Consumer Purchasing Decision towards Skin Care Products

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ABSTRACT

The global trend of using skin care products is growing at accelerator rate. As a result of which number of skin care products are emerging as consumer options. The purpose of this study is to analyse the factors influencing consumers decision to purchase skin care products. The study is about the purchasing pattern of people in and around Coimbatore city. A self- designed questionnaire has been designed to collect the information from the respondent. Around 120 samples have been collected for this research. For identifying the purchasing behaviour of the consumer, the respondent was asked to rank the variables based on the Likert scale. The influence of social media on consumer behaviour is also analysed. The statistical analysis that has been done is regression. The insights gained will help the skin care marketers to develop the better growth strategy to sustain the market. This study provides the better understanding of how different variables influence purchasing behaviour.

Keywords-- Consumer Purchasing, Behaviour, Coimbatore

I. INTRODUCTION

Consumer behaviour is the study of people, groups, or associations and various activities which are related to the purchasing, usage, and disposal of all goods and services available to the consumers. The Skincare product is one among such goods available to the consumers in a large variety. It's an item which is used to enhance the external appearance of a human body. This paper aims to examine the factors that will contribute to consumers` purchase intention on skin care products. The Indian skin care product market is expected to grow at a CAGR of 9.5% from 2021 to 2027. Skin care products fall into the booming beauty and personal care industry with great potential, and Indian beauty and personal care start-ups are growing rapidly.

Over-the-counter purchases of skin care and cosmetology products have declined, but demand for skin care and cosmetology products has not declined significantly, just a shift. Understanding consumer buying behaviour allows marketers to develop better growth strategies to enter this highly competitive industry. This study provides a much better understanding of how various factors affect the purchasing behaviour of consumers of skin care products.

II. LITERATURE REVIEW

1) Jia En Lee and Mei Ling Goh (2019) Understanding purchase intention of university students towards skin care products:
This paper mainly focuses on university students of Malaysia. The purpose of this paper is to examine the factors which will contribute to consumers' purchase intention on skin care products. The four main factors are: brand awareness- H1, brand association-H2, perceived quality-H3, and brand loyalty-H4. Using Convenience sampling the data was collected. The t-values of H1 and H2 were greater than the critical value of 1.6649, while the t-values for H3 and H4 were greater than 2.3263. Since there is a positive relationship between all variables on consumers purchase intention towards skin care products.

2) Sengupta, Kingsuk (2018) An empirical study on consumer behaviour towards skin care products:
This study was conducted to identify various aspects of consumer behaviour towards Shahnaz Husna herbal skin care products. In this survey, the city of Kolkata in West Bengal was selected. Examining different aspects of shopper behaviour is a cross-sectional study of descriptive and analytical nature. The sample size for collecting the required data was 100 respondents. The hypothesis was tested by associating variables. All the variables investigated were highly culturally related and, as a result, shopper behaviour. Chi-square shows that there is a significant association between purchase frequency and spending amount of Shahnaz Husain herbal skin care products, and a significant association between purchase frequency and use of Shahnaz Husain herbal skin care products. An important link between the use and satisfaction of Shahnaz Husan herbal skin care products. The Cronbach's Alpha analysis is 0.744 and the data is reliable and acceptable. The anova test is performed in which the null hypothesis is rejected because the significance value is < 0.05. Ho: The factors of the model are insignificant. H1: The factors of the model are significant. The price does have a significant influence on the purchase of cosmetics online as well as discounts motivating certain age and gender demographics.

3) Duy Binh Luong, Thi Huong Giang Vo, Khoa Nguyen Le (2017) The impacts of country of origin, price, and brand on consumer behaviour toward cosmetics products:

With the growing need for beauty and personal care in modern life, cosmetics are becoming more and more important to men as well as women around the world. Based on relevant theories and dissertations that include relevant literature, this study outlines the impact of cosmetic-related external clues such as brand, price, and country of origin (COO) on female consumers and the cosmetics industry. The results may help provide a possible model or basis for future research on consumer behaviour.

