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“A STUDY ON CONSUMER BUYING PATTERNS OF COSMETICS IN RURAL AREAS, REFERENCE TO WARANGAL DISTRICT OF ANDHRA PRADESH”

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Abstract:

A Consumer can be very vital to any organization in present scenario. The changing globalized world market is enhancing the value of the consumer. The consumer while he is buying the products/services, what kind of attitudes he is opting, and what are the influencing factors are effecting his decision making in buying are very important. The consumer buying patterns changes the company's position in the market as well as the product.

In this study we discuss about, how the cosmetic products are moving in the rural market of Warangal district, with consumer different buying patterns which he is adopting in his decision making. It indulges various aspects in buying patterns, and it indulges influencing factors also. What are the impacts of tradition on consumer while using the product of cosmetic, and what are the needs of the rural consumers in consuming cosmetic products, is there any branding loyalty is there, or just they are going with the trend to follow the cosmetics. At the end whatever they may be different results that we found in this study, there is only one fact that we can say, “consumer buying patterns in cosmetic products regard to rural Warangal, they just need products for consumption, they don't think that it is mandatory to them to see the brands of the products, quality of the products, price of the products. They were not aware of all these as they are some what illiterate, and our they are only the people who follows our Indian tradition perfectly. And they feel that roaming in the nights is against. So finally we can say rural Warangal do not want any new trends in cosmetics, they just consuming all these for going with the trend, not for real need.

KEY WORDS:

enhancing, indulging, literate, mandatory, branding, loyalty, globalized, rural market.

INTRODUCTION

Consumer is stated as, “the end user or utilizer” of particular product or service total of Individuals involved in obtaining and using economic goods and services, including the decision process that precede and determine these acts (angel et al 1968).

According to section 2(d) of the consumer protection act 1986, he who purchases goods for consideration and who hires any services for consideration is a consumer.

Consumer in today's context is similar to god to the companies, for this every company has to focus on the consumers and their satisfaction. And moreover every company has to concentrate on buying patterns of the consumers of the products and service. Different factors will influence on them in buying

one product/service. The economic levels of the people, cultures, languages, attitudes, beliefs, and traditions will effect on consumer buying patterns.

Some factors are influencing on buyers (consumers) there can be classified in to four main groups.

Environmental factors
Organizational factors
Interpersonal factors
Individual factors

Every company in their promotions of product/service they should consider all the above factors to be success in their result in consumer buying.

OBJECTIVES OF THE STUDY:

The main objective of the study will be to obtain the consumer Buying Patters of Cosmetic products in rural Warangal of Andhra Pradesh,

To examine the consumers and their preferences while purchasing the Cosmetics Products,
To study the awareness about Cosmetic Products,
To find out the percentage of people who are opting Branded and Unbranded cosmetic products,
To study the consumer preferences of buying times,
To examine the Influencing levels of media/individual on consumer in purchasing,
To identify the bargaining potentiality of rural consumer,
To study about the shifting the brands with the influence of seller or shop keeper,
To study about the Frequency of using the products in a day.

RESEARCH METHODOLOGY

Research methodology is the process of solving the problem systematically by research .the objective of the research is to solve the problem by using available data

Sources of data

Primary data: The Primary data consists of original information generated /gathered for specific purpose .primarily collected by the survey method by using a comprehensive questionnaire.
Secondary data: This consists of information that already exists some other purpose. It provides starting point for research reports, periodicals, magazines catalogues, brochures; newspapers were used in the study.

Research approach

The research approach used in this comprehensive study of “A study on Consumers Buying Patterns of Cosmetic Products in Rural Warangal of Andhra Pradesh” was survey

Research instrument

The research instrument for the study used was questionnaire

Questionnaire

It consists of a set questions presented to the respondents for their answers. The questionnaire was prepared for their answers. The questionnaire was prepared in a structured form; some of the questions had multiple-choice answers .in these both open and closed ended questions were addressed to the target respondents to collect the information regard to the concern

Sampling plan

Sampling was done to eliminate any bias to the greatest extent possible, with stratified.

Sampling unit:

Sampling unit is the “consumers of Cosmetic products in Warangal”.

