

**COSMETICS PRODUCTS PURCHASING BEHAVIOUR IN CHENGALPAT
DISTRICT**

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ABSTRACT

This study aims at investigating the cosmetics products purchasing behaviour in Chengalpat district. Collecting data using a valid and reliable questionnaire from 150 users of cosmetics products in Chengalpat district, the results identified that there is influence of factors such as fashion enthusiasm, price and value, brand, shopping influences, environmental and health, quality, mass media focus, personal style, brand and store loyalty and convenience and time on purchasing behaviour of cosmetics products. But there is no influence of factors such as shopping influences, quality, mass media focus and brand and store loyalty on purchasing behaviour of cosmetics products. Therefore, Understand the price and expectations of cosmetic products to suit the needs of low-income consumers. Manufacturers and marketers are advised to obtain certain certifications that can help build consumer confidence. Manufacturers, to attract users' notice, can lead to severe setbacks and failure of trust in a particular brand.

Keywords: *Influencing factors, Cosmetics Products, store loyalty and Purchasing Behaviour.*

INTRODUCTION

Consumer behaviour is a multidisciplinary social science that incorporates aspects of psychology, sociology, social anthropology, ethnography, marketing, and economics, particularly behavioural economics. It investigates how emotions, attitudes, and preferences influence purchasing decisions. Individual consumer characteristics such as demographics, personality lifestyles, and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals are all investigated in formal studies of consumer behaviour to understand people's wants and consumption. The study of consumer behaviour also investigates the influences of groups including family, friends, sports, reference groups, and society in general on the consumer. Consumer behaviour research encompasses all elements of purchasing behaviour, from pre-purchase activities to post-purchase consumption, appraisal, and disposal. It also includes all those who are involved in purchase decisions and consumption activities, whether directly or indirectly, such as brand influencers and opinion leaders. Consumer behaviour is difficult to forecast, even for specialists in the industry, according to research. New research approaches like ethnography and consumer neuroscience, on the other hand, are offering new light on how consumers make decisions.

Along with the evolution of the human species, all linked fields and disciplines evolved to meet human wants and requirements. Cosmetics, on the other hand, have a long history that is still developing. They will undergo alternation, reversal, reassessment, and adoption and re adoption of aesthetic procedures at times. Chemicals were not utilized in Hindi ancient eras, and people relied solely on animal and plant sources for their cosmetic needs. Now, people are re-adopting green cosmetics, and they are attempting to avoid using

chemical-based facials, makeup materials, and beauty products. Hence, the research tries to identify the cosmetics products purchasing behaviour in Chengalpat district.

REVIEW OF LITERATURE

Zohra Ghali-Zinoubi (2020) analysis identified that there is positive relationship between green purchase intention and behavior. It was also discovered that there is influence of consumer price sensitivity on purchase behaviour. Full mediating roles of green purchase intention were confirmed between social influence, health consciousness, perceived consumer effectiveness and consumer behavior.

Lavanya and MadhanKumar (2019) identified that there is influence of consumer and product factors such as product manufacturing concern for environment, products do not harm the environment and environmentally responsible products on the customer perceptions or norms to choice of green products. The authors also identified that there is influence of marketing strategies such as environmentally safe manufacturing, eco-friendly product tags and promotion if products in eco-friendly manner such as digital media and social media on consumer perception towards green products.

Mandawala and Gamage (2019) identified that there is influence of drive for environmental responsibility, supporting environmental protection, perceived value and environmental friendliness of companies purchase decisions of consumers in Western Province of Sri Lanka.

Odai Falah Mohammad AL-Ghaswyneh (2019) analysis also identified that there is a strong positive correlation between the cultural, social, personal and psychological variables and the purchase decision. The analysis also identified that the psychological factors are the most effective in the decision-making process of purchase.

Shahinur Rahman (2019) identified that there is influence of both attributes and price of green products on green purchasing behavior. The authors recommended that price and green

products' attributes have forceful features that can inspire consumers to buy environmentally positive products and make this eco-friendly purchasing behavior.

