

Factors Influencing the Buying Behaviour of Cosmetics among Adolescent Girls

Selsa .S¹, Usha .S²

¹Assistant Professor, Department of Home Science, Sree Narayana College for Women, Kollam, Kerala, India

²Assistant Professor, Department of Zoology, Sree Narayana College for Women, Kollam, Kerala, India

Abstract: Teenagers in the age group of 15-20 years are beauty conscious and they are the most frequent users of cosmetics. A girl's initial experimentation with cosmetics is in early adolescence towards developing a feminine identity. The overall objective of the study is to understand the factors that influenced the adolescents buying behavior and the factors considered while purchasing the cosmetic product. The factors interfere with the purchasing decision positively are quality, brand, price, advertisement, packaging and online reviews. The samples were selected from Kollam District because of the availability of wide net of marketing system for cosmetics. Purposive sampling method was adopted for the study. A total of hundred adolescent girls were selected as sample. A structured questionnaire was used to collect the data. The data collected were edited, coded and tabulated to get a holistic picture of the study. The study concluded that there is a relationship between the disposable income of the respondents and factors considered while purchasing cosmetics.

Keywords: Adolescents, Buying behavior, Cosmetics, Factors influenced, Kollam District

1. Introduction

The concept of beauty and cosmetics is as ancient as mankind and civilization. Looking good is an innate human need that must be respected in today's society. Women's choices of cosmetics has changed from luxury category to an essential category due to the advancement in communication technology and increase in awareness level of women towards cosmetics that cosmetics highlights their attractive features and conceal their facial flaws. The increase in fashion trends, beauty consciousness, high disposable income diversity and consumer demands insist the cosmetic consumers to choose different cosmetic items. Many women wear makeup with the belief that it will positively affect their level of physical attractiveness and personally transform them, resulting in an increase in self confidence (Rajajeyakumar *et al.*, 2016). Adolescence is a period of extraordinary change for young people when physical, intellectual, social, emotional and interpersonal changes are going on at a quickened rate (Spano, 2014). Teenagers use personal care products including cosmetics, to establish their sense of identity and to fit in with their society or particular peers and to experiment and have fun (<https://www.cosmeticsdesign.com>, 2004).

Cosmetics are the major expenditure for many women, with the cosmetics industry grossing around 7 billion dollars a year, according to a YMCA Report (2008). Parmar and Gupta (2007) say that age, occupation and family income have significant influence on the selection of cosmetics. Bhattacharya (2009) stated that in India the increasing numbers of women in the age group of twenty two to forty five with a high disposable income have realized the importance of looking good; they show interest in high quality skin care and color cosmetics. Bhavani and Prakash (2009) say that in the context of beauty care products, teenage girls are more influenced by advertizing than boys. Teenage girls spend more money than their male counterparts on skin and makeup items.

The study by Apaolaza *et al.*, (2011) shows that both the emotional and utility aspect of cosmetic brands has a significant impact on consumer satisfaction. Sharma *et al.*; (2001) and Ergin *et al.*; (2005) in their study revealed that, the quality of a product was the most important factor that influenced the consumers to purchase a particular brand. Anjum and Naheed (2015) found that there is positive and significant impact of television advertisement with the role of women on consumer buying behavior. Sometime it creates awareness, knowledge, interest and reaction in consumers about a particular product. Malik *et al.*, (2013) mentioned that brand image has solid progressive control on consumer purchasing behavior as it's an implied method that can modify peoples purchasing behaviors positively. Janany & Shivani (2017) in their study reveals that price always play an important role in the purchasing decision of cosmetics. This leads to develop new pricing strategies and to be aware on providing the beauty care products by giving discounts, offers, reasonable prices and low pricing strategies may influence the purchasing decision of cosmetic users.

2. Materials and Methods

Survey design was used for the study. The study was conducted in Kollam district because of the prevalence of a wide net of marketing system for cosmetics. Hundred samples were selected from various Arts and Science Colleges at Kollam Corporation. Hundred adolescents girls were selected through purposive sampling method. A structured questionnaire was used for collecting data. The study was conducted with the objective of finding out the cosmetics used and the factor that influenced the buying behavior of cosmetics among adolescent girls.

