

A Study of Consumer Buying Behavior of Personal Care Products: A Comparative Study of Male and Female Users in Lucknow City

Ms. Sameeksha Srivastava

Abstract

The main objective of this study is to find out what is the perception of consumers while buying personal care products, and what are the different factors that affect the consumer buying behavior of personal care products. The consumer, who is considered the king, has always gathered the attention of a manufacturer. The needs of consumers are taken care of, and products created which satisfy the consumer. The objective of the marketer is to present the product in a way that can attract the consumer and convert him into a loyal customer. Marketers can

anticipate the consumer reaction to their marketing strategies only if they are able to understand the motive of consumers which influence their behavior. Consumer behavior is formed by the personal is the reaction or response towards different products or companies. In today's world, the customer's demand and the power of the retailers is tremendously growing because of the competitive environment and changing business. It is vital to have a sustainable relationship with customers for the survival and success of producers. Nowadays in the market tremendous growth is experienced by personal products and it has become one of the leading industries in the world. In Indian scenario too, the consumption and use of personal products has increased rapidly. In our country, the personal care products market is reportedly growing 15-20% annually. There

was a time when consumers did not spend too much on personal care products. But in those days, they were not only eager to spend more money on cosmetic products, at the same time they were looking for a good and prestigious brand for the particular product. Modern media and advertisement play an important role in increasing the demand for personal care goods. People of metro cities are too brand conscious but if we look at the people of semi-urban and rural areas, they are also looking for a good brand for the particular products.

CHAPTER-1

INTRODUCTION

Indian consumers are updating their life styles towards latest trends which enhance the growth of personal care market in the current years. The proclivity of Indian consumers is changing from the simple functional products to new advanced and specialized personal care products. Over the last decade, India has seen consistent growth in the personal care and cosmetics market with increasing shelf space in boutiques and retail stores across the country. Many multinational brands have entered the Indian market, primarily aided by dedicated support structure and their respective pricing strategies. The Indian cosmetics industry is majorly categorised into skin care, hair care, oral care, fragrances, and colour cosmetics segments. The overall market share is expected to grow to US\$ 20 billion by 2025 with a Compound Annual Growth Rate (CAGR) of 25%. On the other hand, the global cosmetics industry is growing at 4.3% CAGR and

will reach US\$ 450 billion by 2025. By 2025, along with this growth, India will constitute 5% of the total cosmetics market and reach the top five global markets in terms of revenue.

Additionally, the market will continue to rise strongly due to consumers' growing choice of speciality cosmetic products such as organic, herbal, and ayurvedic items. Colour cosmetics, perfumes, specialised skin care, hair care, and makeup cosmetics are the main industries predicted to increase. The market competition for domestic brands is increasing due to a growing number of international companies entering the Indian personal care and cosmetics market. However, the bigger players in the industry like Dabur and Marico continue to dominate the market due to the availability of ayurvedic and herbal cosmetic products in their respective product portfolios.

Due to the widespread belief among customers that foreign brands are of higher quality; international cosmetics brands have had a significant impact on the Indian market. Aspirational customers have been drawn to these brands, which have accelerated the growth of the Indian market. Indian customers are switching from basic functional products to more sophisticated and specialised cosmetic products, which is driving up demand for high-end goods in India.

Many international brands like Revlon, Avon, Burberry, Calvin Klein, Cartier, Christian Dior, Estee Lauder, Elizabeth Arden, Lancome, Chambor, Coty, L'Oreal, Oriflame, Yardley, Wella, Schwarzkopf, Escada, Nina, Ricci, Rochas, Yves St. Laurent, Tommy Hilfiger, Max factor, Max Mara, Shiseido, Body Shop, Maybelline New York, MAC and many more like these have been present in India for quite some time now.

The Indian beauty market continues to be one of the fastest-growing ones in the entire world. India is one of the most attractive countries for multinational corporations aiming to increase their market share, with a population of over a billion people and rising disposable income.

PERSONAL CARE PRODUCTS

The USA organization NSF (National Science Foundation) specified the meaning for the —Personal care product as a non- medicinal consumable product that is intended to be used in the topical care and grooming of the body and hair and that is rubbed, poured, 3 sprinkled, or sprayed on, introduced into, or otherwise applied to a body, human or animal, for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions. Personal care products are specifically for use in such activities as cleansing, toning, moisturizing, hydrating, exfoliating, conditioning, anointing, massaging, coloring/decorating, soothing, deodorizing, perfuming, and styling. NSF specified the meaning of "Cosmetic: (1) an article intended to be rubbed, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance, and (2) an article, other than soap, intended for use as a component of any such articles."

The personal care industry even though it belongs to FMCG category still has distinctively different set of rules. The industry has a low entry barrier and competition is intense. Besides the large multinational players, there are some leading domestic players as well as the huge unorganized players. Though most of the market share is with the larger players, companies vie for the marginal market share. Cheaper imports and duplicate products are also affecting the major players. Companies have been adopting promotion schemes to dole out freebies and repackaging products in smaller packages to cater to a wider consumer base are some recent trends with its high growth rate, the market offers extensive opportunities to domestic

and international players. However, high duty structure and certain ambiguities in terms of investment rules are among the complaints that companies looking to enter.

The personal care product market in India is big. It has grown substantially big in between 2005 to 2017. The articles in Statistica have shown that there is tremendous growth in the industry. Majority of the growth can be credited to the change in lifestyle which is a gift of social media to the country. The awareness of the product and creation of demand in the rural segment has taken place only because social media made it possible for people to reach each other frequently (Yadav and Singh, 2012). This started a trend among the young adults to look good and take more care of themselves.

Personal care products encompass a wide range of categories, including skincare, hair care, makeup, bath and body, fragrances, and oral care. Skincare products are designed to nourish and maintain skin health, addressing concerns such as acne, aging, and dryness. Haircare products cater to the needs of different hair types and offer solutions for cleansing, conditioning, and styling. Makeup products, including foundations, lipsticks, and eyeshadows, enhance one's appearance. Bath and body products, including shower gels, body lotions, and exfoliators, provide indulgence and relaxation. Fragrances offer a variety of scents for personal expression. Finally, oral care products promote oral hygiene and include toothpaste, mouthwash, and dental floss. Together, these personal care products contribute to an individual's well-being, self-care, and self-expression.

Personal care products are consumer products which are applied on various external parts of the body such as skin, hair, nails, lips, external genital and anal areas, as well as teeth and mucous membrane of the oral cavity, in order to make them clean, protect them from harmful germs and keep them in good condition. They promote personal hygiene and overall health, well-being and appearance of those body parts.

Toiletries form a narrower category of personal care products which are used for basic hygiene and cleanliness as a part of a daily routine. Cosmetic products, in contrast, are used for personal grooming and beautification (aesthetically enhance a person's appearance). Pharamacueticals are not considered personal care products.

Most of the personal care products are rinsed off immediately after use, such as shampoos, soaps, toothpastes, shower gels, etc. A few personal care products, however, are left on the applied surface such as moisturizing cream, sunscreen, etc.

The global market size of the personal care products industry is several hundred billion US Dollars (as of early 2020s). Procter and Gamble, L'oreal Johnson and Johnson, Unilever, Colgate, Gillette, Avon, are some of the world-leading companies in personal care products industry.

- Indian beauty and personal care (BPC) market is the 8th largest in the world.
- Fragrances, Makeup and Cosmetics, Men's Grooming are all expected to grow at CAGR 12-16%.
- The personal hygiene market is expected to reach \$15 Bn by 2023 in India.
- Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector.
- Herbal cosmetics products are driving growth due to increasing adoption, and the segment alone is expected to grow at 15-20%.

PERSONAL CARE PRODUCTS CATEGORIES**SKINCARE-**

Skin care or skincare is a range of practices that support skin integrity, enhance its appearance, and relieve skin conditions. They can include nutrition, avoidance of excessive sun exposure, and appropriate use of emollients. Practices that enhance appearance include the use of cosmetics, botulinum, exfoliation, fillers, laser resurfacing, microdermabrasion, peels, retinol therapy, and ultrasonic skin treatment. Skin care is a routine daily procedure in many settings, such as skin that is either too dry or too moist, and prevention of dermatitis and prevention of skin injuries. Generally, it includes cleansers, moisturizers, serums, and sunscreens. These products cleanse, hydrates and protects the screen.

HAIRCARE-

Hair Care Products means products that either (a) have the primary purpose of cleaning human scalp and/or facial hair through the application of a composition with anionic, non-ionic or zwitterionic surfactants, including hair shampoo; (b) have the primary purpose of cleaning or balancing human scalp and/or facial hair through the application of a composition that does not contain surfactants; (c) have the primary purpose of providing lubricity and protection to human scalp and/or facial hair cuticles through the application of either a rinse-off or leave-on composition containing cationic surfactants, waves, long-chain fatty alcohols, silicones or oils, including shaving cream; or (d) have the primary purpose of stimulating human hair growth; it include products like shampoo, conditioner, hair oil, hair serums and styling products.

MAKEUP-

Makeup products are cosmetic items used to enhance or alter one's appearance. Generally, these products

includes products like foundation, blush, eyeshadow, mascara, lipstick, and more. These products are used to express creativity, enhance their features and boost confidence.

BATH AND BODY-

Bath and body products are used for personal hygiene, skin care and self-care. These includes products like washes, soaps, body lotions, scrubs, bath bombs and more. These products help to maintain personal hygiene, nourish the skin and provides a luxurious experience.

FRAGRANCES-

Fragrances are products designed to add pleasant scents to the body. They come in various forms like perfumes, colognes, body mists and scented candles. These products add a touch of luxury. Fragrances have the ability to leave a lasting impression.

ORAL CARE-

Oral care products are designed to maintain oral hygiene, promote healthy and gums, and to freshen breath. Generally, these products includes toothbrush, toothpastes, mouthwashes, dental floss and tongue cleaner. Recommendations from dental professionals must be considered while selecting the products.

FEMININE HYGIENE PRODUCTS-

Feminine hygiene products are designed to support women's intimate health and cleanliness. These products include products like menstrual hygiene products, vaginal washes, wipes and intimate cleansers. Recommendations from gynecologists or health care professionals must be considered while selecting the products.

TOP PERSONAL CARE PRODUCT COMPANIES IN INDIA

1. Hindustan Unilever Limited (HUL) –

Hindustan Unilever Limited (HUL) is a British-owned Indian final good company headquartered in Mumbai. It is a subsidiary of the British company Unilever. Its products include foods, beverages, cleaning agents, personal care products, water purifiers and other fast-moving consumer goods (FMCGs).

HUL was established in 1931 as Hindustan Vanaspati Manufacturing Co. Following a merger of constituent groups in 1956, it was renamed Hindustan Lever Limited. The company was renamed again in June 2007 as Hindustan Unilever Limited.

Offers a wide range of personal care products under brands like Dove, Lux, Lifebuoy, Ponds, and Fair & Lovely.

2. Emami –

Emami Group is an Indian multinational conglomerate headquartered in Kolkata. The company caters to a number of niche categories in the personal care and healthcare segments.

The company's products are sold across 60+ nations and are available in 4.5 million retail outlets across India. The company has seven manufacturing units across India and one overseas unit. Among its prominent brands is antiseptic cream named BoroPlus. The company's skin care division generated an overall revenue of ₹2,655 crores in the financial year 2019–20 with an annual profit of ₹639 crores.^[2] The total group revenue of the company stands at ₹20,000 crores.

Known for brands like Boroplus, Fair and Handsome, and Navratna.

3. Colgate-Palmolive India –

Colgate-Palmolive (India) Ltd (CPIL), a subsidiary of Colgate-Palmolive Co, is a producer, developer, marketer and seller of personal and oral care products.

CPIL markets its products under Colgate and Palmolive brands. The company has its manufacturing plants at Himachal Pradesh, Goa, Gujarat, and Andhra Pradesh, India. CPIL is headquartered in Mumbai, Maharashtra, India.

Renowned for oral care products like Colgate toothpaste and toothbrushes.

4. Marico –

Marico Limited is an Indian multinational consumer goods company providing consumer products and services in the areas of health, beauty and wellness. With its headquarters in Mumbai, Marico is present in over 25 countries across Asia and Africa. It owns brands in categories of hair care, skin care, edible oils, health foods, male grooming, and fabric care.

As of 2019–2020, the company generated a turnover of ₹7,315 crores. Marico has 8 factories in India located at Puducherry, Perundurai, Kanjikode, Jalgaon, Paldhi, Dehradun, Baddi and Paonta Sahib.

Offers hair care products like Parachute hair oil and Livon hair serum.

5. Dabur –

Dabur Ltd is an Indian multinational consumer goods company, founded by S. K. Burman and headquartered in Ghaziabad. It manufactures Ayurvedic medicine and natural consumer products, and is one of the largest fast-moving consumer goods (FMCG) companies in India. Dabur derives around 60% of its revenue from the consumer care business, 11% from the food business and remaining from the international business unit.

A major player in Ayurvedic and natural products including Dabur Amla and Vatika.

6. L'Oréal India –

L'Oreal India Pvt. Ltd. markets and manufactures cosmetics. The Company retails beauty and personal care products including perfumes, make-up, skin care products, hair color and care products, and other items. L'Oreal India also conducts research for efficiency and advancement in the cosmetic industry and operates throughout India.

A global leader offering brands like L'Oréal Paris, Garnier, and L'Oréal Professionnel.

7. Godrej Consumer Products Limited –

Godrej Consumer Products Limited (GCPL) is an Indian Multinational consumer goods company based in Mumbai, India. GCPL's products include soap, hair colourants, toiletries and liquid detergents. Its brands include 'Cinthol', 'Godrej Fair Glow', 'Godrej No.1' and 'Godrej Shikakai' in soaps, 'Godrej Powder Hair Dye', 'Renew', 'ColourSoft' in hair colourants and 'Ezee' liquid detergent. GCPL operates several manufacturing facilities in India spread over seven locations and grouped into four operating clusters at Malanpur (Madhya Pradesh), Guwahati (Assam), Baddi- Thana (Himachal Pradesh), Baddi- Katha (Himachal Pradesh), Pondicherry, Chennai and Sikkim.

8. Procter & Gamble (P&G) India –

Procter & Gamble Health Limited was set up in India as one of Merck's Asian subsidiaries in 1967. It was also the first Merck Group Company to go public in the year 1981. Till 2018, the Company was operating in all businesses included in the pharmaceuticals and chemicals businesses in the country.

Brands include Pampers, Whisper, Old Spice, and Gillette.

9. Johnson & Johnson India –

In September 1957, Johnson & Johnson incorporated a separate legal entity in India with 12 employees. Today, the company employs 6,040 people across three business segments: consumer products, medical devices and pharmaceuticals.

Known for Johnson's Baby, Neutrogena, and Clean & Clear.

10. ITC Limited –

ITC Limited is a diversified conglomerate with businesses spanning Fast Moving Consumer. Goods comprising Foods, Personal Care, Cigarettes and Cigars, Education & Stationery Products, Incense Sticks and Safety Matches; Hotels, Paperboards and Packaging, Agri Business and Information Technology.

