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A STUDY OF CONSUMER BEHAVIOR TOWARDS COSMETIC PRODUCTS WITH REFERENCE TO LAKME

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Abstract

Understanding the consumer is important for marketers to develop the marketing mix. Therefore, various factors affecting consumer behavior can be a critical input for developing the marketing mix. In present study, the researcher attempted to understand the factors influencing consumer behavior towards cosmetics with reference to India's successful brand in cosmetics – "Lakme" which was launched in 1952 and is the most popular and brand leader in cosmetics segment.

A structured questionnaire was used to collect data from a sample of 100 female respondents using Lakme products in Pune city, selected on the basis of convenience sampling. Factor analysis, Chi-square test, simple percentage analysis and pie chart were used for statistical analysis. The study revealed that quality, value for money, ingredients, availability, offers, product line range, promotion campaign have significant influence on the buying decision of customers of Lakme products. The study will be a useful reference to the start-ups engaged in manufacturing and marketing of cosmetic products as well as aspiring start-ups.

Keywords: Lakme products, Consumer Behaviour, Start-ups, Marketing Mix, Cosmetics

Introduction:

Lakme is the India's well-known, popular and successful brand over 65 years. Lakme provide a wide range of beauty products for women like face wash, scrub, lotion, moisturizer, cleansers etc. Lakme has proven record of consistent quality of product, the design and packaging as well as high commitment towards customer service.

The researcher, with the use of a structured questionnaire collected information from 100 women in Pune city using Lakme products. The information was analyzed by using statistical techniques-factor analysis, chi-square analysis, pie charts, percentage etc.

The study, on the basis of the findings drawn from the collected information concluded that the factors like quality, value for money, ingredients, availability, offers, product line range, and

promotional campaign are important determinants of consumers' buying behavior towards Lakme range of products.

Statement of Problem:

Customer is the core of any marketing activity. For the success of any product or service, it is very important to know its customers well viz. their likes, dislikes, situations when they prefer to purchase particular product or service, their buying behavior and so on.

In today's competitive world, while introducing any new product or service, it is important to know the consumers' buying behavior towards various products and services so as to formulate the strategies for introducing and marketing any new product or service.

In the present study, therefore to understand the various factors affecting the consumer behavior towards cosmetic products, researcherhas carried out a study on consumers' behavior towards the brand leader in cosmetics segment i.e. Lakme.

Significance:

The present study will be useful to understand various factors affecting the consumers' behavior towards the Lakme beauty products.

The study will be of great use to the start-ups in cosmetic segment to understand the factors of importance to be considered while formulating the strategies and to design marketing and promotional programs.

Review of Literature:

Anute, Nilesh&Deshmukh, Anand. (2015)[1]. In their research paper collected the information related to consumer behavior from 200 respondents in Pune city. They concluded that most of the customers prefer domestic brand, they like organic products and they get the information regarding various brands through television. They further said that most of the people prefer Lakme brand and the important factor in purchase of cosmetic product is quality and they give least importance to packaging of the product.

AnjanaS. S. (2018)[2] in her research attempted to identify the factors affecting the consumers buying behavior towards cosmetic products. She concluded that quality, price, brand, packaging, advertising are important factors affecting the consumers' behavior in cosmetics segment.

OberoiParul, OberoiPrerna (2018)[3] conducted a researched on 400 respondents in Delhi NCR to understand the consumer behavior towards the cosmetic products. They concluded that social factors are important influencers on consumer behavior towards cosmetics.

Desai Kisan (2014)[4], in his research work studied consumer behavior towards cosmetics with reference to Kolhapur district. He concluded that the most important factor influencing consumer behavior in cosmetic segment is quality. Apart from that he found that the customers prefer to purchase Ayurvedic brands and can also wait if the product is not available.

