

**Rural Consumer Behaviour towards Cosmetics [A Study With Reference to Women in Omalur Taluk]**

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**Abstract**

Fairness cream is one of the important products in the fast moving consumer goods and its increasing their sales because Indian peoples give more importance to the fairness. As India is a country known for, its diversity different consumers from different parts of the country prefer different branded fairness creams. The study aimed to identify the factors influencing women consumer behaviour in purchase fairness cream. Simple percentage and chi- square test were used in this study. The research concluded that that for rural consumers the consumption pattern is very much influenced by family size and structure. After arriving at the choice set in the evaluation stage of the buyer decision process, all the selected brands are acceptable to the rural consumer.

**Keywords:** Consumer Behaviour, Cosmetics, Rural Consumer

**Introduction**

The India cosmetic industry has rapid growth over the past two decades. In that time the range of cosmetic and beauty products in India has expand enormously. Indian competitors have begun to manufacture products to cater to an international need. Herbal cosmetics from India have a great demand in the overseas market and many cosmetic products that are manufactured in India today are supplied to international suppliers of branded cosmetic products like the Baby shop. New facts that have been reveal that the industry of cosmetic products in India is growing at an average rate of almost twenty percent annually; this increase is attributed to two main factors. The first being the increase for the demand in Indian cost effective products and the second being the increased purchasing power of the average Indian. There are also many reasons for the increased demand for cosmetic products in particular. With the introduction of satellite television and a wide array of television channels as well as the internet, the average Indian consumer is constantly bombarded with advertisements and information on new cosmetic products, which often translates into the desire to purchase them. A boom in the Indian fashion industry has been linked to the increased awareness of Indian people about their appearances & consequently contributed to an increase in the demand for cosmetic products (Kisan Shivajirao Desai, 2014)

**Statement of the Problem**

The immensity of the rural market creates opportunity as well as challenges to the marketers. The desire to improve the living standards is felt as enthusiastically in the rural areas as in the urban areas. Rural incomes are rising and the poverty level falling down. Due to increase income level of rural people simultaneously consumption pattern also changed. Today most of the consumers from rural areas are developing a brand familiarity with brand names. Both male and female consumers form a major segment of buyers of beauty products in India. (Monteiro, 2003). Indian women are becoming increasingly more beauty conscious. Reports of Consumer Graphics revealed that in 2003, Indian women aged 15-24 years accounted for 29.8% of all Indian makeup sales. The increased purchasing ability of women households helped them to spend more on personal grooming. Colour cosmetics emerged as the fastest growing area of the cosmetics and toiletries market over the review period. Experimentation among teen and young adult Indian women was one reason cited for the increase in makeup use. According to Monteiro (2003), there is a tremendous increase in the female cosmetic consumers. This is due to increasing number of

women becoming the earning members of the family due to their increased level of literacy and growing influence of the media. Therefore, it is necessary to know the influencing factors of women consumer behaviour in Omalur Taluk.

**Methodology of the Study**

The study is based on both primary and secondary data. The primary data is aggregated from the well structure questionnaire. The questionnaire were filled from the Omalur Taluk customers who were the customers of any one of the cosmetic branded product user from the five main cosmetics brand in Tamilnadu, Omalur Taluk named as fair and lovely, Garnier light, ponds and beauty, Fairever and Vivel. The secondary data were collected from the journal, website, books etc.,

**Objectives of the Study**

1. To know the factors influencing women consumer behaviour in purchase the fairness cream
2. To know the satisfaction level of the respondents

<b>Variables</b>	<b>Maximum</b>	<b>Minimum</b>
Age	21-30 (60%)	40 + (6.7%)
Marital Status	Unmarried (68%)	Married (32%)
Educational Qualification	Postgraduate (40%)	Professional (2.7)
Family size	3-4(52%)	Up to (6.7%)
Occupational status	Students (49.3%)	Others (2.7%)
Monthly Income	Up to 10,000 (50.7%)	30,001 + (2.7%)

<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
Fair & Lovely	28	37.3%
Garnier Light	5	6.7%
Ponds White Beauty	15	20%
Fairever	11	14.7%
Vivel	2	2.7%
Others	14	18.7%
<b>Total</b>	<b>75</b>	<b>100</b>

The above table depicted that out of 75 respondents, 37.3% of the respondents prefer Fair & Lovely, 6.7% of the respondents are prefer Garnier light, 20% of the respondents prefer Ponds White Beauty, 14.7% of the respondents are prefer Fairever, 2.7% of the respondents are prefer Vivel, whereas 18.7% of the respondents are prefer other fairness creams.