Offers products under brands like Fiamma, Vivel, and Engage

11. Himalaya Herbals-

The Himalaya Drug Company was founded in Dehradun in the 1930s by Mohammad Manal, a self-professed "lover of nature". Manal had the goal of commercialising Ayurvedic and herbal products to suit contemporary needs, by focusing on modern empirical research to demonstrate their efficacy.

Offers a range of herbal products for skincare, haircare, and baby care.

12. Patanjali Ayurveda-

Patanjali Ayurveda is an Indian multinational conglomerate holding company, based in Haridwar. It was founded by Ramdev and Balkrishna in 2006. Its office is in Delhi, with manufacturing units and headquarters in the industrial area of Haridwar. The company manufactures cosmetics, ayurvedic medicine, personal care and food products. The CEO of the company, with a 94-percent share hold, is Balkrishna. Ramdev represents the company and makes strategic decisions.

Known for its Ayurvedic products and brands like Dant Kanti, Kesh Kanti, and Patanjali Honey.

13. Nivea India-

It was 2006 when Nivea, born in 1911, set up shop in India. Since then, the brand has grown from strength to strength. As of October 2023, Nivea had 32 percent market share in the cold cream category.

Nivea launched a new campaign starring actress Madhuri Dixit, tennis star Sania Mirza, and singer Shreya Ghoshal.

Offers skincare and personal care products like Nivea Creme, Nivea Men, and Nivea Sun.

14. Avon India –

Avon Products, Inc. or simply known as Avon, is an Anglo-American multinational company selling cosmetics, skin care, perfume, and personal care products, It is a multi-level marketing company based in London. In 2020, Avon had annual sales of \$9.1 billion worldwide.

It is the fourteenth-largest beauty company and, with 6.4 million representatives, is the second largest multi-level marketing company in the world (after Amway). The company's CEO is Angela Cretu who was appointed to the position in January 2020.

A global beauty company offering a range of skincare, cosmetics, and personal care products.

15. Oriflame India –

Founded in 1967, Oriflame is a beauty company selling direct in more than 60 countries. Its wide portfolio of Swedish, nature-inspired, innovative beauty products is marketed through approximately 3 million independent Oriflame Consultants, generating annual sales of around €1.3 billion. Respect for people and nature underlies Oriflame's operating principles and is reflected in its social and environmental policies.

Oriflame supports numerous charities worldwide and is a Co-founder of the World Childhood Foundation. Offers a range of skincare, cosmetics, and wellness products.

16. Pigeon India –

Pigeon promotes baby’s healthy growth and the happiness of mother and family through advanced research and development innovation. For over a half-century since our establishment, Pigeon has worked tirelessly to develop beneficial maternity and baby care products for easy, enjoyable use.

Known for its baby care products and feeding accessories.

17. VLCC Health Care –

Founded by Mrs. Vandana Luthra as a beauty and weight management services center in 1989, the VLCC group was incorporated in 1996 and is among the first multi-outlet corporate operations in the Skincare, Beauty & Wellness Industry in India. Since inception, the VLCC Group’s mission has been to transform lives by making Skincare, Beauty and Wellness accessible to women and men.

Offers skincare, haircare, and wellness services and products.

18. Lotus Herbals –

Lotus Professional is a Professional Beauty Division of Lotus Herbals Pvt. Ltd., a leading Cosmetics Company based in India, providing Premium Natural skin care products and top-notch Beauty Services across the country and overseas. The concept is centered around formulating potent plant-based skincare solutions using high-quality natural actives.

Offers a range of natural skincare, haircare, and cosmetics.

19. Kaya Limited –

Kaya Clinic (also known as Kaya Skin Clinic) is an Indian multinational skincare, haircare, and bodycare treatment provider. It was founded in 2003 by Harsh Mariwala, the chairman of Marico.

There are more than 70 Kaya Clinics across 26 cities in India. Kaya also has 23 clinics across 3 countries in the Middle East and e-commerce portals in India & Middle East.

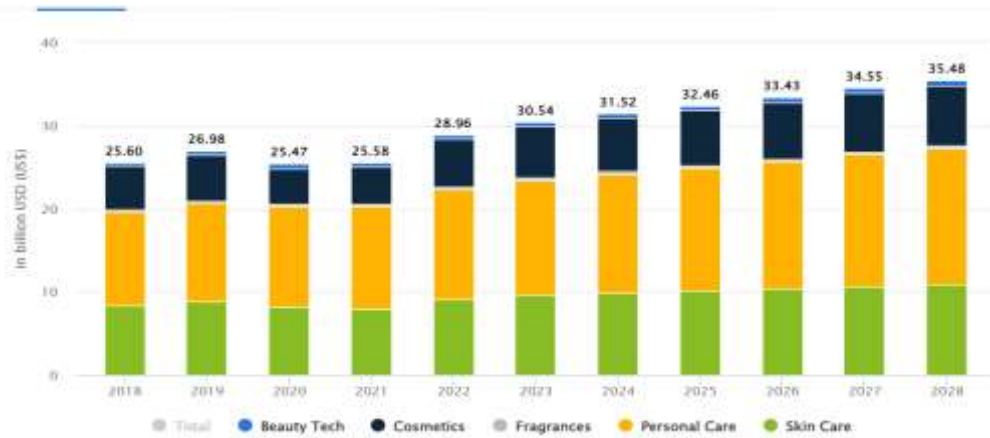
Known for its skincare and haircare clinics and products.

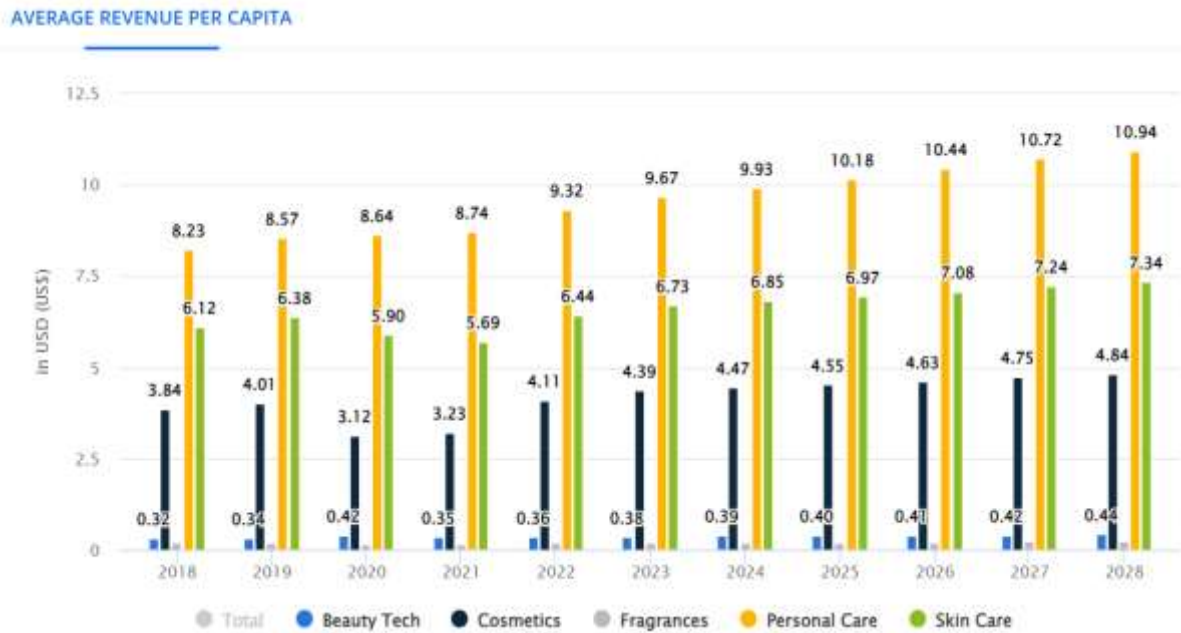
20. Forest Essentials –

Forest Essentials is an authentic, traditional skincare brand with its foundations in the ancient science of Ayurveda. A pioneer of Luxurious Ayurveda, today it has become the quintessential Indian beauty brand that combines the ancient beauty rituals of Ayurveda with a stylish, modern aesthetic for a more relevant emphasis on efficacy, sensorial experience and pleasure of usage.

Offers luxury Ayurvedic skincare, haircare, and wellness products.

These companies represent a mix of multinational giants, traditional Ayurvedic brands, and emerging players in the Indian personal care products market. They cater to a wide range of consumer needs and preferences, from everyday essentials to premium and luxury products.





SOURCE- Statista Market Insights

- The demand for natural The Beauty & Personal Care market in India is projected to generate a revenue of US\$31.51bn in 2024.
- This market is expected to witness an annual growth rate of 3.00% (CAGR 2024-2028).
- The largest segment within this market is the Personal Care segment, which is estimated to have a market volume of US\$14.31bn in 2024.
- When compared globally, in the United States leads in terms of revenue generation, with an estimated revenue of US\$100bn in 2024.
- In India, the per person revenue generated in the Beauty & Personal Care market is approximately US\$21.86 in 2024, based on the total population figures.
- Looking ahead, it is anticipated that online sales will contribute about 6.6% of the total revenue in the Beauty & Personal Care market by 2024.
- and Ayurvedic beauty products is on the rise in India, as consumers prioritize traditional and organic ingredients. (via- statista market insights)

CONSUMER BUYING BEHAVIOR

Consumer buying behavior is a set of actions, steps or processes followed by the consumers in a marketplace before (and after) buying a product or a service. These actions are the result of attitudes, preferences, intentions and decisions. These actions or steps can be both online and offline given the modern business. Consumer Buying Behavior

Consumer behavior plays a very important role in business development. It is the research of individuals, groups, or organizations and processes used by them to select, protect, and dispose of products, services, experiences, or ideas to satisfy the needs and their outcome on consumer and community processes. Psychology, sociology, social anthropology, and economics are various aspects studied to understand consumer behavior. It aims to comprehend client decision-making processes, both individually and collectively. In order to comprehend people's requirements, it studies individual consumer variables such as demographics and behavioral variances. It also seeks to evaluate consumer influences from a variety of

sources, including family, friends, target groups, and the general public. In terms of the buyer, sellers are the market managers, and no firm can function without customers. Customer behavior is determined by a consumer's purchasing behavior, in which the customer assumes three distinct roles: user, payer, and purchase. Customer and consumer happiness are at the heart of all c not only covers the purchase part but also covers the usability and even the disposal of the products or services.

Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past and present.

DEFINITIONS-

- Kotler (1994), Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy.
- Solomon et al (1995) describes consumer buying behaviour as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants
- . Schiffman and Kanuk (2000) in which they describe it as behaviour that consumer express when they select and purchase the products or services using their available resources in order to satisfy their needs and desires.
- Stallworth (2008) defines As a set of activities which involves the purchase and use of goods and services which resulted from the customers' emotional and mental needs and behavioural responses.

TYPES OF CONSUMER BUYING BEHAVIOR

Experts agree that there are four main types of consumer behavior: complex-buying behavior, dissonance-reducing buying behavior, habitual buying behavior, and variety-seeking buying behavior. Studying these behaviors can help marketers understand the types of things that may, and may not, influence a purchasing decision.

For example, individuals who are looking to buy an expensive item, such as a boat, are going to be influenced by different factors than individuals who are researching a less expensive purchase, such as a hair dryer. Understanding the factors that can influence a consumer to say yes instead of no can help in designing targeted marketing strategies.

Complex Buying Behavior

Complex buying behavior occurs when an individual buys an expensive and infrequently purchased product, such as a car, new home, or treadmill. Consumers are often highly involved with this type of purchase, and they take time to research the significant differences between various brands. Complex purchases often involve a deep sense of buyer commitment based on their associated costs.

Dissonance-Reducing Buying Behavior

occurs when a consumer is highly involved in the purchase of an item, but they have a hard time pinpointing the difference between various brands. For example, if someone wants to purchase a flat-screen TV, and each model they are looking at has the same screen resolution, they may feel a strong sense of conflict or tension. The "dissonance" occurs when a consumer is worried they will make the wrong

choice and will regret their decision later. Dissonance-reducing buying behavior can also happen with other types of purchases, such as lawnmowers and engagement rings.

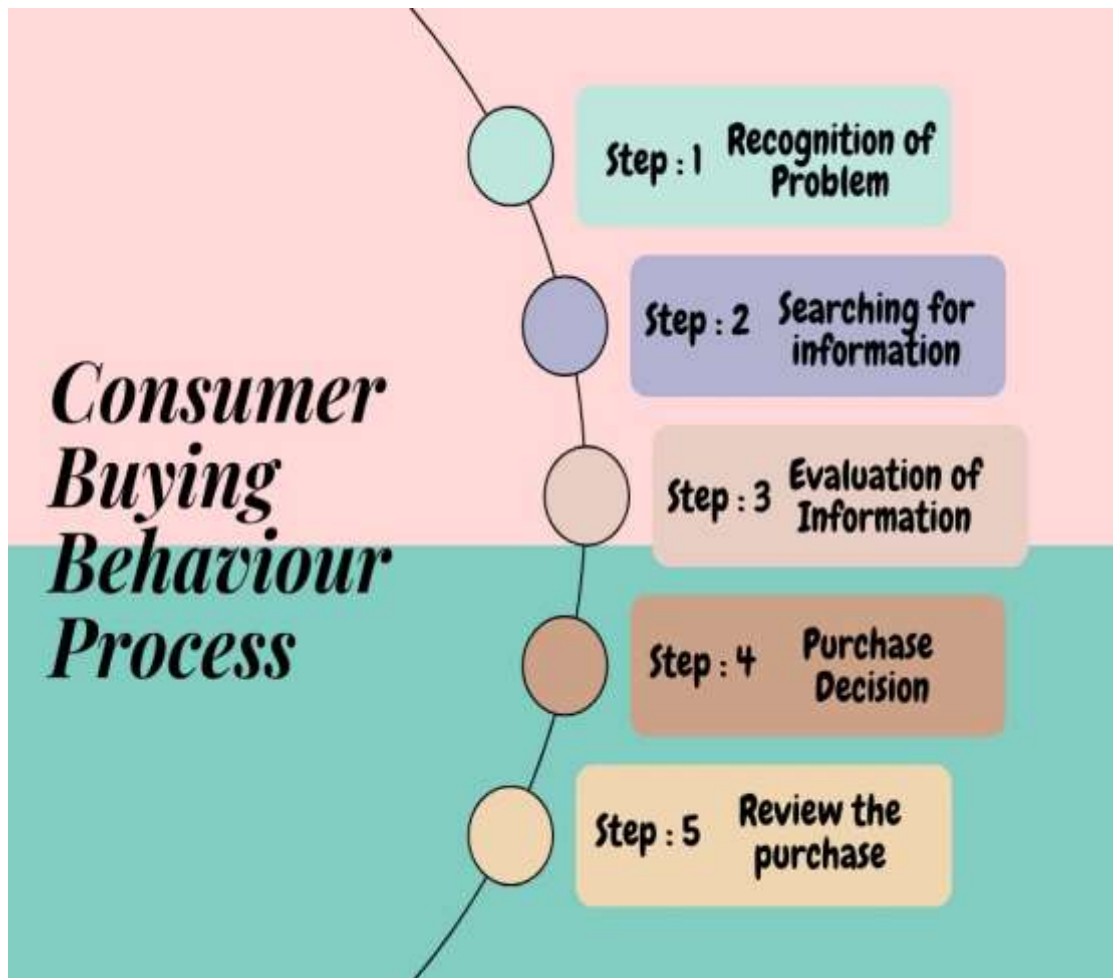
Habitual Buying Behavior

Habitual buying behavior happens when consumers purchase something on a regular basis, but they are not emotionally attached to a brand. The purchase of items such as bread, milk, eggs, and gasoline are possible examples of habitual buying behavior.

iVariety Seeking Buying Behavior

Variety seeking buying behavior happens when individuals decide to buy a different product in the same product line, such as a new brand of toothpaste, not because they were dissatisfied with their initial purchase, but because they want to try something new. Other examples may include buyers opting for a new brand of cologne or a new type of hair styling product.

