

Consumption pattern of cosmetic products among college female students – a study on motivational factor analysis

Dr.T. MALATHI¹, R. SANGEETHA²

¹Assistant Professor and Research Supervisor, PG & Research Department of Commerce, Poompuhar College (Autonomous), Melaiyur-609 107, Nagapattinam district, Tamilnadu.

²Ph.D., Research Scholar, PG & Research Department of Commerce, Poompuhar College (Autonomous), Melaiyur-609 107, Nagapattinam district, Tamilnadu.

I. INTRODUCTION

College female students are one of main targets of cosmetic industries. The various techniques relating in terms of awareness, brand preferences, level of satisfaction, buying behaviour, motivating factors and environmental impact. An attempt is made in this research work used college female students awareness. A sample of 600 (200 from each categories, government, aided and self finance college female students) college female students has been selected using mailed questionnaire and the data have been analysis using descriptive analysis.

Beauty care substances or Cosmetic products can be made either natural substances or chemical compounds to enhance both odor and appearance of human body. Beauty care products are used to enhance human appearance. Today people are more concerned about self-personality and self-consciousness; hence the demand for cosmetic products is increasing rapidly. Consumers use cosmetic products to become attractive, cleansing and to alter the physical appearance of their body.

A. WHAT IS COSMETIC?

The word “cosmetics” is derived from the Greek word cosmetics which mean “skilled at decorating”. Cosmetics colloquially known as makeup or make-up are care substances used to enhance the appearance or odor of the human body.

Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, novelettes, permanent waves, colored contact lenses, hair colours, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products. A subset of cosmetics is called “make-up,” which refers primarily to colored products intended to alter the user’s appearance.

Cosmetic means, “Products used for the purposes of cleansing, beautifying, promoting attractiveness or alternating one’s appearance”. Cosmetics are substances used to enhance or protect the appearance or odor of the human skin. A subset of cosmetics is called “make-up,” which refers primarily to colored products intended to alter the user’s appearance. Many manufacturers distinguish between decorative cosmetics and care cosmetics. Cosmetics include face care - fairness creams, face powders, face wash eye brows, lipsticks; hair care, hair dye, hair gel, hair coloring, shampoo/conditioner, hair oils; body care, perfumes, body lotions, nail polishes, and nail polished removed, nail art.

B. CONSUMPTION PATTERN

Consumption is the possession and/or use of goods and services and the benefits they deliver. Consumption of cosmetics is nothing but the purchase and use of cosmetics and the feelings of satisfaction or dissatisfaction one has experienced out of that cosmetic product. The consumption of cosmetics has been found since time immemorial.

C. ENVIRONMENTAL ON MOTIVATIONAL FACTORS

Environmental knowledge is consistently and positively related to environmental attitudes, although the relationship was not especially strong. With the correlation of knowledge and attitudes, the low level of environmental knowledge has disturbing implications for environmental policy. For the research purpose, increased knowledge about the environment was assumed to change environmental attitudes, and both environmental knowledge and attitudes were assumed to influence environmental policy. As a very little research has focused on public environmental knowledge or the relationship between knowledge and environmental attitudes, specifically, the analysis examined how environmental knowledge and attitudes were related to socio demographic factors (gender, age, education, income and residence). As in similar research, the respondents to this survey also did not score well on the measures of environmental knowledge.

II. MOTIVATING FACTORS OF THE CONSUMPTION OF COSMETIC PRODUCTS

A. Factors to Motivate the Purchase of Cosmetics Products

Consumers are influenced to purchase the products if they tend to identify things they need or wants. The involvement is very critical to how they are motivated and the consumer is to search for information about the product. The motivation of consumer is one of the prime tasks of marketers, who try to educate the consumer about their product will fulfill best of their needs. These need act as connecting link between motives and selected brands choice consideration which provide a structure to motives. There is a need for recognition which is created by exposure and motivation and moderated by prior to purchasing the cosmetics. Motivation is the idea of directing the consumer to encourage in the purchase of the products.