Sumathi& Dr. Begum Mustiary (2016)[5], conducted a study in Mangalore city and studied the impact of advertisement on consumer behavior of cosmetic products. Customers, taste, preferences and awareness of brands influences their purchase decisions. They further said that environmental and psychological factors also influence the customers' taste and preferences.

Lakshmi Y P Sai & Suresh Babu M (2019)[6], studied the factors influencing consumer behavior towards cosmetics. They discussed that various internal factors like attitude, motivation, perception, and learningalong with social and cultural factors and other factors such as price, advertising and physical attributes shape the consumers' behavior.

Conclusion: The review of literature on consumer behavior towards the cosmetic products revealed various factors that affect the consumer behavior towards cosmetic products in various cities. The consumer behavior is dynamic in nature. The review of literature has helped the researcher to identify various variables that can be tested to identify the important factors that affect the consumer behavior towards cosmetic products in Pune city with reference to well-known brand-Lakme.

Objectives of the study:

1.   To study various factors affecting consumer behavior towards cosmetic products with special reference to Lakme
2.   To study the demographic characteristics of consumers of cosmetic products
3.   To study the awareness of consumers towards cosmetic products

Hypotheses:
1.   Quality and Buying decision have significant relationship
2.   Value for Money and buying decision have significant relationship
3.   Ingredient and Buying decision have significant relationship

4.   Availability and Buying decision have significant relationship

5.   Offers and Buying decision have significant relationship

6.   Product line range and Buying decision have significant relationship

7.   Promotion campaign and Buying decision have significant relationship

Research Methodology:

The primary data for the study was collected through a structured questionnaire from 100 women in Pune city using Lakme products, selected on the basis of convenience sampling. Reliability was tested using Cronbach Alpha and it was found excellent having 0.819. Factor analysis, Chi-square test, simple percentage analysis and pie chart were used for statistical analysis
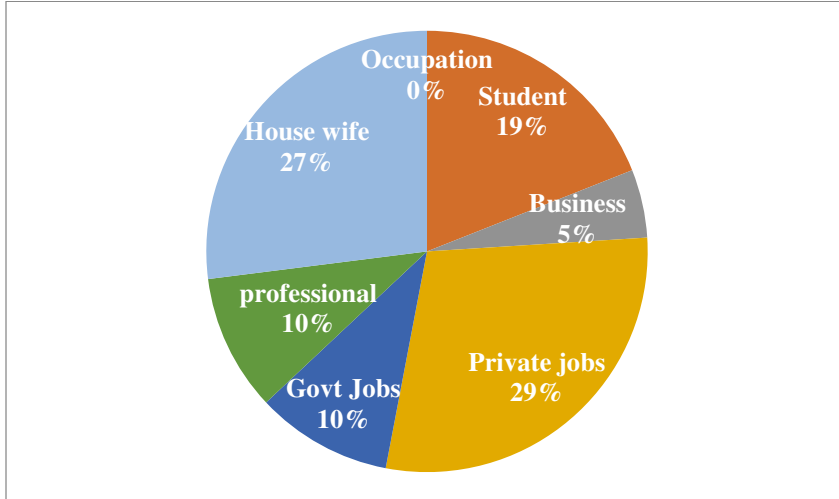
Data Analysis and Interpretation:

Graph: 1: Age groups of respondents
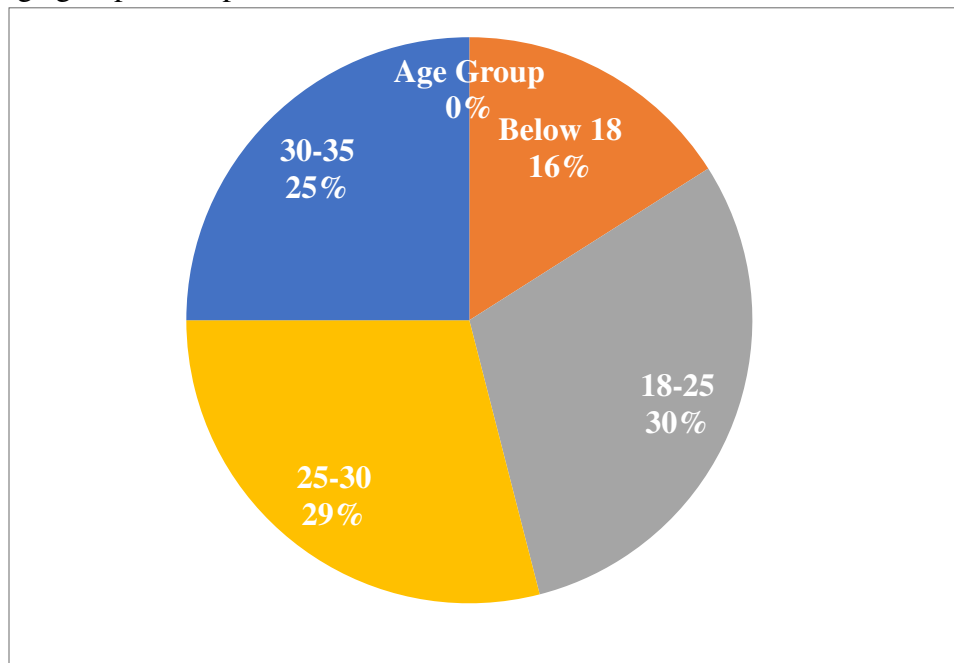
The above graph shows that majority of the respondents 29% belong to 25 to 30 age group followed by   18 to 25 age group 30%, followed by 30 - 35 age group 25%

Graph: 2: Occupation of respondents

From the above graph it can be seen that majority of the respondents are doing private job 29% followed by housewife 27% followed by student 19%.

Graph: 3: Source of brands related information to respondents
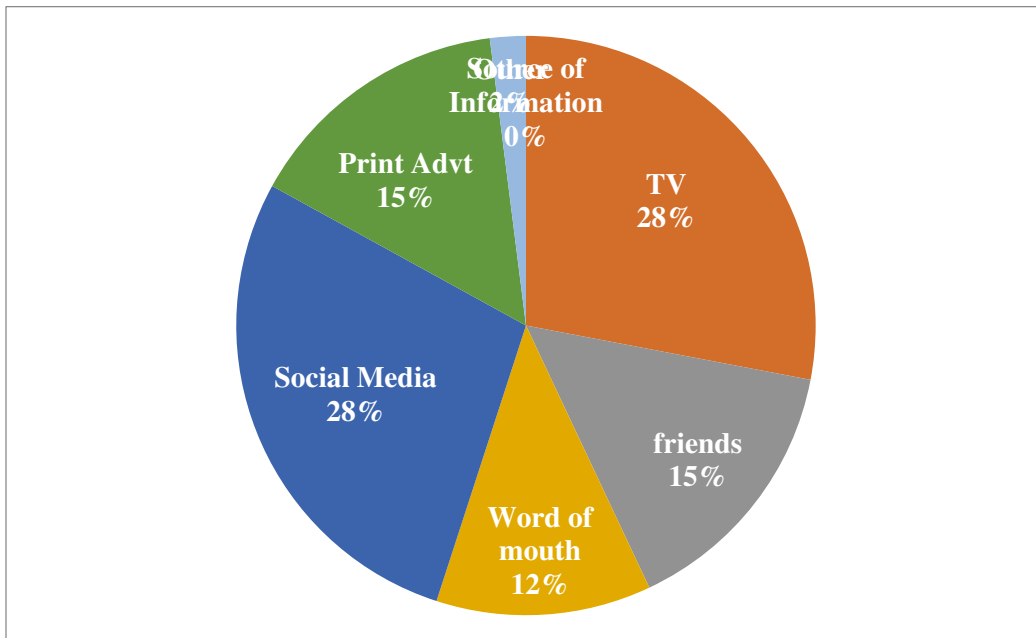
It is observed that TV was the major influencing factor and source of information followed by the social media, followed by the friends, followed by the print advertisement in newspaper and magazine.

