

## Consumer Attitude towards Cosmetic Products

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### Abstract

The world wide annual expenditures for cosmetics is estimated at U.S.\$18 billion, and many players in the field are competing aggressively to capture more and more market. Hence, companies are interested to know about consumer's attitude towards cosmetics so as to devise strategies to win over competition. The main purpose of this article is to investigate the influence of attitude on cosmetics buying behaviour. The research question is "what kind of attitudes do the customers have towards buying behaviour of cosmetic products?" A questionnaire was developed and distributed to female consumers in Bangalore city by using convenience sampling method. 118 completed questionnaires were returned and then 100 valid were analyzed by using ANOVA, mean and standard deviation. The result of the study confirms that age, occupation, marital status have positive influence towards cosmetic products. But income does not have any influence on the attitude towards cosmetic products.

**Keywords:** attitude, buyer behavior, cosmetics.

### Introduction

The word "cosmetics" is derived from the Greek word *kosmetikos* which means "skilled at decorating". Cosmetics colloquially known as makeup or make-up are care substances used to enhance the appearance or odor of the human body. The U.S., the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions."

According to Euromonitor, the cosmetics and toiletries is divided in 11 categories which are *baby care, bath and shower products, deodorants, hair care, color cosmetic, men's grooming products, oral hygiene, fragrances, skin care, depilatories and sun care*. The beauty and cosmetics sector is experiencing outstanding growth. It has been one of the worlds leading industries. In India the cosmetic and toiletries market has developed rapidly. Our country cosmetics market is reportedly growing at 15-20% annually. Specifically, Demand for skin whitening products by men as well as women, is driving the

trend, but other beauty products are not far behind (Alexander, 2011). The growth of cosmetics and beauty products markets have surged significantly as consumers are increasingly becoming aware about appearance, beauty grooming and choice of personal care products (Hamza salim khraim). To meet consumers' needs, manufacturers are likely to be aggressive across all categories in cosmetics. However, the concentration of new product launches will be particularly visible in dynamic categories such as skin care and emerging categories such as mouthwashes/dental rinses.

Consumers buy products according to their needs, preferences and buying power. Consumer buying behaviour depends on his perception, self concept, social and cultural background and their age and family cycle, their *attitudes*, beliefs values, motivation, personality, social class and many other factors that are both internal and external (Kotler and Keller, 2009). Specifically, the attitudes of consumers can have a significant effect on buying behaviour. This paper examines the influence of attitude on cosmetics buying behaviour.

### **Literature Review**

According to Shahzad Khan (2012) attitude is the conduct, nature, temperament, thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a product. Lars Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. Noel (2009) defined attitude that is a powerful and long term assessment for which the customers are having well-built way of thinking and it can be an individual, entity, announcement or a matter. Attitudes are formed through experience and learning and that attitudes influence buying behaviour (Kotler and Keller, 2009). Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm (ws.elance.com).

Al-Ashban and Burney (2001) found that cosmetics buying behaviour literature in developing countries in general is inadequate and ambiguous. As it is known from Theory of Reasoned Action and Theory of Planned Behaviour, attitudes have considerable impact on behaviour (Ravikumar, 2012). When examining the influence of attitude on behavioral intention; the results indicate that attitude positively affects behavioral intention. (Shih-I Cheng, Hwai-Hui fu, Le Thi Cam Tu, 2011). Choo, chung & Pysarchik, (2004) have argued that there is a direct causal relationship between attitudes and behaviour.

### **Need for the Study**

Consumer attitude gives both difficulty and development to the company. Now, Consumers have lot of interest regarding the cosmetic products and also they having awareness about cosmetic product attributes. Here, the cosmetic companies need to understand the consumer attitude on cosmetics buying behaviour which brings success of the company. This study focuses on the factors that affect the buying decisions of consumers. This research objective is to get reliable and valid results that helps to the company in planning their future activities and marketing strategies.

## Objectives

- \* To examine the influence of attitude on cosmetics buying behaviour.
- \* To identify the important factors that determines the buying behaviour.

