

# Women Behavior towards Purchasing of Makeup Products:

A Study of Bangalore, India.

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**Abstract-**The cosmetic industry in India is growing and makeup products are important components of the cosmetic industry. A cosmopolitan city like Bangalore gives a clearer picture of consumer preference in the industry. About 100 Makeup products consumers are served to understand their interest. Advertisements and celebrity endorsements are key in this market. The peer group is one of the biggest influencers on the choice of woman's makeup. The majority of women spend a good amount on makeup products and they are willing to pay a premium for a product with natural ingredients. As people are getting more aware of organic science and prefer to use organic products organizations should focus on organic products and come up with new chemical-free and eco-friendly products.

**Keywords-** Cosmetic Products, Style, Fashion Industry. Makeup

## Introduction

In a short period, the Indian cosmetic industry is growing in a faster phase and more women are showing interest in personal grooming as personal income is increasing. It is also supported by the greater product choice and changing lifestyle and better communication facilities.

The personal care and the cosmetic industry is growing at 20 percent per year. The growing Indian cosmetic market is offering a promising prospect for international brands. The penetrating of cosmetic products are low in India and current consumption is lower than in many other Asian countries. The major driving force for the demand is the increasing disposable income of the upper population, the price-sensitive Indian market offers greater challenges for the companies.

## Literature review:-

In 1982, an examination on "Reference Gathering Effect on item and brand buy choices" was conveyed out by William Bearden and Michael Etzel on non-understudy grown-ups in Columbia to comprehend the distinctions in the reference bunch impacts across 16 items which were delegated freely and secretly burned-through items and extravagances and necessities.<sup>1</sup>

In 1992, an examination was directed explicitly on "The impact of Familial and per-based reference gatherings on shopperchoices". The respondents were understudies from Thai and US market and

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reference gathering impact was broke down on item choices and brand choices which were arranged under four kinds: public extravagance/public need, private extravagance/private need

Paper named "Contrasts in defencelessness to reference bunch impact" where-in understudies and housewives were respondents contemplating the item insightful investigation of decisions.

In 1978, An examination on "Special points of view of reference bunch impact: Publicizing suggestions" by Lessig and Park was directed in Kansas on housewives to inspect the part of reference gatherings and limited time offers in fulfilling purchaser inspirations across 20 products.

As per Kotler and Armstrong (2001), buyer purchasing conduct alludes to the purchasing conduct of the people and family units who purchase the products and ventures for individual utilization. Shoppers around the globe are distinctive in different factors like age, pay, schooling level, and inclinations which may influence how they profit from products and ventures. This conduct at that point impacts how items and administrations are introduced to the diverse buyer markets.

There is a large number of factors that impact customer conduct, to be specific:

social, social, individual, and mental (Kotler and Armstrong, 2001). These qualities can't be constrained by the organizations; subsequently, a need to survey these components to make a powerful showcasing plan.

Numerous individuals do burn-through a wide scope of items consistently, from necessities to high-valued collectibles. Attributable to the multiplication of items on the lookout, such marvel is quite possibly the most fascinating and consequently vigorously examined points in the advertising field. As referenced by Schiff man and Kanuk (2000), purchaser conduct is about how individuals make their choices on close to home or family items with the utilization of their accessible assets such as time, cash, and exertion. Gabbott and Hogg (1998) and Blackwell et al. (2006) further give an all-encompassing perspective that characterizes buyer conduct as the exercises and the cycles in which people or gatherings pick, purchase, utilize or arrange the items, administrations, thoughts, or encounters.

The investigation of shopper purchasing conduct is of most extreme significance in various perspectives. First of all, customer conduct can impact the financial strength of a country (Blackwell et al., 2006). Customers would have their inclinations in

buying items from explicit retailers also, subsequently, the leftover retailers are chosen to utilize the standard of 'natural selection'. Accordingly, shoppers' choices can give some insight into which industry to endure, which organizations to succeed, and further, which items to dominate. Second, through understanding the explanations behind customers purchasing the items and their purchasing propensities, the organizations can utilize such data to devise comparing showcasing systems because of the customers' needs (Blackwell et al., 2006).