Graph: 4: Duration of use of Lakme products by respondents
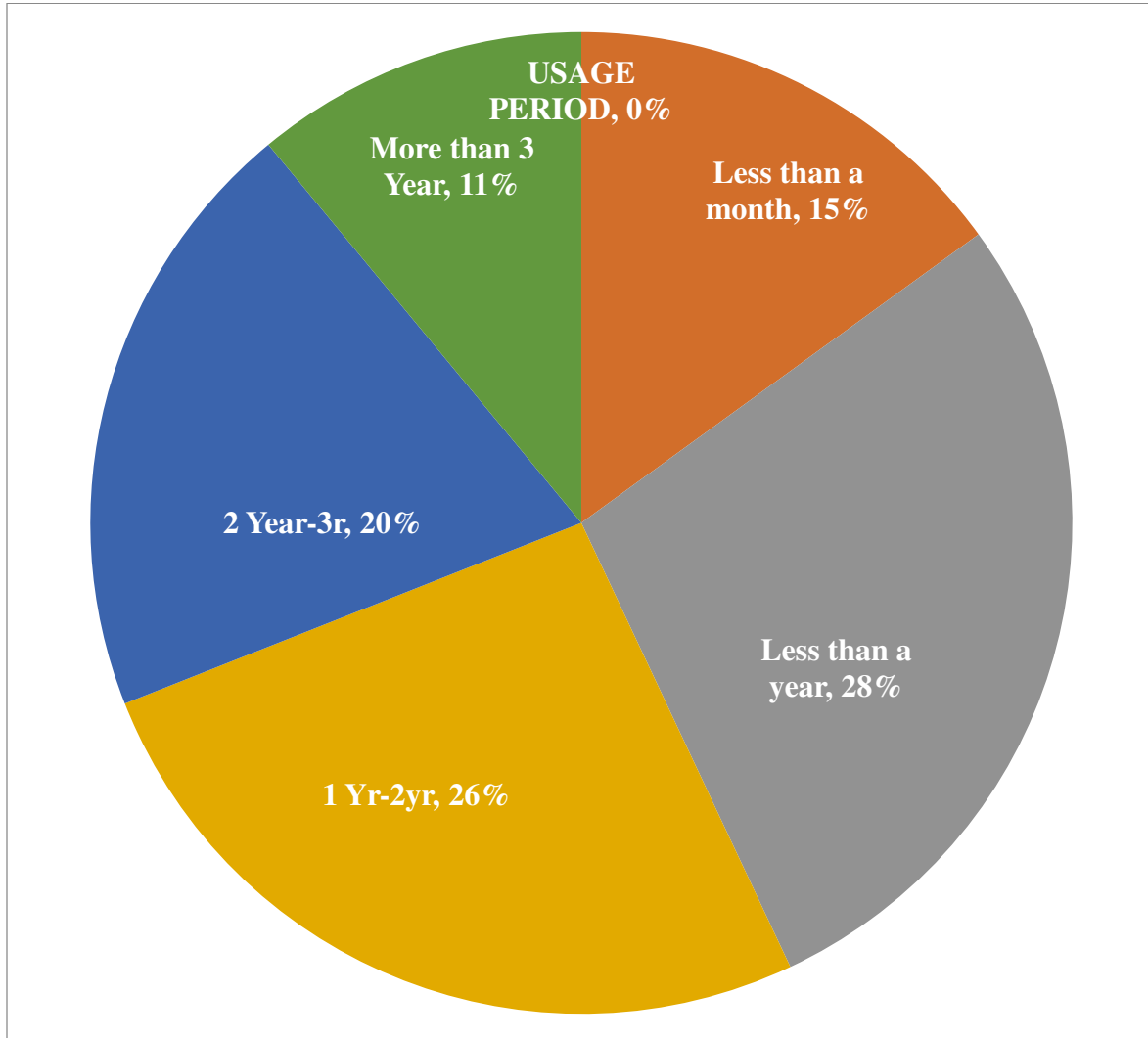
Most of the respondents (43%) were using Lakme beauty products less than a year, 11% since last 3yrs