TABLE 1: FACTORS TO MOTIVATE THE PURCHASE OF COSMETICS PRODUCTS

Environmental Factors	SA	A	N	D	SDA	Total	Mean
Good Quality	361	184	25	16	14	600	4.52
	62.13	31.67	3.79	1.03	1.38	100	
Fresh Feelings	201	316	50	20	13	600	4.19
	34.60	54.39	7.23	2.93	0.86	100	
Brand Popularity	172	250	115	40	23	600	3.89
	29.60	42.17	18.93	6.37	2.93	100	
Reasonable Price	185	230	100	55	30	600	3.89
	31.84	39.59	17.04	8.43	3.10	100	
Regular Supply of Products	142	225	120	50	63	600	3.61
	24.44	38.73	19.45	8.43	8.95	100	
Desired Fragrance	121	210	120	80	69	600	3.51
	20.83	35.97	23.58	12.39	7.06	100	
Attractive Package Design	116	195	129	95	65	600	3.39
	19.97	33.56	22.20	14.11	10.15	100	
Durable in Nature	157	235	110	60	38	600	3.73
	27.02	40.45	17.21	9.47	5.85	100	
Available in Required Size	133	228	106	80	53	600	3.57
	22.89	39.24	18.24	11.70	7.92	100	
Colour	123	209	130	75	63	600	3.46
	21.00	35.97	21.17	12.39	9.29	100	
Product Diversity	120	176	144	90	70	600	3.37
	20.65	30.29	24.78	13.77	10.50	100	

Source: Computed from Primary data

Table 1 indicates that, good quality, fresh feelings, reasonable price and brand popularity are predominant factors in motivating the purchase of cosmetics products with respective acceptance score of 4.52, 4.19, 3.89 and 3.89. The durable in nature, regular supply of products, available in required size and desired fragrance is also moderately significant to motivate to

purchase the cosmetics with respective acceptance score of 3,73, 3,61, 3,57 and 3.51 towards the respondents. However, the attractive package design with acceptance of 3.39 colour with acceptance of 3.46 and product diversity with acceptance of 3.37 is less significant to motivate to purchase the cosmetic products.

III. MOTIVATION FACTORS HIGHLY INFLUENCING THE CONSUMPTION OF COSMETIC PRODUCTS

A. Self-Image

The self-image is considered as the mental thinking of one person has in their mind for themselves. This image is opposed to change and it is the past experiences of a person or based on others judgments. This image includes the vision of their intelligence, womanliness, beauty, manliness etc. This self image can raise various questions like am I good person? Am I liked by others? Am I attractive? Etc. The self image is said be as a mental structure which can represent the world to some aspect. Self image give the information and influence the manner of how they think and remember. In this aspect the cosmetics support and encourage a strong, positive self-image. A small change on their outside can make an extraordinary change on the inner side which can also lead to flourishing of a person self image. Cosmetics can also change the self physically but also have a significant role on the mental state of a user. It is very important to take care of them will also help in improving their image, the various aspects of the self image of a consumer perception in the cosmetics products.

TABLE 2: SELF IMAGE

Variables	SA	A	N	DA	SDA	Total	Mean
Looking a ideal hairstyle	240	220	70	40	30	600	4.08
	41.31	37.87	11.88	5.16	3.79	100	
Product for presentable image	115	269	140	55	21	600	3.69
	18.59	46.30	23.75	8.61	2.75	100	
Frequently to check the appearance	133	201	148	65	34	581	3.57
	22.89	34.60	25.47	11.19	5.85	100	
Use different products to create intended image	135	205	148	73	39	600	3.27
	17.90	29.09	25.65	16.87	10.50	100	
Concerned about appearance	120	180	145	85	70	600	3.33
	19.79	30.12	24.78	14.29	11.02	100	
Feel self- Conscious if not looked best	155	173	125	88	59	600	3.51
	26.33	29.78	21.17	14.29	8.43	100	
Make best efforts to look best	153	185	125	71	66	600	3.54
	26.33	31.67	21.00	11.36	9.64	100	

