

# A Study on factors influencing consumer buying behavior in cosmetic Products

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**Abstract-** The purpose of this study is to investigate internal and external influences on consumers purchasing decisions on cosmetic products in Tamilnadu and Kerala. The questionnaires were given to 500 consumers who are all using cosmetics. Out of 500 consumers contacted, 412 questionnaires were received with required coverage and details. The instruments of this study involved two parts: the first section of the instrument consisted of forced-choice questions about demographic characteristics: gender, marital status, age, occupation, monthly income level. The second section variables chosen for this study in order to measure the influence of consumer buying behaviour in cosmetics products. The Statistical Package for the Social Science (SPSS) for Microsoft Windows 20.00 was used to complete the analysis of the collected data. Descriptive statistics, including means, standard deviations were implemented in order to investigate the demographic data, one-way analysis of variance (ANOVA) were used to determine whether any significant relationships exist among respondents. In addition, the .05 level of statistical significance was set at all statistical tests in the present study. The findings of the study were generalized as follows: Statistically significant differences were found in Income level by the different brand dimensions like social, culture and there is no statistically significant difference in dimension of Personal and psychological. In the end of the study implications and conclusion were provided.

**Index Terms-** buying, social, personal, cultural, psychological

## I. INTRODUCTION

Understanding behavior of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behavior and purchase decisions to predict the future trends. Consumer behavior can be explained as the analysis of how, when, what and why people buy. Consumer behavior can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services." (Loudon and Della Bitta, 1980). Nowadays, this phenomenon, can also be illustrated in the following way: "activities people undertake when obtaining, consuming, and disposing of products and services" (Blakwell, Minard and Engel, 2001). A study by **Voss and Parasuraman (2003)** suggests that the purchase preference is primarily determined by price than quality during pre-purchase evaluation. Given explicit quality information, price had no effect on pre-purchase or post-

consumption quality perceptions. Instead, post consumption quality evaluations had a favorable impact on price evaluations. Another study by **Chernev (1997)** analyzed the effect of common features on brand choice and the moderating role of attribute importance. It is argued that when brand attributes differ in importance, with the best value on the most important attribute, thus further polarizing brands' choice shares. In contrast, when attributes are similar in their importance, common features are likely to have an opposite effect, equalizing brands share.

**Russo and France (1994)**, studied the nature of the choice process for commonly purchased nondurables by tracking eye fixations in a laboratory simulation of supermarket shelves. The findings are fully compatible with the general view that the choice process is constructed to adapt to the immediate purchase environment. While describing about shopping orientation, **Sinha (2003)** reports that Indian Shoppers seek emotional value more than the functional value of shopping. Their orientation is based more on the entertainment value than on the functional value. The orientation is found to be affected primarily by the type of store, the frequency of buying and to some extent by the socio-economic classification. The retailers need to experiment with a format that attracts both types of shoppers. Research suggests that beauty consciousness among people in general is changing.

**Vigneron and Johnson (1999)** reported that people's needs for appearances and materialism were increasing. That is human beings wanted to satisfy the need to look and feel good. This created a boom in the cosmetic and toiletries sector across the world. Chambers Encyclopedia defines cosmetics as (a) articles intended to be rubbed, poured, sprinkled or sprayed on, introduced into or otherwise applied to the human body or any part thereof for cleaning, beautifying, promoting attractiveness or altering the appearance and (b) articles intended for use as a component of such articles. Now a variety of cosmetic and toiletries ranging from natural to sophisticated items are available in the market. The pattern and preference of use of these items vary according to different segments of gender, age and socio economic class. When we review the literature on the cosmetic and toiletry industry, not many studies are available especially about Indian scenario. The present study is an attempt to analyse the purchasing pattern of cosmetic consumers in Kerala.

Manufacturers and marketers need to gain a deeper understanding of consumer and shopper behavior (going beyond traditional consumer/market research), and then work out the appropriate value proposition and delivery channels for their basket of goods and services (Business world Marketing

Whitebook 2012-13). It is well known fact that the success of any business organization stems from company's ability to understand and influence consumer behavior. This study is needed to consider when designing and implementing marketing programs. Failure to understand the dynamic buyer behavior and improper allocation and coordination of resources will lead the organization to great losses. The better marketers are at understanding consumer behavior, the more successful they will be at influencing consumers' purchase behavior (Kurti Shah 2009). There are three sections of consumer behavior that need to be addressed carefully: psychological influences, socio-cultural influences and situational influences. The marketers have to go through a number of challenges in selling products like „cosmetics“ as they have to be applied directly on human skins, body and other parts. There is a perceived risk of dissatisfaction in the consumers as far as its benefits are concerned. It is necessary to study the consumer buying decision process in this regard.

