

ATTITUDES OF CONSUMERS TOWARDS PUDUCHERRY COSMETIC PRODUCTS

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Abstract

The purpose of this article is to examine the cosmetic purchasing behavior. This research is generally focuses on various factors such as age and occupation; Primary data was used in the study. The questionnaire has a fivepoint Likert scale. 105 completed survey sentback and 100 valid questionnaires were analyzed by variance, mean and standard deviation analysis. Surprisingly, in Puducherry, income has no effect on the quality of cosmetics for the consumer. People consider quality as the most important factor while purchasing cosmetics. Marketers can use the research results to develop cosmetic marketing strategies.

Key words: Attitudes, Consumers, buying behavior cosmetic.

Introduction

"Cosmetics" comes from the Greek word kosmetikos, meaning "good beauty." Cosmetics, known as cosmetics or cosmetics, are medical drugs used to improve the appearance or odor of the human body. The U.S. Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "products used to cleanse, beautify, enhance the beauty of, or alter the appearance of the human body without affecting its structure or function." Most of these are chemical compounds, some derived from natural materials and many synthetic materials (Schneider, 2005). The customer's behavior will depend on his thoughts, his own ideas, his cultural background, his age and family environment, his personality, his religious values, his motivation, his behavior, his leadership, and many internal and external factors (Kotler and Keller, 2009). Consumer behavior in particular can have a significant impact on purchasing behavior. In recent years, the issue of materials has been drawn into the education and work issue. The needs and preferences of the Nepalese market are especially noticeable in their consumption habits. This article examines the impact of cosmetics purchasing behavior of Puducherry people, especially in Puducherry district.

Statement of the Problem

The behavior of customers provides good marketing to understand and create good products for customers to increase the business and growth of the company. The research has shown that consumers are interested in cosmetics and have an understanding of cosmetics. Cosmetics are not luxury. Manufacturers should identify the need before marketing cosmetics (Anandrajan and Sivagami, 2016). This study aims to examine the factors affecting the purchasing decision of cosmetics consumers in Pondicherry.

Objectives of the study

The main objective of this study is to assess consumer attitudes towards cosmetic products in Pondicherry. Other objectives are as follows:

- 1.To study the factors affecting cosmetic consumer behavior in Pondicherry.
- 2.This study aims to investigate the factors that determine consumers' beauty purchasing behavior.
- 3.Identify appropriate business strategies for current and future business managers in the region.
- 4.Measure consumer behavior, preferences, opinions and decisions regarding cosmetics.\

Review of Literature

People use cosmetics for many reasons (Nash, Fieldman, Hussey, Lévaque, & Pineau, 2006). For centuries, cosmetics have been used to protect human skin from environmental influences and to express people's desire for beauty. Symmetrical face (Mulhern, Fieldman, Hussey, Lévaque, & Pineau, 2003) represents "sexual attractiveness," "social and societal success," and "happiness" (Vanessa, Patrick), Sandra, & Ralph, 2011. Both men and women like women's faces with makeup because they are more beautiful than those without makeup (Mulhern, Fieldman, Hussey, Lévaque, & Pineau, 2003). Therefore, women also believe that they can become more feminine, sensual, sexy, and confident by using cosmetics (Cox & Glick, 1986). The need to develop new technologies and changing consumer needs thus increases the ability of cosmetic companies to produce more beauty products (Kumar, Massie, & Dumonceaux, 2006). Therefore, the more existing companies expand into the market, the more new companies will enter the market to share the benefits.

Therefore, many cosmetic companies around the world compete for a larger market through marketing strategies, products, channels, sales, and other methods. The researchers in this article examined various effects on consumer quality of cosmetic products. The customer's attitude towards the company and its products has an impact on the success or failure of the company. These elements are seen together because they are extremely influential and together represent the forces that affect how consumers respond to the elements in Figure 1.