3. Result

Sixty five percent of the respondents are coming from nuclear family. Ninety five percent of the respondents are

studying for under graduation. The economic profile of the respondents is presented in Table 1 with the family income. Forty one percent of the family was in the monthly income bracket of Rs 30000 and above. One fourth of the respondents were in the monthly income slab of Rs.20001-30000. Twenty one percent of the respondents were in the income bracket of Rs.10001-20000. Thirteen percent of the respondents were in the lower income range of Rs.10000 and below.

Table 1: Personal Details of the Respondents

S. No.	Particulars	No. of Respondents (N= 100)
I	Type of Family	
1	Nuclear	65
2	Joint	35
II	Educational qualification	
1	Under Graduation	95
2	Post Graduation	5
III	Income in Rupees /month	
1	Below 10000	13
2	10001-20000	21
3	20001 – 30000	25
4	Above 30000	41

Table 2 shows that majority of the ninety percent respondents spent less than Rs.500 per month on the purchase of cosmetics irrespective of their income range. Six percent of the respondents spent Rs.500 – 1000 for the purchase of cosmetics every month whereas 2 percent of them spent Rs.1001-1500 and another two percent, above Rs.1500. The chi-square test reveals that there is no relationship between the families’ income and money spend on cosmetics.

Table 2: Amount Spend on the Purchase of Cosmetics per Month.

S. No.	Amount spend in Rs/month	No. of Respondents
1.	Below 500	90
2.	500-1000	6
3.	1001 – 1500	2
4.	Above 1500	2

Majority (42%) of the respondents purchased cosmetics every month. Thirty two percent of them purchased cosmetics occasionally. Twenty two percent of the respondents purchased cosmetics only when there is any special functions. Yearly purchases of cosmetics were done by 3 percent respondents and only one percent of the respondents purchased cosmetics weekly. (Table.3).

Table 3: The Frequency of Purchasing Cosmetics

S. No.	Frequency	No. of Respondents (N=100)
1.	Weekly	1
2.	Monthly	42
3.	Yearly	3
4.	Occasionally	32
5.	During special Functions	22

*Multiple responses

Table 4 revealed that many factors influenced the respondents to use cosmetics. Majority of the sixty two percent of the respondents were influenced by their friends. Three fifth of the respondents were influenced by media. Beauticians influenced twenty percent of them to use cosmetics. Sixteen percent of them were influenced by their parents to use cosmetics. Relatives influenced fifteen percent respondents. Thirteen percent respondents were influenced by product brochures. Six percent of them were influenced by websites. Five percent of the respondents were influenced by sales girls and two percent of them were influenced by dermatologist.

Table 4: Factors that Influenced the Respondents to Use Cosmetics

S. No.	Influencing factor	No. of respondents (N=100)
1	Friends	62
2	Parents	16
3	Relatives	15
4	Media	60
5	Dermatologist	2
6	Sales girls	5
7	Websites	6
8	Beautician	20
9	Product brochures	13

*Multiple responses.

Table 5 shows majority of the ninety percent respondents considered the quality of the product while purchasing a cosmetic product. Cost of the product was the factor considered by seventy four percent respondents while purchasing a Cosmetic product. Fifty seven percent of the respondents considered advertisement as the factor. Review of the product including online reviews was considered by one half of the respondents. Forty eight percent of the respondents considered the brand name as a factor. Ingredients present in the cosmetic product were considered by forty one percent of the respondents. Packaging of the cosmetic product was considered by seventeen percent of the respondents. Celebrity marketing was the factor considered by eleven percent of the respondents. Availability of the product was the factor considered by eight percent respondents to purchase a cosmetic product. Five percent of the respondents considered the aesthetic appearance of the product while purchasing a cosmetic product. The chisquare test reveals that there is a relationship between the income of the respondents and factors considered while purchasing cosmetics.

