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ABSTRACT

Purpose: The aim of this study is to determine the Consumer Buying Pattern of Cosmetic Products with Reference to Andhra Pradesh-India.

Theoretical framework: This study will focus on the different marketing variables affects the female cosmetic consumption as well as their decision making process for purchasing the cosmetic products.

Design/Methodology: The Quantitative research will be done to carry out the study buying pattern and analyze the factors influencing on buying decisions of cosmetic products. The primary data has been collected with the help of a structured questionnaire. The study sample included 29 male and 71 female candidates of the study population after its validity and reliability have been tested by the researcher.

Findings: The results of the data analysis revealed that the cosmetic market is dominated by female consumers, male consumers are coming at par with them. Majority of the respondents preferred to purchase products from the shop that provide quality products with variety at reasonable price Furthermore, the results of the multiple regression analysis revealed that there is a statistically significant effect on Quality as a most important factor for purchase of cosmetics by the respondents than price. So, it all depends on the preference and the opinions of an individual when it comes to the decision regarding the purchase of cosmetic product.

Research, Practical & Social implications: The study helps the cosmetic marketers to understand the buying pattern and preferences of consumers while purchasing the cosmetic products, and also help them to take the appropriate marketing strategies in order to reach the customers.

Originality/Value: In this section, the paper highlights the the buying pattern and analyze the factors influencing on buying decisions of cosmetic products. It discusses how the research contributes to the field and why it is important. This section emphasizes the significance of the study's findings and how they can add to the understanding of the topic.

Doi: https://doi.org/10.26668/businessreview/2023.v8i11.4051
UM ESTUDO SOBRE O PADRÃO DE COMPRA DE PRODUTOS COSMÉTICOS PELO CONSUMIDOR COM REFERÊNCIA A ANDHRA PRADESH-ÍNDIA

RESUMO
Objetivo: O objetivo deste estudo é determinar o padrão de compra de produtos cosméticos do consumidor com referência a Andhra Pradesh-Índia.

Enquadramento teórico: Este estudo centrar-se-á nas diferentes variáveis de marketing que afectam o consumo de cosméticos femininos, bem como no seu processo de tomada de decisão de compra de produtos cosméticos.

Design/Metodologia: A pesquisa quantitativa será realizada para realizar o estudo do padrão de compra e analisar os fatores que influenciam nas decisões de compra de produtos cosméticos. Os dados primários foram coletados com a ajuda de um questionário estruturado. A amostra do estudo incluiu 29 candidatos do sexo masculino e 71 do sexo feminino da população do estudo após sua validade e confiabilidade terem sido testadas pelo pesquisador.

Constaçações: Os resultados da análise dos dados revelaram que o mercado cosmético é dominado por consumidoras do sexo feminino e que os consumidores do sexo masculino estão em pé de igualdade com elas. A maioria dos entrevistados prefere comprar produtos na loja que ofereçam produtos de qualidade com variedade a preços razoáveis. Além disso, os resultados da análise de regressão múltipla revelaram que há um efeito estatisticamente significativo na Qualidade como fator mais importante para a compra de cosméticos pelos consumidores, entrevistados do que o preço. Então, tudo depende da preferência e da opinião de cada pessoa na hora de decidir pela compra de um produto cosmético.

Implicações de pesquisa, práticas e sociais: O estudo ajuda os profissionais de marketing de cosméticos a compreender o padrão de compra e os preferências dos consumidores ao comprar os produtos cosméticos, e também ajuda a adotar estratégias de marketing adequadas para alcançar os clientes.

Originalidade/Valor: Nesta seção, o artigo destaca o padrão de compra e analisa os fatores que influenciam nas decisões de compra de produtos cosméticos. Discute como a pesquisa contribui para a área e por que ela é importante. Esta seção enfatiza a importância das descobertas do estudo e como elas podem contribuir para a compreensão do tópico.

Palavras-chave: Cosmético, Ocupação, Comportamento, Farmacêutico, Consumidor.

UN ESTUDO SOBRE LOS PATRONES DE COMPRA DE PRODUCTOS COSMÉTICOS POR PARTE DE LOS CONSUMIDORES CON REFERENCIA A ANDHRA PRADESH-ÍNDIA

RESUMEN
Propósito: El objetivo de este estudio es determinar el patrón de compra de productos cosméticos por parte de los consumidores con referencia a Andhra Pradesh-Índia.

Marco teórico: Este estudio se centrará en las diferentes variables del marketing que afectan el consumo de cosméticos femenino, así como su proceso de toma de decisiones para la compra de productos cosméticos.

