



A STUDY ON THE BUYING BEHAVIOR OF WOMEN CUSTOMERS TOWARDS COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO IRINJALAKUDA TOWN.

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Abstract

Modern world considers physical appearance as one of the most important factors affecting our personality. Cosmetics provide one way to improve our physical appearance. Generally, we assume that female population is the major user of cosmetic products. So this study focuses on analyzing the attitude of women towards the purchase of cosmetic products and thereby the future prospects for cosmetic dealers in Irinjalakuda town.

Key words: Cosmetics, attitude, buying behavior.

1.1. Introduction

Aesthetic make up products is being used since olden days. We today call them as cosmetics. The word “cosmetics” is derived from the Greek word “Kosmetikos” which means “skilled at decorating”. Cosmetics colloquially known as makeup are care substances used to enhance the appearance or odor of the human body. The US; Food and Drug Administration(FDA), which regulates cosmetics, defines cosmetics as “intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body’s structure or functions”.

According to Euromonitor, the cosmetics and toiletries is divided into eleven categories which are body care, colour cosmetic, bath and shower products, deodorants, hair care, men’s grooming products, oral hygiene, fragrances, skin care, depilatories and skin care.

Since 1991, with the liberalization along with the crowning of many Indian women at international beauty pageants, the cosmetic industry has come into the limelight in a bigger way. Subsequently there has been a change in the cosmetic consumption and this trend is fueling growth in the cosmetic sector. Indian cosmetic industry had rapid growth in the last couple of years, growing at a CAGR of around 7.5% between 2006 and 2008. This is mainly due to increasing purchasing power and fashion consciousness. In the Indian cosmetic industry, both electronic as well as print media are playing an important role in spreading awareness about the cosmetic products and developing fashion consciousness among the Indian consumers.

Due to the development of satellite television and a number of television channels as well as the internet in the modern day, the Indian consumers are constantly being updated about new cosmetic products, translating into the desire to purchase them.

Additionally, the flourishing Indian fashion/film industry is fueling growth into the cosmetic industry in India by making Indians to realize the importance of having good looks and appearances. Today most of the cosmetics manufacturers in India cater to the domestic market but they are gradually establishing their footholds in overseas market. Indian herbal cosmetic products have a tremendous demand in the international market.

1.2 Review of Literature

Hoyer, Deborah (2001)¹ According to them the consumer behavior influences in three aspects, they are acquiring, using and disposing. Acquiring means how the consumer spends money on the products, such as leasing, trading and borrowing. Using means some of the consumers use the high priced products and some of the consumers see the quality. Disposing means distribution, order or that places a particular product.

Kerin et al, (2003)² According to them lifestyle is a way of living that is identified by how people spend their time and resources, what they consider important in their environment and what they think themselves and the world around them. Personality, motives and attitudes also influences lifestyle.

Kotler and Keller (2009)³ Attitudes are formed through experience and learning and that attitudes influence buying behavior. Consumer attitudes towards a firm and its products greatly influence the success or failure of the firm.

Solomon, (2009)⁴ According to him the concept of lifestyle provide a description of behavior and purchase pattern, especially the ways in which people spend their money and time. Personality, motives and attitudes also influences lifestyle. Lifestyle defines a pattern of consumption.