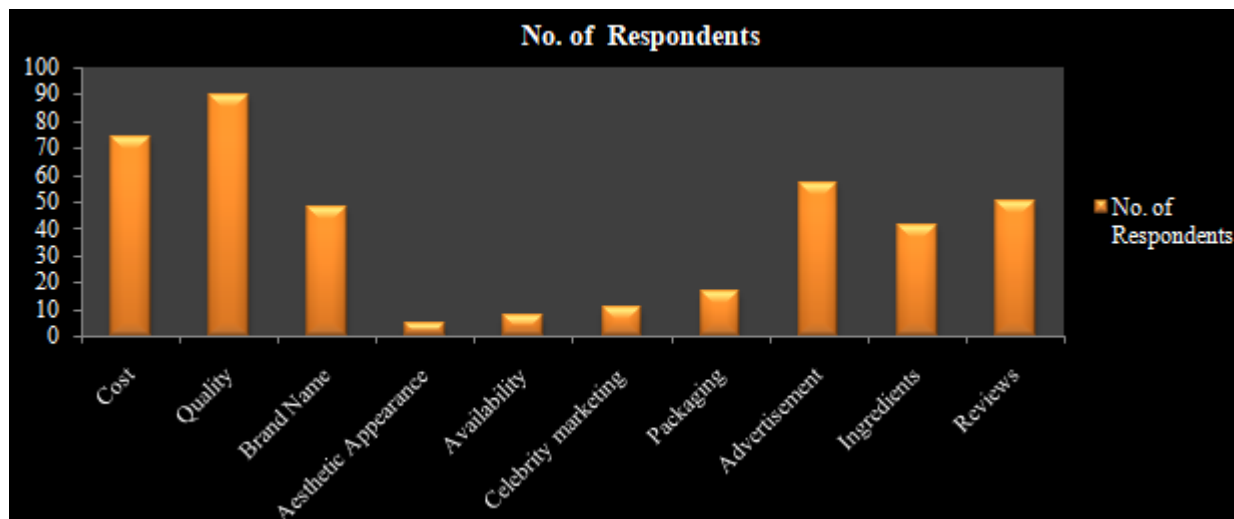


Figure 1: Factors considered while purchasing a cosmetic product

4. Discussion

From the present study Sixty five percent of the respondents are coming from nuclear family. Ninety five percent of the respondents are studying for under graduation. Forty one percent of the family was in the monthly income bracket of Rs 30000 and above. One fourth of the respondents were in the monthly income slab of Rs.20001-30000. Twenty one percent of the respondents were in the income bracket of Rs.10001-20000. Thirteen percent of the respondents were in the lower income range of Rs.10000 and below. The study revealed that there is no relationship between the families' income and money spend on cosmetics. Majority (42%) of the respondents purchased cosmetics every month. Yearly purchases of cosmetics were done by 3 percent respondents and only one percent of the respondents purchased cosmetics week. Majority of the respondents were influenced by their friends. It is reveals that there is a relationship between the income of the respondents and factors considered while purchasing cosmetics. There is a work by Agarwal and Shrinivas (2018) deals with the factors affecting the buying behaviour of women with respect to the cosmetic industry. The result showed that majority of the women who are in their youth use cosmetics and that the factor brand is the most important factor considered by them while making any purchases. Anute *et. al.*, 2015 conducted a study on the consumer buying Behavior towards Cosmetic Products. □ Most of the people take quality as a most important factor to purchase cosmetic product and packaging as a least important factor for purchasing cosmetic product. The people has preferred Head & shoulder followed by sunsilk, dove, clinic plus and pantene respectively for hair care. According to Kanimozhi *et. al.*, 2019 everybody wants to look like the magazines figures, men as well as women a perfect skin and a perfect body for a perfect life. Women today are constantly being reminded of what is considered beautiful. There are thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes and sizes. Anjana., 2018 conducted a study deals with the factors influencing cosmetic buying behavior of consumers. The study reveals that various factors like quality, brand, price, advertisement and packaging have tremendous influences on consumer purchasing behavior and the research paper helps to contribute an extra idea and

knowledge to cosmetic companies so that they get to know more about the purchasing behaviour of consumers. According Lavur and Sreeramulu., 2019 Product factors like brand loyalty, brand name and quality of product having strong relation with respondents buying behaviour and Brand Ambassadors and Family & Friend references also show positive relation with buying personal care products.

5. Conclusion

The overall prevalence of using cosmetics was found to be quite high among adolescent girls. They feel that using cosmetics can quickly and temporarily change their appearance and personally transform them, resulting in an increase in self confidence. Various significant factors, like parent's occupation, monthly income, education, brand of the products, media, etc affected their selection of cosmetics. Family Income of the respondents is directly related to the money spend on cosmetics. Income of the respondents is directly related to the factors considered by the adolescents while purchasing a cosmetic product.

Acknowledgement

The authors thank the Head of Institution of Sree Narayana College for Women, Kollam and Head of the Department of Zoology and Head of the Department of Home science, Sree Narayana College for Women, Kollam for providing facilities for carry out the work.

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