Diseño/Metodología: Se realizará una investigación cuantitativa para realizar el estudio del patrón de compra y analizar los factores que influyen en las decisiones de compra de productos cosméticos. Los datos primarios se han recopilado con la ayuda de un cuestionario estructurado. La muestra del estudio incluyó 29 candidatos masculinos y 71 femeninos de la población de estudio después de que el investigador haya probado su validez y confiabilidad.

Hallazgos: Los resultados del análisis de datos revelaron que el mercado de cosméticos está dominado por consumidoras, mientras que los consumidores masculinos están a la par de ellas. La mayoría de los encuestados prefirieron comprar productos en tiendas que ofrecen productos de calidad con variedad a un precio razonable. Además, los resultados del análisis de regresión múltiple revelaron que existe un efecto estadísticamente significativo en la calidad como factor más importante para la compra de cosméticos por parte del consumidor, encuestados que el precio. Entonces, todo depende de las preferencias y opiniones de cada individuo a la hora de decidir la compra de un producto cosmético.

Implicaciones prácticas, Sociales y de Investigación: El estudio ayuda a los especialistas en marketing de cosméticos a comprender el patrón de compra y las preferencias de los consumidores al comprar los productos cosméticos, y también les ayuda a adoptar las estrategias de marketing adecuadas para llegar a los clientes.

Originalidad/Valor: En esta sección, el artículo destaca el patrón de compra y analiza los factores que influyen en las decisiones de compra de productos cosméticos. Se analiza cómo la investigación contribuye al campo y por qué es importante. Esta sección enfatiza la importancia de los hallazgos del estudio y cómo pueden contribuir a la comprensión del tema.

Palabras clave: Cosmética, Ocupación, Comportamiento, Farmacéutica, Consumidor.
INTRODUCTION

The Indian cosmetics industry is majorly categorized into skin care, hair care, oral care, fragrances, and colour cosmetics segments. It currently has an overall market standing of USD 6.5 billion and is expected to grow to ~ USD 20bn by 2025 with a CAGR of 25%. In comparison, the global cosmetics market is growing steadily at 4.3% CAGR and will reach ~USD 450 billion 2025. This means that by 2025, India will constitute 5% of the total global cosmetics market and become one of the top 5 global markets by revenue. With the improving purchasing power, demand for enhanced products and increasing image consciousness of the Indian clientele, many international brands started establishing footprints in India. Social media & favorable demographics are playing an important role in spreading awareness about cosmetics products and developing fashion consciousness, not only in metros but also in tier-1 & 2 cities. This is a golden opportunity for many cosmetics companies to expand beyond the top-8 cities and generate handsome revenue from all across the country. Coupled with multiple other factors, herbal cosmetics products are driving growth due to increasing adoption, and the segment alone is expected to grow at 15%, as people become more aware of the possible perils in consistently using chemical formulations switch to ‘safer’ herbal and Ayurvedic products like Himalaya, Biotique, Dabur, Lotus, Patanjali, etc..

With the increasing penetration of the internet, the online market for the purchase of cosmetics products has seen rapid growth in the last 3–4 years in India. This category has attracted a few vertical specialists, like Nykaa, Purplle, Nnnnow, etc., who are riding on the increasing e-tail growth and vying for a significant piece of the online cosmetics pie. Nykaa offers more than 600 brands in both offline and online stores in India. Color cosmetics, which deal with the eye, facial, and lip makeup categories, are the most prosperous industry in India. Local companies, such as Soul tree, Herbal Hills, Himalaya, and The Shahnaz Husain Group, among others, are exclusively providing herbal or ayurvedic cosmetic products due to the prolonged health benefits they offer the skin.

LITERATURE REVIEW

A study on factors influencing consumer buying behaviour in cosmetic products by A.H Hemanth Kumar, S. Franklin John, S. Senath (2018). The study was to find how consumer behaviour factors influence the purchasing of cosmetics and to find out the influence of income level on the behaviour. The results showed that statistically significant differences were found in income level among the factors of consumer
behaviour, i.e., social and cultural while no statistically significant difference was found among the personal and psychological factors.

- Consumer buying behaviour towards cosmetic products by Prof. Nilesh Ante, De. Anand Deshmukh, Prof. Amol Khand gale (2017). The research was carried out to study the demographic profile, factors affecting the decision, most widely used cosmetic product, buying pattern and brand preference of the respondents. The results showed that brand and quality was the most preferred factor among the consumers while purchasing.

- Sakagami T. (2016) studied consumer purchase decision behaviour towards cosmetic marketing. The aim of the study was to study consumer behaviour marketing of cosmetic products.