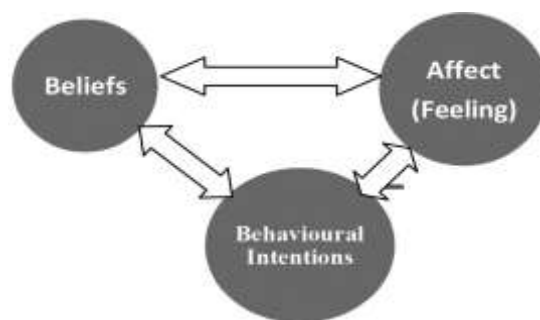


Figure 1: Consumer Psychologist

The results of information, thoughts and emotions related to the adoption, purchase and use of products, services, ideas or certain actions are called purchase. Consumers engage in information search processes based on their experiences and alternatives and this research examines cosmetic purchasing patterns (Aute, Deshmukh and Khandagale, 2015) and whether the selected product reaches a certain level. The product quantity is considered as the most important factor affecting the consumer's decision-making process (Anute, Deshmukh and Khandagale, 2015). TV is the best media to receive cosmetic information TV and user group are other important factors affecting the decision of consumers (Desai, 2014) and discounts and incentive programs can attract customers and families with higher monthly income (M&K 2015) consumers' decision. Al-Ashban and Burney (2001) found that information on cosmetics purchases in developing countries is often inadequate and unclear. It is known from decision-making theory and the theory of planned behavior that behavior has an impact on behavior (Ravikumar, 2012). The results show that personality has a positive impact on behavior. (Shih-I Cheng, Hwai-Huifu, Le Thi Cam Tu, 2011).

Research Methods

The researcher used descriptive text for this research data. The researcher collected the main data by surveying potential and existing customers of the Province of Puducherry. The researcher used a 5-point Likert scale emphasizing simple random sampling. Finally, we found that face survey is more appropriate and useful in terms of providing relevant and reliable information, making this study reliable for professionals and common people who want to develop a suitable business strategy to capture the Puducherry cosmetics market.

Data Analysis and Interpretation

Table 1: Influence of Age, Monthly Family Income, Occupation and Marital Status on Overall Attitude

| | | Num ber | Me an | Std. Dev. | F- Va lu e | P- Va lue |
|--------------------|----------------------|------------|----------|--------------|---------------------|-----------------|
| Age (In Years) | Below 20 | 16 | 2.7 | 1.01 | 4. 2 | 0.0 2 |
| | 21-30 | 32 | 3.2 | 0.94 | | |
| | 31-40 | 34 | 3.6 | 1.15 | | |
| | 41-50 | 10 | 3.4 | 1.07 | | |
| | 51 above | 8 | 2.9 | 1.43 | | |
| | Total | 100 | 3.1 | 1.06 | | |
| Income (in NRS) | Less Than 15,000 | 23 | 3.2 | 1.22 | 2. 49 | 0.1 2 |
| | 15,001 to 25,000 | 27 | 3.5 | 1.16 | | |
| | 25,001to 40,000 | 18 | 3.1 | 1.19 | | |
| | 40,001 to 60,000 | 15 | 3.4 | 1.18 | | |
| | More than 60,000 | 17 | 3.3 | 0.96 | | |
| | Total | 100 | 3.3 | 1.1 | | |
| Occupation | Employee | 27 | 3.2 4 | 1.1 | 2. 65 | 0.0 1 |
| | Business | 23 | 2.6 5 | 1.05 | | |
| | House wife | 31 | 3.4 7 | 0.93 | | |
| | Student | 19 | 2.8 3 | 1.07 | | |
| | Total | 100 | 3.0 6 | 1.06 | | |
| Marital Status | Married | 90 | 3.4 | 1.28 | 3. 98 | 0.0 3 |
| | Unmarried | 10 | 3.1 | 1.35 | | |
| | Total | 100 | 3.1 | 1.04 | | |
| Education | Up to High School | 18 | 3.9 | 1.67 | 4. 1 | 0.0 2 |
| | Bachelor | 57 | 4.4 | 1.21 | | |
| | Masters and above | 25 | 4.1 | 1.42 | | |
| | Total | 100 | 4.2 | 1.32 | | |

Source: Survey Results-2076

Table 1 shows the effect of age on the general attitude of the respondents towards cosmetic products. Analysis of variance was performed to find the results and the results showed a significant effect ($F = 4.2$; $p = 0.02$). In other words, there are significant differences in behaviors towards cosmetic products among the respondents of different ages. A significant difference was found between the respondents in the 31 to 40 age group (mean = 3.6; SD = 1.15) and the respondents in the 21 to 30 age group (mean = 3.2; SD = 0.94) and the respondents under the age of 20. Dispersion. Anova results were not significant ($F = 2.49$; $p = 0.12$) to find the results.

The table also shows the effect of the survey participants' work on general beauty cosmetics. The ANOVA results showed that the effect was significant ($F = 2.65$; $p = 0.01$). In other words, there are significant differences in attitudes towards cosmetics among participants from different professions. When we look at the content, we see that housewives (mean = 3.47; SD = 0.93) are different from workers (mean = 3.24; SD = 1.10) and businessmen have a big difference (mean = 2.65; SD = 1.05). It can be said that housewives have better attitudes towards cosmetics than office workers and businessmen.