## Methodology

The research design adopted for the study is descriptive in nature. To collect the required primary data, a well structured questionnaire has been personally administered and collected from the people who are residing in Bangalore city. For measuring the basic information about the use of cosmetic products multiple choice questions have been asked in the questionnaire, and for measuring the consumer attitude towards various factors of cosmetic products, 5-point likert scale has been used. On the basis of simple random sampling method, 125 questionnaires have been issued to the respondents who are using cosmetic products. Out of 125 questionnaires distributed, 118 filled-in questionnaires were returned from the respondents in which 18 questionnaires are found to be invalid. Hence, 100 valid questionnaires were taken for the study.

## Analysis and Interpretation

**Table.1 Influence of Age, Monthly Family Income, Occupation and Marital status on Overall Attitude**

		N	Mean	SD	F	Sig
Age	Up to 20 Years	5	2.9233	1.037	4.586	0.014
	21 to 30 years	26	3.1312	0.979		
	31 to 40 years	55	3.5305	1.088		
	41 to 50 years	7	3.3904	1.023		
	Above 50 years	7	3.1857	1.212		
	Total	100	3.1969	1.048		
Income	Less than s.20000	24	3.0634	1.139	1.577	0.187 (NS)
	Rs. 20001 to Rs.40000	24	3.4066	1.100		
	Rs.40001 to s.60000	15	2.9416	1.101		
	Rs.60001 to s.80000	10	3.1429	1.119		
	More than Rs.80000	27	3.2910	0.879		
	Total	100	3.1969	1.048		
Occupation	Private Employee	45	3.0169	1.047	3.396	0.025
	Business	12	2.9923	1.038		
	Housewives	38	3.5106	1.017		
	Student	5	2.9233	1.037		
	Total	100	3.1969	1.048		
Marital status	Married	90	3.2275	1.052	4.099	0.017
	Unmarried	10	2.9215	1.021		
	Total	100	3.1969	1.048		

The above table shows the influence of age on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anova was performed and the result shows a significant outcome ( $F = 4.586$ ;  $p = 0.014$ ). That is the respondents differ significantly with respect to their age towards their attitude on beauty cosmetic products.

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On observing the mean values, it is noted that the respondents who are in the age group of 31 to 40 years (mean = 3.5305; SD = 1.088) significantly differ from the respondents who are in the age group of 21 to 30 years (mean = 3.1312; SD = 0.979) and below 20 years (mean = 2.9233; SD = 1.037). Hence, it is concluded that the middle aged people have positive attitude towards beauty cosmetic products compared to young aged people.

Next, the table shows the influence of Monthly Family Income on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anova result shows a non- significant outcome ( $F = 1.577$ ;  $p = 0.187$ ). Hence it is concluded that the monthly income of the family does not have any influence on the attitude towards cosmetic products. Also, the table shows the influence of Occupation on overall attitude of the respondents towards beauty cosmetic products. Anova result shows a significant outcome ( $F = 3.396$ ;  $p = 0.025$ ). That is, the respondents differ significantly with respect to their occupation towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents who are housewives (mean = 3.5106; SD = 1.017) significantly differ from the respondents who are privately employed (mean = 3.0169; SD = 1.047) and those are in business (mean = 2.9923; SD = 1.038). Hence it is concluded that the housewives have positive attitude towards beauty cosmetic products compared to private employed people and those doing business. And, the table shows the influence of marital status on overall attitude of the respondents towards beauty cosmetic products. ANOVA result shows a significant outcome ( $F = 4.099$ ;  $p = 0.017$ ). That is, the respondents differ significantly with respect to their marital status towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents who are married (mean = 3.2275; SD = 1.052) significantly differ from the respondents who are not married (mean = 2.9215; SD = 1.021). Hence it is concluded that the married people have positive attitude towards beauty cosmetic products compared to unmarried people.