Yifeng Lin, et al. (2018) identified that there is influence of price and performance on choosing cosmetics instead of green elements. The author also identified that the popular neutral attitudes toward green cosmetics due to the confusing market standards and lack of knowledge.

Ma and Yang (2018) discovered that Chinese females purchase cosmetic products relying on price, quality and delivery. The Cosmetic Toiletry and Perfumery Association (2018) summarized that consumer attitude toward green product. The research identified that there is influence of attributes including ingredients, functions, fragrance, packaging and price on purchase behaviour.

Karissa (2017) identified that there is influence of perceived importance of green corporate practices and green marketing mix on attitude towards green values. The research also identified that there is influence of Ottman's deep-green sub-segments on attitude towards green values.

Yatish Joshia and Zillur Rahmanb (2015) identified that various factors such as facilitators, prevalent motives and arrivers affecting purchase decision-making towards green products and green purchase behavior. The authors also identified those products functional attributes emerged and consumer's environmental concern as the two major influencers of consumer green purchase behavior.

Kaufmann, et al. (2012) had examined that the factors affecting consumers' green purchasing behavior. Secondary data was used. The research identified that demographic factors would participate a dominant or mediating function in the consumers' green purchasing behavior. The authors suggested a different approach to evaluating the variables of consumers' green purchasing behavior.

Purohit (2011) identified that there is influence of price, product, place and promotion on buying intention of ecofriendly products. The research also showed that consumers were prepared to pay high price for ecofriendly which origin less pollution to the surroundings were consumer prepared to recompense excellence of the product for the assistance of the atmosphere.

Costello (2011) identified that around a quarter of British women placed low importance on the instead focused on product functions and breakdown of the ingredients of their cosmetics. According to Schiffman and Kanuk (2007) discovered that there is influence of emphasized the sources on attitude formation such as social networks, personal experience and marketing techniques.

Hence, the researcher framed the hypothesis: there is no influence of factors (fashion enthusiasm, price and value, brand, shopping influences, environmental and health, quality, mass media focus, personal style, brand and store loyalty and convenience and time) on purchasing behaviour of cosmetics products.

NEED FOR THE STUDY

The findings of this study will help manufacturers of cosmetics products and policy makers. This study will help the purchasing behaviour of cosmetics products in in Chengalpat district.

OBJECTIVES OF THE STUDY

- To find out the influencing factors of cosmetics products.
- To identify the factors influencing the purchasing behaviour of cosmetics products.

RESEARCH DESIGN

To explore the influence of factors on the purchasing behaviour of cosmetics products a **descriptive research design** is employed by the researcher. Data is collected from users of cosmetics products in Chengalpat district a structured and standard questionnaire. This

descriptive research design is employed to explore the relationship between influencing factors and purchasing behaviour.

QUESTIONNAIRE DESIGN

Data is collected from users of cosmetics products in Chengalpat district through a well-designed questionnaire. The questionnaire construction for this study is divided into three parts. The first part of the questionnaire is arranged in such a way to know the demographics profile of users of cosmetics products, the second part is influencing factors, and the third part is purchasing behaviour. Except first part, all the two sections are constructed with multiple choice questions. The first part is set up as a category and the other three as a measuring scaling technique.

Table 1: Questionnaire Construction

S.No.	Variable	Items	Author
I	Demographic Profile	8	---
II	Influencing Factors	34	Chang and Fong (2010)
III	Purchasing Behaviour	10	Self-Design

RELIABILITY

Table 2: Reliability of the research

S.No.	Variable	Items	Cronbach's Alpha
I	Influencing Factors	34	0.89
II	Customer Satisfaction	10	0.80

Pilot study was done to confirm that the results of this study questionnaire are reliable. The questionnaires are verified by involving 150 users of cosmetics products in Chengalpat district. Based on the users of cosmetics products opinion, some changes are made in the questionnaire. Cronbach's alpha tool is employed to test the reliability of the research variables. All the variables of this questionnaire are above 0.70 which shows that it

is reliable. This means that the set of questionnaire has a high reliability value. Based on this result, it is statistically recommended that the questionnaire set can be implemented for final data collection of the research.