- Consumer purchase decision behaviour towards cosmetics marketing by Dr S Annaprasan and T. Sakagami (2011). The study was done to find out the influence of various media in motivating the consumers one particular brand of cosmetics and to know how the marketing strategy influences the buying behaviour of the consumers. The results showed that consumers are aware about the cosmetic products and are slowly shifting towards organic/ ayurvedic based cosmetics.

- Consumer purchase decision behaviour towards cosmetics marketing by Dr S Annaprasan and T. Sakagami (2011). The study was done to find out the influence of various media in motivating the consumers one particular brand of cosmetics and to know how the marketing strategy influences the buying behaviour of the consumers. The results showed that consumers are aware about the cosmetic products and are slowly shifting towards organic/ ayurvedic based cosmetics

- Sevak. (2010) studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behaviour and to identify the important factors that determine the buying behaviour.

- Gaur, S.S and Vaheed, K.A. (2002) observed that consumers’ buying behaviour normally included the less observable decision process that accompany consumption including where, how often and under what conditions consumers made their purchase of desired goods and services.

- Singh J.D. (1996) conducted a survey on A study of Brand loyalty in India. The study concluded that Indian consumers have been found becoming more & more brand loyal.
RESEARCH METHODOLOGY

The Objective of this research paper is to study the buying pattern and analyze the factors influencing on buying decisions of cosmetic products. This research is conducted in Andhra Pradesh and a survey method was used to collect the data from 100 respondents.

Structure of paper: Quantitative research will be done to carry out the study buying pattern and analyze the factors influencing on buying decisions of cosmetic products and further suggest various ideas to overcome challenges.

Sampling Method: Snowball Sampling Method has been followed for the current research work by the researcher to collect the data from the consumers.

Selection of sample size: The sample frame consists of respondents over the age of 18 years in Andhra Pradesh. The data is collected through a structured questionnaire.

Data collection: The primary data has been collected with the help of a questionnaire which is a vital part of the study as it would indicate the consumer behaviour and attitudes in the state of Andhra Pradesh. 100 questionnaires were sent to a randomly generated sample of a various educated segment of general population which were returned with a response rate of 100 per cent. It has been carried out through various questions- multiple choice and dichotomous questions, to each of which were attributed different signals. The questionnaire was structured for both users and non-users of cosmetic products as follows: The first part contained questions regarding the demographic profile of the respondents.

The second part contained questions that measure the influence of various factors on consumer behavior. The third part contained questions regarding the attitudes and behavior of customers of cosmetic products.

Tools used: The raw data was gathered and entered into a Microsoft excel spreadsheet. The data is graphed and analyzed using bar graphs and percentages to find the frequencies and trends. Also the tools like factor analysis, F-test and ANOVA will be used for the data analysis.

RESULTS AND DISCUSSION

Socio-Economic and Demographic Characteristics and Geography of Respondents

The questionnaires in this study were distributed online using social media. The sample has been set at 100 respondents. After data collection, 100 respondents passed the screening stage and met the sampling quota. Socio-Economic and Demographic factors have been proven to influence environmentally friendly purchase behaviours substantially. Socio-economic and demographic characteristics were the categories of individualrelated variables most often
included in studies, and findings on their effect on cosmetic products preference were divergent. These characteristics consisted of gender, age, education, occupation and income level. The results can be seen in Table 1.

<table>
<thead>
<tr>
<th>Sample</th>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>29</td>
<td>29 %</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>71</td>
<td>71 %</td>
</tr>
<tr>
<td>Age</td>
<td>18-25 Years</td>
<td>45</td>
<td>45 %</td>
</tr>
<tr>
<td></td>
<td>26-40 Years</td>
<td>30</td>
<td>30 %</td>
</tr>
<tr>
<td></td>
<td>41-55 Years</td>
<td>20</td>
<td>20 %</td>
</tr>
<tr>
<td></td>
<td>56 Years and Above</td>
<td>05</td>
<td>05 %</td>
</tr>
<tr>
<td>Education</td>
<td>High School</td>
<td>10</td>
<td>10 %</td>
</tr>
<tr>
<td></td>
<td>Graduate</td>
<td>33</td>
<td>33 %</td>
</tr>
<tr>
<td></td>
<td>Post Graduate</td>
<td>40</td>
<td>40 %</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>17</td>
<td>17 %</td>
</tr>
<tr>
<td>Occupation</td>
<td>Student</td>
<td>41</td>
<td>41 %</td>
</tr>
<tr>
<td></td>
<td>Employee</td>
<td>30</td>
<td>30 %</td>
</tr>
<tr>
<td></td>
<td>Housewife</td>
<td>18</td>
<td>18 %</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>11</td>
<td>11 %</td>
</tr>
<tr>
<td>Income Level</td>
<td>Low Income Group</td>
<td>14</td>
<td>14 %</td>
</tr>
<tr>
<td></td>
<td>Middle Income Group</td>
<td>38</td>
<td>38 %</td>
</tr>
<tr>
<td></td>
<td>High Income Group</td>
<td>48</td>
<td>48 %</td>
</tr>
</tbody>
</table>