#### **Objectives of the study:-**

- To know the factors affecting the consumer buying process for makeup products and the reasons why choose a particular makeup brand.
- To understand the factors which influence for decision-making of the consumers and
- Identify the activities carried out by the companies and their impact and how they motivate customers to purchase their particular brand.
- To analyze the consumers' preference towards Herbal cosmetic products
- To recommend possible strategies to the cosmetics marketing companies in Bangalore

#### **Research Methodology**

##### **Sampling plan:**

The participants were composed of teenage girls and middle-aged women from varied classes of society.

##### **Sources of Primary data:-**

The primary data for the research are directly collected from main sources through field observation, and face-to-face conversation using the questionnaire prepared. All relevant secondary data is collected from various sources like Magazines, Books, Internet, Articles and Company Websites, etc.

The convenience sampling method was adopted for conducting the survey.

##### **Nature of Data Collection:**

Sample size : 100

Sampling unit : Women living in Bangalore

The primary source of data: Interview and Questionnaire

Secondary sources of data: Internet and Magazines

Area Covered: Bangalore

Instrumental Survey: Questionnaire

Types of Questions : close/ open ended

Data Collection Instruments: The data collection tool used for this exercise is a paper questionnaire filled out face to face by the teenage girls and middle-aged women, students, and household women

Techniques for Data Analysis: Data was analyzed using the Mean and Percentage

method. Presented in the form of graph and Table. may

2.The opinion of Bangalore women not replicate entire India

**Limitations**

The limitations of the study are as follows:

1. There was a time constraint bounded for the research

**Data Analysis and Interpretation**

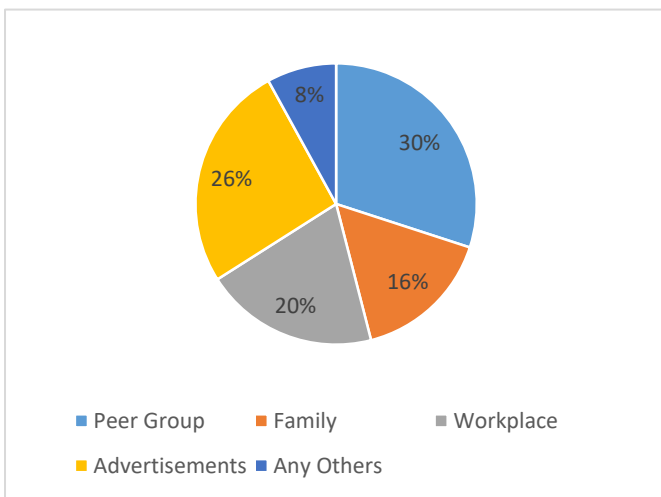


Fig 1: Graph showing factors influencing while choosing a makeup brand

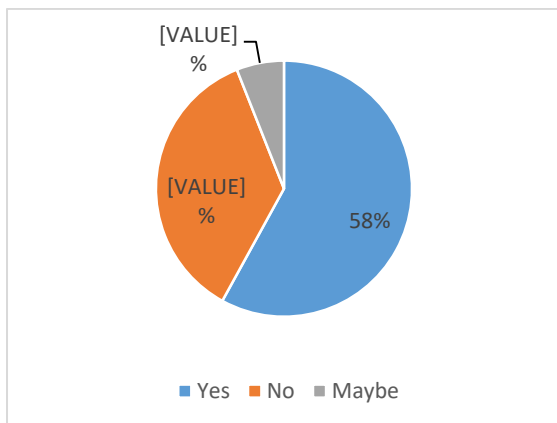


Fig:-2 Graph showing the influence of quality of advertisement in changing of perception towards the product