CONSUMER BUYING BEHAVIOR PROCESS



Before buying a product, Consumers walk or move through a series of steps. They emphasize the product in a way that it should satisfy their needs and have good quality with low or more affordable price, and should deliver them with value added features. Consumer buying pattern differ when comes to the product quality, price, status, features, packaging. They mostly follow the rhythm of fashion and this changing preference affects their buying pattern. To identify and predict this changing behavior, marketers spend million rupees every year for market research.

Currently the marketers are facing difficulties to understand and target the consumer's behaviour because they are flourished by the different varieties, affordable price and changing trend in the market of cosmetics. Consumer's preference is changing along with time. Five stages of consumer buying behavior There are mainly five steps/ stages in consumer decision process

Recognition of problem:

Recognition of a problem starts when a customer realizes a problem or need. In all phases of life, humans are considered to be the customers of one company or another. And they have requirements and needs which have to be fulfilled at each phase. These requirements may be low or high involved ones. The first step of consumer buying behavior starts when the customer realizes that he needs or wants something.

Search for information:

Once a customer identifies a problem, the next step is to adequate enough information to solve the problem. The extent of search for information depends on the customer's level of involvement in the purchase. The major source of information which influence the consumer's buying behavior are – Advertisements, Friends, Public, commercials and experience.

Evaluation of alternatives:

Next stage of the consumer decision process is evaluating the alternatives. In this stage the Consumer will find the alternatives. They will compare and understand what they know about the alternative products and brands with what they considered the most.

Purchase decision:

After making a decision whether or not to purchase, a consumer might move through the first decision process as it plans and intends to purchase a particular brand or product.

Review the Purchase:

Some consumers may leave a review on your website, some don't. In either case, the consumer will personally review the product or service they received and determine whether they would recommend it to others or purchase from their chosen business again.

FACTORS AFFECTING CONSUMER BEHAVIOR**CULTURAL FACTORS:**

The first logic of any company for segmentation for targeting is the geographical location. The geographical location also has a high cultural value. Every large part of geography has a variation of culture then the other large geographical part. The buying habits are largely influenced by the geographical part the consumer is residing in. In the Indian market the diversification of culture is very high. Every 100 km of travel the sub-culture and buying habits are impacted. The festivals in India are in abundance and the buying of the consumer is highly dependent on it. Due to the factor that India is one of the countries that is catering to too many cultures in one country makes it attractive for the companies and the buying habits and timings are also impacted. Buying habits of the culture high is highly dependent on these festivals the generation Y although is comparatively low on cultural values, yet the buying habits are still impacted (Hair Et Al., 2010).

Sub Culture: The marketers came up with multicultural marketing. The mass marketing did not get the expected response from smaller division of ethnicity. The subculture is deep rooted behavior based on racial, cast and culture which is subcategorized under religion.

Social Norms Factor: Social status of the consumer is capable of impacting the mind set to a big level. The upper class and middle class division among the consumer was well established in marketing. Then

the marketers came up with the class in middle group division that was a little above the middle income group but below the upper class. The upper-middle segment was recognized and in order to satisfy their need another group of products were launched that were in their affordability range but out of the range of middle income group. The rural market also has the similar division (Hair Et Al., 2010)

The upper middle and upper class group in the rural section was found to be easily persuaded by the companies towards branded products. The media exposure and internet has now reached the rural segment of the market. This helps the segment to stay updated on the premium products and the demand in the rural market is also high amid the same. The influencer marketing strategy on the social media was found to be most effective on the rural segment. The celebrity endorsement and branding is highly effective (Agarwal, 2009).

Social Class: The social class is based on the income and expenditure designing the life style of the person. The major difference in rural and urban consumer is the choice of products and lifestyle. At the similar income level the lifestyle variation and demand for the branded and the premium product in the urban is higher than the rural consumer.

Reference Group: The direct and indirect influence of the people surrounding the person capable of impacting the attitude and behavior are the reference group for the consumer. In most cases the family, friends and the peer group are the ones (Hair Et Al., 2010) who influence the buying behavior.

Primary group – The consumer is impacted by this group the most as he communicated mostly with fair and informal information to this group. This group has close friends and family in it

Secondary Group – This is the group that has comparatively low impact due to less interaction and is also indirect in the nature. This one has professional peer group or the religion mass group as an example. The impact and interaction is low.

Family: The strongest influencer among the primary group is the family. This group is the earner and the consumer at the same time. According to the authors the rural segment influence on the buying decision by family is higher. The reason for this is that the families are close knit in comparison to the urban families. The interference in the decision making is also higher. Therefore, it becomes very important for the companies to understand how and when the family decides about their products.

Role and Status: The companies need to understand that the product and its branding is to be taken very seriously. The saying “You are what you wear” represents the power of branding in it. The role and status makes a consumer buy the product in the marketers the product and brand needs to represent and do justice to the role and status of the consumer that he holds in the society.

PERSONAL FACTORS:

Personal factors in the model are categorized into 4 parts. These are the factors that are different individually for each consumer and the impact is also different on everyone.

- Life cycle stage and Age
- Economic condition and Occupation
- Self-concept and Personality
- Life style and status

Life cycle stage and Age: It's understood that the age of the consumer is a prime factor on the decision-making ability of the consumer. The decision making is also at the same time whether is in the hands of consumer or not. Also the buying decision is highly influenced by the factor life cycle stage and age. It

becomes easy for the companies to understand the psychology of the consumer according to their age (Hair Et Al., 2010).

Economic Condition and Occupation: The above mentioned two factors help a company in studying the consumption factor. The occupation of the person largely influences the consumption and product range. The economic condition of a person is also dependent on the occupation which helps in deciding the need of the product as well as the buying range of the product. It is an obvious thing for a company to target the buyer which has the affordability for the product. Each product bought by the consumer has a stamp of brand that justifies the profession and his economic condition (Rudani, 2009).

Self Concept and Personality

The personality is a differentiating factor or set of traits in an individual that makes their reaction to any stimuli unique. These psychological traits help a 23 company in recognizing the fact that a person of so and so personality i Self Concept and Personality The personality is a differentiating factor or set of traits in an individual that makes their reaction to any stimuli unique. These psychological traits help a 23 company in recognizing the fact that a person of so and so personality if categorized will respond consistently to similar kind of stimuli over and over. Brand association is highly dependent on the definition of the personality. This definition is made with many factors.

Self confidence, patience, mental balance, courage, sociability, firmness and individualism etc are the pillars of defining one personality. Based on these variables the factor of personality recognizes a brand most suitable and purchase happens accordingly (Yadav and Singh, 2012). The rural segment of India also has the similar variable but these are changing at a very fast pace as the exposure and knowledge with education in the past two decades have grown exponentially in the rural segment of India.

Life Style and Status: Life style is a person's choice of living in a pattern that is most suitable for the satisfaction. The pattern of living can be articulated with choice of activities one decides to be engaged in. The marketers need to stay updated and find the new trends in the lifestyle of the consumer. This will help them place their products in the lifestyle according to the changing trends. This also helps the companies in updating their products and standards as per the demand of the people. Also there are many products and services that the customer desires yet is not capable of affording. The companies in their research need to lower the cost and make sure that the service reaches the consumer in an affordable manner (Hair Et. Al., 2010). 1.5.4)

Psychological Factor

Psychological factors are the one that shapes up the behavior of the customer. This behavior in turns influences the buying decision of the consumers hence it becomes vital for the companies to understand the psychological factors.

Motivation: The internal hunger in the consumer to satisfy a need or a want is motivation. If the product offered by the company is capable of satisfying or 24 fulfilling the motive of the consumer it converts in to a buying. The Indian scenario can be understood with the help of the Maslow's Theory. The low income group in India is on the survival for the basic necessity of food and shelter. The motivation is not going beyond the first level in this case. If this need is fulfilled sufficiently then the group will advance towards a higher need. This can be a need of safety of social affiliation. But here are certain examples where the buyer doesn't have enough money to repair the house or even food at times but the house will have a television set (Panda, 2009). These are the examples where the theory is trying to explain the motives of the consumer for buying.

Perception: This is the image formation of the product that the consumer has created based on their knowledge about the product. This can be the knowledge that the consumer has created from the past experience by using the product or maybe by the information that they have gathered about the product from various sources. Either ways the image that the consumer has created in their mind is one of the strong reasons for the consumer to buy a product.

Learning and Experience: The knowledge that the consumer has about the product can be altered. If the company wants to change the image of the product they can advertise the product in a new manner and distribute the free samples altered product. This way they can induce new image of an existing product. Most of the decision of buying is based on learning of self or knowledge provided by others (Panda, 2009). This can be changed as per the need.

Belief and Attitude: The consumer's attitude towards the product can be negative and positive; this is based on the past experience that one has had with product or with the learning of the product provided by others. For a company it is important to know what customer feels and the reasons. This knowledge then can be used by the 25 company in improving the product as per their liking and capture a bigger market segment. Belief is what the consumer has established based on knowledge and attitude is what needs to be altered if the same is negative towards the product (Abid and Afridi, 2010)

Other factors that influence buyers' behavior include where a purchase is made and how it is being paid for.

Online vs. In-Store

Where a purchase is made — such as through an online portal like Amazon or Target.com or at a brick-and-mortar store — can play an enormous role in buyers' behavior. For example, Amazon uses its product recommendation algorithm to recommend a range of products to its users, based on the categories they've been browsing, and individuals who are shopping for laptop computers may also see recommendations for mouse pads, printers, and anti-glare screen covers.

In contrast, similar levels of targeted upselling aren't always standard at a brick-and-mortar store. Businesses have also seen an increased demand for online purchasing options. were valued at \$601.8 billion in 2019, up 15% from \$523.6 billion in 2018, according to U.S. Department of Commerce data analyzed by Digital Commerce 360.

Cash, Credit, or Internet Account

A March 2019 study by the Journal of Retailing and Consumer Services, that payment methods, such as debit and credit cards, can lead to upticks in consumer spending. The speed and ease of how payments are made can also play a role. For example, a 2018 study by found that consumers are 54% more likely to buy when a business accepts payment via an internet account, such as PayPal.

In contrast, consumers who prefer to pay using cash are more likely to restrict their spending because, from a psychological perspective, every purchase is interlinked with an actual parting with physical money

CONSUMER BUYING BEHAVIOR MODELS

Howard Consumer Behavior Model

The process of search and use of the products by any consumer is seen as a complex part of consumer behavior theory or the decision making model of a consumer. Howard was the first one who tried to relate the complexity of human nature to the buying process. He quoted that the learning is all what the buying process is about. He said it learning that a consumer does for his buying. In order to choose a particular

product or service, the consumer is relying heavily on the experience that he has with the product (Agarwal, 2009).

His learning from the past about the product kicks in but also the due to the dynamic environment of today, at the time of purchase the buyer engages in to a fresh learning process every time. Based on the learning the consumer engages in three types of decision making activities. One is extensive problem solving, in which the consumer uses the previous experience and starts to search for the new alternatives also. In this case mixture of both the learning old and new works. Second is limited problem solving, in this case mostly the previous learning works but new learning also plays a role. Then is the automatic response behavior, this comes in naturally completely based on the experience of the consumer.

Nicosia Decision Model

This model is a bit more complex than the Howard model. In this model the triggering of cues is done with the help of a planned communication, for eg. Advertisement. This cue or information induces the individual to form a certain attitude. The next step is search and evaluation which is seen as the mean and end relationship.

This helps in making a final purchase decision. In this consumer attitude is transformed from the stage of predisposition to the stage of motivation. The variables responsible for this type of transformation are communication from various sources, environmental circumstances and the inherited experience (Agarwal, 2009).

Engels Purchasing Decision Model

This model is quite similar to the previous one. This model also includes the stages for searching and evaluation of alternatives, which I based on information. In this model in each stage the consumer is faced with making of new decision. This decision is based on the passive information that he has received and the new information which he is seeking. The entire decision making process is based on the evaluation which the consumer internally does by selecting few products based on the information he has gathered so far.

The decision making process by Engel is called as 'Central Control Unit'. This model has the intention of elaborating on some key areas of the buyer's decision making process. This model will serve as an important research base for the researchers trying to explain the process of buying with consumer behavior in their study (Agarwal, 2009).

Economic Model

Economics is a rational subject, in which all theories and models are based on rational logics rather than emotional quotient. According to this model the man will evaluate the product and information on the basis of logical and rational grounds like cost and value. The selection is also based on a rational logic, that which product gives the consumer the most satisfaction which is utility of the product in terms of economics.

The model assumes that the consumer has limited purchase power and in order to increase its utility. The consumer will allocate the predefined amount as a budget on various products, which is also based on his taste and references. From the limited purchasing power a consumer derives out maximum utility with the help of the model of equimarginal utility (Agarwal, 2009).

The model is based on the fact of certain perditions of consumer behavior are necessity for the companies in order to make strategies. These strategies are related to few of the major decisions related to company's production and pricing policies.

Psychological Model

Maslow made a framework that was able to analyse the segments of human wants and desires according to the level of growth and development. The hierarchy provided by him was able to explain the needs of many a spectrum of needs in five different levels, each one suiting according to the level of priority. It is important to understand the hierarchy for the rural audience.

Products and services that fit on each level of hierarchy for the rural such the ones which are important for living, agriculture feed, pesticides, carts and many other stuff that is needed for the basic income generation. Products needed to boost production, two wheeler, tractors and harvesters, which can make their work fast and increase the efficiency. The products that give them entertainment and leisure like TV, gas appliances and kitchen mixer grinders that make their living more enjoyable and comfortable are the next level (Agarwal, 2009).

Then the products that boost the self esteem of the audience are the ones this study is focusing on among others. Cosmetics are needed to boost the self esteem and create a feel good factor among the females. The theory is simply trying to establish the fact that the priority to ask for a higher level of need is dependent on the fulfillment of the previous need. The pinnacle of motivation is achieved by only a few hence the theory is applicable for the rest except the few (Rudani, 2009)

Sociological Model

Human evolution has established societal norms with its growth. The impact is vice versa. The growth of societal impact on the humans and the impact of humans on society with time is unavoidable. The consumer in the society is playing many roles. The roles are formal and informal in nature. The role of being a part of family and among the circle of friends is categorized as informal and the role he plays as an employee of the firm or part of professional forums plays the formal role both leaves some kind of impact on him (Rudani, 2009).

