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## **A Study on Consumer buying behaviour of Cosmetic Product in Jaffna District**

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### **ABSTRACT**

*The consumer buying behaviour of cosmetic product in Jaffna District was analyzed through the conceptualization by using the concepts of 4Ps includes product, price, place and promotion, and also External Stimuli of cultural, social, personal and psychological factor. In this research, 200 respondents were selected from users of cosmetic products to analyze the consumer buying behaviour of cosmetic products. This project would identify the marketing mix status of the cosmetic product and External Stimuli of the product in Jaffna District. There are many DS division in Jaffna district such as Delft(Delft), Islands north (Kayts), Islands South (Velanai), Jaffna, Karainakar, Nallur, Thenmarachi (Chavakacheri), Vadamarachi East(Maruthankerny), Vadamarachi North(Point Pedro), Vadamarachi South west(Karavedy), Valikamam East(Kopay), Valikamam North(Tellippalai), Valikamam South(Uduvil), Valikamam Southwest (Sandilipay), Valikamam West(Chanakanai), but the majority of the Cosmetic users are obtain in Kopay and Nallur. I have selected Jaffna, Nallur, Kopay, Uduvil, Sandilipay, Chankanai and Karainakar where all type of users of cosmetic product. This study on consumer buying behaviour tends to expose the status of the cosmetic users characteristics and marketing present condition. The recommendations of the project would also be given the awareness to cosmetic users and marketers to guide them in their future activities.*

**Keywords:** *buying behavior, cosmetic products, 4Ps and External Stimuli.*

### **BACKGROUND OF THE STUDY**

Today world is experiencing an explosion in the growth of businesses. The business firms in the highly competitive business environment are battle among them for increasing their market share. Scarbought and Zimmer (1996) claimed that if a firm wants to increase its market share. It has to do a continuous observation of consumer characteristics and marketing strategies towards the products because the consumer is the central player in the cast of every business.

According to Chasten (1999), the marketer will usually have to perceive the end user market to understand future purchase decision trends or future performance, if an organization does not have any idea about where they were, much less

what they had to do, and they could not survive in its environment. Scarbought and Zimmer (1996) stated that the companies can enjoy the trust and recognition they receive from that the customers whom they have served faithfully over the years. Therefore companies need to understand customers need and wants and build products and service to satisfy them. In this way, marketers can build brand loyalty and complete effectively with other marketers or competitors (Gilbert, Churchill and Paul Peter 1998). Baker (1992) mentioned that the competitive organizations in the changing environment are trying to survive by having considerable market share with value customers. The only way that the organizations could able to increase their market share is by providing

continues flow of products, which respond for changing and emerging taste of their customers. Therefore a vital responsibility assigned to the marketer is observing and identifying the thoughts, feelings and actions of customers over the marketed products and identifying how much knowledge and expectations about their brand and how they behave towards those brands.

According to Theodore Levitt (1996), the primary purpose of a business is not to earn a profit, it is to create and keep a customer. Every area of the business must practice the customer first in planning and actions. The role of a company is to create the right match of satisfying offers on the one hand and the appropriate customer purchasing decision on the other. The customers' behaviour and decisions are made based on consumers' purchasing decision and their experiences. Therefore the consumer buying behaviour regarding the product or brand is most important, there must be some consistency between the product's actual attributes and the purchasing decision of the product. Therefore it is necessary to consider the total product offering, especially those attributes which make a product acceptable, affordable and available to target customers (Dennis, Bradfield, Al Holburg and Ross, 1995) Because of the reasons stated earlier, it is obvious that the consumer purchasing decision and brand is essential for an organization to achieve its business goals. Therefore the research "Study on consumer buying behaviour of cosmetic product in the district of Jaffna" has been proposed by the researcher.

### **PROBLEM STATEMENT**

The consumption or usage of cosmetic product rapidly increased over the past decade and tremendously rapid advancement in promotional activities in terms of advertisements Supported this phenomena. There are varieties of cosmetic product in the market. Which are highly adored by the current generation especially adults and their pattern of behaviours are also changing Therefore its essential for the sellers to identify the pattern of purchasing decision of the cosmetic users in order

to create and retain customer for their product to gain profit?

Cosmetic product marketing is almost new to the existing marketers in terms of sudden arrival of new products categories with special features into the existing cosmetic product basket. It's also emphasizing decision based on 4Ps of product, place, price, and promotion. In order to gain the competitive advantage in the field of cosmetic product market, Also the research finding for the survey data in the categories of cosmetic product marketing is lacking and it is highly necessary to study the present patterns of buying decision of the cosmetic consumers.