Source: Primary data

Table 1 shows that the majority of respondents (71%) are female in the age group of 18–40 years, who are classified as still in productive age and represent the market. Moreover, the majority of respondents, based on their last educational background, are post graduates (40%). In addition that respondents’ are belongs to student community (41%) and High Income group (48%). These respondents’ profiles were used to determine the segmentation of respondents in this study, with the help of analyzing the opinions of consumers with conjoint analysis techniques to determine their preferences.

**Research Question Is there significant impact of factors on Consumer Purchasing Decision regarding cosmetic products?**

Hypotheses After literature review, the following hypotheses were developed.

H1: Place of the product and consumer purchasing decision are positively related to each other.

H2: Product variety and consumer purchasing decision are positively related to each other.

H3: Availability of the shop purchasing decision are positively related to each other.
H4: The factors and consumer purchasing decision are positively related to each other.
H5: Brand choice and consumer purchasing decision are positively related to each other.
H6: The amount spent and consumer purchasing decision are positively related to each other.
H7: Consumer and influence of others and consumer purchasing decision are positively related to each other.

**Hypothesis 1**
Hypothesis postulates that product place available will increase consumer purchase rate.

H1: Place and consumer purchasing decision are positively related to each other. Here, R = .843, so there is a strong relationship between Place (X1) and Consumer Purchase Decision (CPD or Y). R Square = .842, it signifies the proportion of the total variation in Y that account by the variation in X1. The strength of association is measured by R square. Adjusted R Square = .807 for the number of independent variables and the sample size to find out additional independent variables with small Number of sample size how much will contribute to explain the relationship. And F = 21.371, Sig = .009 explains the model’s goodness of fit which is satisfactory. Consumer purchasing decision and product place have the significant relationship. Therefore, on the basis of these results it can infer with confidence that H1 is accepted.

**Hypothesis 2**
Hypothesis postulates that the different types product variety offered by the cosmetic companies will increase consumer purchasing rate.

H2: Product variety and consumer purchasing decision are positively related to each other. Here, R = .846, so there is a positive relationship between Product Variety (X2) and Consumer purchasing Decision (CPD or Y). R Square = .709, it signifies the proportion of the total variation in Y that account by the variation in X2. The strength of association is measured by R square. Adjusted R Square = .704 for the number of independent variables and the sample size to find out additional independent variables with small number of sample size how much will contribute to explain the relationship. And F = 22.673, Sig = .001 explains the model’s goodness of fit which is satisfactory. Consumer purchasing rate will increase with the variety of product (size, volume, and bundle) that is customer can easily purchase based on their demand. Therefore, on the basis of these results it can infer with confidence that H2 is accepted.
Hypothesis 3

Hypothesis postulates that Reasons for purchase from particular shop will influence consumer purchasing rate.

H3: Reasons for purchase from particular shop and consumer purchasing decision are positively related to each other. Here, $R = .823$, so there is a positive relationship between purchasing shop ($X_3$) and Consumer Purchasing Decision ($CPD$ or $Y$). $R$ Square $= .688$, it signifies the proportion of the total variation in $Y$ that account by the variation in $X_3$. The strength of association is measured by $R$ square. Adjusted $R$ Square $= .721$ for the number of independent variables and the sample size to find 31. And $F = 31.301$, Sig $= .000$ explains the model’s goodness of fit which is satisfactory. Consumer purchasing rate will increase with the type of purchasing shop. Therefore, on the basis of these results it can be inferred with confidence that H3 is accepted.

Hypothesis 4

Hypothesis postulates that Factors While Purchasing Cosmetics will influence consumer Purchasing rate.

H4: Product quality and consumer purchasing decision are positively related to each other. Here, $R = .812$ so, there is a very strong relationship between product quality ($X_4$) and consumer purchasing decision ($CPD$ or $Y$). $R$ Square $= .792$, it signifies the proportion of the total variation in $Y$ that account by the variation in $X_4$. The strength of association is measured by $R$ square. Adjusted $R$ Square $= .624$ for the number of independent variables and the sample size to find out additional independent variables with small number of sample size how much will contribute to explain the relationship. And $F = 62.402$, Sig $= .003$ explains the model’s goodness of fit which is satisfactory. Consumer purchasing decision and product quality has significant relationship. Therefore, on the basis of these results it can infer with confidence that H5 is accepted.