The influence of intimate groups like family, peer group and friends is higher on the buying behavior in comparison to the formal group influence. The formal group although sets the status and social class of the person. Hence the marketers focus on the behavior patterns of the consumers based on the social class they belong to. The personal care product division in India also has segmented the market based on the similar pattern. They understand that the majority of upper class is residing in semi-urban and urban areas. The rural areas product buying capacity and choices are different. The majority of classes although is staying in rural segment of India.

The companies like Unilever understand that they are aiming towards masses and not classes. Therefore they aim at the rural segment of India as their major market (Rudani, 2009). Unilever calls rural India as greater India in their company as the company derives the majority of its business from that segment.

TYPES OF BUYERS

1. **The Analytical Buyer:** Motivated by logic and information, this buyer will look at all the data on competing brands and products before making an informed decision.
2. **The Amiable Buyer:** Warm and friendly, this buyer just wants everyone to be happy. That is why they are often paralyzed by big decisions when there is the perception of a win/lose outcome.
3. **The Driver Buyer:** Drivers are most concerned with how others view them and whether they follow. The trendsetters, Drivers are most concerned with their appearance rather than the relationships that are formed during a transaction.

4. **The Expressive Buyer:** Relationships are key to the Expressive Buyer. They cannot stand feeling isolated or ignored during a transaction. Instead, they want to feel like your most important asset.

CHAPTER-2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Consumer buying behavior towards personal care products is an important area of research as the demand for personal care products is increasing and consumers are becoming more concerned towards personal care. Personal care products manufacturing is a very profitable and stable sector. Many researchers have conducted their research on this sector, and they have given their own different views and suggestions.

Literature review is an important part of research programs, as it helps us to identify the research gap left by researchers and helps us to provide a range of research for researchers to use in the future of further sectoral development. Efforts have therefore been made with the time and resources available for critical analysis.

- "The Impact of Sustainability on Consumer Behavior in the Personal Care Industry" by Tuyen Le and Thanh Binh Nguyen (2020). This study investigated the impact of sustainability on consumer behavior in the personal care industry. The study found that consumers are becoming increasingly aware of the environmental and social impact of personal care products and are willing to pay a premium for sustainable products. The study also found that sustainable packaging and ingredients are the most critical factors influencing consumer behavior towards sustainable personal care products.
- According to Leslie Lazar and Schiffman (2004): consumer behavior as an individual differs from group. The family decision for a purchase decision is entirely different from individual decision making. The authors discussed various variables that affect consumer's purchase decision. The book focused on the family life cycle and various needs of consumer hierarchy.
- "Exploring the Role of Social Media in Consumer Decision Making: A Study of Personal Care Products" by Hira Ali and Saima Batool (2021). This study explored the role of social media in consumer decision-making for personal care products. The study found that social media has a significant impact on consumer behavior, with consumers relying on social media platforms to gather information about personal care products and make purchase decisions. The study also found that social media influencers have a considerable influence on consumer behavior towards personal care products.
- Kruti Bhatt and Peenal Sankhla. (2017) made an attempt to identify the factors motivating consumer buying decision towards cosmetic products and to identify the most preferred cosmetic brands by respondents. Data was collected from 100 respondents. Descriptive Statistics including One-Sample t-Test was used for data analysis.
- "An Exploratory Study of Factors Influencing Purchase Intention of Natural Personal Care Products" by Neha Malhotra and Anshu Gupta (2020). This study explored the factors influencing purchase intention of natural personal care products. The study found that product efficacy, natural ingredients, and price are the most important factors influencing purchase intention. The study also found that consumers are willing to pay a premium for natural personal care products and that word-of-mouth recommendations are a crucial source of information for consumers.
- Prof. Anute N., Dr. Deshmukh A. Prof. Khandagale A. (2015) studied consumer buying Behavior towards cosmetic products. The main aim of study was to study demographic Profile of consumers

and to find factors affecting consumer purchase decision. They also Want to know the purchase pattern for cosmetic products. They found that majority of people Use domestic cosmetic brand, television is most effective media to get information of Cosmetics; quality of product is considered as most important factor for consumer purchase decisions.

- "The Role of Emotions in Consumer Behavior: A Study of Personal Care Products" by Anupriya Singh and Ashish Singh (2020). This study investigated the role of emotions in consumer behavior towards personal care products. The study found that emotions such as pleasure, happiness, and self-esteem play a significant role in influencing consumer behavior towards personal care products. The study also found that emotional branding and advertising can be effective in creating positive emotions towards personal care products.
- . A.Saratha, Dr.K.Kamalakaran(April 2018) Fast moving consumer goods are essential for people in their day-to-day life. Their importance is giving personality-oriented benefits to the consumers. The study reveals that ponds, Fair & Lovely, Lakme, clear, dove, Hamam, close up and axe are the preferred brands of personal care products of Hindustan Unilever Limited provide Satisfaction to the consumers in the way of price, Quality and availability of the product. It is also an association between the variables selected and the level of satisfaction of the consumers.
- (Schiffman and Kanuk 2007) take a similar approach in defining consumer behavior Prof. Nilesh Anute, Dr. Anand Deshmukh, Prof. Amol Khandagale (July 2015) was to study consumer buying behavior towards cosmetic products. This study will help to know the personal care industry was one of the largest consumer sectors in the country. The purchasing power and disposable incomes of the Indian consumer have considerably increased, and it has created a niche for leading organizations in this segment in the last decade, resulting in phenomenal growth in this sector.: “the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing off products and services that they expect will satisfy their needs.”
- Vanessa Apaolaza-Ibáñez, Patrick Hartmann, Sandra Diehl and Ralf Terlutter, (2011), conducted on a sample of 355 women aged 18 to 60, selected through random sampling (random street interviews) and establishing an age quota (50% between 18 and 35 years, 50% between 36 and 60 years). The study focused on anti-aging and body firming/body-shaping creams, a relatively new category of cosmetic products where there are indeed no observable short-term effects, while advertising claims refer to medium and longer-term beneficial outcomes. The feeling of worry and/or guilt as a consequence of dissatisfaction with one's appearance and the perception of not doing enough to improve may be the combined result of the exposure to attractive women in advertising.
- Pednekar (2015) conducted a study on customer satisfaction with its special reference to fast moving consumer goods. He found that customer satisfaction is crucial for the company to increase its sales and to build the value of the brand in the minds of the consumers. The author concluded that most of the consumers surveyed purchase products on the basis of factors like price, quality, brand value and status, availability, packaging, authenticity, reliability and self-esteem.
- Prof. Nilesh Anute, Dr. Anand Deshmukh, Prof. Amol Khandagale (July 2015) was to study consumer buying behavior towards cosmetic products. This study will help to know the personal care industry was one of the largest consumer sectors in the country. The purchasing power and disposable incomes of the Indian consumer have considerably increased, and it has created a niche for leading organizations in this segment in the last decade, resulting in phenomenal growth in this sector.

- Verma and Munjal (2003) in their study on consumer behaviour identified that major factors in making a brand choice decision were quality, price, availability, packing and advertising. It is also stated that brand loyalty is the function of behaviour and cognitive pattern of the customer while other demographic characters such as gender and marital status are not significantly associated with these behaviours and the cognitive pattern of consumer.
- Vineeth Kumar Nair and Prakash R (2007) made an attempt to study the purchase pattern of cosmetics among consumers in Kerala. It was found that quality is the major factor influencing the purchase decision of male consumers. They tend to buy cosmetic items from a single shop at their convenience. The female cosmetic consumers prefer to purchase cosmetics individually and the source of information is the friends. The females buy the items from different shops rather than a single shop. The male consumer decides to purchase their brand on their own, according to their own choice and needs.
- Bhawna Gosh (2007) in his study tried to explore as to how rural consumer get information regarding various brands and their consumption pattern. The study found that among the factors influencing brand preference of hair oil, the Fragrance ranked first followed by attractive packaging, small pack and low price. The TV advertisement had a deep impact on the minds of consumers. It was also stated that 28 percent of respondents use hair oil for fragrance.
- Bijal Zaveri (2007) assessed the consumer behaviour towards the brand Lakme in cosmetic industry. The study is related to the product Lakme, its competitive position, advertisement effectiveness and awareness of Lakme beauty salon in Baroda city. The aims of the study was to identify the effect of cosmetic advertisement, customer brand image, impact of print media, broad casting media and purchasing pattern of customer. The study revealed that female respondents were more attracted by advertisement and the brand image.
- Lakshmi. Y. P. Sai. & Suresh Babu.M (2019), looked at the elements which impact customer behavior when it comes to makeup, there's no such thing as too much. They debated how internal factors like as attitude, motivation, perception, and learning, as well as external factors such as pricing, advertising, and physical characteristics, influenced customer behavior
- Kumar and Das (2009) in their article —impact of Sales Promotion On Buyer Behavior – An Empirical Study Of Indian Retail consumers opined that consumer can greatly influence the manufacturer or the marketer regarding size, quality, content of the product, price, post sales service, etc. markets today have therefore become —customer driven rather than being —seller driven. With the entry of several new retail formats in the country, the competitive scenario is undergoing major change and is becoming extremely challenging. Price sensitive customers are targeted by companies with lucrative promotion scheme. In the present study, the authors attempted to find out the impact of retail sales promotions on consumers' buying behaviour.
- Nagananthi T., Mahalakshmi M. (2016) In the city of Coimbatore, a research of consumer product selection and purchasing behavior of cosmetic items was conducted. The study's main purpose was to look into alternative cosmetics for consumers and to see whether there was a link between product attributes and human data. A basic sample was used to obtain key data from 200 samples. The data was analyzed using the Chi square test and one ANOVA technique. One of the most important motivations for purchasing cosmetics, they discovered, was for personal care. Consumers value Himalayan herbs as a valuable item. Personality traits impact a customer's decision to purchase cosmetics

- Tui-Chiang Wan Chei (2010) conducted a study on topic related to female consumer behaviour in cosmetic market in Hsinchu Area of Taiwan. The author had classified females as active consumer, traditional consumer, enthusiastic consumer, cautious consumer and found that the consumers are different in their life style, towards attribute, result and values. The study revealed that there is significant difference between the consumers and the behaviour exhibited in the purchase of products.
- Hamza Salim Khram (2011) in his study on influence of brand loyalty on cosmetic buying behaviour of female consumer stated that brand loyalty is important for the organization to ensure that the product is kept in the minds of consumers and that consumers prevent from switching to other brands. The study brought out that the six factors of brand loyalty such as brand name, product availability, price, promotion service and store environment were influencing the consumer buying. The findings revealed that the product quality plays a significant role in influencing the loyalty towards the brands.
- Joshi Rajiv P (2013) of Bhavnagar university conducted a study on the impact of Point of Purchase advertising on buying behaviour of females in cosmetic product category. The objective of the study was to find out the impact of POP advertising on buying behaviour of females. It was found that the consumers rely on point of purchase advertising and had its impact on buying behaviour. POP had certain limitation as it did not create impact on the brand switching. He suggested that marketers must pay more attention to develop effective POP Programme.
- Rajul Dutt (2013) in his paper “A Cross cultural comparative study of female consumer behaviour with regard to purchase of cosmetics in the United States and India”, tried to explain how consumer behaviour is influenced by the culture of the individuals in India. He also attempted to uncover the key facets of culture involved in shaping the decision on the cosmetic purchased by the females. The study revealed that the society to which they belong, the culture and the sub culture play a significant role in the purchase of cosmetic products.
- Patil Sheetal Jitendra (2014)²⁸ conducted a study on consumer buying behaviour towards cosmetics with special reference to women in Pune city. The object of the Study was to know the influence of total store service, scope on buying behaviour, to know whether the demographic variables had significant difference for perceived service, scope, and dimension. It was stated that the average expense on personal care was 500-1000. The advertisement, friends, word of mouth, the shop information and the demographic variables could help to design appropriate 21 strategies. These factors were found contributing to the understanding of emerging organized retail market in India
- Krishnan and Usha (2012) made a study on the retail advertising and promotional strategies in consumer market. A sample size of 50 retail shops and 50 customers revealed that customers are not motivated always by promotional offers. While the retailers felt that the attitude of the customers towards promotional offers is positive. The study found discount offers as the predominant promotional choice of retailer and customers.
- Stanley (2012) conducted a study on occasion based promotional strategies of consumer durable segment in Kerala. Content analysis of print-based advertisements, have been used as the means and found that sales promotions from retailers and manufacturers were high in the months of July to September where people celebrate many of the festivals in India such as Onam, Kamzan, and Vijaya Dasami etc. From the content analysis, he Found that retailer promotions are more when compared to manufacturer promotions to capture the regional segments. This study has concluded that most popular sales promotion in consumer durables segment is price off, followed by free gifts, 0% Finance and sweepstakes

- UM. BanuRekha, Gokila K. (2015) attempted to inform consumers about their attitude and popularity with vegetable cosmetic products specifically targeting the city of Coimbatore. The study's major goal was to educate consumers about herbal cosmetics and to discover characteristics that impact users' decisions to use herbal goods. With the chance to sample 50 respondents from the city of Coimbatore, a descriptive Gorilla design was also adopted. For data analysis, Karl Pearson's collaborative work, quantitative analysis, and square analysis were employed. They've discovered that having a steady monthly family income and spending money on herbal items is a fantastic match. The most essential aspect affecting customers' decisions to purchase cosmetics is quality.
- Tarun Kanti Bose (June 2012), in his book “Segmentation Market and Strategic Focus Strategies and His Contribution towards Effective Value Chain Management”, argued that market segregation and customer-focused strategies are two sharp weapons that can contribute to a larger group in establishing an effective value chain. Their findings clearly state that market segregation assists the 22 organizations in dividing the market into functional segments and thus aids in the delivery of customized products and services.
- Edward and Gayibor (April-2013) assessed the sales promotional mechanisms adopted and to determine how the sales promotion mechanisms affected 20 the behaviour of young consumers concentrated on Senior High School students in Ghana. This study shows that, the sales promotional scheme has impacted numerous young consumers to buy the product. This study contributes that, it has built up that a considerable measure of young consumers, who are mainly boarding students in some part of Ghana, make purchase decisions regarding purchase of laundry soaps for their use at school.
- Chakraborty et al. (2013) explored sales promotion is effective to the customers to preferred to stay at an edge and leads to brand switching, and also they examined that sales promotion and advertising are effective in low involvement products as they encourage impulse purchase whereas, sales promotions have negative effect on new products and it is perceived as a low quality product. It was also found that advertising and sales promotions create brand loyalty and encourage the repeated purchase. Human psychology also does have an impact on the sales promotion and buying behavior, customers might not get encouraged to buy a product as they do not want to link their image as cheap shoppers. And also they connote high price with high quality, and when they are offered with something extra they perceived a product as of low quality. They determined that the quantity gifts, incentives etc are not always beneficial for all types of products especially in long run.
- Sukhjinder Baring (2003) described the attitudes and behaviors of home consumers about FMCG products. Selected buyers were daily users of cosmetic products in the Punjab. The purpose of this study was to identify the pattern of awareness and use of home consumers in home and human care products. It was thought that rural buyers were more sensitive to price, more reliable, and preferred less packaging. It has also been said that home buyers buy more often and relatively cheaply. They often needed to be driven and interested in promotional programs.
- Mellage (2006) indicated that India was currently the 13th largest market in the world for cosmetics and toiletries. The sale of cosmetics and toiletries in India grew by 12.6 percent in 2006. The study also mentioned that like European counterpart, the Indian women wanted to keep fit and look young. She would go to any length to achieve this goal. “As the country is moving more westernized, the industry is becoming more sophisticated to meet consumer decision.