Sampling size: for this particular study a sample of 150 consumers of Cosmetic Products have been selected at randomly from Rural Warangal. The Warangal is consisted of 51 Mandals and 1014 GramPanchayats, and the Populations is around about 8, 00,000. (some selected villages in Warangal district)

Sampling procedure: the method selected is convenient random sampling, in which the chances of respondents being selected are not known. In this convenient sampling is chosen for experience, as the sample was random.

Cosmetics Industry: Profile

Elemental analysis in the cosmetics industry

Cosmetics are mixtures of some surfactants, oils and other ingredients. They are required to be effective, long lasting, stable and last not least safe to human use.

Cosmetics contain mineral or metallic and nonmetallic additives. In sunscreen for example titanium and zinc are used as sun blockers. The color of make-up is determined by the concentration and the ratio of black or red iron oxide, titanium dioxide and/or zinc oxide. Metal dyes are used in finger nail polish and also the use and concentration of heavy metals play an important role in cosmetics production.

Like all processes producing goods that get ingested or can otherwise reach into human bodies the manufacturing of cosmetics is under strict regulations and legislations and thus needs continuous control and monitoring.

A great advantage of X-ray fluorescence technique is that the measurement are non destructive and can be directly carried out on solid samples (powder in sample cup or pressed into pellets). Less time consuming preparation and manipulation means time and cost savings. Other advantages of XRF are also simplicity of use, short analysis time and simultaneous analysis leading to a high throughput.

Cosmetics

Cosmetic products are important consumer products with an essential role in everyone's life: apart from "traditional" cosmetic products, such as make-up and perfumes, it also includes products for personal hygiene, for example tooth-care products, shampoos and soaps.

Today's cosmetic market is driven by innovation including new colour pallets, treatments targeted to specific skin types and unique formulas concentrating on different needs. Most cosmetics products have a lifespan of less than five years and manufacturers reformulate 25% of their products every year. They need to improve products constantly in order to stay ahead in a highly competitive market where more choice and ever greater efficacy are expected by the consumer.

The European cosmetics industry is a world leader and dominant cosmetics exporter, a highly innovative sector and a significant employer in Europe. The EU's involvement concerns mainly the regulatory framework for market access, international trade relations and regulatory convergence, all aiming to ensure the highest level of consumer safety while promoting the innovation and the competitiveness of this sector.

Products used for the purposes of cleansing, beautifying, promoting attractiveness or alternating one's appearance.

Any of several preparations (excluding soap) applied to the human body for beautifying, preserving, or altering the appearance or for cleansing, colouring, conditioning, or protecting the skin, hair, nails, lips, eyes, or teeth. The earliest known cosmetics were in use in Egypt in the 4th millennium BC. Cosmetics were in wide use in the Roman Empire, but they disappeared from much of Europe with the fall of the Roman Empire (5th century AD) and did not reappear until the middle Ages, when Crusaders returned from the Middle East with cosmetics and perfumes.

By the 18th century they had come into use by nearly all social classes. Modern cosmetics include skin-care preparations; foundation, face powder and rouge (blusher); eye makeup; lipstick; shampoo; hair curling and straightening preparations; hair colours, dyes, and bleaches; and nail polish. Related products include antiperspirants, mouthwashes, depilatories, astringents, and bath crystals.

History:

The use of body paint for ornamental and religious purposes has been common among primitive peoples from prehistoric times. Ointments, balms, powders, and hair dyes have also been used from ancient

times. Many cosmetics originated in Asia, but their ingredients and use are first recorded in Egypt; ancient tombs have yielded cosmetic jars (called kohl pots) and applicators (called cosmetic spoons). The Egyptians used kohl to darken their eyes; a crude paint was used on the face, and fingers were often dyed with henna. Greek women used charcoal pencils and rouge sticks of alkanet and coated their faces with powder, which often contained dangerous lead compounds. Beauty aids reached a peak in imperial Rome 'especially chalk for the face and a rouge called focus' and ladies required the services of slaves adept in their use.

Many cosmetics survived the middle Ages, and Crusaders brought back rare Eastern oils and perfumes. In the Renaissance, cosmetics, usually white-lead powder and vermilion were used extravagantly. From the 17th cent. Recipes and books on the toilette abounded. Professional cosmetologists began to appear, and luxurious prescriptions often included a bath in wine or milk. Reaching its height in 1760, the use of cosmetics virtually disappeared with the advent of the French Revolution. The year 1900 saw a revival of their use, accompanied by the manufacture of beauty aids on a scientific basis in France. Since then the industry has grown to tremendous proportions with products manufactured for every conceivable use.

