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A study on frequency and purpose of using cosmetic products by the female consumer in Jorhat city of Assam

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Abstract

Women in general attach great importance to cosmetics and fashion. The focus on personal appearance in society is considered to be very significant. Thereby, present study endeavors to examine the cosmetic products used by the female consumers. The total sample size taken for this study is 120. The data analysis is done with Multi Stage Random Sampling The statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. The result shows that women have inherent love of beauty especially youngsters always have a tendency to look beautiful. Young women especially the college students don't hesitate to spend money on cosmetic products, they show great importance on personal grooming as a result the cosmetic industry is also growing everyday with the increasing interest of consumer and purchasing power.

Keywords: cosmetic products, buying behavior, consumers

Introduction

The growth of cosmetics and beauty products markets has become significant as consumers are increasingly becoming aware of appearance, beauty, grooming and the choice of personal care products. The Indian Cosmetics Industry is defined as skin care, hair care, color cosmetics, fragrances and oral care segments. 'Cosmetics' is applied to all preparations used externally to condition and beautify the body, by cleaning, coloring, softening, or protecting the skin, hair, nails, lips or eyes (Britannica, 2011). Cosmetics are, therefore, products intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body's structure. According to Indian Cosmetic Sector Analysis (2009-2012) (Research and Markets, 2012), the Indian cosmetics industry is expected to witness fast growth rates in the coming years on the back of an increase in the consumption of beauty products. The personal care ingredients market in India is presently esteemed at about \$520 million. Personal care products (PCPs) are widely consumed by people of all ages. Products ranging from hair care, skin care & bath products, cosmetics and fragrances from the personal care product market. These products can be used on a daily basis such as deodorants, facial moisturizers, creams, and face wash. Duff (2007) investigated the market in women's cosmetics and observed that cosmetics buyers were becoming more fashion conscious and were demanding products with more attractive design; furthermore, consumers have a tendency to use different makeup designs for different occasions. In this sector, both electronic as well as print media are playing an important role in spreading awareness about the various products available and in developing fashion consciousness among the Indian consumers. The Indian cosmetics industry has experienced rapid growth in the last couple of years, growing at around 7.5% between 2006 and 2008. Keeping these points in mind the study was conducted with the following objectives: To study the buying habits of college students in cosmetic products.

Limitations of the study

During the course of study the following major limitations were observed,

1. The study will be limited to college of Jorhat district only.
2. The study will be limited to female respondents only.

Research Methodology

The methodology used in the study is as follow:

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Sources of data

The study is based on primary data & secondary data. Data has been collected through survey techniques with structured questionnaire.

Sample selected for the study

A total of 120 respondents from Jorhat District were selected for the study. Multi Stage Random Sampling is used as research method.

Area of the study

The study area is limited to Jorhat District in Assam.

Tools for analysis

The statistical tool used for the purpose of the analysis of this study is simple percentage technique and ranking techniques. After the collection of data through the questionnaire, editing was done carefully. Based on the responses of the samples, tables were prepared.

Personal and background information of the respondents

Under this section of findings, the personal and background

information pertaining to age, educational qualification, studentship etc, are discussed. Data on personal information of the respondents are presented in Table 1.

Age of the respondents

It is clear from the data presented in Table No. 1 that most of the respondents i.e.76.66 percent belonged to age group 18 to 20 years. Followed by 23.33 per cent belonging to the age group 20 and above.

Educational Qualification

Data pertaining to the educational qualification of the respondents it was observed that 50 per cent of them were pursuing (Bachelor in Science) followed by 25 percent of the respondents who were from (Bachelor of Arts) background and 25 percent belonging to (Bachelor of Technology).

Type of Institutes

Table also revealed that 70 per cent of the respondents belonged to the co-educational institute followed by 25 per cent of the respondents who belonged to the girl's college.