- Monteiro (2003) found a tremendous increase in the female consumers using cosmetics. He observed that the increased level of literacy and growing 25 influence of media made the women more conscious as to their looks and their physical appearance.
- Andrew Mc Dougall (2010) in his study stated that the main reason for the growth in cosmetic sector is that the human being spent more for the cosmetics owing to the concern for beauty and at the same resulted in the growth in cosmetic sector.
- Shukla Monika (2013) made an attempt to study the factors affecting impact of advertisement of selected cosmetics items of consumer choice. The respondents opinion towards advertisement of fairness cream, personal characteristics, demographic factors were taken into account and it was found that consumers practice related to advertisement of fairness cream affected the impact of advertisement of product on their choice in a significant manner.
- Muhammed Babamir (2011) in his study on the psychological and sociological factors influencing cosmetic use among female. For the purpose of the study a few female students of the University were selected to investigate the psychology and sociological factors influencing cosmetics usage. It was concluded that psychological factor to large extent influence females in use of cosmetics.
- Girish Kumar, M. (2016), studied on Evaluation of sales promotion strategies in fast moving consumer goods a special reference to Mysore city. Found that, as a result of the initiatives in liberalization, privatization and globalization taken by the government of India, as FDI... the FMCG division is experiencing historical development. This trend is expected to continue in the segment, as prices are falling as a result of competition in the segment. The beneficiaries of this competition are the consumers, who are given a wide variety of services. In the years to come the country is predicted to witness a sales promotional revolution, which would expand the subscriber base to match that of the developed world. The need of the time is a new revolution in FMCG services and it is imperative that service providers work towards this and make it a reality. Overall, sales promotional strategies on international brands, awareness spread out by word of mouth, schemes in value added type with immediate benefit are preferred by customers. So while designing sales promotional plan and its benefits from the perspectives of the customers, the above mentioned attributes of sales promotional plans should be considered to achieve the objectives.
- Anuraj Nakarmi (2018) has analysed the —Effect of Sales Promotion On Consumer Behavior and found that sales promotion has become a vital tool for marketing and its importance has been significantly increasing over the year. consumers' attitudes about various promotional techniques and their impact on purchasing behavior are positive and encouraging. In contrast to other integrated marketing strategies such as advertising, this research shows that sales promotion is a successful tool for marketers and cost-efficient. It demonstrates that the sales promotion tools are an extra marketing approach to the current company. As a result of this research, it is suggested that sales promotion be used to boost sales in a cost-effective way and to outperform rivals.
- Forbes, 2020 in a study titled "Customer Perspective on Electronic Purchases of Electronic Products at Flipkart and Amazon" described the situation in which many customers purchased electronic goods at Flipkart and other online shopping sites prior to the epidemic. (Ahuja, 2018) Some research conducted on "Consumer's Online Shopping Behavior about Flipkart" provided a detailed description of Flipkart's favorite consumer traits, as well as products that consumers prefer to buy on Flipkart.
- Stefan Alimpic , Nedan Peric, Tatjana Nikolic (2020) Under the title —Impact of certain sales promotion tools on consumers' impulse buying behavior. The manuscript investigates the impact of

the observed sales promotion tools on the consumers' impulse buying behavior. Beside the theoretical analysis of sales promotion and impulsive consumer behavior, the authors try to determine which of the observed sales promotion tools is most effective in encouraging consumers to perform impulsive purchases. Analysis of collected data is done with the help of three statistical-econometric methods: factor analysis, regression analysis and reliability analysis. According to the results of researches carried out, discounts are the tool by which consumers are most motivated to pursue impulsive purchases. Also, free samples and demonstrations and product rehearsals are very effective, while loyalty cards are the most ineffective.

- Barot.Mukti.Rajender.Kumar (2017), in his study "An Analytical Study of Consumer Buying Behavior on the Way to Cosmetic Products" explained the sensitivity of buyers towards the use of skin cosmetics and its dependency when only one product is under consideration. They found that teenagers are the primary users of the majority of such products.
- Anandrajan S., Sivagami T. (2016) looked into how people buy cosmetics and how they make their decisions. The goal of this study was to look at the psychology of cosmetic product marketing to consumers. They also studied how different concerns affect people's motivation to buy particular sorts of cosmetics. The approach employed was randomized testing. A total of 200 people were chosen as part of the study. The data was collected using the Direct Communication Method. With the information gathered, simple and different tables are arranged. The data was analyzed using percentages. It was discovered that by cutting costs and offering appealing incentives, more customers might be attracted. Cosmetics aren't an element of glamour, according to studies. Industries are looking for ways to distinguish themselves.
- Suganya S and Beena Joice M (2016), contemplate makes an endeavour to comprehend the ladies' buy conduct alongside an endeavour to recognize what factors assume a critical job in her buy conduct. A poll was created and dispersed to ladies' buyers by utilizing comfort inspecting strategy. The absolute example comprises of 150 respondents. The examination gives proof and bits of knowledge on different factors utilized for investigation and uncover that brand devotion, disposition, qualities, and conviction have given more centrality on drive ladies obtaining. The outcomes have indicated positive effect on motivation purchasing conduct.
- Anu Jose and Sumesh R (2016), considers that similar investigation of recognition and buyer purchasing conduct with respect to individual consideration items. It uncovers that buyer conduct is the most significant factor for showcasing of any merchandise and enterprises. The buyer conduct propose how individual, gatherings and association select, purchase, use and discard products, administrations, thoughts or experience to fulfil their necessities and needs. The outcomes inferred that the expanding pattern of various restorative items, excellence care items, healthy skin items, hair care items and so on powers the market developing open door for corrective items.
- Illas K (2008) made an effort to study the impact of human capital and the purchase of solid products in urban and rural areas. It has been concluded that there are differences between domestic and urban consumers in terms of purchasing solid products. It is thought that motivating factors influence the purchase of long-lasting products.
- US Maheheswari (2008) pointed out that the impact of the purchase of cosmetics is largely due to the influence of television. Post-sales service and satisfaction levels have been identified as factors affecting postal procurement behavior.

- Siddhartha Shriram Shimpi and Dr. D.K. Sinha (2012) examined and assessed disposition, brands, values which made a drive towards ladies purchasing conduct. The examination gives proof and an understanding on different factors utilized for investigation and uncovers that confidence, self-introduction and congruity have given more noteworthiness on ladies obtaining. Every individual has her very own conduct towards the obtaining procedure; anyway, they are impacted by specific elements.
- Thomas F Cash, Kathryn Dawson, Pamela Davis, Maria Bowen & Chris Galumbeck (2010) in their study thirty eight American female college students were identified and they were photographed with cosmetics and without facial cosmetics. The study revealed that the more makeup they wore the greater was the body image. There was significant difference in the looks of the students. The panel of judges were less favorable when women were cosmetic free. It was concluded that the dynamic state of trait perspective and physical appearance is not simply fixed, but altered by individual to manage and control their self and social images.
- Oliver 1980, Mick & Fournier (1999) inferred that consumer satisfaction is one of the important outcomes of any marketing activity. The satisfaction depends on a comparison of pre-purchase expectation and the actual outcome which the consumer derives from the use of product.
- Stephen L Sondoh Jr Maznahwan Omar (2007) the main purpose of the study was to examine the effect of brand image on the satisfaction derived and loyalty toward the color cosmetics. For the purpose of analysis four brand images were considered. The four brand images were functional, social, experimental and appearance. Thus the study suggested that the marketers should focus their attention on these four images to enhance the loyalty

CHAPTER -3

RESEARCH METHODOLOGY

Research methodology refers to the systematic process used by researchers to collect, analyze, and interpret data in a scientific study. It serves as a blueprint that guides the entire research process, ensuring that the study is valid, reliable, and replicable. A well-designed research methodology is crucial for producing credible and meaningful results.

Each research has its own way but there is no common step that needs to be followed. Like are define the problem, sample size, collected the data, integrate data etc. It is a systematic process starts with specification of objectives to adoption of statistical tools and techniques. Research methodology comprise defining problems, formulating objectives and hypothesis, collecting, organizing, evaluating data, making deduction and reaching conclusion and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. This research will reveal that if there is any difference between buying behavior of male and female consumers of personal care product.

RESEARCH QUESTIONS:

A research question is a specific inquiry which the research seeks to provide a response to. It provides a scope of the research and provides a clear focus for the study.

- What are the consumers' perceptions regarding buying behavior of personal care products?
- Is there is any difference between the consumer buying behavior of male and female consumers towards personal care products?

- What is the level of consumers' awareness and satisfaction regarding buying behavior of personal care products?
- What are the factors that influence buying decision for a personal care products brand segment?

RESEARCH OBJECTIVES:

Research objectives describe what the research is trying to achieve or what we expect to achieve by it. The objective of the research is to give a brief idea about what we are trying to achieve through this study. Research objectives help in formulating research hypothesis and help with narrowing down the points to help in focusing on the points.

1. To know about consumer perception towards personal care products when they buy it.
2. To know the needs and preferences of consumers regarding personal care products.
3. To examine the factors that affect buying behavior of consumers.
4. To compare buying behavior of male and female users of personal care products.
5. To determine the actual demand of consumers regarding personal care products.

SCOPE OF THE STUDY:

Lucknow, Uttar Pradesh, was chosen as the study's target population. The purpose of this study is to examine Lucknow customers' purchasing behavior for personal care products.

Personal care product consumption or usage has increased considerably over the last decade, boosted by considerable innovations in advertising. As a result, retailers must understand how consumers make purchasing decisions for personal care goods. As a result, this study will determine the extent of consumer awareness and perception of personal care products, as well as to analyze and compare male and female consumers' purchasing behavior toward personal care products, as well as the purchase patterns and spending styles of people from different segments of the personal care market. This study will investigate the types of personal care items purchased, the frequency with which they are purchased, the frequency with which they are used, the location where they are purchased, and the motivations for selecting personal care goods. The proposed study will focus on understanding consumer purchase behavior and analysis of primary factors that influence consumer purchasing behavior for just top-tier companies' personal care products. The study explored the buying habits of men and women who use personal care products.

DATA SOURCE:

The systematic gathering and analysis of variables or data related to a study that allows one to answer specific research questions, test hypotheses, and assess outcomes is known as data collection. The majority of the information in this study will be collected using a questionnaire and observations. A questionnaire is made by the researcher consisting of both open and close ended questions to collect information through the users of personal care products.

Both primary and secondary data will be used to understand the consumer buying behavior of personal care products.

Primary Data: Primary data are those that are obtained for the first time and hence have a unique nature. The observation technique, interview method, questionnaires, timetables, and other approaches are all important. A thorough questionnaire was created for this purpose and to gather the necessary information.

Secondary Data: Secondary data are that which has been collected by someone else and which already have been passed through statistical process. Secondary data has been taken from internet, newspaper,

magazines and companies web sites.

Sampling Method: Simple Random Sampling Sample

Unit: Individual Customers

Sample Size: 120 Respondents selected from Lucknow city.

Research Instruments: Structure Questionnaire Data Analysis Tools: Pie Charts, Bar Charts.

LIMITATIONS OF THE STUDY:

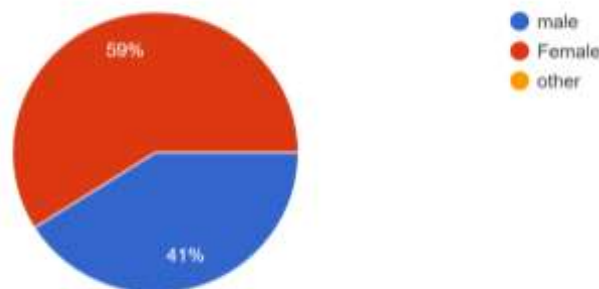
This research study covers only Lucknow city.

This research has only 120 respondents.

CHAPTER- 4

DATA ANALYSIS & INTERPRETATION

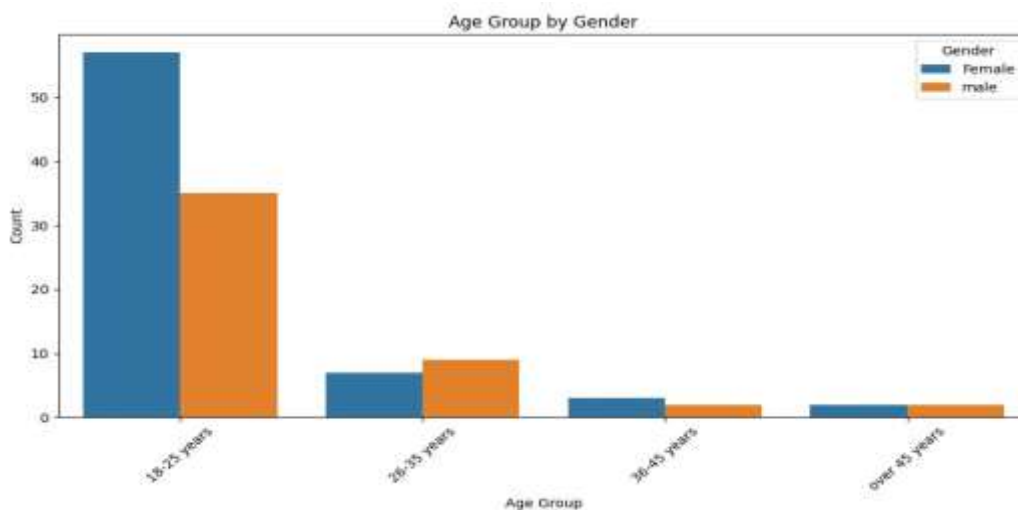
1) GENDER



INTERPRETATION:

Above pie chart represents the gender distribution of the respondents of present study. It can be seen that there 41% of male and 59% of female in the respondents of the study. Since the objective of the study is to explore the Consumers Buying Behavior of Personal Care Products: A Comparative Study of Male and Female Users in Lucknow city, gender distribution of the respondents is to serve the aim of this research.

