

A Comparative Study on Consumer Buying Behaviour of Cosmetic Products in Tirunelveli District

Dr. M. Abdul Rahuman¹, Mr. A.I. Shakul Hameed²

^{1,2}Assistant Professor of Commerce, Sadakathullah Appa College (Autonomous) Tirunelveli

Abstract - The study tries to find out the follower hunting down the lead of splendor matters mainly graciously about Tirunelveli. The explanation at the back of this study is to examine the altered additives that have the result on examination for the choice of customers. In this study, respondents had been established through thru creation use of the considerate exploring method and data altered into dismantled and deciphered with the support of scientific frameworks. The assessment exhibits that beyond doubt segments have a huge result chasing down the lead. This watches in addition adds to the data of the way thru which remedial affiliations can be capable of considering scanning for the way of the customers.

Index Terms - brilliance cares things clients lead thorough down tendency.

INTRODUCTION

The Indian intensity revel in has observable quick headway amidst the support up or three fairly once in a while. In that item, the collected works of allowing for and distinction stock in India has comprehensive obviously. An Indian difference of opinion has all commenced creating records to replicate deliberation on a favored want. favored grace care subjects from India have a sparkling name for within the methods-off spots promote and thousands of enormous worth supply which isn't forever any improbability shaped in India these days are agreed to via using and huge providers of checkered corrective subjects. New encounters have been discovered that the association of excellence matters in India is created at a standard rate of in every method that assured topics twenty fees every twelve months; this force is recognized to two vital predicaments. The vital being the result for the require an Indian price unparalleled list and the second being the simulated choosing up the environment of the run of the mill Indian. There are furthermore unexpected elucidations surrounded by the inferior

back of the better call for recovery record particularly. With the manufacturing of satellite tv for laptop television and an extraordinary buildup of stations no issue the internet, the critical Indian buyer is dependably shelled with commercials and data on new excellence matters which mechanically makes an understanding of the choice to get them. The affiliations need to get the dreams for pix. This calls for a general fact around buyer lead and receiving behavior of way of thinking. buyer lead is the manner that clients exhibit up in observance an eye fixed out receiving the use of and assessing subjects institutions contemplations which they look forward to will assure their provisions. Customer lead limits a necessary surrounding area, including use take a appear at supporter probable effects help out view and customer looking for out method shopping for behavior. The purchase need is inspired through techniques for different factors jointly with the social-social opinion of private cash connected and unique others. So for green publicizing and displaying, the assists require to describe near the prospect of picks taken through clients

REVIEW OF LITERATURE

Studies on client behavior particularly within the Indian background are inadequate some of such very important study is in short reviewed inside the following papers.

Subrahamanyam (1982) accepted a get a look at "Marketing of patron goods" in Vishakapatnam. It becomes observed that a massive quantity of respondents purchased consumer products from non-public retail shops observed via super bazaar & client supportive save and housewives played a necessary role in taking buying decision.

Singh J.D. (1981) conducted a survey on "A study of Brand loyalty in India". The look at accomplished that Indian customer had been situated turning into greater

& more emblem reliable. Depending upon the nature of the product, they have got unmarried or multiple symbol faithfulness is first-rate of the product, the habit of use and normal accessibility of the product. Chernev (1997) examines the impact of not unusual capabilities on logo preference and the moderating role of attribute importance. It is argued that after logo attributes differ in importance, with the nice cost at the most vital quality, for this reason similarly polarizing brands" choice shares. In contrast, whilst attributes are similar to their consequence, common functions are credible to have a contrary effect, equalizing brands percentage.

Debiprasd Mukherjee (2012) studied a take a look at entitled "Impact of superstar endorsement on Brand Image". This takes a look at shows that customers file advanced self-logo relationships for brands with snapshots that are stable with the picture of a celebrity that they seek to be like, purposely inside the case whilst the photograph of the celebrity and the brand match.

OBJECTIVE OF THE STUDY

- To study the factors influencing shopping for decisions.
- To examine the shopping behavior of cosmetic products.
- Examine the result of media communication on shopping for manners.

CONFINEMENTS OF THE INVESTIGATION

Amidst the heading of having an examination, the organization with standard snags had been exposed time is the important issue which has exaggerated the inductions pulled in the examination. a piece of the respondents was uncertain to the rate of the bits of learning with the master. as the handiest city ends up being analyzed it does never again incorporate the general viewpoint of the Indian business center. examine approach the system utilizes inside the have a watch is wellsprings of in sequence. The watch is assembled totally for the most part relating to each central conviction and optional substance. the central approach has been totaled with the guide of the practice of a review and the elective records have been combined from books magazines and the web. a model choice for the review an eminent of 100 respondents

from Tirunelveli locale has been chosen for the viewer. completion dissecting approach has been searched for the gather the response from the respondents. Zone of the has an examine the have a watch the zone is forced to Tirunelveli locale. it is seen as one in the whole thing about means making the town in Tamilnadu with over the top in the responsibility with capita remuneration. instruments for dividing the genuine automatic get-together breezes up utilized for the want for the assessment of this ensure is clear percent method and arranging strategy. Following the party of encounter through the survey, changing wound up finished absolutely based on the reactions of the points of position the tables were managed. the data combined have been reduced behind and deciphered with the assist of tables.

EXAMINATION AND ILLUSTRATION FACTOR SITUATING SYSTEM

Under this policy, respondents have been requested to facilitate the rank of the segments. the choice is full as universal rating consigned to difficulty the segment scoring the stand cost is the most unexpected elementary rank balanced into chose with a hiking demand

Table No. 1: Preferred Places for Buying of Cosmetics.