The table shows the effect of marital status on the general attitude of the participants towards beauty cosmetics. The ANOVA results show that the effect is significant ($F = 3.98$; $p = 0.03$). There is a significant difference between the marital status of the participants and their attitudes towards beauty products. When we look at the mean, we see the difference between the married participants (mean = 3.4; SD = 1.28) and the unmarried participants (mean = 3.1; SD = 1.35). Therefore, it can be concluded that the married people in the region have better attitudes towards cosmetics than the unmarried people.

The behavioral results showed a significant effect ($F = 4.1$; $p = 0.02$). In other words, there is a significant difference between the participants' education and their attitudes towards cosmetic products. When we look at the means, we see that there is a significant difference between the participants with less than high school education (mean = 3.9; SD = 1.67) and the participants with bachelor's and master's degrees (mean = 4.4; SD = 1.21). The respondents were significantly different. When compared to consumers with high school and university degrees and above, it can be concluded that consumers with university degrees have a positive attitude towards beauty cosmetics.

Table 2: Mean and Standard Deviation of the Individual Factors

| | Statements | Mean | Std. Dev. |
|--|---|------|-----------|
| | | | |
| | I often look at how other people buy and use their cosmetics. | 2.92 | 1.28 |
| | I usually get information from others before purchasing cosmetic products. | 3.41 | 1.1 |
| | It is important that others like the cosmetic products and brands I buy. | 2.66 | 1.18 |
| | I have favorite makeup products that I buy again and again. | 4.01 | 0.91 |
| | When I love a brand, I stick with it. | 3.86 | 0.94 |
| | I always go to the same store every time I buy cosmetics. | 3.38 | 1.26 |
| | I constantly change the cosmetic products I buy. | 2.03 | 1.21 |
| | I consider myself a loyal cosmetics consumer | 3.34 | 1.20 |
| | I like to take risks and buy cosmetics from unknown brands to compare. | 2.37 | 1.38 |
| | I won't risk making the mistake of buying cosmetics that I don't understand | 3.33 | 1.42 |
| | I am someone who tries new cosmetics every now and then | 2.41 | 1.1 |
| | I prefer to wait for someone else to try cosmetics rather than trying them myself | 3.3 | 1.35 |
| | I like to buy cosmetics from popular brands | 3.54 | 1.2 |
| | To do the best cosmetics is very important to me | 4.37 | 0.97 |
| | I make a special effort to choose the best cosmetics | 4.02 | 0.98 |
| | The more the cosmetic costs, the better | 2.72 | 1.43 |
| | I look for cosmetics that offer the best value for money. | 4.12 | 1.04 |

Source: Survey results - 2076

The mean and standard deviation of each factor in the above table. People answered the question more about good cosmetics (mean = 4.37; SD = 0.97), pay attention to the most effective cosmetics (mean = 4.12; SD = 0.97) and carefully choose the best quality cosmetics (mean = 4.02; SD = 0.98), often buy their favorite cosmetics (mean = 4.02; SD = 0.92), stick to favorite brands (mean = 3.86; SD = 0.94), like to buy popular cosmetics exercises (mean 3.54; SD = 1.20). However, they are less likely to value products that change frequently (mean = 2.30; SD = 1.22), prefer to buy unknown brands (mean = 2.36; SD = 1.37) and sometimes try new cosmetics (mean = 2.41;

SD = 1.38). condition (mean = 2.91; standard deviation = 1.29). Therefore, it is concluded that consumers in this region are concerned about quality, value for money and knowledge about cosmetics.

Conclusion

As income increases in Puducherry, people are using cosmetics, which is a big development and it is important for businessmen to take up this business with new marketing strategies. The researchers of this article are working hard to get accurate and useful research results for business decision makers. Therefore, there is an urgent need for companies to understand the preferences of cosmetic consumers in order to target products in appropriate markets for different groups of people. Researchers have tried to convince marketers to identify different consumer preferences to help them decide on the marketing mix for different products. There are also ideas to modify the product or change its design and price to suit the customer's business better. Finally, marketers should develop strategies that are appropriate for the Puducherry business, such as advertising, advertising, promotion, and personal selling and distribution. If this concept is expanded to the overall backyard cherry industry, then this research will have more potential and will be helpful to future researchers and national business groups.

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