2) AGE

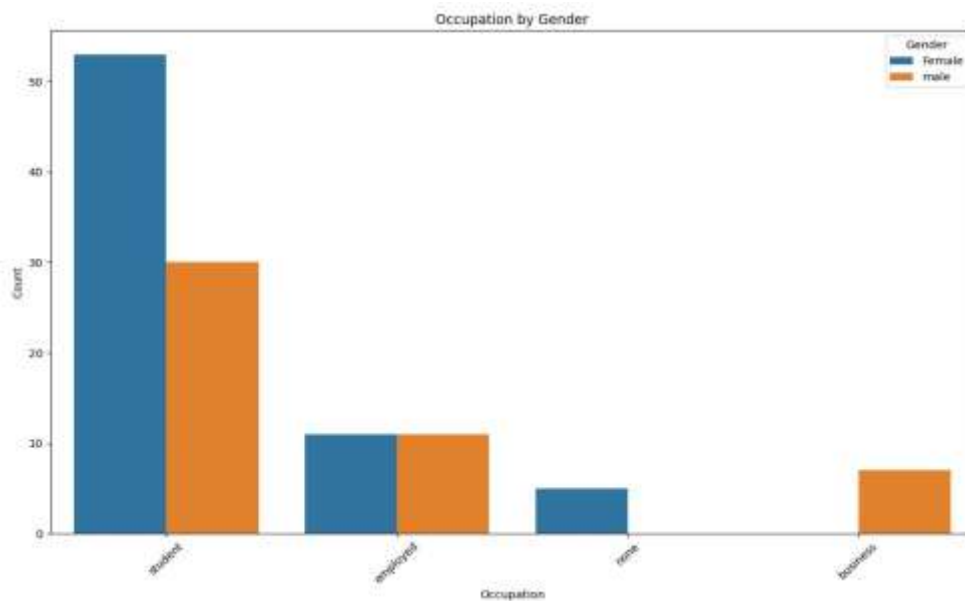


INTERPRETATION:

AGE GROUP	PERCENTAGE (male+ female)
18-25 YEARS	78.6%
26-35 YEARS	13.7%
36-45 YEARS	4.3%
OVER 45 YEARS	3.4%

The graph presents the age dispersion of the respondents. The majority of the respondents are from the age group 18-25 years consisting a total of 78.6% of the total population. This shows that the majority of the population is the young population who are aware of the ongoing trends in the market. 13.7% are from 26–35 years group showing the presence of much mature people, 4.3% people from 36-45 years category and 3.4% of the population consist of people over 45 years. Hence this data is mostly consisting of the younger respondents.

3) OCCUPATION

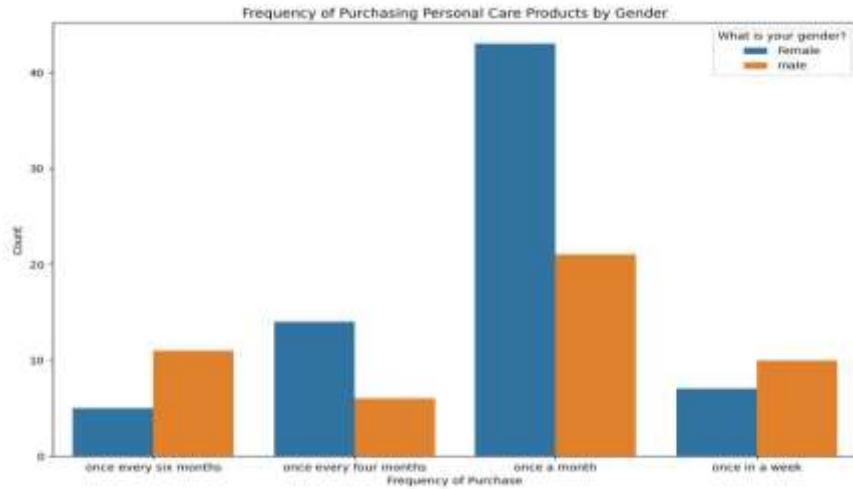


INTERPRETATION:

OCCUPATION	PERCENTAGE (male + female)
STUDENT	70.9%
EMPLOYED	18.8%
BUSINESS	6%
NONE	4.3%

The graph presents the occupation of the respondents taken for the purposes of this study. The table shows that amongst the male respondents some are students, some are employed and some have their own business. The male population of this study does not have any other occupations. Whereas, amongst the female respondents some respondents are students, employed or carry some other occupations. The number of females in business category is none. The chart shows that the majority of the respondents both the male and female are students.

4) FREQUENCY OF PURCHASE

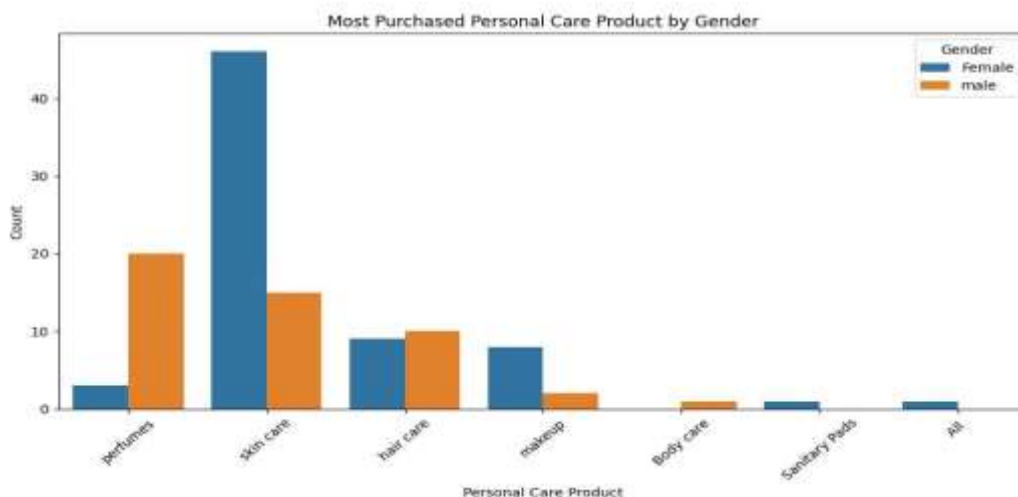


INTERPRETATION:

FREQUENCY	PERCENTAGE (male + female)
ONCE EVERY 6 MONTHS	54.7%
ONCE EVERY 4 MONTHS	17.1%
ONCE IN A MONTH	13.7%
ONCE IN A WEEK	14.5%

The graph presents the information regarding how often respondents use personal care products. The presented table shows that majority of the respondents prefers purchasing personal care products once every six months. Among the female respondents most female prefers purchasing personal care product once in a month followed by once in four months, then once a week and least prefer once every six months. The male respondents prefer buying personal care products once in a month most followed by once in six months, then once in a week and the least preferred is once in four months. The analysis revealed that once in a month usage of personal care products is most popular in both male and females followed by their preference to use it sometimes in case of males and to use such products mostly in case of females.

5) MOST PURCHASED PERSONAL CARE PRODUCT

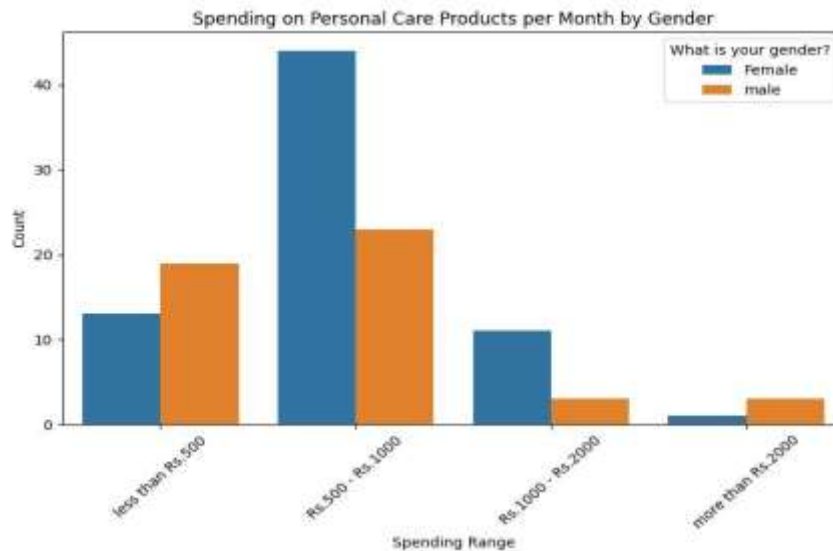


INTERPRETATION:

product	percentage (male+ female)
SKIN CARE	52.1%
PERFUME	19.7%
HAIR CARE	16.2%
MAKEUP	8.5%
OTHERS	3.5%

The above chart represents that the respondents purchase skin care the most among all the personal care available in market. It has been found that the female respondents prefer skincare the most followed by haircare and makeup, whereas the male respondents prefer perfume the most followed by skincare and haircare among all the personal care products available to them.

6) MONTHLY SPENDING

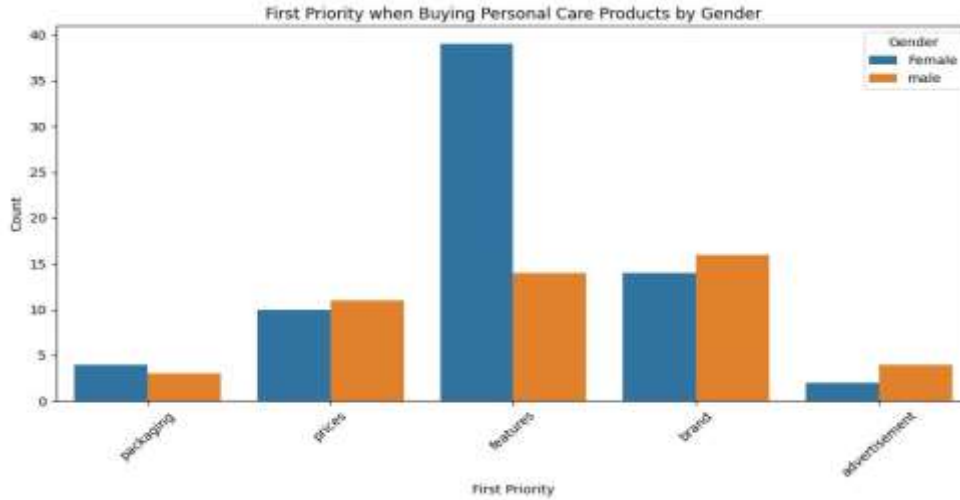


INTERPRETATION:

MONTHLY SPENDING	PERCENTAGE (male + female)
<500	27.4%
500-1000	57.3%
1000-2000	12%
>2000	3.4%

The above graph shows the monthly spending of male and female respondents. From the above graph we can say that most female respondents mostly spend around Rs.500-1000 a month on personal care products. The other group of female respondents spend around Rs.500 a month, the female respondents do not mostly spend more than 2000 a month on personal care products. The male respondents also prefer mostly spending Rs.500-1000 followed by other groups of males who prefer spending around Rs.500 on personal care products. Male respondents do not prefer spending more than 1000 on personal care products. The majority of the respondents prefer spending Rs.500-1000 per month on personal care products.

7) BUYING PREFERENCES

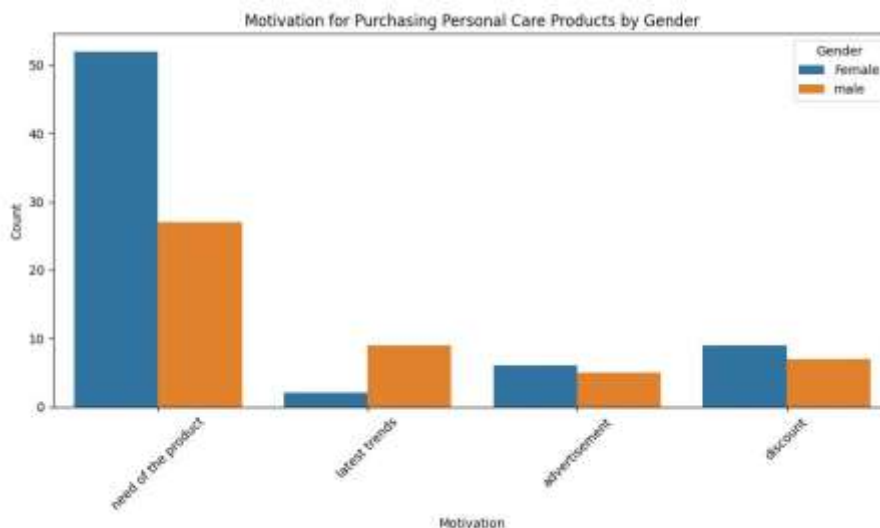


INTERPRETATION:

BUYING PREFERENCE	PERCENTAGE (male + female)
PRICES	17.9%
BRAND	25.6%
PACKAGING	6%
ADVERTISEMENT	5.1%
FEATURES	45.3%

Above graph presents the priority of factors for the respondents as preferred by the respondents. It has been found that male respondents consider brand of products as first priority for purchasing personal care products followed by features then price and packaging is the least considered factor for them for making such purchase decision. While female respondents consider features of products at first priority for purchasing personal care products, followed by brand and then price of the product. The female respondents gave the least priority to advertisement of product. As far as gender wise perception is considered males give first priority to brand while females put features of product on first priority.

8) MOTIVATIONAL FACTOR

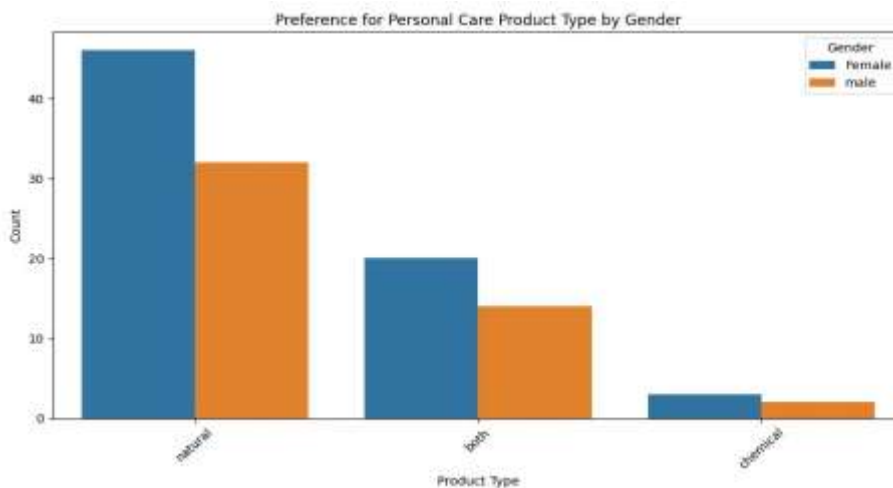


MOTIVATIONAL FACTOR	PERCENTAGE (male + female)
DISCOUNT	13.7%
ADVERTISEMENT	9.4%
LATEST TRENDS	9.4%
NEED OF THE PRODUCT	67.5%

INTERPRETATION:

The above graph shows the motivating factor which motivates the respondents to buy a personal care product. The factor which has most influence is the need of the product. While in case of female respondent’s need is the most motivating factor followed by discount then advertisement and then latest trends. Whereas in case of male respondents the most influencing factor is also need of the product latest trends then discount and then advertisements. In comparison of both male and female respondents the female respondents are least motivated by latest trends where as the male respondents are least motivated by the advertisement of the products.