III. METHODOLOGY

The main objective of this study is to analyse the usage of both night and day creams among the sample population and to study the purchasing pattern of people for skincare products and also to predict the impact on facial cream purchase due to the purchase of other products like serum, sunscreen, cleanser, moisturiser. This research has been conducted in the Coimbatore region in Tamilnadu. Since our research is based on an indefinite population, we have performed cluster sampling by grouping the people based on location like north, south, west and east. The total sample size for our research is 120 individuals. This study focuses on both male and females between the ages 18-35. Our research is a descriptive type of research. The major limitation of our research is that this research findings may not be applicable to cosmopolitan cities like Mumbai etc (tier-1 cities). Also, another limitation is the short time duration due to which the research has been confined to 120 samples. We had actually rolled out our questionnaire to nearly 364 respondents from which the responses received had been 120. The primary data has been collected through google forms with questions that represent different variables of the research. The major tools that have been used are SPSS and MS-Excel.
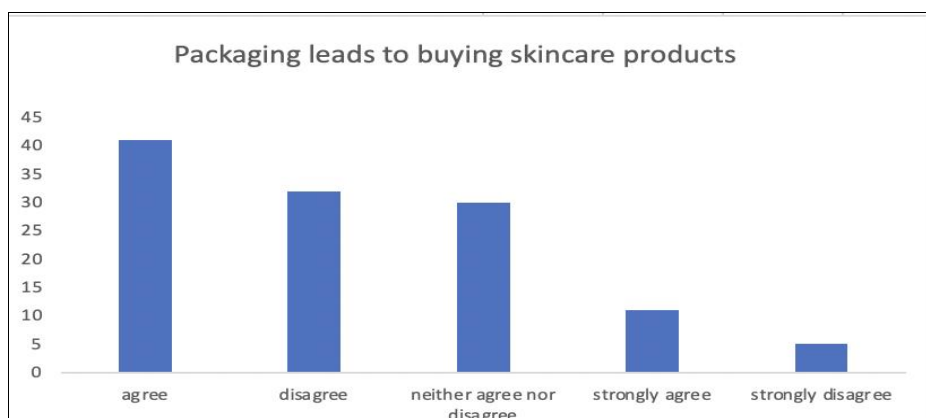
IV. DATA ANALYSIS

1) Frequency Analysis

Gender on Health Importance
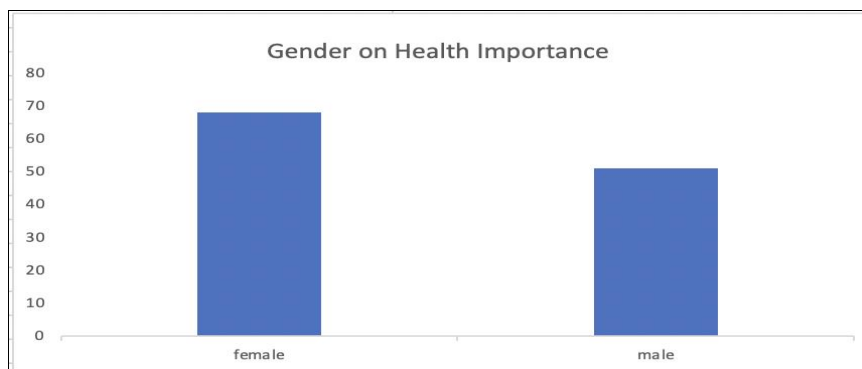
INFERENCE

From the graph, it can be noted that nearly 70% of female respondents consider skin health important and nearly 50% male respondents consider skin health important.

Packaging leads to buying skincare products

INFERENCE

From the graph, we infer that packaging leading purchase accounts for nearly 50%.

2) Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646[a]	.417	.397	.83764

a. Predictors: (Constant), usage of serum, usage of moisturiser, usage of cleanser, usage of sunscreen

INFERENCE

From the above model, it is observed that facial cream usage= (0.335) serum usage +(0.208) sunscreen usage +(0.184) moisturiser usage. Thus, from the regression model, it is found that the purchase of facial cream is impacted by the purchase of serum, moisturiser, cleanser and sunscreen.

3) Correlation

Correlations

		usage of day cream	usage of night cream
usage of day cream	Pearson Correlation	1	.410**
	Sig. (2-tailed)		.000
	N	120	120
usage of night cream	Pearson Correlation	.410**	1
	Sig. (2-tailed)	.000	
	N	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

INFERENCE

The correlation between the use of day cream and night cream is significant

V.   FINDINGS & CONSLUSION

The graph inferred that female prioritise skin health more than male. Packaging is also an important factor for the purchasing behaviour. Also, the relationship between the usage of both day cream and night cream is strong.

From the regression analysis between the facial cream purchase and other skincare products purchase, we have got the R-squared value to be 0.417 and R value to be 0.646.

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