Table 1: Information regarding the background information of the respondents

Background Information	frequency	percentage
Age		
Below 18	0	0
18-20	92	76.66
20 and above	28	23.33
Education		
B.A.	30	25.00
B.Sc.	60	50.00
B.Tech	30	25.00
Type of College		
Co-education	90	75.00
Girls college	30	25.00
Mode of Dwelling		
Hosteller	66	55.00
Non-hosteller	54	45.00
Monthly income of the family		
Below Rs. 30,000	27	22.50
Rs.30,000-Rs. 50,000	55	45.83
Above Rs. 50,000	38	31.66
Monthly Allowances		
Below Rs. 5,000	77	64.16
Rs. 5,000- Rs. 10,000	35	34.16
Above Rs. 10,000	8	6.66
Scholarship		
Scholarship Holder	16	13.33
Non- Scholarship Holder	104	86.66

Mode of Dwelling

From the table it was found that there was almost equal distributions of respondents were hosteller 55% and non hosteller 45%.

Monthly Income

Monthly income of the family showed that 45.83 per cent of the respondents belonged to age group of Rs. 30,000-Rs.60,000.

Monthly Allowances

About 55 percent of the respondents were hosteller so a certain amount of money is required as allowance to stay in hostel which is revealed from the table that 64.16 percent of

the students had mostly allowance of less than 5000/. Followed by 24.16 who had allowance of about Rs 5,000-10,000.

Scholarship

Out of the total selected respondents 86.66 per cent were non-scholarship holder and only 13.33 per cent received scholarship.

Findings and Discussion

Buying habit of college students

Today's market is flooded with different type of cosmetic products. The importance of this industry has increased as many people want to stay young and attractive. Cosmetics are

readily available today in the form of creams, lipsticks, perfumes, eyeliners, nail polish, hair colors etc. Thus today's cosmetics both are to enhance our appearance and make us for more confident. With more cosmetics on the market today's then was before it becomes obvious to us that they play a great role in our everyday life. This section of the study was

to study the buying habits of the cosmetic, how they buy and where they buy, how much they buy etc. Further cosmetic products were categorized as skin care products, hair care products, color cosmetics and fragrance.

Cosmetic products used regularly by the respondents

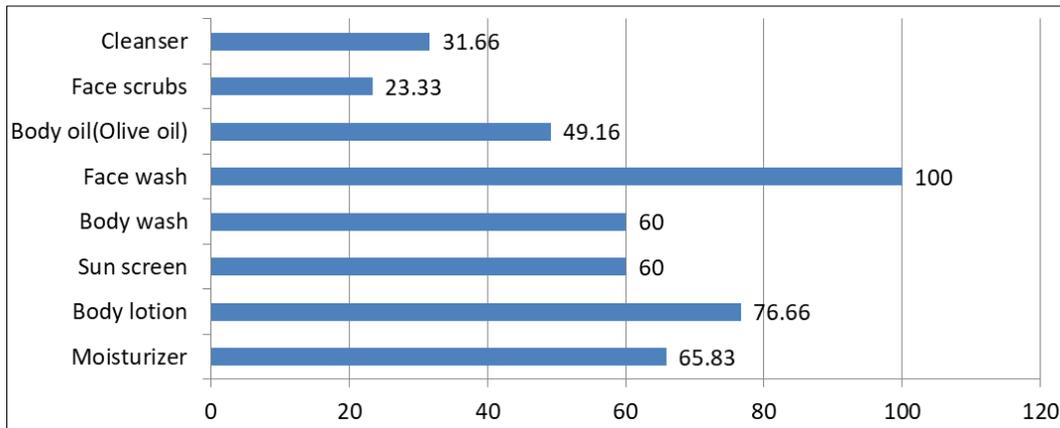


Fig 1: Use of Skin Care Products

It was observed from the data presented in the figure1 that cent percent of the respondents used face wash regularly, followed by body lotion which was found to be used by the 76.66 per cent of the respondents, 65.83 per cent respondents used moisturizer regularly, Equal percentage of respondents that is 60 per cent of the respondents used sun screen and body wash, 49.16 per cent of the respondents were found to be using body oil (olive oil), 31.66 per cent of the respondents cleanser, and 23.33 per cent of the respondents using face scrub regularly.