9) TYPES OF PERSONAL CARE PRODUCTS

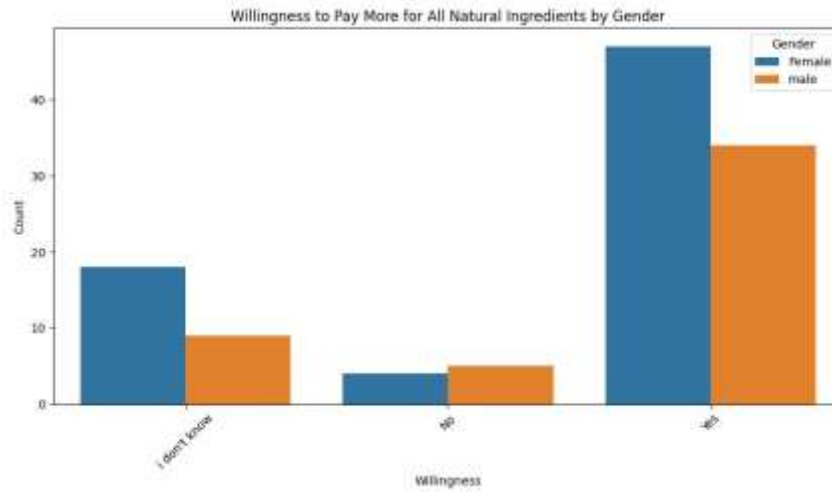


INTERPRETATION:

TYPE	PERCENTAGE (male + female)
BOTH	29.1%
NATURAL	66.7%
CHEMICAL	4.3%

From the above graph it is clear that most of the respondents prefer using natural personal care products. Among the female respondents the priority they have is towards using natural product followed by both which shows any of the product and least female respondents prefer using chemical products. Whereas the male respondents also prefer using natural products followed by male respondents who prefers using either of it and the least is preferred is the chemical products. Both male and female respondents give a mere preference to chemical products.

10) INCLINATION TOWARDS NATURAL INGREDIENTS



INTERPRETATION:

PAYING MORE FOR NATURAL INGREDIENTS	PERCENTAGE (male + female)
YES	69.2%
NO	7.7%
I DON'T KNOW	23.1%

The above graph shows the willingness of the respondents to pay for natural ingredients in personal care products. Majority of the respondents are willing to pay more for the natural ingredients. While some of the respondents are uncertain and a few are not willing to pay for the natural ingredients. In comparison male respondents are more unwilling to pay extra for natural ingredients as compared to female respondents.

11) DECIDING FACTOR



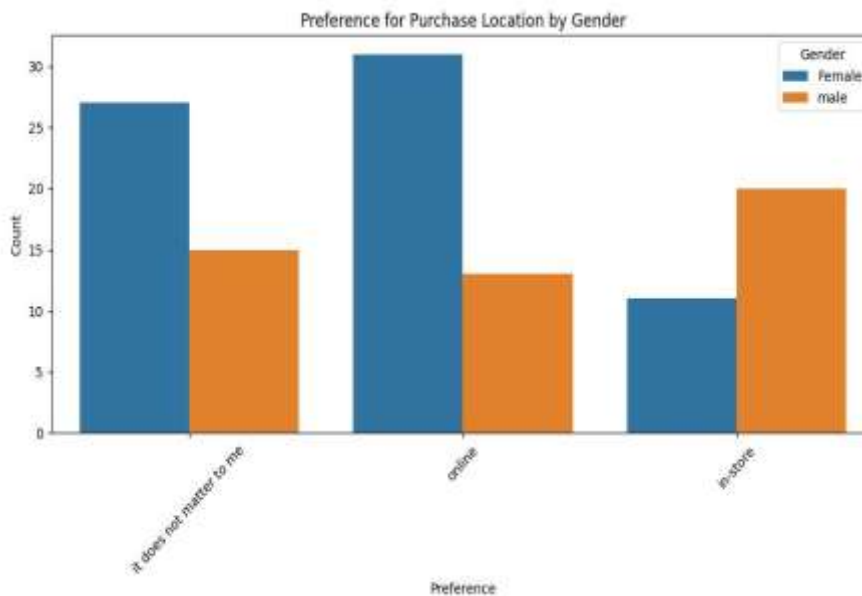
INTERPRETATION:

DECIDING FACTOR	PERCENTAGE (male + female)
PERSONAL EXPERIENCE	50.4%

RECOMMENDATION FROM FAMILY AND FRIENDS	33.33%
ADVERTISING	12%
IN-STORE DISPLAYS	4.3%

From the above graph its is clear that most f the respondents buy personal care products on the basis of personal experience. Personal experience is the most important deciding factor followed by recommendations from family and friends. Advertising also has an important role as it also helps in making purchase decisions. In comparative way male respondents are also influenced by in store displays for making purchase decisions whereas no female respondent considers in store displays as a deciding factor for purchasing personal care products.

12) MODE OF PURCHASE

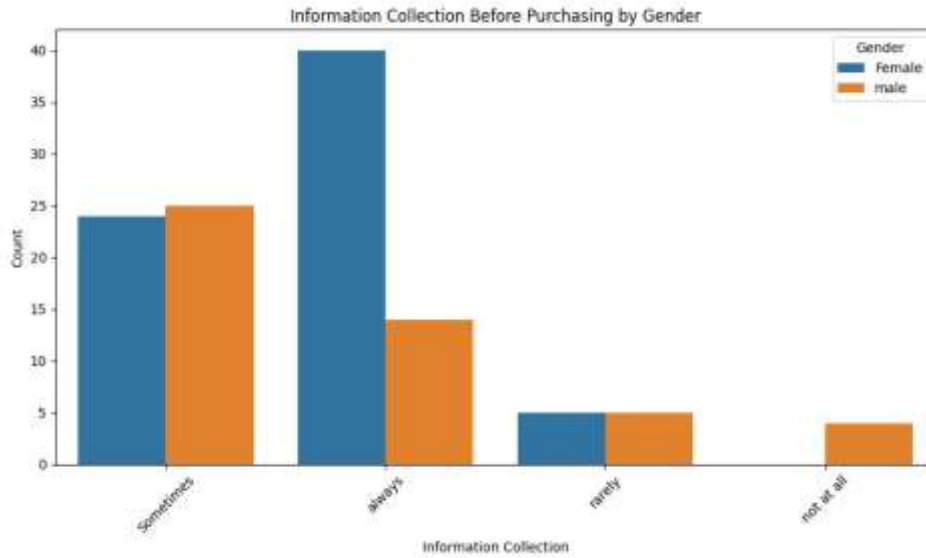


INTERPRETATION:

MODE OF PURCHASE	PERCENTAGE (male + female)
ONLINE	37.6%
IN – STORE	26.5%
IT DOES NOT MATTER TO ME	35.9%

In the above chart the preference for buying the personal care has been given and the respondents have given their preferences regarding the purchase location. If we look at the overall statistics majority of the respondents prefer using online for making purchase of personal care products. Among the female respondents the majority of female respondents prefer buying personal care via online mode. Among the male respondents the majority prefers purchasing through the sellers offline or in store purchases.

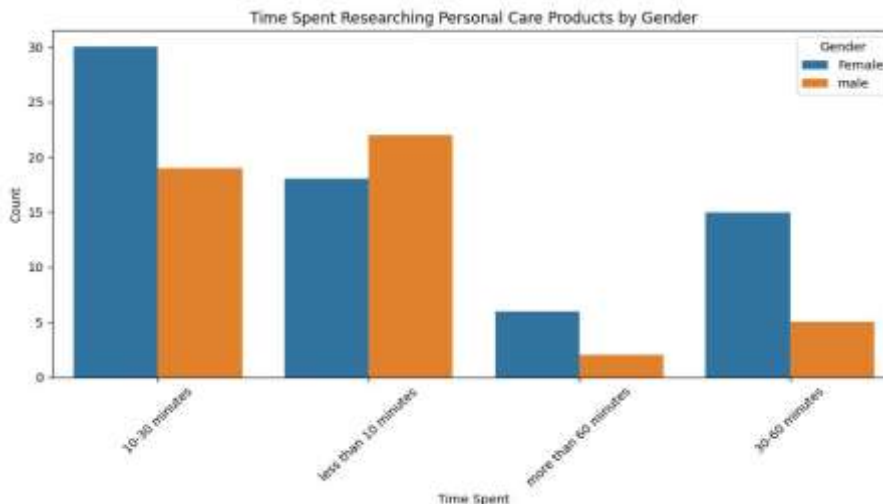
13) SEARCH OF INFORMATION



INFORMATION SEARCH	PERCENTAGE (male + female)
ALWAYS	46.2%
SOMETIMES	41.9%
RARELY	8.5%
NOT AT ALL	3.4%

Above graph represents that collection of information by the respondents while purchasing personal care products. 46.2% of the respondents always collect information regarding the product they want to buy. In the list of respondents, the majority of female respondents always collect information regarding the product whereas in case of male respondents the majority of male respondents sometimes search information regarding the product. In comparison male respondents may not even collect information regarding the product, but the female respondents in case of ‘not at all’ section is zero which means that no female respondent buys a product without gathering any information.

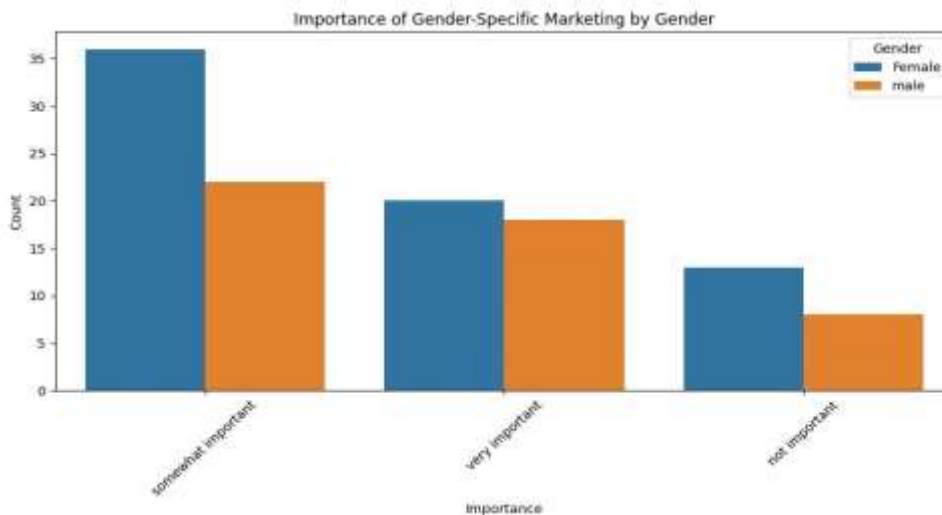
14) TIME SPENT ON RESEARCH OF PRODUCT



TIME SPENT	PERCENTAGE (male + female)
<10 MINUTES	34.2%
10-30 MINUTES	41.9%
30-60 MINUTES	17.1%
>60 MINUTES	6.8%

In the above graph it is shown that how much the respondent spends time on researching about the product they want. The majority of the respondents uses 10-30 minutes in searching about the product they want to buy. In comparison of the male and female respondents the majority of female spends around 10-30 minutes whereas the majority of male respondents spend less than 10 minutes on researching about the product, it can be said that female respondents usually spend more time than male respondents in searching about personal care products.

15) GENDER SPECIFIC MARKETING

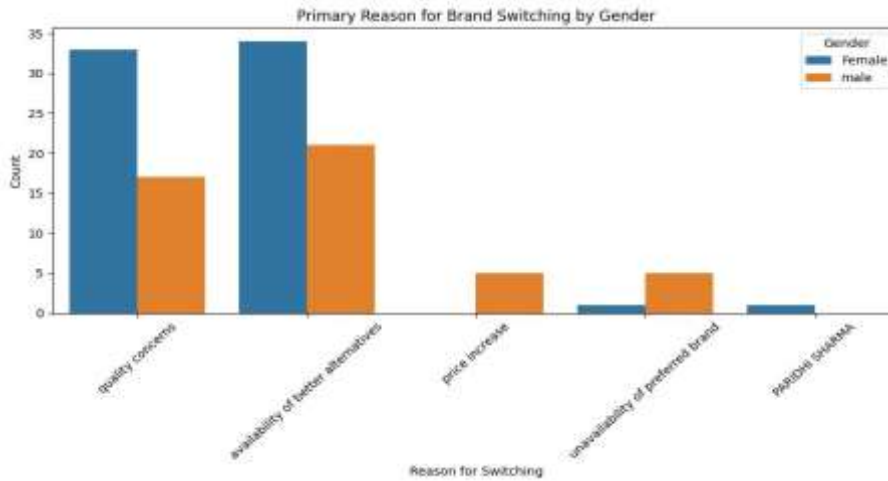


INTERPRETATION:

GENDER SPECIFIC MARKETING	PERCENTAGE (male + female)
VERY IMPORTANT	32.5%
SOMEWHAT IMPORTANT	49.6%
NOT IMPORTANT	17.9%

In the above graph it shows that whether the gender specific marketing of personal care products are important in understanding consumer behavior. The majority of the respondents that is 49.6% thinks that gender specific marketing is important somewhat important which means that gender specific marketing influences their purchase decisions. The majority of female respondents think that gender specific marketing is somewhat important followed by very important and not important. In case of male respondents, the majority of the male respondents thinks it is somewhat important.

16) REASON FOR BRAND SWITCH

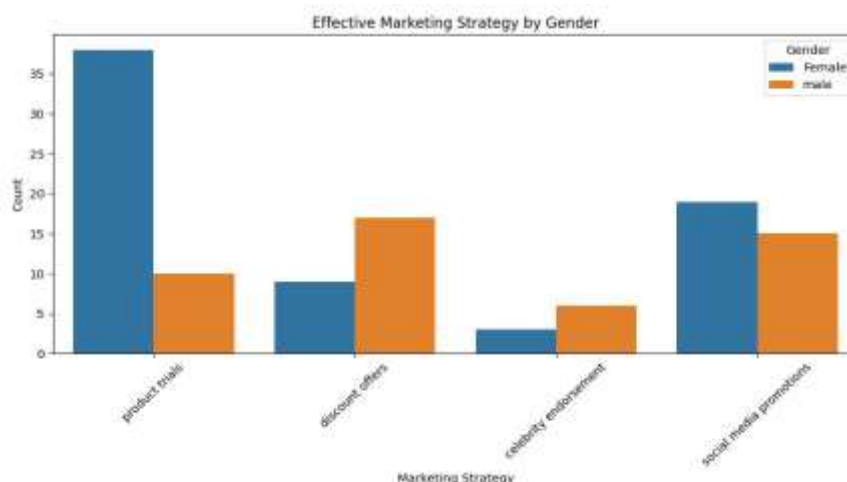


INTERPRETATION:

BRAND SWITCH	PERCENTAGE (male + female)
QUALITY CONCERNS	42.7%
AVAILABILITY OF BETTER ALTERNATIVES	47%
UNAVAILABILITY OF PREFERRED BRANDS	5.1%
PRICE INCREASE	4.3%

In the above graph the reason why the respondents have switched a brand has been estimated. The majority of respondents have switched brand due to better alternatives followed by quality concerns. The majority of female respondents have switched due to either quality concerns or availability but they haven't switched due to increases in prices which shows female respondents are price insensitive and more concerned about quality. The male majority respondents have switched brands due to availability of better alternatives of the product. In comparison male respondents are price sensitive when it comes to a product whereas the female respondents are mostly price insensitive.