Graph: 5: Frequency of purchase of Lakme products by respondents
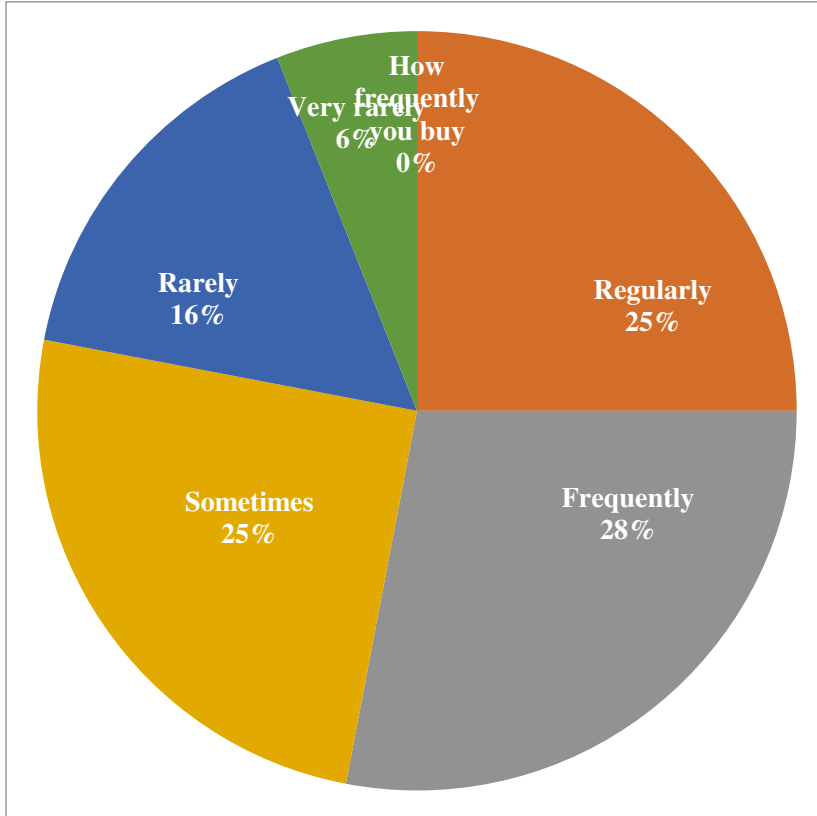
Above graph shows that 25% respondents are purchasing and using the Lakme products regularly, 28% reported frequently, 25% said sometimes and 22% said rarely.

Graph: 6: Monthly expenditure on Lakme products by respondents
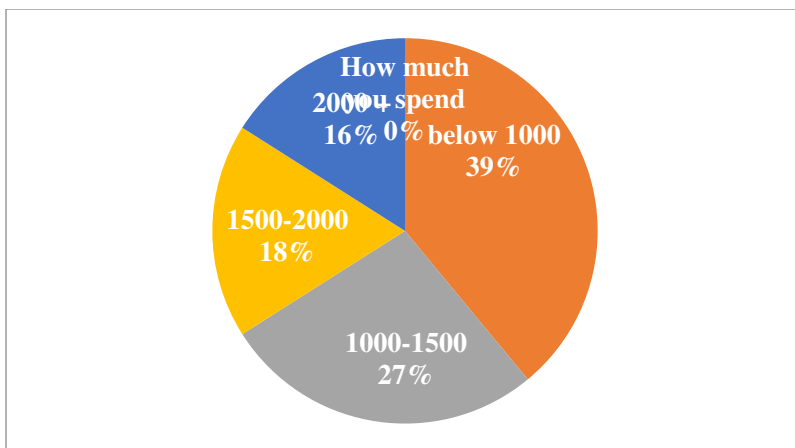
It can be seen from the above graph that 39% respondents spend less than 1000 Rs on the Lakme products per month, 27% spend 1000-1500 rs. 18% spend 1500-2000 and 16% spend 2000+ rupees on the Lakme beauty products per month.