In the United States, cosmetics intended for interstate commerce are controlled under the federal Food, Drug, and Cosmetic Act of 1938. Spearheaded by companies founded by Helena Rubinstein, Elizabeth Arden, Estée Lauder, and other women and by their male counterparts, e.g., Charles Revson, the cosmetics business flourished throughout the later 20th century.

By the beginning of the 21st cent. The cosmetics industry was mostly run by large corporations and had become a multibillion dollar enterprise.

The first archaeological evidence of cosmetics usage is found in Ancient Egypt around 4000 BC. The Ancient Greeks and Romans also used cosmetics. The Romans and Ancient Egyptians used cosmetics containing mercury and often lead.

In the western world, the advent of cosmetics was in the middle ages, although typically restricted to use within the upper classes.

Cosmetic use was frowned upon at some points in history. For example, in the 1800s, Queen Victoria publicly declared makeup improper. It was viewed as vulgar and acceptable only for use by actors. By the middle of the 20th century, cosmetics were in widespread use in nearly all societies around the world.

The Cosmetic Industry Today;

Cosmetics industry is a multinational, multi-billion-dollar industry. Of the major firms, the oldest and the largest is L'Oreal, which was founded by Eugene Schueller in 1909 as the French Harmless Hair Colouring Company (now owned by Lillian Bettencourt 27.5% and Nestlé 26.4%, with the remaining 46.1% are publicly traded).

The market was developed in the USA during the 1910s by Elizabeth Arden, Helena Rubinstein, and Max Factor. These firms were joined by Revlon just before World War II and Estée Lauder just after.

DATAANALYSIS

The Consumer Buying Patterns of Cosmetic Products in Rural Warangal of Andhra Pradesh were found through structured questionnaire, which consisted of some open ended & some closed ended questions for the purpose. Here are the findings of analysis.

Table – 1,
Age Groups of the respondents in the study,

	Respondents
18 years to 22 years	110
23 years to 30 years	30
30 and Above	10

Source: Primary Data (Questionnaire)

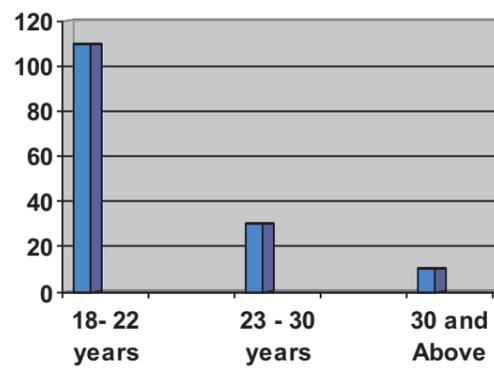
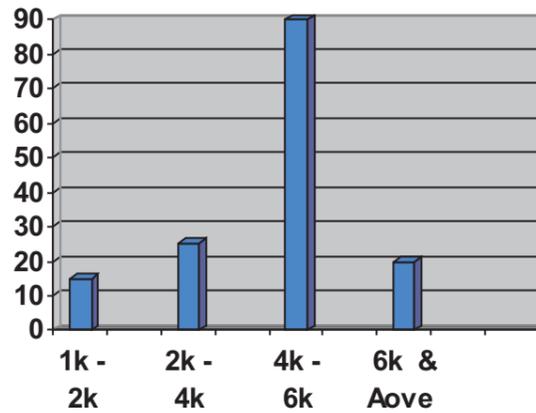


Table – 2,
Income Groups among the Sample:

	Respondents	Percentage
1000 – 2000	15	10%
2000 – 4000	25	17%
4000 – 6000	90	60%
Above 6000	20	13%



Source: Primary Data (Questionnaire)

Table: 1 Interprets that, the above analysis, it is found that, in the study in between 18 years to 22 years the respondents lies were in private segment 110 members, In between 23 to 30 years the respondent's lies were 30 members, In Above 30 years fragment were 10 members.

Table: 2 shows the analysis stating that the respondents Income groups were fragmented with their monthly income limits, and they are in between 1000 to 2 000 thousands, were 15 members, in 2000 to 4000 Margin 25 members, in 4000 to 6000 Margin 90 members, and in above 6000 were 20 members.