17) EFFECTIVE MARKETING STRATEGY

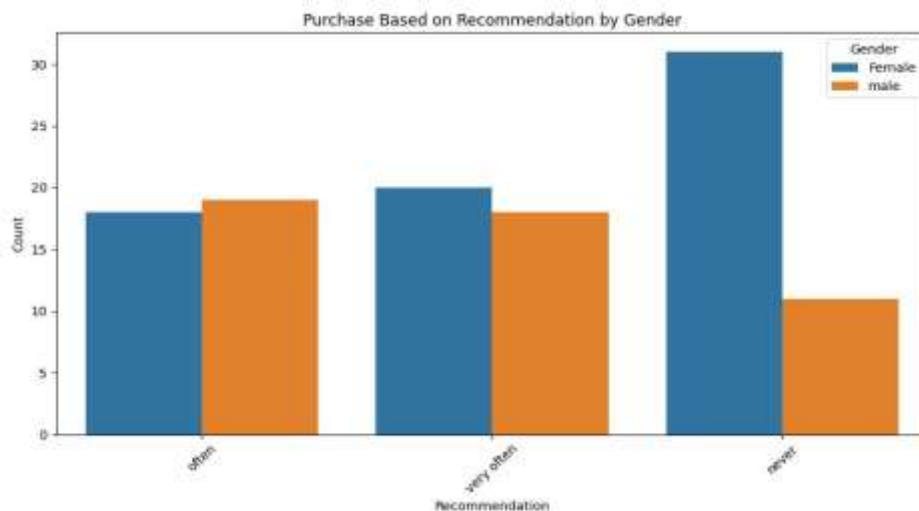


INTERPRETATION:

MARKETING STRATEGY	PERCENTAGE (male + female)
CELEBRITY ENDORSEMENT	7.7%
SOCIAL MEDIA PROMOTIONS	29.1%
DISCOUNT OFFERS	22.2%
PRODUCT TRIALS	41%

In the above graph it shows the effective marketing strategy that is most effective in making purchase decision of personal care products. Among the female respondents the most preferred marketing is product trials. The majority of the female respondents think that the product trials provide them more knowledge about the products. They are influence by social media promotions also. In case of the male respondent’s majority male respondents think the most effective marketing strategy is discount and offers followed by social media promotions.

18) PURCHASE ON RECOMMENDATION OF SALES PERSONS

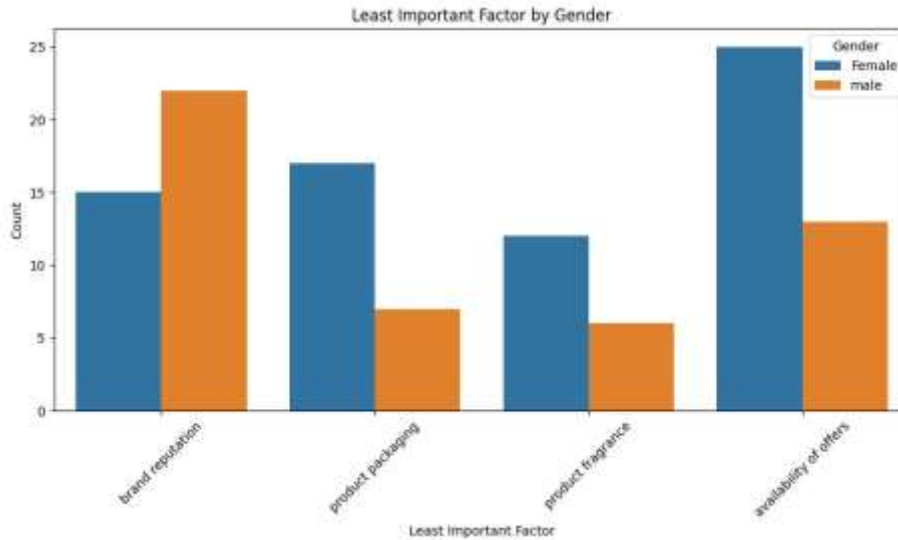


INTERPRETATION:

PURCHASE ON RECOMMENDATION OF SALES PERSONS	PERCENTAGE (male + female)
OFTEN	31.6%
VERY OFTEN	32.5%
NEVER	35.9%

In the above chart it presents the purchases made on the basis of sales persons or professionals. The respondents chose never as the majority option, which means majority of the respondents do not buy on the recommendations of the sales professionals. In a comparative analysis of male and female respondents the majority female chose never as the option which means they don’t accept recommendations of sales persons. In case of male respondents, the majority often as the answer which means they are open to recommendations of sales personals.

19) LEAST IMPORTANT FACTOR

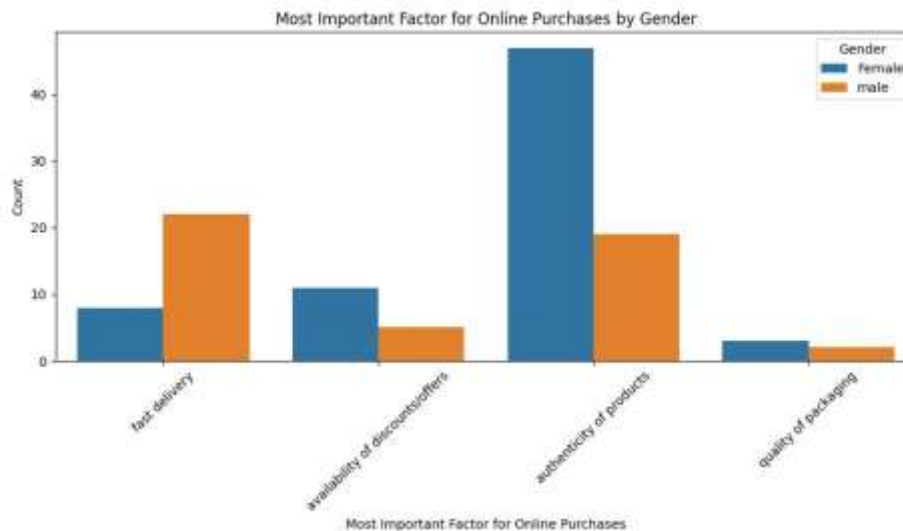


INTERPRETATION:

LEAST IMPORTANT FACTOR	PERCENTAGE (male + female)
PRODUCT PACKAGING	20.5%
BRAND REPUTATION	31.6%
AVAILABILITY OF OFFERS	32.5%
PRODUCT FRAGRANCE	15.4%

the above graph shows the least important factor while purchasing a personal care product. The majority female respondents think that availability of offers is the least important factor followed by product packaging then brand reputation and product fragrance. The majority of male respondents think that brand reputation is the least considered factor in purchasing personal care products followed by availability of offers. It shows that female respondents are more concerned about brand of a product whereas male respondents care more about offers and discounts.

20) IMPORTANT FACTOR IN ONLINE PURCHASE

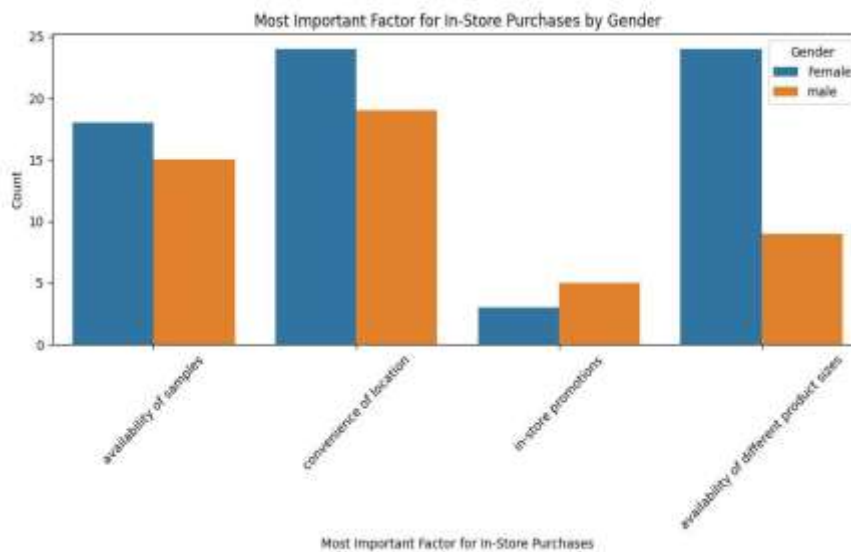


INTERPRETATION:

ONLINE FACTOR	PERCENTAGE (male + female)
AUTHENTICITY OF PRODUCTS	56.4%
FAST DELIVERY	25.6%
AVAILABILITY OF DISCOUNTS/OFFERS	13.7%
QUALITY OF PACKAGING	4.3%

The above graph represents what are various factors that are considered by the respondents while purchasing personal care products online. In overall estimate the authenticity of the product is most preferred by the respondents while purchasing personal care products online. Quality of packaging is the least preferred factor by the respondents while making a purchase online. In comparison of the male and female respondents the majority of the female respondents give preference to the authenticity of the product while the quality of packaging is least preferred factor by them while making purchase online. Whereas in case of the male respondents the majority of the male respondents consider fast delivery of products as the most important factor while purchasing personal care products. They prefer quality of packaging as the least preferred factor while purchasing personal care products online.

21) IMPORTANT FACTOR IN IN- STORE PURCHASE



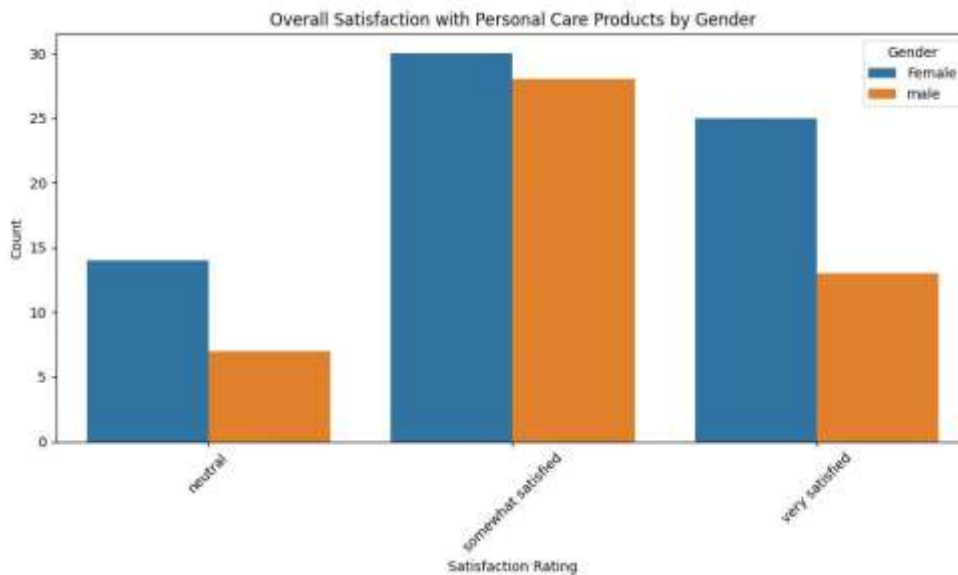
INTERPRETATION:

IN STORE FACTOR	PERCENTAGE (male + female)
AVAILABILITY OF SAMPLES	28.2%
CONVENIENCE OF LOCATION	36.8%
IN – STORE PROMOTION	6.8%
AVAILABILITY OF DIFFERENT PRODUCT SIZES	28.2%

The above graph shows the most preferred factor while buying personal care products online. 36.8% of the total respondents has chosen convenience of location as the most important factors while purchasing

personal care products via stores. The majority of the male respondents gave location as their preference while buying a personal care product whereas the majority of the female respondents gave equal preference to both availability of products in different sizes and location as an important factor while purchasing personal care products offline or in store.

22) OVERALL SATISFACTION



INTERPRETATION:

OVERALL SATISFACTION OF THE PRODUCTS AVAILABLE	PERCENTAGE (male + female)
VERY SATISFIED	32.5%
SOMEWHAT SATISFIED	49.6%
NEUTRAL	17.9%
DISSATISFIED	0%

Above table presents the data regarding overall satisfaction level of respondents with personal care product. it can be inferred that majority of male as well as female respondents are satisfied with personal care product and none of are dissatisfied with such products. Further, level of satisfaction from personal care products is comparatively more in females.

**CHAPTER -5
FINDINGS, SUGGESTIONS & CONCLUSION
FINDINGS**

In this chapter all the findings of the study are dependent upon the consumer buying behavior of personal care products, this study is a comparative study based on the buying behavior of male and female consumers of personal care products. This study emphasises on studying the different aspects of consumer behavior of male and female users in Lucknow city. The various study finding of study area given.

- The consumer buying behavior is multifaced it is based on various factors such as brand image, product prices, availability of better alternatives, creative advertisements, packaging, and product recommendations from others.

- Consumers need and preferences regarding personal care products is different and diverse, the female respondents are more inclined towards skin care products whereas, the male respondents are inclined towards perfumes. Female respondents prioritise product features while buying personal care products while the male respondents are more brand cautious.
- There is a difference in the buying behavior of the male and female respondents. The female respondents are price insensitive when it comes to product quality and features whereas in case of male respondents, price sensitivity is an important factor, as they seek value for money.
- The actual demand of personal care products can be influenced by various factors such as need of the products, discount and offers, latest trends, advertisement etc. but the most motivating according to the study is the need of the product.
- According to the study, the female respondents always search for product information before buying a personal care product, they spent around 10-30 minutes in searching about the product they want to buy, they will not buy a product without having any information regarding it. In case of the male respondents they sometimes research about a product they may buy a product even without having a proper information about the personal care product.

SUGGESTIONS

The study on consumer behavior has made it easy for the marketers to understand the need and preferences of the consumers, but the consumers needs are not always static it keeps evolving over the time. The personal care industry is evolving rapidly and hence the demand for various different products are evolving. In the past decade the personal care product was mostly focused on female consumers but with time the demand for personal care have increased in male consumers also. The distinct behavior of the male and female consumers needs to be understood in order to provide products and shopping experiences that resonates with both the genders.

- The marketers should use a segmented market approach in order to satisfy the need and preferences of both the male and female consumers.
- Create engaging in-store experiences with product testers, beauty consultations, and personalized recommendations to attract women who enjoy browsing and exploring products in physical stores.
- The marketers should enhance their online platforms to make it more user friendly, provide fast delivery of the products, provide a secure payment method for a seamless shopping experience.
- With the evolving needs the marketers should also adapt the changes and adapt various creative strategies in order to build a customer base which will lead to building a brand image.
- With the rising demand of organic products and natural products, the manufacturers should focus more on the ingredients used and provides transparency to its consumers relating to the use of ingredients in the products.
- Offering personalized product recommendations and shopping experiences based on gender-specific preferences.

CONCLUSION

Under this study it is found that the consumer buying behavior of personal care product is diverse with every consumer, it shows that the consumers have different needs, shopping habits, motivations etc. There is a difference in buying behavior of male and female respondents. Female respondents prefer skincare and haircare focusing on product quality and its various features. In contrast the male respondents are

inclined towards perfumes and fragrances mainly focusing on brand image and offers available on them. Female respondents enjoy gathering information about a product through various way whereas the male respondents prefer quick and efficient shopping experiences. Female respondents prefer trials of products and personal experiences before buying the product whereas the male respondents are more influenced by word of mouth. The male and female respondents also share some similarities regarding their buying behavior of purchase of personal care products like expecting value for money, buying when the need arises. Brands need to understand the difference between the buying behavior and provide tailor made services to both male and female consumers.

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