SAMPLING TECHNIQUE

In this study, convenience sampling technique has been applied to collect the primary data from the users of cosmetics products in Chengalpat district. In this way 150 users of cosmetics products are approached to collect the primary data in Chengalpat district.

STATISTICAL TOOLS

Multiple regression analysis was used to estimate the factors influencing purchasing behaviour of cosmetics products.

Table 3: Factors influencing purchasing behaviour of cosmetics products

Model Summary

Dependent Variable	Purchasing Behaviour
Independent Variables	Fashion enthusiasm, Price and value, Brand, Shopping influences, Environmental and health, Quality, Mass media focus, Personal style, Brand and store loyalty and Convenience and time
F - Value	136.207
P - value	0.001
R	0.916
R ²	0.840
Adjusted R ²	0.834

Source: primary data

The table 3 describes the factors influencing (fashion enthusiasm, price and value, brand, shopping influences, environmental and health, quality, mass media focus, personal style, brand and store loyalty and convenience and time) purchasing behaviour of cosmetics products is explained through multiple regression analysis. The data was collected from 150 consumers in Chengalpat district.

H₀: There is no influence of factors (fashion enthusiasm, price and value, brand, shopping influences, environmental and health, quality, mass media focus, personal style, brand and store loyalty and convenience and time) on purchasing behaviour of cosmetics products.

From the model summary table, it can be inferred that the F-value is 136.207 and the p-value is 0.001. These results show that one percent level of significance. The R value of 0.916 indicates a very strong positive relationship between influencing factors and purchasing behaviour of cosmetics products. The R² is 0.840. 84 percent influencing factors of cosmetics products is significantly dependent by purchasing behaviour.

The strength of relationship is expressed by the following equation. Purchasing behaviour of cosmetics products = (4.261) + Fashion enthusiasm (0.239) + Price and value (0.207) + Brand (0.111) - Shopping influences (0.001) + Environmental and health (0.305) - Quality (0.004) + Mass media focus (0.054) + Personal style (0.300) + Brand and store loyalty (0.015) + Convenience and time (0.445).

Coefficients

S.No.	Variables	Un standardized Coefficients		Standardized Coefficients	t Value	P Value
		B	SE	Beta		
	Constant	4.084	0.955		4.278	0.001
1	Fashion enthusiasm	0.239	0.031	0.262	7.729	0.001
2	Price and value	0.207	0.033	0.175	6.194	0.001
3	Brand	0.111	0.031	0.102	3.623	0.001
4	Shopping influences	-0.001	0.041	0.000	-0.012	0.990
5	Environmental and health	0.305	0.036	0.270	8.448	0.001
6	Quality	-0.004	0.045	-0.002	-0.080	0.936
7	Mass media	0.054	0.048	0.035	1.114	0.266

	focus					
8	Personal style	0.300	0.044	0.212	6.825	0.001
9	Brand and store loyalty	0.015	0.044	0.012	0.337	0.736
10	Convenience and time	0.445	0.055	0.257	8.108	0.001

Source: primary data

The table displays that fashion enthusiasm is the independent variable that influences the purchasing behaviour of cosmetics products, and its standard estimate value is 0.262. This means the result shows that 26.2 percent influence of fashion enthusiasm on purchasing behaviour of cosmetics products.

The table displays that price& value is the independent variable that influences the purchasing behaviour of cosmetics products, and its standard estimate value is 0.175. This means the result shows that 17.5 percent influence of price and value on purchasing behaviour of cosmetics products. Purohit (2011) identified that there is influence of price, product, place and promotion on buying intention of ecofriendly products. Shahinur Rahman (2019) identified that there is influence of both attributes and price of green products on green purchasing behavior.