Table: 3 stating the analyses that, 30 members are showing interest for getting appealing, and 100 members are to go with the trend, and finally 20 members were using these cosmetics for looking young.

Table-4, presenting that the, 10 consumers were looking for product ingredients, 80 members were looking for availability of the products at that store, 40 members were looking for the price of the product, 10members were looking for quality of the product and final 10 members were looking for brand name of the product in buying the cosmetic product.

Table – 3,

Reason for Consuming Cosmetic products,

	Respondents	Percentage
To look appealing	30	20%
To go with Trend	100	66%
To look young	20	14%

Source: Primary Data (Questionnaire)

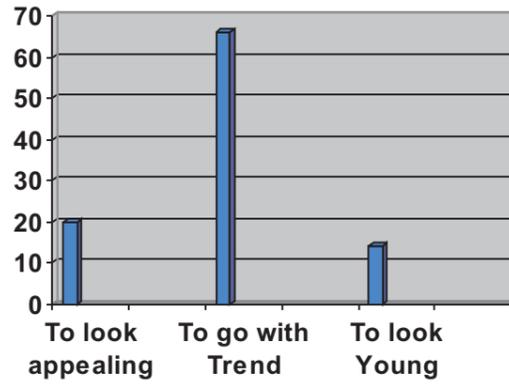
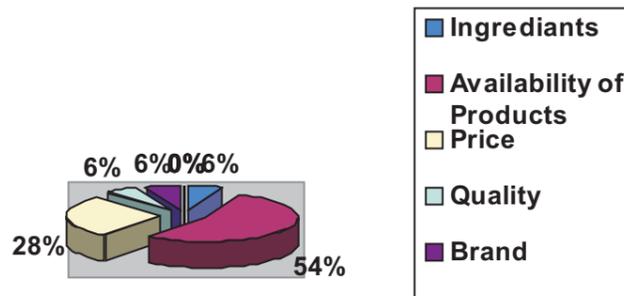


Table – 4,

The Criteria & Traits of Cosmetic products while purchasing it by consumer,

	Respondents	Percentage
Products Ingredients	10	6
Availability of Products	80	54
Price	40	28
Quality	10	6
Brand	10	6

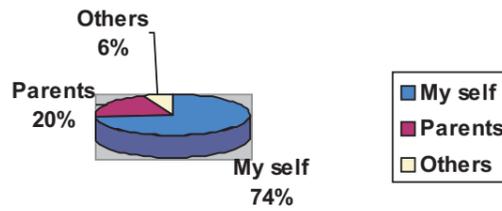


Source: Primary Data (Questionnaire)

Table – 5,

Persons purchasing the products, among the respondents,

Response	Respondents	Percentage
Myself	110	74%
Parents	30	20%
Others	10	6%



Source: Primary Data (Questionnaire)

Table – 6,

Consumption of Cosmetic Products for,

	Respondents	Percentage
For Individual Use	75	50%
For the use of whole family	75	50%

Source: Primary Data

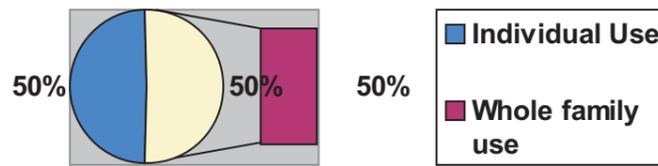


Table: 5 interprets that, the Major proportionate of the respondents i.e., 110 members among 150 sample are buying the product by their own, and in the case of other 30 members, their parents are buying the products for themselves, and in the case of remaining 10 members others were buying for them.

Table: 6 interprets that, the Consumption of these Cosmetic product that are Purchased and buying by the consumer are 50% of the respondents are, for their usage/consumption, and remaining 20% of the respondents are for whole family usage. So here consumers are buying the products for sample proportionate in their usage.