The research "Study on Consumer buying behaviour of cosmetic product in Jaffna district" Will be useful to the cosmetic product marketers for their better decision making.

### **RESEARCH QUESTION**

1. What are the marketing mix components influence cosmetic products consumption?
2. What are the buyers' reactions in terms of Cosmetic production?
3. What is the marketing positioning state of the current cosmetic products?
4. What is the nature of consumer buying behavior?

### **RESEARCH OBJECTIVES**

The research "Study on Consumer buying behaviour of cosmetic product in Jaffna District", aims the following objectives.

- 1) To find out the appropriate and effective marketing mix for the cosmetic product.
- 2) To find out the External Stimuli which influence the purchasing of cosmetic product by consumers
- 3) To determine the nature and marketing position of the brands in the market place

### **ASSUMPTION OF RESEARCH**

I consider the following assumption in my research.

1. There is no change in government policies on cosmetic product
2. Environmental factors which are influencing on consumer purchasing decision remain the same.
3. Sample will represent the Purchasing decision of all consumers.

Data which collected from consumers is 100% truth and correct.

### **Hypothesis**

Based on the conceptualization frame work the following hypothesis have formulated. The consumer buying behavior is influenced by a number of complex factors. According to the Phillip Kotler's model (2000) of the factors influencing a buying behavior.

**H<sub>1</sub>:** Marketing Mix has more impact on consumer buying.

**H<sub>2</sub>:** External Stimuli also have impact on consumer buying behavior. At the same time, Kotler (2000) indicates, Decision making process also determine the consumer buying behavior. So we can derive the third hypothesis.

### **LITERATURE REVIEW**

Today People live in a moment of history where change is so speeded up that they begin to see the present only when its already disappearing. Rachman and Mescon (1987) mention that the rapid pace of change in today's business world means that marketers must continually think about the future in order to be able to continue creating value for customers. In today's global competitive environment, any business, large or small, that is not thinking and acting strategically is extremely vulnerable. The emerging environment in the business industry will no doubt create new aspirations and raise the level of expectation of all of its customers more convenient, more beneficial and more efficient products and services will be sought.

According to Baker (1992) the competitive organization in the changing environment is trying to survive by having considerable market share with value customers. Therefore organizations entire system serves the needs of final consumer.

The only way that the organizations could able to increase their market share is by providing continues flow products, which respond to the changing and emerging taste of their customers. The customers can make choice among different products and services on the basis of perception towards those product's nature, quality and equity. This makes companies to fully understand the needs and expectations of consumers in order to sustain in a dynamic and competitive business environment. The marketers and retailers of the product are using effective marketing strategies to attract consumers to retain existing customers, to creating new customers, and to enjoy the competitive advantage. Satisfied customers remain loyal longer to the particular brand or product. Perception places a major role in the stage of buying decision process, where alternative are identified. William (1981) states and understanding perceptual process is important to the marketer, as a customer's decisions to purchase a product will be influenced to a large extent by the way he perceives the products.

Armstrong and Kotler (2000) view that many buying decisions involve only one decision maker and other decision may involve several participants, who play such roles as initiator, influencer, decider, buyer and user. Therefore marketers' job is to identify the other buying participants and their influence on the buyer, and develop an understanding of how consumers actually make their decisions. A person's purchase decision is the result of the complex interplay of personal, social, cultural, and psychological factors. At that time consumer may make five purchase sub decision, product decision, vendor decision, purchase quantity decision and timing decision.

The business firms in the highly competitive business environment are battle among them for increasing their market share. If a firm wants to increase its market share that it has to do a continuous observation of the consumer behaviour towards the products and satisfy their needs and wants because the consumers is the central player in the cast of every business. The consumers can