## II. LITERATURE REVIEW

In order to develop a framework for the study consumer behaviour it is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline. As described in this article, a set of dimensions can be identified in the literature, which can be used to characterize and differentiate, the various perspectives on consumer research. It is argued that consumer behaviour itself emerged as a distinct field of study during the 1960s; and is characterized by two broad paradigms, the positivist and the non-positivist. The positivist paradigm encompasses the economic, behavioural, cognitive, motivational/trait/attitudinal, and situational perspectives; these perspectives are referred to as the traditional perspectives as they pre-date the development of the non-positivist paradigm. The positivist paradigm, which is still the dominant paradigm, emphasizes the supremacy of human reason and that there is a single, objective truth that can be discovered by science. This paradigm regards the world as a rational and ordered place with a clearly defined past, present, and future. The assumption of rationalism is therefore fundamental to the traditional perspective. The opposing, non-positivist paradigm, envelops the interpretive and postmodern perspectives, which have emerged more recently during the period post-1980 to date. The proponents of this emerging perspective argue that positivism overemphasizes the rational view and the ideology of a homogenous social culture and thereby denies the complex social and cultural world in which consumers live. This paradigm instead stresses, the importance of symbolic and subjective experience and the idea that consumers construct meanings based on unique and shared cultural experiences, and thus there can be no single unified world view. Unsurprisingly, the two paradigms differ in their views on the benefits derived from consumption and the objectives that underscore consumer research. The traditional, positivist perspective takes a very utilitarian approach to the benefits from consumption. While the non-positivist perspectives place much greater emphasis on the symbolic dimensions of choice. The objective of non-positivist research endeavour is to achieve a better understanding of consumer

behaviour with no specific intent to influence consumer processes. Conversely, outcomes of positivist research are directed toward advancing the goals of marketing practice. By identifying the paradigmatic shifts within the field, this article aims to identify different streams of thought that could guide future consumer research.

Consumer is the study “of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires” (Solomon 1995, 7). In the marketing context, the term ‘consumer ’ refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to marketer influence (Foxall 1987). Engel, et al. (1986, 5) define consumer behavior as “those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts”. Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioral sciences in order to understand, predict, and possibly control consumer behavior more effectively. Psychology, social psychology, and sociology are the disciplines most widely employed in this endeavor which has become a substantial academic industry in its own right. In order to develop a framework for the study of consumer behavior it is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline (Marsden and Littler, 1998). Paradigms in consumer research can be broadly classified as a set of fundamental assumptions that researchers make about what they are studying and how they study it (Kuhn, 1962). As described below, a set of dimensions can be identified in the literature, which can be used to characterize and differentiate the various perspectives on consumer behavior. Consumer behavior itself emerged as a distinct field of study in the 1960s. A major catalytic influence in its emergence was the formation of the Association for Consumer Research in 1969. Membership now exceeds 1700 ([www.acrweb.org](http://www.acrweb.org)), and the growing maturity of the field is reflected in its annual conference proceedings, entitled *Advances in Consumer Research*. The literature has grown sharply, with the *Journal of Consumer Research* (first published in 1974) standing as a premier source. More recently, the *Journal of Consumer Psychology* was launched in 1992.

### 3.1 Objectives of the Study

The purpose of this study is to investigate internal and external influences on consumers purchasing decisions on cosmetic products in Tamilnadu and Kerala.

1. To Find how consumer buying behavior factors influence Consumers when purchasing cosmetic products.

2. To study the influence of Income Level of the respondents on consumer buying behavior dimensions

**3.2 Hypothesis of the study**

- H1: Social dimension has influence on respondents Income
- H2: Cultural dimension has influence on respondents Income
- H3: Personal dimension has influence on respondents Income
- H4: Psychological dimension has influence on respondents Income

**3.3 Sample & Instrumentation**

The questionnaires were given to 500 consumers who are all using cosmetics. Out of 500 consumers contacted, 412 questionnaires were received with required coverage and details. The instruments of this study involved two parts: the first section of the instrument consisted of forced-choice questions about demographic characteristics: gender, marital status, age, occupation, monthly income level. The second section variables chosen for this study in order to measure the influence of consumer buying behaviour in cosmetics products dimension contains of 39 items and characterized into four sub scales : (a) Social(items 1 to 7), (b) culture(items 8 to 13), (c) Personal (items 14 to 18) ,(d) Psychological(items 19 to 39)The dimension 39 items are evaluated on a five-point Likert scale ranging from 1 to 5 ,using the anchors “5=stronglyagree,4=agree,3=Neutral,2=Disagree ,1= Strongly disagree”.