Rajaranjan M. & Birundha (2016) reported that consumer's opinion regarding consumption of cosmetics products revealed that eye makeup products shows with mean score of 2.87 followed by face care and makeup products constitutes with 2.96. From the study hand and foot care products explains 2.50 and hair care products shows 2.42. It is observed that oral care products, perfumes and skin care products shows 3.24, 2.31 and 2.79 respectively. Finally it is found that the high mean score of 3.24 which is relating to the oral care products.

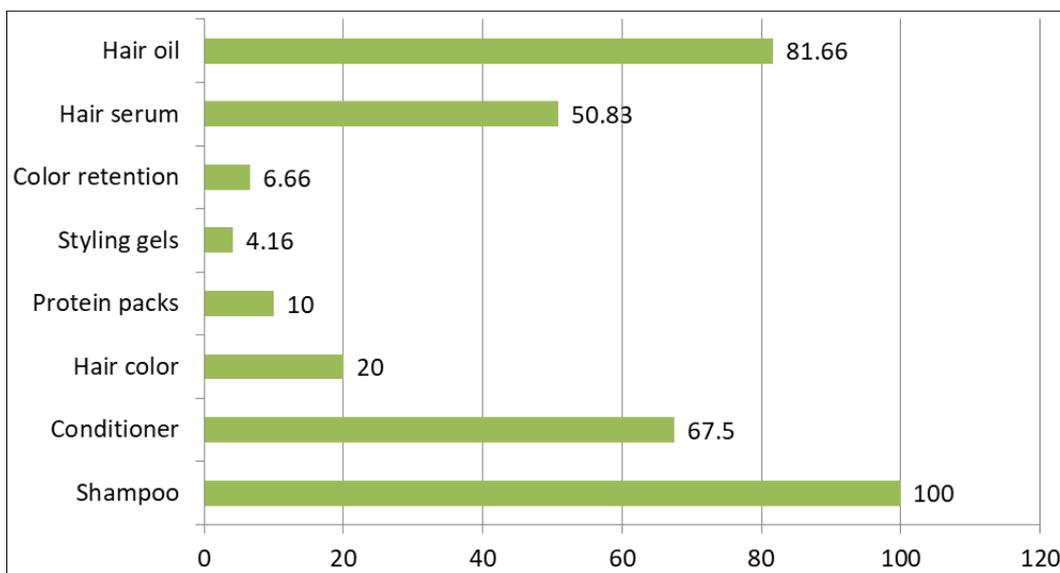


Fig 2: Use of Hair Care Products

Hair care market is segmented into hair oil, shampoo, hair color, serum and other hair styling products. Increased used of hair care products are due to change in lifestyle with impact of western culture, trend of urbanization. It is evident from that figure2 that hair care cosmetic products used regularly by the respondents. Among the hair care cosmetics it was found

cent percent of the respondents using shampoo regularly, hair oil was found to be used regularly by 81.66 percent respondents, followed by 67.50 percent of respondents using conditioner, 50.83 percent using hair serum, 20 percent using hair color, 10 percent using protein packs, 6.66 percent using color retentions and lastly 4.16 percent using styling gels.

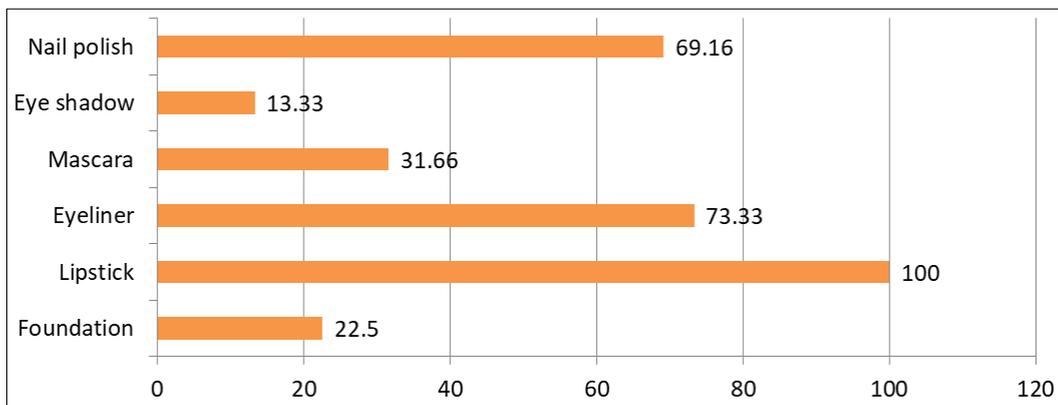


Fig 3: Use of Color Cosmetic Products

Color cosmetics in India were dominated by lip products such as lip gloss, lip liner/pencil and lipstick. Lipstick has the highest penetration in color cosmetics in India, and has traditionally been used by the masses, leading to high awareness and usage.

