

CONSUMER BEHAVIOR OF URBAN WOMEN TOWARDS SELECTED COSMETICS: A STUDY OF NAGPUR CITY



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Introduction

Women are very much concerned about beauty and thus are known for hygienic practices, Cosmetics are one of such products which are meant for the skin care. Now days, multiple brands of Cosmetics are available in the market. Women are known to use more amount of Cosmetics than men, thus they can also be dynamic while purchase habits of Cosmetics brand is concerned, so there is a gap to be filled in this regard In order to fill the above said gap to the extent possible, a study is under taken to know women consumer behavior towards Cosmetics.

Cosmetics belong to Fast Moving Consumer Goods category under marketing concept. A lot of research is undertaken by many researchers to study consumer behavior towards various FMCG products, however these goods have instant utility and quick perish ability compared to consumer durables, so it must be understood that there is a lot of research gap in the field of consumer behavior particularly in FMCG segment.

Commonly used ingredients in Cosmetics

Today, soaps are made from fats and oils that react with lye (*sodium hydroxide*). Solid fats like coconut oil, palm oil, tallow (rendered beef fat), or lard (rendered pork fat), are used to form bars of soap that stay hard and resist dissolving in the water left in the soap dish.

Oils such as olive oil, soybean oil, or canola oil make softer soaps. Castile soap is any soap that is made primarily of olive oil, and is known for being mild and soft.

Glycerine is added as an emollient and texture enhancer. Sorbitol another emollient

used along with glycerine. Antibacterial soaps usually contain triclosan or triclocarban the active anti-bacterial ingredient.

Types of Cosmetics (Being used for)

- Normal skin
- Oily skin
- Dry skin

Objectives of The Study

- To study the socio economic profiles of respondents under study
- To study purchase and consumption patterns of respondents
- To study satisfaction levels of Cosmetics consumers

Research Methodology

A sample consisting of 400 female Cosmetics consumers is drawn through simple random sampling in Nagpur city of Maharashtra.

Data collection sources:

Primary data

A questionnaire is administered to the 400 respondents and primary data is collected by this method.

Secondary data

Secondary data is collected through articles, Books, Magazines , News Papers, websites etc.

Limitations of the study:-

- Sample size is limited to Nagpur City

Analysis and Interpretation

Table: 1

Age group of respondents

18-30	30-40	Above 40	Total
108	216	76	400

From the above table, it is evident that majority of respondents under study (54%) belong the age group of 30-40 years, 27% of respondents belong to 18-30 years category and the remaining 19% belong to above 40 years category.

Table:2
Educational qualification of respondents

SSC	Intermediate (+2)	Graduation	Post Graduate	Others	Total
116	96	60	40	88	400

From the above table, it is found that 29% of respondents are possessing SSC qualification, 24% of respondents are possessing +2 qualification, 22% of respondents are possessing other qualifications, followed by 15% respondents having degree qualification and 10% respondents having PG qualification.

Table:3
Marital status of respondents

Un Married	Married	Others	Total
48	316	36	400

From the above table, it is found that 79% of respondents are married, 12% of respondents are unmarried and 9% of respondents belong to other category

Table 4
Monthly income of family (in rupees)

Below 20000	20000 - 30000	30000-40000	Above 40000	Total
108	116	96	120	400

From the above table it is found that 29% of respondent's monthly income is between 20000 to 30000, 27% respondents have monthly income below 20000, 24% of respondents have monthly income between 30000-40000 and 20% of respondents have monthly income of above 40000

Table:5
Current Cosmetics brand - Consumption

<u>Lakme cream</u>	180
<u>Loreal cream</u>	48
<u>Himalaya face cream</u>	32
<u>Patanjali</u>	44
<u>Ponds powder</u>	40
<u>P & G</u>	16
<u>Himami cream</u>	16
<u>Dabar hair oil</u>	24
Total	400

From the above table, it is found that 45% of respondents are using Lakme cream, 12% of respondents are using Loreal cream, 11% of respondents are using Patanjali, 10% of respondents are using Ponds powder, 8% of respondents are using Himalaya face cream, 6% of respondents are using Dabar hair oil. Himami cream is used by 4% respondents and remaining 4% of respondents are using P & G

Table:6
Factor influencing the consumer to purchase Cosmetics brand

Price	Availability of product	Packaging	Other Factors	Total
180	116	68	36	400

From the above table it is found that 45% of respondents said that price plays an important role.

Table:7
Purchase influences

Spouse	Friends & Neighbours	Relatives	Others	Total
172	112	76	40	400

From the above table it is found that 43% of respondents purchase decision of Cosmetics are influenced by their spouses, 28% of influence is made by friends and neighbors, 19% of respondents are influenced by their relatives, and 10% of respondents are influenced by others

Table:8
Satisfaction levels of current

Cosmeticsbrand

<i>Highly dissatisfied</i>	<i>Dissatisfied</i>	<i>Satisfied</i>	<i>Highly Satisfied</i>	<i>Total</i>
4	12	344	40	400

From the above table it is found that 86% of respondents are satisfied with their current Cosmetics brand, 10% of them are highly satisfied, 3% are dissatisfied and 1% is highly dissatisfied with their current Cosmetics brand.

Conclusion

The above study revealed that Cosmetics have multiple usages. In the Nagpur City majority of respondents use it and majority of the respondents are having medium level of income. It is observed that buying behavior is greatly influenced by Ayurvedic products which are usually termed as Herbal products. Majority of the respondents are satisfied with their current Cosmetics brand. It can be concluded that Cosmetics marketers must try to educate consumers about hygienic importance of Cosmetics and corresponding healthy life.

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