S.NO	Place	Score	Rank
1	Shopping Malls	3.04	III
2	Co - operative Bazaars	2.65	V
3	Private Stores	3.64	I
4	Permanent Stores	3.05	II
5	Medical Shops	3.01	IV

Source : Primary data

It is clear from the above table that first preference is given to private stores followed by permanent stores and shopping malls. The slightest preference is given to co-operative bazaars.

Table No. 2 Frequency of Buying Cosmetic Products.

S. No.	Frequency	No. of respondent	Percentage
1	Daily	5	5
2	Weekly	17	17
3	Monthly	58	58
4	Yearly	12	12
5	Festivals	8	8
	Total	100	100

Source : Primary data

The small table indicates that 58 % of the respondents buy cosmetics once in a month 17% of the respondents purchase every week whereas 12 % respondents buy yearly followed by festivals.

Table No. 3 Reasons for Buying from particular shop.

S. No.	Particulars	Score	Rank
1	Availability of Goods	4.68	I
2	Sensible Price	3.78	III
3	Extension of Credit	1.93	VI
4	Great Behavior	3.07	IV
5	Variety of Goods	3.95	II
6	loser to Home	2,59	V

Source: Primary data

On top of the table proposes that the purposes after buy from a chose to shop. It is surmised from the table that the first rank is given with availability of goods followed by a variety of goods and sensible price. The least preference is given to the extension of credit.

Table No. 4 Nature of Product Preferred by Respondents.

S.No	Nature of Products	No. of Respondents	Percentage
1	Ayurvedic	32	32
2	Chemical	20	20
3	Both	48	48
	Total	100	100

Source: Primary data

The above table reveals that 32% of the customers favored ayurvedic products, 20% of the respondents preferred chemical primarily based merchandise, and 48% of the respondents preferred both sorts of products. It means that today’s customers are altering their approach in the way of larger more healthy & natural cosmetic products as a whole.

Table No. 5 Reasons of using Cosmetics.

S.No	Reason	No. of Respondents	Percentage
1	Modern Trend	24	24
2	Good Looking	56	56
3	Reasonable Price	16	16
4	Some other reasons	4	4
	Total	100	100

Source: Primary data

The above table shows that 56% of the customers use cosmetics for precise looking good, 24% of the respondents use it as a style or fashion of the modern trend followed by reasonable price 16 % and some other reasons is 4 %

Table No 6 Source of Information for Respondents.

S.No	Sources	No. of Respondents	Percentage
1	Commercial Media	24	24
2	Relatives	10	10
3	Friends	20	20
4	Beautician	14	14
5	Doctor	12	12
6	Magazines/Newspapers	18	18
7	Any other	2	2
	Total	100	100

Source: Primary data

The above table reveals that 24% of the customers collected sources of information from commercial media & internet, 20% of respondents from friends, 18% of respondents from magazines & newspapers, 14% of respondents from beauticians and 10 % from relatives. Thus various sources are used by customers for information collection before buying.

Table No. 7 Information Collection before Buying of Cosmetics.

S.No.	Opinion	No. of Respondents	Percentage
1	Sometimes	34	34
2	Always	56	56
3	Rarely	06	06
4	Not at all	04	04
	Total	100	100

Source: Primary data

The table shows that 56% of the customers always collect the information, 34% of respondents sometimes collect the information whereas 6% of respondents rarely collect information & only 4% of respondents never gather the information before buying cosmetics.

Table No. 8 Decision Maker While Purchase.

S.No	Decision Maker	No. of Respondents	Percentage
1	Spouse	06	06
2	Own	54	54
3	Karths	10	10
4	Kins	12	12
5	Kith	14	14
6	Husbund	04	04
	Total	100	100

Source: Primary data

The above table reveals that 54% of the respondents themselves make own decision about the brand they purchase, 14% of respondents decision-makers were kith, and 10% of respondents decision-makers were Kins

FINDINGS

1. The majority of the respondents preferred to purchase beauty merchandise from private bazaars, Permanent shops & medical shops.
2. Majority of the respondents favored purchasing products from the shop that provides fine merchandise with variety at the reasonable price
- 3..Quality was found as a most significant issue for a buy of cosmetics by using the respondents than a fee.
- 4..Most of the respondents are concerned to recommend the made from others.
- 5..Television has observed a greater impact on customers and is generally used for getting data about the product. The use of the internet by means of college students and pretty training customers also are emerging as a critical issue.
- 6..It has been found that in buy selection, even with the effect of associates, family members, beauticians, and others, the actual selection to buy changed into taken through the respondents on their personal.

SUGGESTIONS

- A marketer should build up a activate allocation channel to keep away from the hassle of non – availability of merchandise.
- The right communication has to be produced with health practitioners, beauticians and needs to be involved in an advertisement to lead them to extra appealing, effective and reliable.
- The marketer has to consist of your manner and private enchantment of their advertising communiqués because of the patron purchase beauty products on their personal.

CONCLUSION

The present-day advertisement is very powerful in nature. the shopper is the ruler of the marketable center. the consequence got through the character customer within the blessing commercial center constrain the businesspeople to watch the looking out conduct options taste different preferences of clients and subsequently, they have to overhaul its approaches and publicizing and promoting blend. indeed, even as the purchase of magnificence item the clients are chosen more colossal cognizant favored to purchase ayurvedic stock they look in advance to the brand over the span of non-accessibility end up being ascending

because of the reality the indispensable supply of insights and anyway the impact of different elements the real logo inclination is taken by method for the method for themselves.

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