**Table.2 Mean and Standard Deviation of the Individual Factors**

Factors	Mean	SD
I generally purchase cosmetics brands that I think others will approve it	2.84	1.20
I often observe what others are buying and using cosmetics	2.72	1.17
If I have little experience with cosmetics , I often ask others about them	3.19	0.96
I often gather information from others about cosmetics before purchasing	3.46	1.06
It is very important that others like the cosmetics and brand I buy	2.54	1.05
I have favorite brands of cosmetics I buy again and again	3.99	0.90
Once I like a brand, I stick with it	3.82	0.99
I go to the same stores each time I shop for cosmetics	3.09	1.24
I regularly change the brands of cosmetics I purchase	2.16	1.06
I think of myself as a cosmetic loyal consumer	3.11	1.28
I am very cautious in trying new cosmetic products	3.40	1.22
I enjoy taking chances in buying unfamiliar brands of cosmetics for comparison	2.26	1.28
I would never buy cosmetics I don't know about at the risk of making a mistake	3.29	1.56
I am the kind of person who would try any new cosmetics once	2.27	1.03
I would rather wait for others to try a selling cosmetics than try it myself	3.12	1.28
I prefer purchasing the well-known brands of cosmetics	3.73	1.07
The most advertised brands of cosmetics are usually very good choices	2.81	1.14
Getting very good quality cosmetics is very important to me	4.26	0.84
I make special effort to choose the very best quality cosmetics	3.99	0.96
The higher the price of a cosmetic, the better its quality	2.59	1.15
I look carefully to find the best value for the money	4.05	0.90

The above table shows the mean and standard deviation of individual factors. Respondents give more importance to good quality cosmetics (mean = 4.26; SD = 0.84), careful in finding the best value for the money (mean = 4.05; SD = 0.90), making special effort to choose the best quality cosmetics (mean = 3.99; SD = 0.96), frequently buying of favorite brands of cosmetics (mean = 3.99; SD = 0.90), sticking to a likeable brand (mean = 3.82; SD = 0.99), and preference of purchasing well-known brand of cosmetics (mean = 3.73; SD = 1.07). However, they give less importance to frequently changing of brands (mean = 2.16; SD = 1.06), enjoying in buying unfamiliar brands (mean = 2.26; SD = 1.28), trying of new cosmetics once in a while (mean = 2.27; SD = 1.03), likeableness of cosmetics and brands by others (mean = 2.54; SD = 1.05), price based quality (mean = 2.59; SD = 1.15), and observing other's purchase and usage of cosmetics (mean = 2.72; SD = 1.17). Hence, it is concluded that consumers are having more conscious on quality, value for money and branding of cosmetic products.

## **Discussion**

Consumer buying behaviour mainly depends on his attitudes. Specifically, the attitudes of consumers can have a critical role on beauty cosmetics buying behaviour. The middle aged people have positive attitude towards beauty cosmetic products compared to young aged people. Through the beauty cosmetic products they try to keep young or give young appearance. And, Middle aged people almost they settled in their life. So they have the self spending power to buy beauty cosmetics products. Hence, they have positive attitude towards beauty cosmetic products compared to young aged people. Monthly family income does not have any influence on the attitude towards beauty cosmetic products. All categories of people want to maintain their self image regarding physical appearance among the society. Regarding occupation and marital status, housewives and married people have positive degree of attitude towards beauty cosmetic products. Compared to privately employed people and those doing business, house wives having time to take care about them selves. Married people have crossed certain age limit, for that reason they need to take care about their physical appearance. Now-a-days married woman have conscious about skin care and personal care.

Hence, married people have positive attitude towards beauty cosmetic products compared to unmarried people. Apart from the above factors, consumers are having more conscious on quality, money value and brands of beauty cosmetic products.

## **Suggestion and Conclusion**

Cosmetic products are widely used by people now a days and hence the number of players enter into this business has increased considerably. Companies try to identify the consumer's attitude towards these cosmetic products so that they position their products to the particular category of people rather spending unnecessarily on non-targeted people. This study has provided a platform for the corporate to think on different dimensions what consumers prefer, which make them in deciding on Marketing Mix of different products, like modify the product or change in product design, fixing of price that better suit the targeted audience, appropriate promotion mix namely sales promotion, advertising, publicity and personal selling, and finally change in distribution channel.

## **Future Research**

In-depth study on cosmetics is required in future as it is one of the important selling products in the existing market scenario. Comparing different categories of respondents based on geographical location will yield a better result for the companies to device strategies accordingly. Probing into other variables apart for the study variables will have a better understanding about cosmetic products among the public.

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