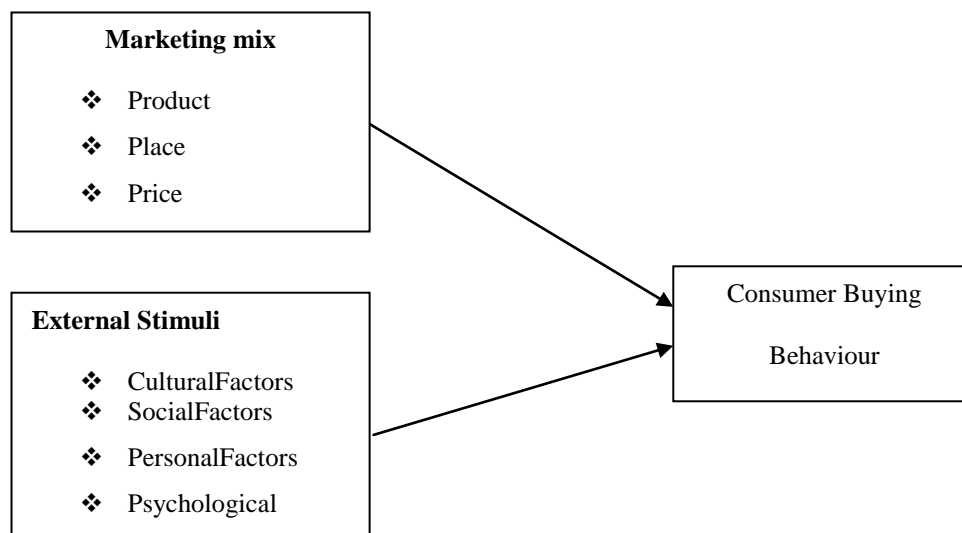
make choice among different products and services on the basis of behaviour towards those product's nature, quality and equity. Among the many brands, choose a best one is depending on brand. The marketing strategies shape the consumer behaviour. The consumer behaviour differs from person to person because each and every person attached to specific beliefs, attitudes, knowledge, customs, behaviour, values, and characteristics, which are commonly called as the personal characteristics. At the same time consumer purchasing decision also moderated by the External Stimuli of personal factors, social factors, cultural factors and psychological factors. Therefore marketers must have a consideration on consumer purchasing decision and External Stimuli. When they establishing marketing strategies with regard to the marketing tools such as product, place, price and promotion, there the marketing strategies influence in the purchasing decision. At that time consumer have to make a rational decision making process involves problem recognition to post purchase evaluation finally the consumers make the buying decision over the specific brand or product categories, which specify the brand choice, product choice, and purchasing time choice.

## RESEARCH METHODOLOGY

Questionnaire had been prepared and issue to the people in Jaffna district to evaluate consumer buying behaviour of cosmetic product. The elements used to prepare the questionnaire are show in the conceptual framework.

The study was performed in specific way and in a specific time period. All the research involves a sequence of activities that are highly interrelated. The design of the research is a frame work for conducting research. It indicates methods and procedures for the data collection, measurement and analysis of data. It guides the data collection and analysis phase of the research. It includes type of information to be collected, the sources of the data and the data collecting procedure. The questionnaire is issued to collect the data from cosmetic users. Each variable is defined by indicators and its index and the study on consumer buying behaviour of cosmetic product in Jaffna district. Research methods that involve observation of some subset of a population of items all at the same time, in which, groups can be compared at different dimensions with respect of independent variables.

There are two factors determine the consumer buying behavior among target groups, such as, External Stimuli, and marketing mix. A dependent variable (consumer buying behavior) depends on independent variables such as marketing mix and External Stimuli.



### POPULATION AND SAMPLING

A sampling is the collection of samples from the population in the area where the research had conducted. From the researcher's point of view, population includes individuals and families. The necessary requirement in the sample choice is selected samples must be reflection the whole population's intentions. If it is not reflected, that may leads to biased or unreal results to the study.

To know how consumers' marketing mix and External Stimuli determines the consumer buying behavior of cosmetic product, sample is collected from population of Jaffna district. To make the selection effective, sample is collected through stratified random sampling method.

Two hundred customers were taken as sample for this study. To select the sample, first, based on divisional secretariats in the Jaffna population has divided into strata, then samples selected from each divisions on the basis of random sampling method. The primary data is collected through the structured questionnaire.

### DATA ANALYSIS

The collected data have been processed. Data analysis is more sensitive part of the research work. In the research process to analyze the collected data researcher use the Statistical Package for Social Science (SPSS- version). Descriptive statistics and factor analysis are used to get the results. In this research study factor analysis and descriptive statistics are used to evaluate the marketing mix. Other questions and statement in the questionnaire analyze through descriptive statistics.

### METHOD OF DATA EVALUATION

The collected data has been analyzed by the software named statistical package for social science (SPSS) for interpreting and obtaining the conclusion and recommendations of the study. The descriptive statistic analysis is used to get the mean and percentage of each data variable. The factor analysis is used for marketing strategies to group the product, place, price and promotion related data variables as once and based on that analyzed data has been interpreted. Each factors is given a scale from 1-5 to show it is very importance

Based on the mean value compare with the median value 3 the following decision rule can be applied.