Graph: 7: Respondents' place preference for purchase of Lakme products
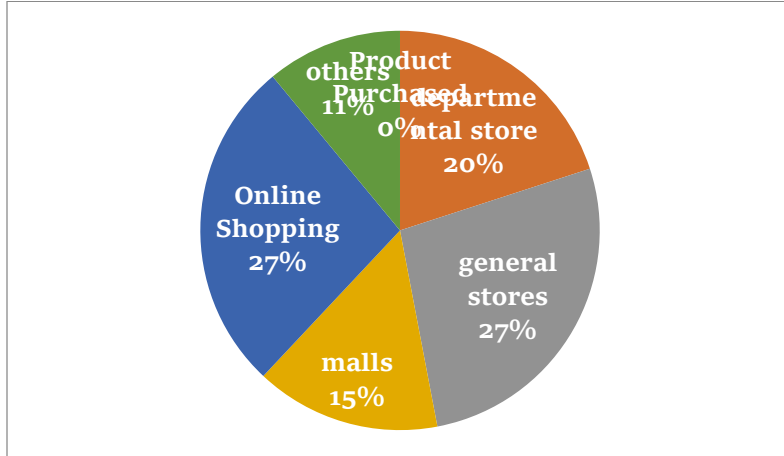
It can be seen that 27% respondents purchased Lakme products from general stores and 27% respondents purchased products from online shopping.

Graph: 8: Respondents' satisfaction towards Lakme products
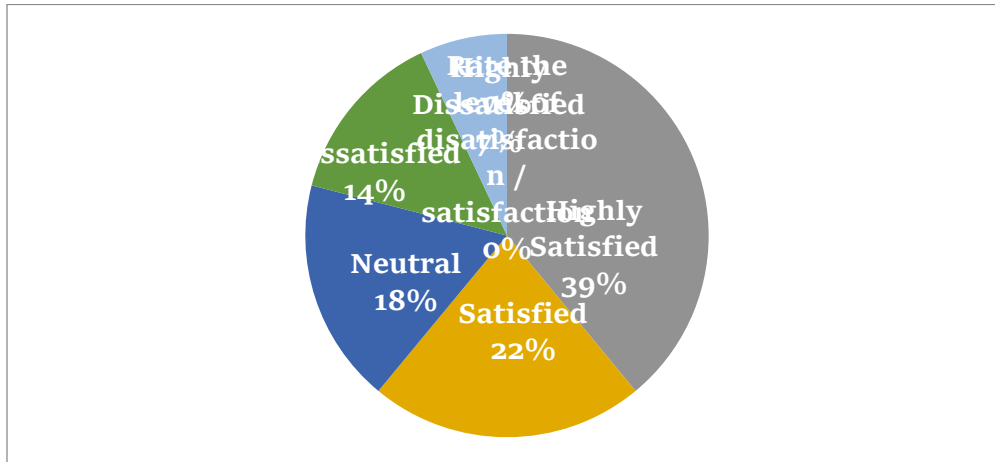
It is reported that 61% respondents are satisfied with the Lakme products, while 14% dissatisfied and 7% respondents are highly dissatisfied about the Lakme products.