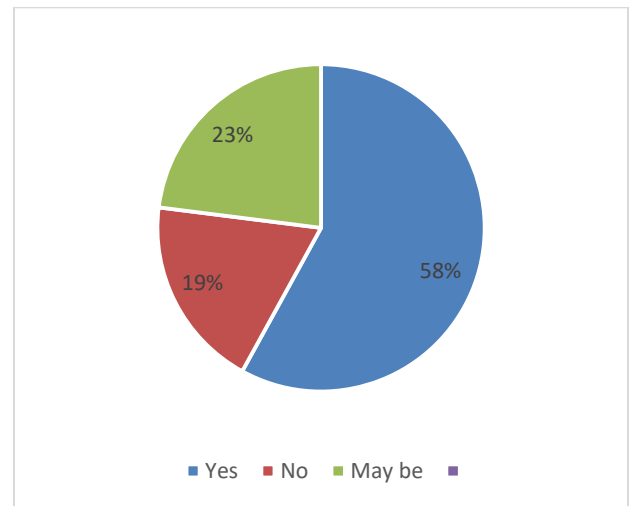


Fig 3: The graph showing whether the cosmetic product is being purchased after watching its advertisements

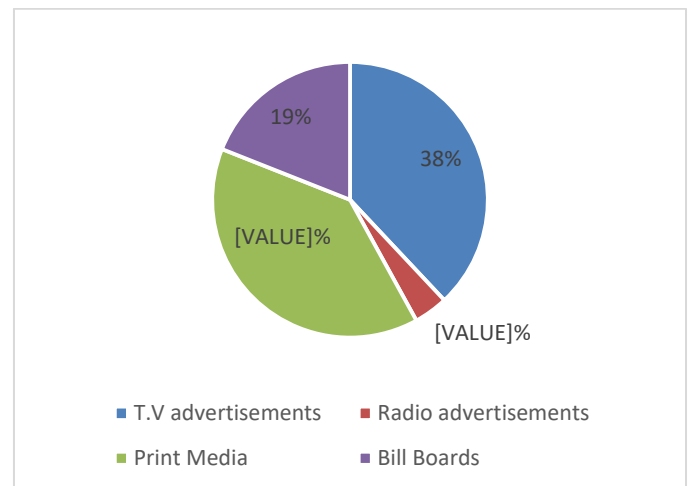


Fig 4 Graph showing the kind of advertisements which has a long-lasting impact in terms of cosmetics products