The above figure3 shows data on color cosmetic used by the

respondents regularly. From the above figure it has been seen that 100 per cent of the respondents using lipstick regularly, 73.33 per cent of the respondents using eyeliner, 69.16 of the respondents using nail polish, 31.66 per cent of the respondents using mascara, and only 13.33 per cent of the respondents using eye shadow regularly.

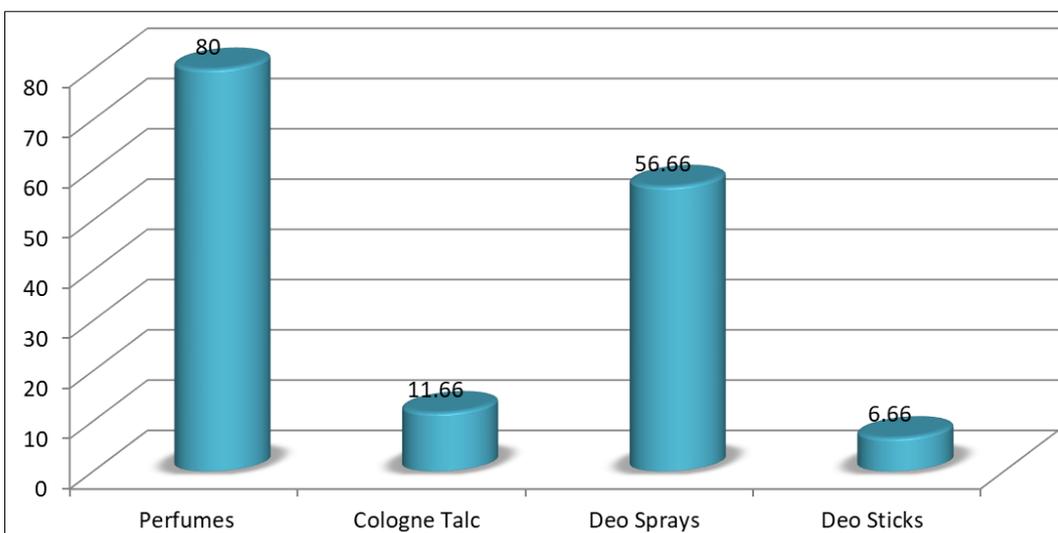


Fig 4: Use of Fragrances Products

In case of fragrances the majority of the respondents i.e. 80 per cent used perfumes regularly, followed by 56.66 per cent of the respondents using deo sprays, 11.66 per cent using cologne talc, and lastly only 6.66 per cent of the respondents using deo sticks as seen from fig 4

Frequency of purchasing cosmetic products: It was observed that all the cosmetic products i.e. fragrance product, color cosmetic, hair care and skin care the students used to purchase as per the need which was reported by 78.33 per cent while buying fragrances, 86.66 per cent while buying color cosmetics followed by hair care products 60 per cent and skin care about 60.83 percent. About 25 per cent of the

respondents purchased skin care products once in a month, 20 per cent while buying hair care products followed by 6.66 per cent while buying fragrances and only 4.16 while buying color cosmetics.

Twice in a month purchase of skin care was reported by only 6.66 per cent followed by hair care about 4.16 per cent. 15.83 per cent of the respondents purchase hair care products in once in two months, 12.5 per cent purchase fragrances products in once in two months followed by 7.5 per cent of the respondents purchase skin care products in once in two months and lastly only 4.16 per cent of the respondents purchase color cosmetics in once in two months as seen in fig 5.