Graph: 9: Opinion of respondents on whether they will recommend Lakme brands to others
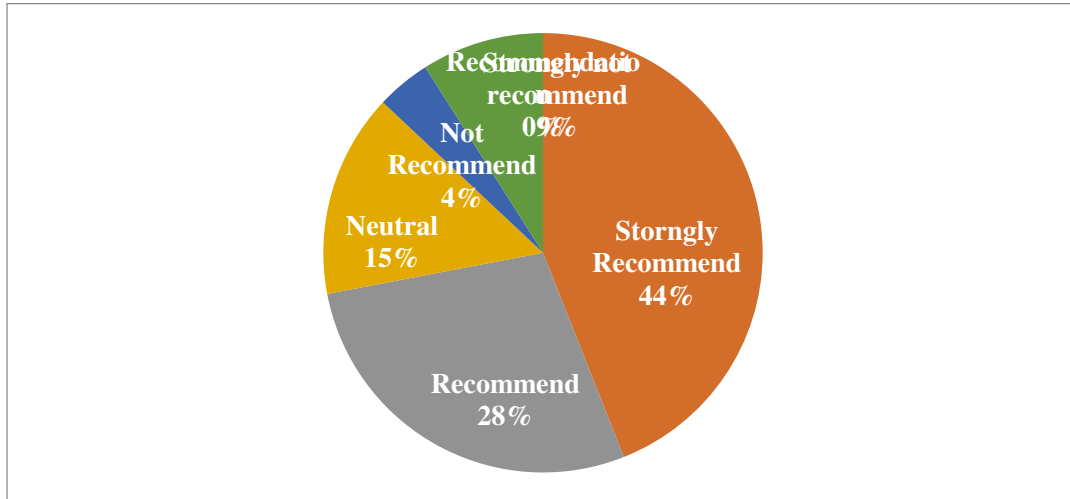
It is reported that 44% respondents said that they are strongly recommend this product to others followed by 28% who will also recommend, followed by 9% strongly not recommend and followed by 4% who will not recommend.

Graph: 10: Respondents opinion on quality of Lakme products
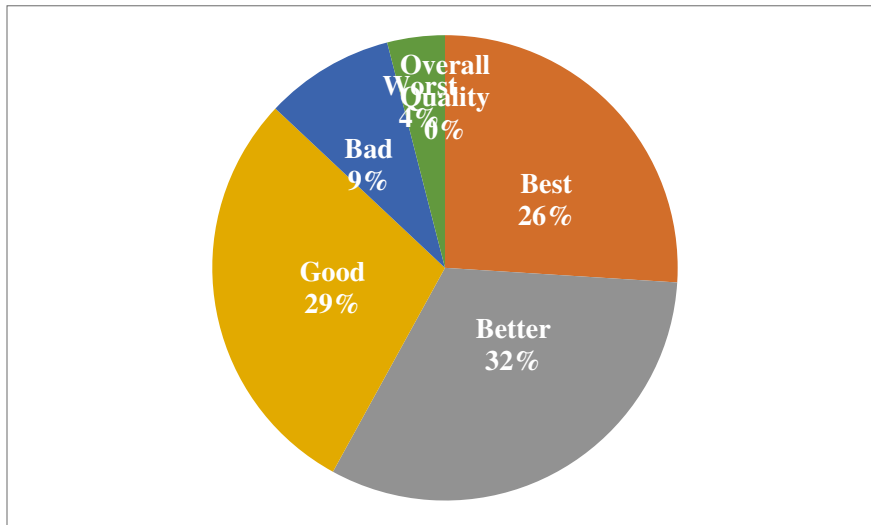
It is reported that Lakmebeauty products are good in quality as 26% said it's the best followed by 32% said better, followed by 29% said good, followed by 9% who said bad and 4% said its worst.

Reliability
Table-1: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.819	15

Cronbach alpha is 0.819 which is acceptable.