Table – 7,

Frequency of Consuming Cosmetic Products,

Response	Respondents	Percentage
Daily	110	74%
Often	20	13%
Occasionally	20	13%

Source: Primary Data (Questionnaire)

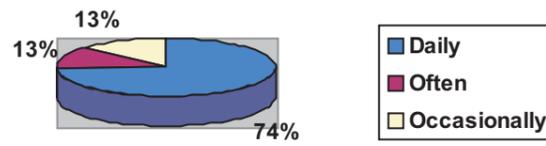
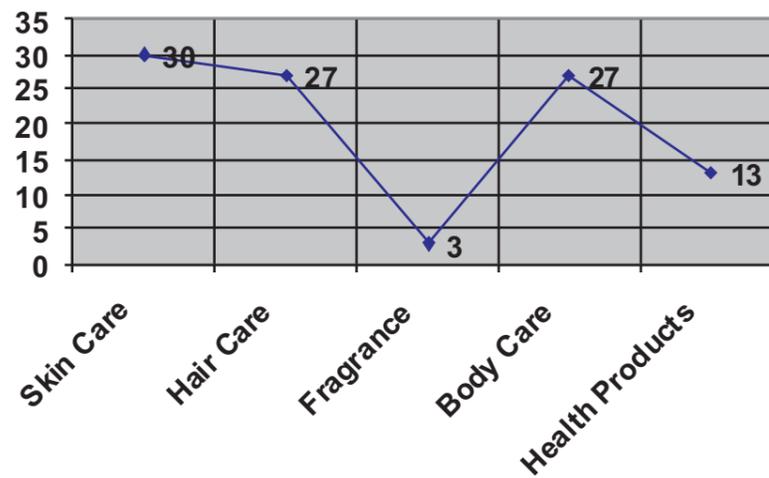


Table – 8,
Products Purchased for Consumption by the Consumer

Response	Respondents	Percentage
Skin Care	45	30%
Hair Care	40	27%
Fragrance	5	3%
Body Care	40	27%
Health Products	20	13%



Source: Primary Data (Questionnaire)

Table – 9,
 Frequency of timing of purchasing the products,

Response	Respondents	Percentage
Morning	5	3
Noon	75	50
Evening	60	40
Night	10	7

Source: Primary Data (Questionnaire)

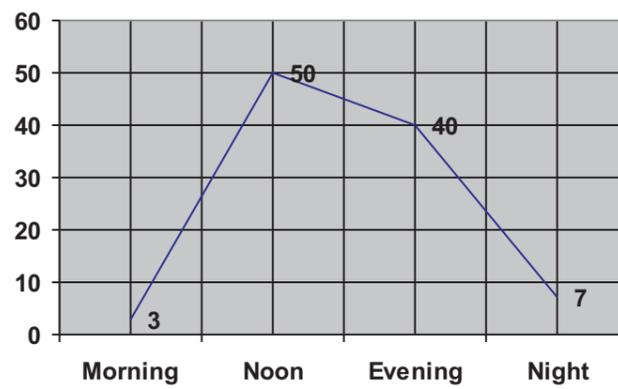


Table: 7 Analysis says that, among 100% (150) of the respondents 74% were Consumes these Cosmetics daily in their life, 13% of the respondents are using very often, ad remaining 13% of the respondents are using these cosmetics occasionally.

Table:8 is giving information about the respondents among 150,30% of the respondents are using the cosmetics for skin care, 27% for Hair Care, 3% were Fragrance, 27% for Body Care, and final 20% for the Health Care.

Table: 9 Presents that, the consumer are showing interest to buy these cosmetics, 3% were in the morning session, 50% were in the noon session, 40% were in evening session, and remaining 7% were at night session. Because our tradition regard to rural areas women not come out in the evening session. That's why the majority of the respondents were buying these products in the noon session.

Table: 10 analyses showing that, it is clear that while consumer deciding or buying the product, lot of people around him, and Media and at the end shopkeeper(who is selleing the product) are influencing on him. And they are changing the mind set of the consumer to buy something which he is not desired about. In that 79% of the respondents are accepting it, and remaining 21 % of the respondents are not accepting it.

Table– 10,
 Influencing Level by the individual/Shopkeeper/Media on Consumer, the time of purchasing the products,

Response	Respondents	Percentage
Yes	120	79%
No	10	7%
To some extent	10	7%
Can't say	10	7%

Source: Primary Data (Questionnaire)

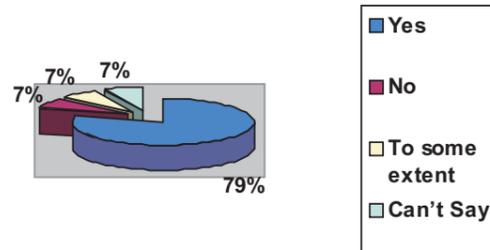


Table – 11,
Consumers interest of Cosmetics in,

Response	Respondents	Percentage
Branded	12	8%
Unbranded	138	92%

Source: Primary Data (Questionnaire)