#### The degree of consideration

| Range                         | Degree of consideration   |
|-------------------------------|---|
| $1 \leq \text{mean} \leq 2.5$ | The statement is low level of consumer buying behaviour of cosmetic products. ( Less influence)           |
| $2.5 < \text{mean} \leq 3.5$  | The statement is moderately level of consumer buying behaviour of cosmetic products ( Moderate influence) |
| $3.5 < \text{mean} \leq 5$    | The statement is high level of consumer buying behaviour of cosmetic products. (More influence)           |

**Marketing Mix****Mean value and degree of consideration of marketing mix**

| Particulars   | Marketing Mix of Soap |         | Marketing Mix of Facial Cream |         | Marketing Mix of Cologne |         | Cosmetic product |         |
|---|-----------------------|---------|-------------------------------|---------|--------------------------|---------|------------------|---------|
|   | No                    | Per (%) | No                            | Per (%) | No                       | Per (%) | No               | Per (%) |
| Less influence of purchasing decision<br>( $1 \leq \text{Mean} \leq 2.5$ )    | 2                     | 1       | -                             | -       | 4                        | 2       |                  |         |
| Moderate influence of purchasing decision<br>( $2.5 < \text{Mean} \leq 3.5$ ) | 140                   | 70      | 105                           | 52.5    | 135                      | 67.5    | 138              | 69      |
| More influence of purchasing decision<br>( $3.5 < \text{Mean} \leq 5$ )       | 58                    | 29      | 95                            | 47.5    | 61                       | 30.5    | 62               | 31      |
| Total   | 200                   | 100     | 200                           |         | 200                      | 100     | 200              | 100.0   |
| Mean  | 3.324                 |         | 3.504                         |         | 3.339                    |         | 3.389            |         |

Source: Survey Data

Table shows that the mean value for customers of soap is 3.324, Facial Cream is 3.504 and Cologne is 3.389 regarding the marketing mix influence in purchasing decision. The Mean value is moderate influenced in the five point scale, so it can be meant that soap, Facial cream & Cologne customers are moderate influence regarding the Marketing Mix.

Table shows the mean value for Cosmetic product customers is 3.389 regarding the Marketing Mix influence in purchasing decision. The mean value is moderate influenced in the five point scale so, it can be said that Cosmetic product customers are

moderate influenced regarding the Marketing Mix.

**Finding**

With regard to the marketing mix, the finding could be exhibited as;

Cosmetic products of Soap, Facial Cream, and cologne are moderate influenced by the marketing mix.

**External Stimuli****Mean value and degree of consideration of External Stimuli**

| Particulars       | Soap Product |         | Facial Cream Product |         | Cologne Product |         | Cosmetic product |         |
|-------------------|--------------|---------|----------------------|---------|-----------------|---------|------------------|---------|
|                   | No           | Per (%) | No                   | Per (%) | No              | Per (%) | No               | Per (%) |
| Less influence of | 32           | 16      | 22                   | 11      | 23              | 11.5    | 22               | 11      |

|   |       |      |       |      |       |      |       |     |
|---|-------|------|-------|------|-------|------|-------|-----|
| purchasing decision<br>( $1 \leq \text{Mean} \leq 2.5$ )                      |       |      |       |      |       |      |       |     |
| Moderate influence of purchasing decision<br>( $2.5 < \text{Mean} \leq 3.5$ ) | 125   | 62.5 | 143   | 71.5 | 145   | 72.5 | 140   | 70  |
| More influence of purchasing decision<br>( $3.5 < \text{Mean} \leq 5$ )       | 43    | 21.5 | 35    | 17.5 | 32    | 16   | 38    | 19  |
| Total   | 200   | 100  | 200   | 100  | 200   | 100  | 200   | 100 |
| Mean  | 3.054 |      | 3.093 |      | 3.057 |      | 3.068 |     |

Source: Survey Data

Table shows the mean value for Soap customers is 3.054 regarding the External Stimuli influence in purchasing decision. The mean value is moderate influenced in the five point scale so, it can be said that Soap customers are moderate influenced regarding the External Stimuli

Table shows the mean value for Facial Cream customers is 3.057 regarding the External Stimuli influence in purchasing decision. The mean value is moderate influenced in the five point scale so, it can be said that Facial Cream customers are moderate influenced regarding the External Stimuli

Table shows the mean value for Cologne customers is 3.068 regarding the External Stimuli influence in purchasing decision. The mean value is less influenced in the five point scale so, it can be said that Cologne customers are less influenced regarding the External Stimuli