Hypothesis 5

Hypothesis postulates that Factors influenced on Choice of Brand will influence consumer purchasing rate.

H5: Advertising and consumer purchasing decision are positively related to each other. Here, $R = .778$ so there is a significant relationship between Advertising ($X_5$) and Consumer Purchasing Decision ($CPD$ or $Y$). $R$ Square $= .753$, it signifies the proportion of the total
variation in Y that account by the variation in X5. The strength of association is measured by R square. Adjusted R Square = .742 for the number of independent variables and the sample size to find out additional independent variables with small number of sample size how much will contribute to explain the relationship. And F= 18.423, Sig = .004 explains the model’s goodness of fit which is satisfactory. Consumer purchasing decision and advertising are positively related to each other. Therefore, on the basis of these results it can infer with confidence that H5 is accepted.

**Hypothesis 6**

Hypothesis postulates that amount spent by the consumer on cosmetic products will influence to purchasing rate.

H7: Amount spent and consumer purchasing decision is positively related to each other. Here, R = .833, So there is a significant relationship between amount spent (X7) and Consumer Purchasing Decision (CPD or Y). R Square= .805, it signifies the proportion of the total variation in Y that account by the variation in X7. The strength of association is measured by R square. Adjusted R Square = .746 for the number of independent variables and the sample size to find out additional independent variables with small number of sample size how much will contribute to explain the relationship. And F = 41.834, Sig = .000 explains the model’s goodness of fit which is satisfactory. Consumer purchasing decision and consumer income level are positively related to each other. Therefore, on the basis of these results it can infer with confidence that H6 is accepted.

**Hypothesis 7**

Hypothesis postulates that Decision making while purchasing will influence consumer purchasing rate.

H7: Decision making and consumer purchasing decision are positively related to each other. Here, R = .856 so there is a significant relationship between Product Demand (X8) and Consumer Purchasing Decision (CPD or Y). R Square= .832, it signifies the proportion of the total variation in Y that account by the variation in X8. The strength of association is measured by R square. Adjusted R Square = .806 for the number of independent variables and the sample size to find out additional independent 33 . And F= 36.465, Sig = .000 explains the model’s goodness of fit which is satisfactory. Consumer purchasing decision and product demand are
positively related to each other. Therefore, on the basis of these results it can infer with confidence that H8 is accepted.

**DISCUSSION**

From the regression coefficients of the factors, it is found that there is poor relation of personality that is cosmetic companies are unable to matching the product with their customers’ personality. Therefore, personality of an individual respondent has no significant positive relationship with consumer purchasing decision. While, on the other hand, except personality, remaining factors, place, product variety, product quality and features, factors like advertising and product display, choice of brand, amount spending and purchasing decision have significant relationships with consumer purchasing decision. The findings also prove that ‘Product variety’ has the most significant relationship with consumer purchasing decision. ‘Amount spending’ is the second most significant factor that this study reveals. The third most influencing variable is ‘choice of brand which has significant relationship with consumer purchasing decision. The fourth most influencing variable is ‘Product quality’ that consumer purchasing process when purchasing any cosmetics which have significant relationship with consumer purchasing decision. The fifth most influencing variable is place which has significant relationship with consumer purchasing decision. The sixth variables that have positive relationship with consumer purchasing decisions influence of place where the product is available and the last variable is other factors which also positive relationship with consumer purchasing decision but not effect on consumer purchasing decision.

**CONCLUSION AND RECOMMENDATIONS**

The success of a company depends on its capability of identifying consumers’ purchasing decision process along with the factors affecting that decision and tuning the company’s offerings with that process and factors. Attraction and retention of consumers are challenging task to the marketers. Different competitors offer different products to satisfy the needs of consumers by offering creative and attractive features. So, to create a distinctive position in the minds of target consumers the company should concentrate on the right value proposition of the offered product. Here right value proposition should be determined based on the target market’s preference which is dynamic. So repositioning may be required. However, the marketers should always be aware about consumers’ preferred value proposition through the output of updated market research. In addition to that the marketers should market exclusive
cosmetic products for male consumers, built up a prompt distribution channel to avoid the problem of non-availability of products. A proper communication should be created with doctors’, beauticians and should be involved in advertisement to make them more attractive, affective and reliable. The cosmetic marketers should include the attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.

REFERENCES