<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
15Gram	29	38.7%
30Gram	23	30.7%
50gram	15	20%
Above 50Gram	8	10.7%
<b>Total</b>	<b>75</b>	<b>100</b>

The above table shows that out of 75 respondents, 38.7 % of the respondents are buy 15 gram, 30.7% of the respondents are buy 30 gram, 20% of the respondents are buy 50gram, while 10.7% of the respondents are buy 50 gram and above.

<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
6 Months	12	16%
1 year	15	20%
2 years	10	13.3%
3 years	9	12%
4 years	5	6.7%
Above 5 years	24	32%
<b>Total</b>	<b>75</b>	<b>100</b>

The above table revealed that out of 75 respondents, 16% of the respondents are using just 6 month, 20% of the respondents are using 1 year, 13.3% of the respondents are using 1 years, 12% of the respondents are using 3 years, 6.7% of the respondents are using 4 years, while 32% of the respondents are using above 4 years.

<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
Once	41	54.7%
Twice	22	29.3%
Thrice	7	9.3%
Above thrice	5	6.7%
<b>Total</b>	<b>75</b>	<b>100</b>

The above table depicted that out of 75 respondents, 54.7% of the respondents are using fairness cream once in a day, 29.3% of the respondents are using fairness cream twice in a day, 9.3% of the respondents are using fairness cream thrice in a day, whereas 6.7% of the respondents are using fairness cream above thrice.

<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
Family Members	23	30.7%
Friends	12	16%
Advertisements	14	18.7%
Personal Experience	17	22.7%
Offers or Discount	5	6.7%
Others	4	5.3%
<b>Total</b>	<b>75</b>	<b>100</b>

The above table shows that out of 75 respondents, 30.7% of the respondents are induced by family members, 16% of the respondents are induced by friends, 18.7% of the respondents are induced by advertisements, 22.7% of the respondents are induced by personal experience, 6.7 % of the respondents are induced by offers and discounts, while 5.3% of the respondents are induced by others.

<b>Particulars</b>	<b>N</b>	<b>Mean</b>	<b>Std Deviation</b>	<b>Sig</b>
Fairness/brightness	75	4.28	.798	.092
Reduces dark spots	75	3.84	.959	.111
Flavours/ colours	75	4.01	.846	.098
Skin softness/ freshness	75	4.00	.771	.089
Pleasant smell	75	4.07	.963	.111

From the above table, it is found that the mean values are ranging from 3.84 to 4.28 with respect to standard deviation range from 0.771 to 0.959. This leads to the consumption of the statistics as stated in the table. In case of significant column, it is found that all five variables are not significant. Therefore, it can be concluded that above specified reasons are low moderately agreed with Omalur Taluk women consumers.

### **Conclusion**

Rural consumer's consumption pattern is very much influenced by family size and structure. After arriving at the choice set in the evaluation stage of the buyer decision process, all the selected brands are acceptable to the rural consumer. However, in this situation the final choice is guided by the perceived risk associated with the product as well as by the key influencers like opinion leaders, family and friends. Perceived risk is high among rural consumers as they find it difficult to gather and process relevant information. Due to this reason they make a collective decision. Marketers need to address the perceived risk of rural buyers by showcasing the experience of users and ensuring service delivery close to the consumer's doorstep. Quality and value are vital for the success of a new product as they bring improvement to consumer lives in terms of productivity. Products that generate the perception of providing comfort or improving the quality of everyday life, the price is not questioned and the role played by additional features is not significant in influencing choice. The rural consumer also depends upon observed source like exhibitions and road shows because they provide an opportunity to evaluate the product personally and absorb relevant information at their own relaxed pace. Marketers need to focus on plummeting the information search time by inducing product trials and successfully reaching out to the consumer through ideal information channels. Marketers also need to understand the product specific evaluation process from primary research to mapping the succession of their brand from consideration set to choice set. This deal with the product deficiencies in relation to competition and improves its chances of selection during evaluation. Customer behaviour is the key to building a profitable and sustainable relationship with rural customers.

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