### SUMMARY

In the point of view of results of consumers are well known about some brands and moderately aware of other brands of cosmetic products. Because of marketing strategies which are attached to the product, price, place, promotion. The most of the respondents mention marketing mix when they make purchase or make purchase decision. The External Stimuli of the consumers such as social class, family size, income and

popularity of brands. Which consumers make purchasing decision activities or opinions of family members and media advertisements have moderately modified the purchasing decisions. Mostly sell some specific brands and the store and recommend those brands to consumers. They have the advantage of always availability of the products, and promotional activities and media advertisement of the distributor. They use commonly well known strategies in an effective way to increase the volume of sales.

### DISCUSSION, CONCLUSION AND RECOMMENDATION

In the rapidly changing world, companies conduct the consumer surveys to achieve its objectives by providing needed products and services to consumer. Businesses are vitally interest in options of their customers because long run profitability often depends heavily on customers' loyalty. Companies have come to realize that it may be much more expensive to attract new consumer than to retain existing consumers. To retain the consumers continuously, well understandings of them are always requiring.

"Study on Consumer buying behaviour of cosmetic product in Jaffna District". In this research study, researcher has taken in to account two variables to evaluate the consumer purchasing decision on cosmetic product, namely: buyers'

characteristics, and marketing mix. Firms use marketing strategies as tactical marketing tools to produce the favorable response to them in the target market. The marketing mix variables are product, place, price, and promotion. External Stimuli such as cultural, social, personal, and psychological factors have an influence on purchase. When buying something, buyer goes through a decision process consisting of need recognition, information search, and evaluation of alternative, purchase decision. Evaluation of marketing mix, External Stimuli, and decision making process are needed to identify the consumer purchasing decision of cosmetic products.

In the research study questionnaire has been developed and fulfilled by the researcher. On the stratified random sampling method 200 consumers are taken as samples and collected data analyzed using the Statistical Package for Social Science. Collected data assist to identify the consumer buying decision of cosmetic product. This chapter states the final results of the research findings, marketing implication and implication of the study.

Based on the research study carry out in Jaffna district, the following conclusions are established.

- Majority of consumer's have been using cosmetic product for their beauty and attractive purpose
- In the soap product Lux is found to be the most preferable brand in the market leader and the Baby Chermamy is the next competitor in Jaffna district.
- The Facial Cream product Fair & Lovely anti mark is found as most preferable brand in the market leader and the Fair & Handsome is the next competitor in Jaffna district.
- In the cologne product Baby Chermamy is found to be the most preferable brand in the market leader and the Blacknight is the next competitor in Jaffna district.
- Consumers choose the best out of the many when the variety of cosmetic product.

- Television is the most advertisement influential media for consumer.
- The publicity given to the cosmetic product may be improved.
- Most of the consumers expect future modification in cosmetic product.

### RECOMMENDATION

According to this research study, it is suggested the factors that are influencing the purchasing decision regarding the cosmetic product. By considering these factors marketers can capture large market share as well as satisfying consumers' expectations. To achieve the objective of the study some recommendations are suggested below.

- cosmetic product manufactures are providing some offer to consumers when buying cosmetic product
- Make attractive advertisement continuously and find some new ways to increase their sales through advertisement. And they increase the time of repeated advertisement regarding cosmetic product.
- They arrange some mobile sales which consumers face some difficulties in buying cosmetic product.
- Marketers must introduce some uniqueness into their product. For eg. Make some few modifications over their product features such as quality, style, and shape.
- Make arrangements for direct distributor for all the areas in district for making availability of the product at all time in all places.
- Manufactures must meet changing customer's requirements satisfactorily.
- Introducing new product line is also a chance to capture more market place for the particular product
- Media advertisements expect news paper are reached very much poor level to the rural areas. Therefore doing



advertisement in a different way such as mobile display and promotional activities make more awareness of the product.

### MARKETING IMPLICATIONS

As consider this study, it has some marketing implication. This study may helps to marketing managers to effectively develop products that are of value to consumers, and make better marketing decisions while reducing the incidence of product failures. This research may enable to any future researchers who do study with regard to buying behaviour of cosmetic products in Jaffna district to identify the present situation and build the study on this basis. This research may help to other related sectors to do a research for the product by using this as guide.

Ultimately the researcher believes this research helps to consumers, marketing managers more specifically to the marketers of cosmetic products, whole sellers, retailers, agencies and distributors and the manufactures of new product categories as well as all community.

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