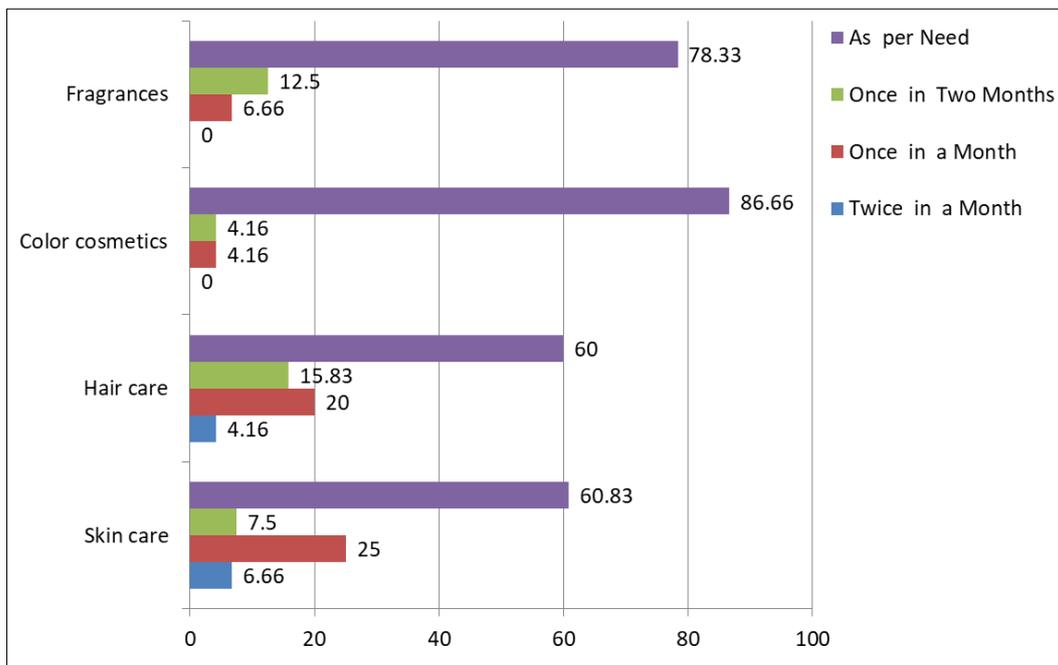


Fig 5: Frequency of purchasing cosmetic products

Money spends on purchasing cosmetic products

From the collected data the result was found that majority of the respondents in all the category of cosmetic product used to spend Rs 1000-2000 Majority of the respondents that is 96.66 per cent spend an amount of money in between (2000-3000) rupees on purchase of hair care products, and 97.5 per cent while buying fragrances, 96.66 per cent while buying skin care products and 94.16 per cent while buying color cosmetics., and 1.66 per cent of the respondents spend money in between (1000-2000) for purchasing of skin care products and lastly only few respondents i.e. 0.83 per cent reported that

they spend money between (1000-2000) rupees for hair care and color cosmetics products as seen in table 2. Very negligible students i.e. 0.83 per cent purchased cosmetic products like skin care and color cosmetic for an amount of about (less then 1000) rupees per month. Sushilkumar m. Parmar in a study indicated that 54% of respondents spend less than Rs.1, 000 on cosmetic products annually. While only 5% of respondents spend Rs.2, 100-3,500. There are 9% of respondents who spend more than Rs.5, 000 on cosmetic products annually.

Table 2: Expenditure on cosmetic products per month

Product	Amount in Rupee per month							
	Less than 1000		1000-2000		2000-3000		3000 and above	
	Frequency	percentage	Frequency	percentage	Frequency	percentage	Frequency	percentage
Skin care	1	0.83	2	1.66	116	96.66	0	0
Hair care	0	0	1	0.83	119	99.16	0	0
Color cosmetics	1	0.83	1	0.83	113	94.16	0	0
Fragrances	0	0	0	0	117	97.5	0	0

Place of Buying

The Table 3 shows from where they prefer to purchase the cosmetic products and it was found that most of the respondents i.e. 27.5 per cent prefer to buy the cosmetic products from departmental store, followed by 25 per cent who buy the cosmetic products from shopping mall, 25 per cent buy the cosmetic products from online, 16.66 per cent buy the cosmetic product from nearby shop, and only 5.83 per cent buy the cosmetic products through agents.