Source: Computed from Primary data

Table 2 clearly indicates that, most of the respondents (41.31 per cent strongly agree and 37.87 per cent agree) are looking for a ideal hairstyle is the foremost self image variable in the purchase of cosmetic products. The checking of appearance frequently, to make best efforts to look best, product for presentable image and they feel if they are not looking best is also significantly influencing self image variable among the respondents. However, the use of different products to create intended image and concerned about appearance are less significant self image variables among the respondents in the consumption pattern of cosmetic products. The average acceptance score reveals that the highest acceptance of 4.08 for looking for a ideal hairstyle whereas lowest acceptance score of 3.33 for they use different products to create intended image towards the respondents self image in the consumption pattern of cosmetic products.

B. Celebrity

The selection of the cosmetic products is also influenced by well known celebrity endorsement or presenters. The opinion of the celebrity's make the consumers themselves feel better with the product and contribute to making them feel more comfortable and it positively changes their attitude towards the idea of consuming the cosmetic product. The consumers are to choose brand or product through the imitation of celebrity endorser looks and style.

TABLE 3: CELEBRITY

Variables	SA	A	N	D	SD	Total	Mean
Fan of Good looking female celebrities	201	213	90	50	46	600	3.85
	34.60	36.66	14.46	7.23	7.06	100	
Imitate a Celebrity to buy	87	216	136	100	61	600	3.34
	14.97	37.18	23.41	16.01	8.43	100	
Shorting Hair style a like celebrity	114	196	138	90	62	600	3.41
	19.62	33.73	23.75	13.94	8.95	100	
Feel look alike as using endorsed product	90	170	160	120	60	600	3.20
	14.97	28.92	27.19	18.93	9.98	100	
Like to look younger of my actual age	120	194	125	85	76	600	3.37
	20.65	33.39	20.65	12.91	12.39	100	
Comparison with celebrity	105	155	120	122	98	600	3.12
	18.07	26.68	20.14	18.93	16.18	100	

Source: Computed from Primary data

It is noted from the Table 3, a highest of 34.60 per cent of the respondents strongly agree and 36.66 per cent agree with the statement respondents are fan of good looking female celebrities, followed by 20.65 per cent strongly agree and 33.39 per cent agree with they are like to look young as their actual age and 18.07 per cent strongly agree that they make comparison with celebrity. At the same time most of the respondents were disagree that, they like to look young of their actual age and comparison with celebrity in the purchase of cosmetic products.

The variables of imitating a celebrity to buy, sporting hair style a celebrity and feel look alike as using endorsed product are also moderately significant variables among the respondents in the purchase of cosmetic products.

It is concluded that the most of the consumers are fan of good looking female celebrities and try to imitate the celebrity in the purchase of cosmetic products. The average acceptance score also indicates that highest acceptance for the variable the fan of good looking female celebrities and lowest acceptance of 3.12 for the comparison with celebrity in the consumption of cosmetic products among the female consumers.

C. Social Expectations

The physical appearance of a person is very important in determining social acceptance, approval and ultimately social success. The nice-looking appearance influences the interpersonal dynamics in the interaction. The appearance is important aspect that determines social acceptance and the use of cosmetic products to improve the appearance to suit better social expectations.

TABLE 4: SOCIAL EXPECTATIONS

Variables	SA	A	N	D	SD	Total	Mean
Look Attractive with look	239	201	85	34	32	600	3.94
	39.94	35	14.16	5.6	5.3	100	
Like to look young in eyes of others	126	223	140	65	27	581	3.61
	21.69	38.38	24.10	11.19	4.65	100	
Differentiate Professional and Personal fields	122	219	128	85	46	600	3.54
	20.33	36.5	21.33	14.16	7.66	100	
Buy Cosmetics to have flawless skin as others	105	159	144	105	87	600	3.17
	17.5	26.5	24	17.5	14.5	100	