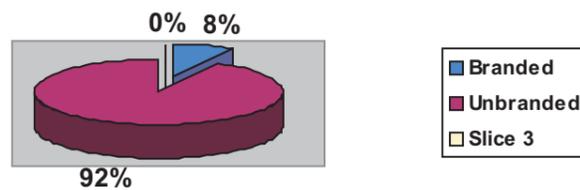


Table – 12,
Level of Awareness regarding Prices of Different Cosmetic Products,

	Respondents	Percentage
Yes	5	3%
No	115	77%
To some extent	30	20%

Source: Primary Data (Questionnaire)

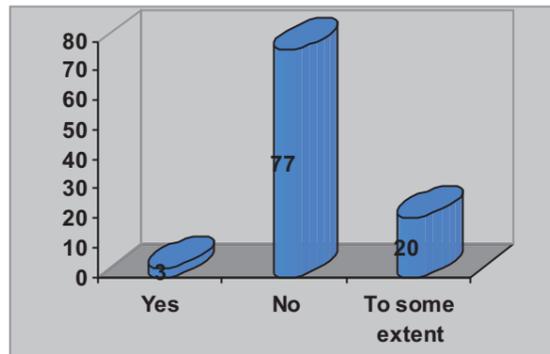


Table – 13,

Bargaining while Purchasing a Cosmetic product,

	Respondents	Percentage
Yes	100	66%
No	10	7%
To some extent	40	27%

Source: Primary Data (Questionnaire)

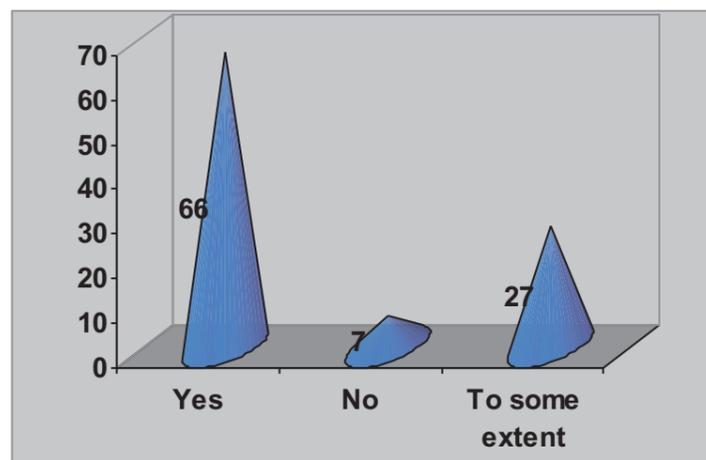


Table 11 analysis, that Most of the respondents among the sample i.e. 92% were buying unbranded cosmetics, only 8% of the respondents were buying branded cosmetics. The reason behind this is that, in rural areas the people works for their needs, and most of them were illiterates. That's why they won't look for branded products; they just need products for consumption that's it.

Table: 12 defining that, the respondents of this study are rural people (mostly rural Women), where they don't the different brands and the prices of the cosmetics, apart from some product brands. As we discussed in last table they just need product for consumption, so where they won't look for price, even most of them were not aware of all the different pricing of different cosmetic products. In that 70% of the respondents were going with above statement, and 20% were to some extent, and final 3% were not accepting it.

Table: 13 analyses found that, 66% majority respondents are revealing the fact that, they do

bargain while purchasing the Cosmetic products, 27% were bargaining in some cases for some products, and 7% were not bargaining for some different reasons. In India is mandatory that, while purchasing something every consumer has to bargain the products price, as some ads were saying that you can ask on MRP (maximum retail price). Conclusion:

At the end whatever they may be different results that we found in this study, there is only one fact that we can say, “consumer buying patterns in cosmetic products regard to rural Warangal, they just need products for consumption, they don't think that it is mandatory to them to see the brands of the products, quality of the products, price of the products. They were not aware of all these as they are some what illiterate, and our they are only the people who follows our Indian tradition perfectly. And they feel that roaming in the nights is against. So finally we can say rural Warangal do not want any new trends in cosmetics, they just consuming all these for going with the tred, not for real need.

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