The table displays that brand is the independent variable that influences the purchasing behaviour of cosmetics products, and its standard estimate value is 0.102. This means the result shows that 10.2 percent influence of brand on purchasing behaviour of cosmetics products. Yatish Joshia and Zillur Rahmanb (2015) identified that various factors such as facilitators, prevalent motives and arrivers affecting purchase decision-making towards green products and green purchase behavior.

The table displays that environmental and health is the independent variable that influences the purchasing behaviour of cosmetics products, and its standard estimate value is 0.270. This means the result shows that 27 percent influence of environmental and health on

purchasing behaviour of cosmetics products. Mandawala and Gamage (2019) identified that there is influence of drive for environmental responsibility, supporting environmental protection, perceived value and environmental friendliness of companies purchase decisions of consumers.

The table displays that personal style is the independent variable that influences the purchasing behaviour of cosmetics products, and its standard estimate value is 0.212. This means the result shows that 21.2 percent influence of personal style on purchasing behaviour of cosmetics products. Yatish Joshia and Zillur Rahmanb (2015) identified those products functional attributes emerged and consumer's environmental concern as the two major influencers of consumer green purchase behavior.

The table displays that convenience & time is the independent variable that influences the purchasing behaviour of cosmetics products, and its standard estimate value is 0.257. This means the result shows that 25.7 percent influence of convenience and time on purchasing behaviour of cosmetics products. Odai Falah Mohammad AL-Ghaswyneh (2019) identified that the psychological factors are the most effective in the decision-making process of purchase.

The table displays that shopping influences, quality, mass media focus and brand and store loyalty obtained the p values are greater than five percent level. Hence, the result shows that there is no influence of shopping influences, quality, mass media focus and brand and store loyalty on purchasing behaviour of cosmetics products. But Lavanya and MadhanKumar (2019) identified that there is influence of consumer and product factors such as product manufacturing concern for environment, products do not harm the environment and environmentally responsible products on the customer perceptions or norms to choice of green products.

FINDINGS

The analysis identified that there is influence of factors such as fashion enthusiasm, price and value, brand, shopping influences, environmental and health, quality, mass media focus, personal style, brand and store loyalty and convenience and time on purchasing behaviour of cosmetics products. But there is no influence of factors such as shopping influences, quality, mass media focus and brand and store loyalty on purchasing behaviour of cosmetics products. Purohit (2011) identified that there is influence of price, product, place and promotion on buying intention of ecofriendly products. The research also showed that consumers were prepared to pay high price for ecofriendly which origin less pollution to the surroundings were consumer prepared to recompense excellence of the product for the assistance of the atmosphere.

SUGGESTIONS

- Understand the price and expectations of cosmetic products to suit the needs of low-income consumers.
- Manufacturers and marketers are advised to obtain certain certifications that can help build consumer confidence. Manufacturers, to attract users' notice, can lead to severe setbacks and failure of trust in a particular brand.
- The decision to purchase cosmetics should enhance the loyalty of the brand and store loyalty to the users. This will not only improve the confidence of the users but also increase the sales of cosmetics.
- The store should focus on being in a better place in the market. Store location should be near the entrance and exit gate. This system will make it convenient for users to buy cosmetics.

CONCLUSION

This study aims at investigating the cosmetics products purchasing behaviour in Chengalpat district. Collecting data using a valid and reliable questionnaire from 150 users of cosmetics products in Chengalpat district, the results identified that there is influence of factors such as fashion enthusiasm, price and value, brand, shopping influences, environmental and health, quality, mass media focus, personal style, brand and store loyalty and convenience and time on purchasing behaviour of cosmetics products. But there is no influence of factors such as shopping influences, quality, mass media focus and brand and store loyalty on purchasing behaviour of cosmetics products. Therefore, Understand the price and expectations of cosmetic products to suit the needs of low-income consumers. Manufacturers and marketers are advised to obtain certain certifications that can help build consumer confidence. Manufacturers, to attract users' notice, can lead to severe setbacks and failure of trust in a particular brand.

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