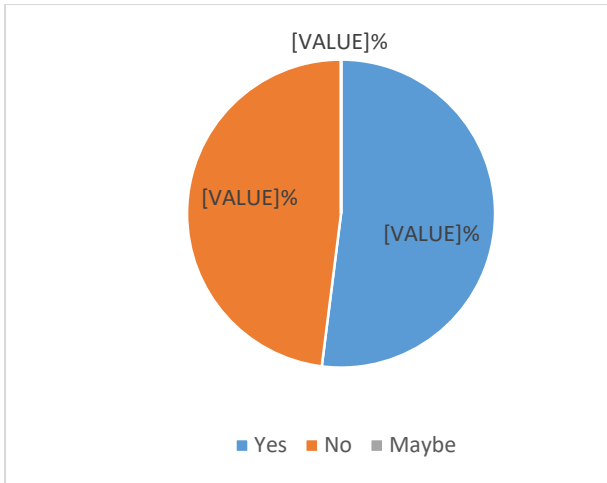


Fig 5: Graph showing influence of celebrity endorsement

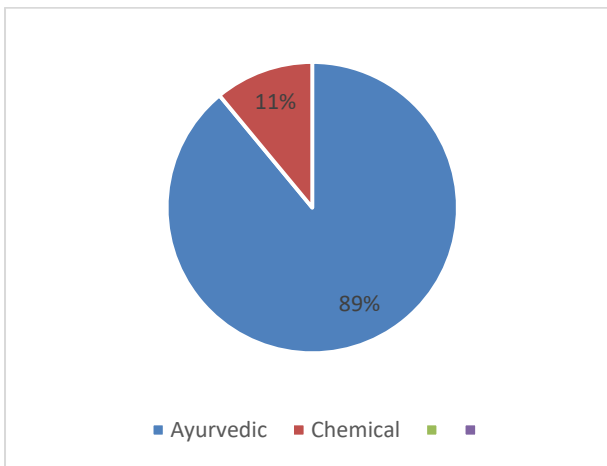


Fig 6: Graph showing the type of cosmetic products preferred to purchase

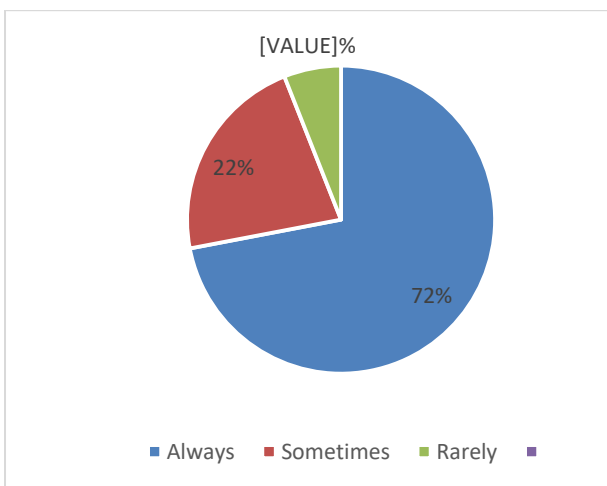


Fig 7: The Graph showing information collected before purchasing

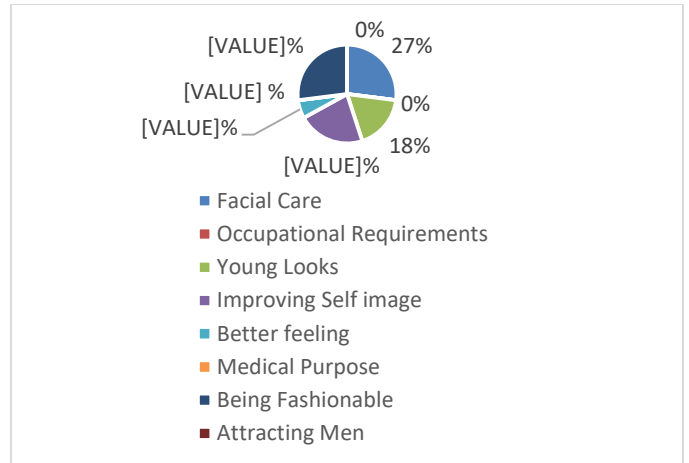


Fig 8: Graph showing the purpose of using cosmetic products

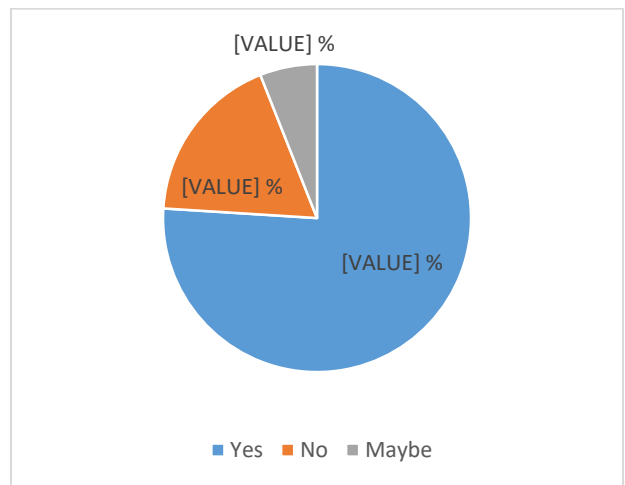


Fig 9: Graph showing do you think expensive products are better than cheaper products

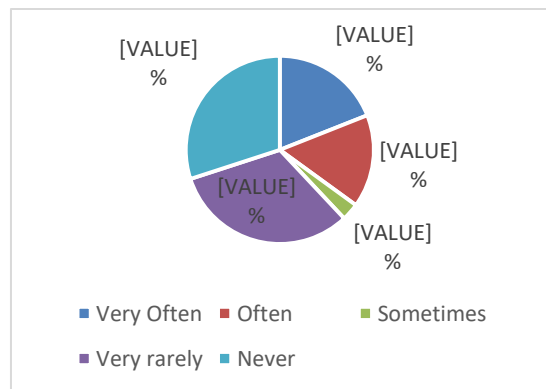


Fig 10: Graph showing purchasing a cosmetic product based on the recommendations of a salesperson