Factor Analysis

Table-2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.887
Bartlett's Test of Sphericity	Approx. Chi-Square	1279.785
	df	91
	Sig.	.000

Table-3: Communalities

Communalities		
	Initial	Extraction
Promotion campaign	1.000	.655
Value for money	1.000	.822
Ingredient	1.000	.472
Quality	1.000	.831
Offers	1.000	.748
Convenience	1.000	.805
Stock availability	1.000	.781
Product line range	1.000	.681
Brand reputation	1.000	.415

Table-4: Total Variance Explained

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.338	52.413	52.413	7.338	52.413	52.413
2	1.834	13.101	65.514	1.834	13.101	65.514
3	1.042	7.440	72.954	1.042	7.440	72.954

4	.918	6.557	79.511			
5	.724	5.173	84.684			
6	.532	3.803	88.488			
7	.478	3.417	91.905			
8	.331	2.362	94.268			
9	.315	2.250	96.518			

Table-5: Component Matrix

Component Matrix			
	Component		
	1	2	3
Promotion campaign	.331	.128	.733
Value for money	.834	-.321	-.124
Ingredient	.224	.621	-.142
Quality	.935	-.132	-.021
Offers	.824	-.121	-.0234
Convenience	.889	-.123	-.032
Availability	.850	.221	.067
Product line range	.744	.325	-.123
Brand reputation	.018	.323	.544

On the basis of factor analysis following variables those have high value in communalities table taken for the study further and applied chi-square crosstab to prove validity and reliability of the hypothesis the following hypothesis are proven

Factor Analysis: - Interpretation

Following variables were taken for factor analysis

Promotion campaign, Value for money, Ingredient, Quality, Offers, convenience, Stock at retailer, Product line range, Brand reputation

After factor analysis results those have high value in communalities table taken for the study further Chi square test is applied on these variables

Following results were observed

Table-6: Hypotheses testing results

Sr.No.	Hypothesis	Communalities extraction values	Pearson Chi-square value	Status
1	Quality and Buying decision have significant relationship	.910	.001	Alternate Accepted
2	Value for Money and Buying decision have significant relationship	.860	.026	Alternate Accepted
3	Ingredient and Buying decision have significant relationship	.831	.003	Alternate Accepted
4	Availability and Buying decision have significant relationship	.822	.035	Alternate Accepted
5	Offers and Buying decision have significant relationship	.805	.031	Alternate Accepted
6	Product line range and Buying decision have significant relationship	.781	.009	Alternate Accepted
7	Promotion campaign and Buying decision have significant relationship	.748	.010	Alternate Accepted

Findings:

1)   Quality, value for money, Ingredient, Availability, Offers, product line range, promotion campaign have p value 0.001, 0.026, 0.003, 0.035, 0.031,0.009, 0.010 respectively which are less than significant level 0.05 so these variables influencethe buying decision of customers of Lakme beauty products respectively

2)   TV (28%), social media (28%), friends (15%), print advertisement (15%) were the major source of information for influencing purchase decision

3)   Most of the respondents (43%) were using Lakme beauty products less than a year, 11% since last 3yrs.

4)   Most respondents 53% were using Lakme products frequently.

5)   Most respondents 61% are using Lakme products worth more than Rs 1000 per month.

6)   Most of the respondents purchase Lakme beauty products online 27%, general stores 27%

7)   Most of the respondents 61% are satisfied with the Lakme beauty products.

8)   Most of the respondents 72% recommend Lakme products to their friends

9)   Most of the respondents 87% has perception that Lakme products are good products in that beauty products category

Conclusion and Discussion:

Quality, value for money, Ingredient, Availability, Offers, product line range, promotion campaign have significant influence on the buying decision of customers of Lakme products.

TV Advertisement & social media were the major source of information to the consumers about the cosmetic brands. Most of the respondents are using Lakme products frequently and for majority of the respondents, the monthly expenditure on Lakme products is more than Rs. 1000. Most of the respondents purchase the Lakme products from online mode and general stores. Most of the respondents are satisfied with the Lakme products and they are willing to recommend the products to others.

The factors affecting consumer behavior towards cosmetic products that are identified through the present research are useful guide for start-ups in manufacturing and marketing of cosmetics for developing strategies for marketing the products.

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