Cronbach, s alpha is a coefficient (a number between 0 and 1) that is used to rate the internal consistency (homogeneity) or the correlation of items in a test. If the test has a strong internal consistency most measurement experts agree that it should show only moderate correlation among items (0.70 to 0.90).The

reliability coefficients for the variables chosen for the study should have to be more than 0.70, to consider it as an acceptable value (Nunally, 1978). In this study the Reliability analysis shows that all the factors have shown alpha value greater than 0.7, indicating the evidence of reliability and the overall reliability of the instrument is 0.92. So, the items constituting each variable under study have reasonable internal consistency and shows that all the dimensions of consumers buying behaviour have a positive reliability. The factors and dimensions included for analysis carry a good degree of reliability to support the objectives formulated. All dimensions have got significant relationship to make the real representation of the study. Hence it is concluded that the data collected in this study is highly reliable.

**3.4. Data Analysis**

The Statistical Package for the Social Science (SPSS) for Microsoft Windows 20.00 was used to complete the analysis of the collected data. Descriptive statistics , including means, standard deviations were implemented in order to investigate the demographic data, one-way analysis of variance (ANOVA) were used to determine whether any significant relationships exist among respondents. In addition, the .05 level of statistical significance was set at all statistical tests in the present study.

**3.5 Result of Data Analysis**

The descriptive table(see below) provides some very useful descriptive statistics the mean, standard deviation for the dependent variables for all the groups and when all groups are combined (Total). The F-value and also the significant value

**Table-1 Analysis of variance (ANOVA)**

Income Level	Mean				Standard Deviation				F	Sig
	G1	G2	G3	Total	G1	G2	G3	Total		
Social	3.04	2.84	3.36	3.30	0.77	0.78	0.85	0.85	5.99	0.03
Culture	3.29	3.36	3.58	3.54	0.51	0.64	0.67	0.66	3.84	0.02
Personal	3.05	3.23	3.28	3.26	0.70	0.69	0.79	0.78	1.26	0.282
Psychological	3.25	3.21	3.45	3.42	0.70	0.69	0.73	0.73	2.22	0.110

Note: G1-Less than Rs .30, 000, G2-More than Rs.30, 000, G3-Dependent,.

we can see that in this the significance level of Social is 0.03( $P = .03$ ), which is below 0.05 and, therefore, there is statistically significant difference between social dimension by Income level of respondents, the significance level of cultural is 0.02( $P = .02$ ), which is below 0.05 and, therefore, there is statistically significant difference between cultural dimension by Income level of respondents, the significance level of Personal is 0.28( $P = .28$ ), which is above 0.05 and, therefore, there is no statistically significant difference between personal dimension by Income level of respondents, the significance level of Psychological is 0.11( $P = .11$ ), which is above 0.05 and, therefore, there is no statistically significant difference between Psychological dimension by Income level of respondents,

**3.5.1 Homogeneity of Variances**

Test of Homogeneity of Variances shows the result of Levene's Test of Homogeneity of Variance, which tests for similar variances. If the significance value is greater than 0.05 then we have homogeneity of variances.

We can see from this that Levene's *F* Statistic has a significance value of Social is 0.396, culture is 0.100, Personal is 0.355, Psychological is 0.623 and, therefore, the assumption of homogeneity of variance is met.

**3.5.2 Post hoc test**

Since we rejected the null hypothesis in Imagery dimension (we found differences in the means), we should perform a Turkey’s *W* multiple comparison to determine which means are different. Using the previous output, here is how such an analysis might appear.

**Multiple Comparisons**

Dependent Variable: Social

Tukey HSD

(I) INCOME	(J) INCOME	(I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than Rs.30,000	Morethan Rs.30,000	.20660	.22795	.637	-.3296	.7428
	Dependent	-.31689	.15579	.105	-.6834	.0496
Morethan Rs.30,000	Less than Rs.30,000	-.20660	.22795	.637	-.7428	.3296
	Dependent	-.52349*	.17803	.010	-.9423	-.1047
Dependent	Less than Rs.30,000	.31689	.15579	.105	-.0496	.6834
	Morethan Rs.30,000	.52349*	.17803	.010	.1047	.9423

\*. The mean difference is significant at the 0.05 level.