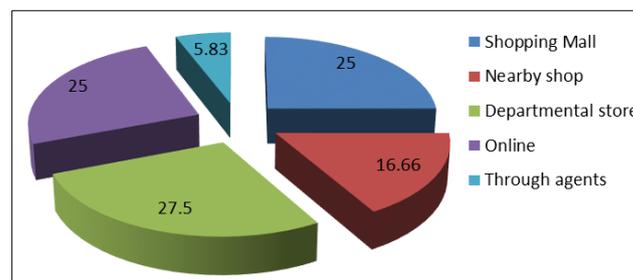


Fig 6: Place of purchase the cosmetic products

Table 3: Place of purchase the cosmetic products

	(%)
Shopping Mall	25
Nearby shop	16.66
Departmental store	27.5
Online	25
Through agents	5.83

The results are contrary to the study by Parmar (2014) who stated that 57% buy cosmetic products from nearby shop whereas 25 per cent and 18 per cent purchase cosmetic products from shopping malls. In another study by Rameshwari P *et al.* (2016) In a study on consumer buying behavior of cosmetic products in Thanjavur, Tamil Nadu, India found that Majority of respondents preferred to purchase

products from permanent stores, private bazaars and medical shops as they feel it was easily available and products are of good quality. Sushilkumar m. Parmar (2014) revealed that 57% of respondents buy cosmetic products from the nearby shops whereas 18% and 25% of respondents purchase cosmetics products from shopping malls and cosmetic products shop respectively.

Purpose of using cosmetics product

According to the cosmetics industry (Scott, 2007), cosmetics play a huge role in and are an essential part of what many

women consider important about their outward appearance. Many women feel inadequate in terms of their self-esteem and self-confidence, which can affect their evaluation of personal beauty. The data from the table 7 shows the purpose of using cosmetic products by the respondents and it was observed that most of the respondents i.e. 46.66 per cent use cosmetic products for good looking, followed by 32.5 per cent for facial care, 18.33 per cent were using cosmetics for being fashionable, 18.33 per cent using for younger looks, and lastly only 7.5 per cent of the respondents using cosmetic products for medical purpose.

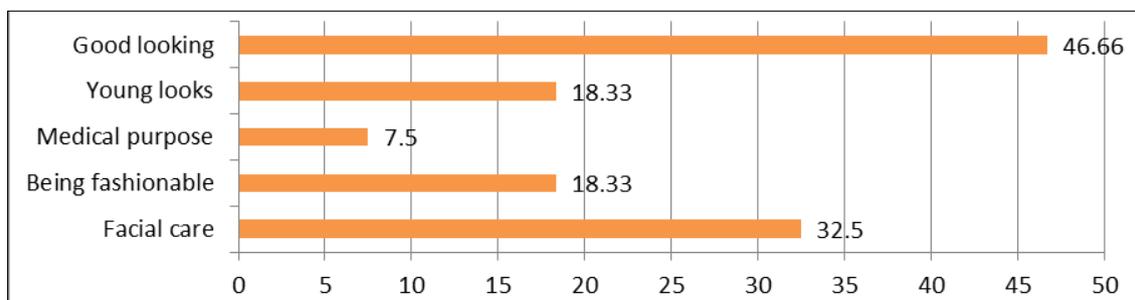


Fig 4: Purpose of using cosmetic products

Conclusion

This research was a study on cosmetic products used by the consumers and what is the purpose of using cosmetic products. Based on the analysis it can be concluded that Cosmetic products were categorized as skin care products, hair care products, color cosmetics and fragrance. It was observed from the data that cent percent of the respondents used face wash shampoo regularly. Majority of the respondents used to spend Rs 2000-3000 to purchase cosmetics products. Majority of respondents preferred to purchase products from permanent stores, private bazaars and medical shops as they feel it was easily available and products are of good quality. Purpose of using cosmetic products by the respondents was stated as 46.66 per cent use cosmetic products for good looking, followed by 32.5 per cent for facial care, 18.33 per cent were using cosmetics for being fashionable, 18.33 per cent using for younger looks, and lastly only 7.5 per cent of the respondents using cosmetic products for medical purpose.

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