Source: Computed from Primary data

It is observed from the Table 4 clearly indicates that, a maximum of 39.94 per cent strongly agree and 35 per cent agree with their important social expectation is to look attractively. The respondents of 37.5 per cent and 21.5 per cent strongly agree and agree respectively with the statement of like to look young in the eyes of others and 36.5 per cent and 20.33 per cent strongly agree and agree with the statement of differentiate professional and personal fields. However, the respondents of 14.5 per cent strongly disagree with the statement of the reason to purchase the cosmetics is to have flawless skin as others.

D. Consumption of Cosmetics

The consuming of cosmetics is how, when, where and under what circumstances consumer are using the products. The processes involved in the acquiring, consuming and

disposing the products, experiences and ideas. The consumption of cosmetics is closely involved by the university students and specifically girls account for the major share influenced by the social expectations.

TABLE 5: CONSUMPTION OF COSMETICS

Variables	SA	A	N	D	SD	Total	Mean
Fashion sense Uniqueness	194	257	84	45	20	600	3.97
	32.33	42.83	14	7.5	3.33	100.00	
Durability of Cosmetic Vitamin Effect	92	232	150	70	56	600	3.64
	15.33	38.67	25	11.67	9.33	100.00	
Advertising and Promotion	136	170	155	81	58	600	3.33
	22.67	28.33	25.83	13.50	9.67	100.00	

Source: Computed from Primary data

The Table 5 shows that, a maximum of 33.33 per cent strongly and 42.83 per cent agree with the consumption of cosmetics fashion sense uniqueness among the female students. However, the respondents of 7.5 per cent and 3.33 per cent disagree and strongly disagree respectively with advertising and promotion among the female students. The average acceptance score indicates that, a highest acceptance of 3.97 for fashion sense uniqueness, followed by 3.64 for durability of cosmetic vitamin effect lowest acceptance of 3.33 for advertising and promotion.

IV. SUGGESTIONS AND POLICY IMPLICATIONS

Suggestions and recommendations relating to environmental impact Motivating Behaviour of the Cosmetics Products.

- Consumers are generally ecstatic when they think they are getting a good deal and to motivate them to purchase to by providing offers like, buy one, get one free deals, buy one, get one half off deals, and a free gift with purchase option.
- To educate the potential consumers by conducting workshop and trade shows around the target audience. The demonstration of college students is to plan for prom, hire a couple of models to wear prom dresses and do their makeup how makeup products work, the proper application techniques and explain how to dress up a day look to an evening look with a few quick changes. Attend expos and trade shows to get exposure to your product. Base your marketing around the target audience.
- There is a necessity of balance between the healthy cosmetics and the need to promote more cosmetic business venturing. Making it too loose will reflect the poor quality cosmetic products of local and international marketers. Thus there is a need to design the proper mechanism to assure the quality products and regulations imposed to the industry will definitely position the cosmetic industry to better competitive place.
- The growing demand for cosmetics market, the manufactures introduce new product based on advanced research and technologies in order to fulfill the expectations of the customers and also to differentiate their products to adjust them to the expectations of the customers.
- The analysis reveals the levels of each factor that had the impacts on consumer purchase decision. Hence, the study would give some recommendations to help increase the development of the industry towards female cosmetic products. The “quality of staying power” and free from hazards is also most influential factor which had the strongest impacts on the level of consumer buying process. Therefore, the marketers should be keeping on shaping the health of the consumers and quality of the shelf life of cosmetic products.

V. CONCLUSION

The present research article concludes that, the most of the college female students are believed that they look more attractive when using the cosmetics as well as they experience much more confident. The college females students are wear makeup in social situation and believe that wearing makeup can actually affect various aspects of their social life and career. Females were much happier with their face when they would wear makeup, comparing to their natural face. In

the present study, it is confirm the possibility of using the cosmetic products has increase the appearance of the college female students and they often feel as if they would be more capable.

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