The above indicates that significant differences existed among social dimension and Income level of the respondents. According to the results of the Turkey's W multiple comparison analysis, significant differences existed among the groups of Less than Rs.30, 000, More than Rs.30, 000 and Dependent. This shows that dependents are more influenced by the social factor. However they are influenced by the reference group these groups include aspiration groups ,groups that a person desires to belong to a fans and the friends they motive to buy cosmetics in different brands .when they are moving to shops salesperson plays a major role in buying decision they may be very active to show attractive brands with different colors and the advertisement which the young people see from different medias once they are seeing from different media they also attracted to be like that same in using different cosmetics ,these have strong influence in buying decision. advertising is another factor that plays a major role in influencing the purchase decision of the female teenagers. It has been found that television is the most popular media among the teenagers and thus it is important for the cosmetic producers to use this media in order to attract the consumers. Moreover, it has been also found that stylish design and packaging of the cosmetic products are also important factor for the female teenagers when choosing cosmetic products. Thus cosmetic producers should give emphasis in these factors in order to gain attention from this segment.

**III. MULTIPLE COMPARISONS**

Dependent Variable: culture

Tukey HSD

(I) INCOME	(J) INCOME	(I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than Rs.30,000	Morethan Rs.30,000	-.06845	.17888	.922	-.4892	.3523
	Dependent	-.29083*	.12225	.047	-.5784	-.0033
Morethan Rs.30,000	Less than Rs.30,000	.06845	.17888	.922	-.3523	.4892
	Dependent	-.22238	.13970	.250	-.5510	.1062
Dependent	Less than Rs.30,000	.29083*	.12225	.047	.0033	.5784
	Morethan Rs.30,000	.22238	.13970	.250	-.1062	.5510

\*. The mean difference is significant at the 0.05 level.

The above indicates that significant differences existed among imagery dimension and Income level of the respondents. According to the results of the Turkey's W multiple comparison analysis, significant differences existed among the groups of Less than Rs.30, 000, More than Rs.30, 000 and Dependent. This shows that dependents are highly influenced by the cultural factors because youngster move around everywhere for educational purpose or Job.They may see different culture of people everywhere .They would like to change themselves whenever they wish too. so if they are attracted by different culture of people their buying decision will change accordingly. Culture is the complex of values ,ideas, attitudes and other meaningful symbols that allows humans to communicate ,interpret ad evaluate as members. Finally teenagers' also get

influenced by aspiration groups such as celebrities. Because of the high referent power of this group, female teenagers easily get influenced by the celebrities.

**IV. FINDINGS AND DISCUSSION**

Significant differences existed among social dimension and Income level of the respondents. According to the results of the Turkey's W multiple comparison analysis, significant differences existed among the groups of Less than Rs.30, 000, More than Rs.30, 000 and Dependent. This shows that dependents are more influenced by the social factor. However they are influenced by the reference group these groups include aspiration groups

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Significant differences existed among imagery dimension and Income level of the respondents. According to the results of the Turkey's W multiple comparison analysis, significant differences existed among the groups of Less than Rs.30, 000, More than Rs.30, 000 and Dependent. This shows that dependents are highly influenced by the cultural factors because youngster move around everywhere for educational purpose or Job.They may see different culture of people everywhere .They would like to change themselves whenever they wish too. so if they are attracted by different culture of people their buying decision will change accordingly. Culture is the complex of values ,ideas, attitudes and other meaningful symbols that allows humans to communicate ,interpret ad evaluate as members. Finally teenagers' also get influenced by aspiration groups such as celebrities. Because of the high referent power of this group, female teenagers easily get influenced by the celebrities.

#### V. CONCLUSION

After analysis we found that small differences exist in the income level that implies the different groups prefer or opinion differs on consumer buying behavior. It created a curiosity to us to find out which group really differing on the opinions. By the help of Post hoc we found out that the dependent differ the opinion among other class. It may be due to the decisions taken by youngsters. Every person plays multiple roles in their daily life, professional role or social role. Each of these roles has a certain effect on consumers buying behavior. Each role has a particular status in society and consumer behavior is considerably depended on the status factor .If the marketers easily understand the factors that mainly influence in buying decision the sales can be increased a lot. The study offers an assessment of the symbolic devices that celebrity and peers adopts to persuade the audience. The visual expression model is supported in that the study suggests why advertisers use celebrities of different gender and age groups and expertise areas in commercials for certain products and cultural values

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