females using cosmetic product physical

appearance plays a vital role in their life. We also found that most of the females are using these cosmetic products to improve their physical appearance.

Table 3: Most Preferred Purpose of using a Cosmetic Product

S/N	Purpose of Use	Percentage
1.	Facial Care	24
2.	Occupational Requirement	15
3.	Young Looks	13
4.	Improving Self-image	13
5.	Better Feeling	12
6.	Medical Purpose	10
7.	Being Fashionable	08
8.	Attracting Men	05
Total		100

From Table 3, we found that 24 percent of women use cosmetic products for complete facial care. But not only thin working women prefer to use these cosmetic products for professional purposes. This is because they want them to be more efficient. Another way to use cosmetic products is to improve your self-image, to look younger, etc. For medical purposes, we found that the doctor is an influential factor, and this is mainly for young women.

Table 4: Cross tabulation between Age Group and Year of Using Cosmetic Products

	Period of using Cosmetic Product	Age group				
		15 age to 20 age	21 age to 25 age	26 age to 30 age	31 age to 35 age	Above 36
1	1 year to 2 year	3	1	0	0	0
2	2 year to 3 year	10	7	3	0	0
3	3 year to 4 year	6	9	11	7	6
4	4 to 5 year	1	3	6	10	8
5	Above 5 year	0	0	0	3	6

Table 4 shows the cross tabulation between the age group and the years of using cosmetic products. From the table we can say that as the age of the female cosmetic consumer is increasing the usage years of cosmetic product is also increasing.

Table 5: Cross tabulation between Place of Purchase and the Monthly Income

	Place of Purchase	Monthly income					
		Below 10000	11000 to 20000	21000 to 30000	31000 to 40000	41000 to 50000	
1	Cosmetic Store	16	2	6	7	5	5
2	Departmental Store	6	0	5	4	3	0
3	Pharmacy	12	2	4	7	5	2
4	Internet	3	0	3	3	0	0

Table 5 above shows a cross-tabulation between the place of purchase of a cosmetic product and a person's monthly income. From this table, we can only say that this is a mixed result: a woman of any income group can buy a cosmetic product from various sources, but the most preferred source of purchasing a cosmetic product is cosmetic stores. This may be due to the trust in the beauty shops that they will get the best quality of the beauty product only from the beauty shops. From this, it can also be said that the Internet is not a big place to buy beauty products for women, but it will become a common source of buying beauty products in the near future.

Conclusion:

This study is a study to identify various factors related to women's consumption behavior and consumption behavior in relation to cosmetics. Delhi and North Carolina were selected for data collection because Delhi is the capital of India and North Carolina is an

emerging city. The results provide insight into the cosmetics market and help understand how women consume beauty products. We found that as female consumers increase their income, so do their spending on beauty products. Awareness of beauty products has also increased. One of the key findings of our study is that today's female consumers prefer beauty products made from natural ingredients. That said, they prefer plant-based beauty products. Through this, the oriental cosmetics industry will have a golden opportunity to preoccupy the beauty market by continuously introducing new oriental beauty brands.

REFERENCE:

1. ADA Cosmetics (2009). ADA Cosmetics International Continues to Strengthen its Position in Asia, retrieved on 27 November 2012, < http://www.ada-cosmetics.com/ada-media/presse/pl/Press-info_ADA-Formia-en.pdf> Assocham.org. (2011).
2. Cosmetics industry to be worth Rs. 20,000 Cr. by 2014: ASSOCHAM, retrieved on 26 November 2012, <http://www.assochem.org/prels/shownews-archive.php?id=3210>
3. Bhattacharya, P. (2007). Cosmetics Retailing in India: Obvious Excitement. Retrieved 25 November 2012,<<http://www.gcimagazine.com/articles/5950166.html>, <<http://www.dmwdirect.com/pdfs/millennials.pdf>>).
4. The Changing Role of Men: How This Is Affecting Purchasing Habits, 26 November 2012, <http://www.euromonitor.com/The_Changing_Role_of_Men_How_This_Is_Affectig Purchasing_Habits> GCImagazine.com. (2012).
5. L'Oreal (2010). The UK Beauty Industry 2010 Trends, retrieved 27 November 2012, <http://www.loreal.co.uk/_en/_gb/pdf/Beauty_Trends.pdf>MarketResearch.com. (2007). "[p." Men's Grooming Products:
6. A Global Analysis, retrieved 22 November 2012 <http://www.marketresearch.com/map/prod/1475383.html> 211 Mrcos.com. (2012).
7. Indian Cosmetic Sector Forecast 2015, retrieved on 22 November 2012, <<http://www.rncos.com/Report/IM388.htm>> Nair, D. V. K. & Pillai, D. P. P. R. (2007).
8. A Study on Purchase Pattern of Cosmetic among Consumers in Kerala, retrieved 25 November 2012 RNCOS Industry Research Solutions (2011).
9. Indian Cosmetic Sector Analysis 2009-2011, retrieved 03 December 2012, <<http://rncos.com/Report/IM192.htm>>