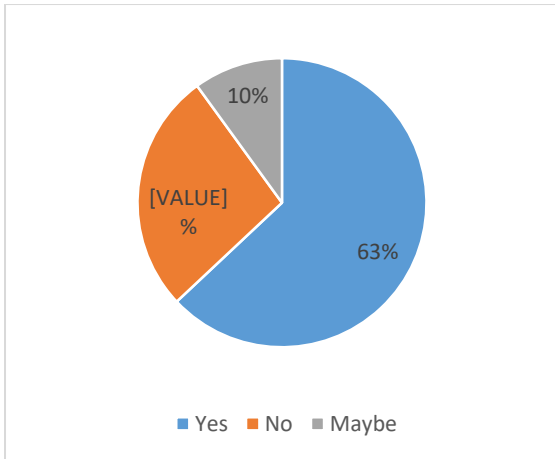


Fig 11: Graph showing the willingness to pay more for a product with natural ingredients.

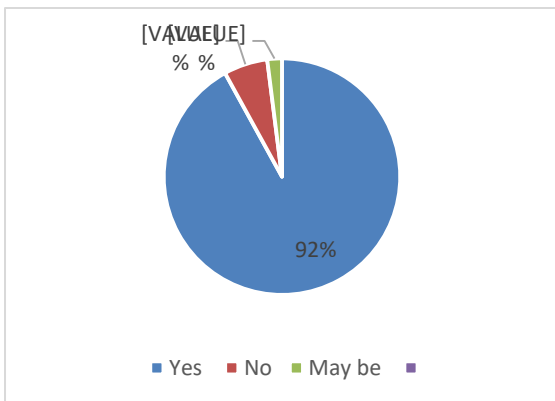


Fig 12: Graph showing recommendations of a cosmetic brand on past-experience of customer

### Findings

The peer group is one of the biggest influencers on the choice of woman’s makeup products and other factors like family, advertisements, and influence of workplace are not negligible and they all are also important.

The quality of the advertisement is influencing the majority of them and changing the perception of the women buyers in Bangalore. A majority of the consumers watch the advertisement before



Demand for natural products is increasing day by day in Indian makeup products’ and Peer groups act as a catalyst for the promotion of cosmetics products



Celebrity endorsement is still a very important factor for Indian makeup products’ consumer and can act as a catalyst for the promotion of cosmetics products

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both Print media and T.V advertisements bring a long-lasting impact on cosmetic products in Bangalore.

Celebrity endorsements are still a very important factor for Indian consumers and they can act as a catalyst for the promotion of cosmetics products. The majority of women in Bangalore, about 72%, always collect information before purchasing a product. A majority of people say they very rarely or never for purchasing a cosmetic product based on the recommendations of a salesperson. The women in Bangalore believe that if they are paying a higher price for the product then its quality is better. The purpose of buying cosmetic products is for facial care, being fashionable also for improving self-image. The majority of people in Bangalore would recommend cosmetic products on their previous experience.

The attention of women in Bangalore towards Ayurvedic cosmetics is increasing and a majority of respondents prefer and accept them. They are willing to pay a premium for a product with natural ingredients.

### **Recommendations**

The companies mainly depend on advertising their products with celebrities which are costing more to the organization. Companies can go direct marketing instead of having stalls at Malls, Beauty parlor, and highly populated areas like tech parks, etc. Women in Bangalore preferring more premium products, because they believe that, premium products can perform better than other local products as they from reputed companies. An organization should set some standards in their products and set their products as premium products in the market. As people are getting more aware of organic science and prefer to use organic products, hence, organizations have to focus on organic products and come up with new chemical-free and eco-friendly products. Companies should also focus on feedbacks because the majority of products are sold based on their past experiences.

### **Conclusion:-**

It was an attempted to identify the influence of different factors like product, price, place, brand name, packaging, etc., on buying behavior of women in Bangalore. Many products in the market are having proximity and similar attributes

It can be seen most women buy cosmetics products and are influenced by celebrity endorsement. The focus of advertisement must be in the area of print media and television. Women in Bangalore are ready to pay a premium in case the product is of high-quality. Natural cosmetic products including Ayurveda products are preferred by the customers. Cosmetic product/brand marketers must keep these aspects in mind while formulating strategies for the Bangalore market.

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