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A Study on Impact of Promotional Activities on Consumer Buying Behaviour towards Cosmetic Products in Chennai City

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Abstract

The study focused on the impact of promotional activities of consumer buying behavior towards cosmetic products. The various factors that influences consumer buying behavior and the different modes of promotional activities. Cosmetic industry is one of the largest consumer sectors in the city. Consumer behavior is the decision process and the physical activity of an individual which engage in evaluating the goods and services. The researcher has attempted to study the impact of promotional activities on consumer buying behavior towards cosmetic products Chennai city. In this study, the researcher has used questionnaire to collect the Primary data and that has been analyzed with the proper tool and secondary data are used to collect the reviews.

Key words: Cosmetic, Consumer buying behavior, Promotional activities.

Introduction

Fast growing industries in India are cosmetics sector. Cosmetic companies have taken effective steps in meeting the consumer needs, according to the nature of the products, its price and distribution. More and more promotional activities are required to induce the consumers to buy a product. Promotional activities are not a simple task to make it easy. But it is an effective device to promote the products directly. The competitive pressures, consumer expectations and some profits cause those cosmetic companies to keep investing money in promotional activities. Today, promotion is essentials in modern marketing and it is in the form of non-price competition. It covers all the marketing activities, like advertising, personal selling, sales promotion and other selling tools. It is the process of marketing the products aimed to inform, persuade consumer. It can be defined as “the coordinated, self-initiated efforts to establish channels of information and encouragement to facilitate or faster the sale of goods or services, or the acceptance of ideas or point of view”. Consumer behavior involves study of what they buy, why they buy, how they buy and when they buy. Consumer behavior consists of four basic elements these are psychology, sociology, economics and anthropology. These consumer behaviors also consist of the influence of groups such as family, friends, reference groups and society in general on the consumer buying process. Buying behavior has two aspects the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone.

Need For the Study

This study tries to investigate the impact of promotional activities on consumer buying behavior of cosmetic products. As the cosmetic products are gaining popularity in market and it is found to be necessary to know the cosmetic products which impact more on the promotional activities among the consumer. Objectives to know the factors that influence consumer buying behavior. To know the different modes of promotional activities and their importance in motivating consumer purchasing behavior. Limitation of The Studies Study was based on questionnaire method so few were unwilling to share the information. The sample size is limited to 100. The data collected from the respondents are approximate.

Review of Literature

Sevara khosiyat kulova (2020) conducted a study on Effect of Promotional activities of Cosmetic products on customers buying behavior to understand the promotional activities and their effect of customers living in Uzbekistan. The author concluded that the customers prefer buying face and eye makeup products on promotion but do not prefer to by face cleansing and face care products. Nilesh Anute (2015) has investigated a study on consumer buying behavior towards cosmetic products, to understand the factors affecting buyer decision for purchasing cosmetic products. The author concluded that most of the people take quality as a most important factor to purchase cosmetic product. Shalla and Sangeeta Gupta (2013) conducted a study on Impact of promotional activities on consumer buying behavior a study of cosmetic industry. The author found that consumer behavior considered as the mental and emotional process and the observing behaviour of consumers during searching, purchasing and post consumption of a product or service. Banerjee, Subhojit (2009) has investigated the effect of product category on promotional choice to understand the consumer reaction to promotion in supplying useful approaches is very important both for increasing sales and other components of marketing mix, these factors are deeply interrelated in fact components of sales promotion can serve as significant factors in deriving

consumers. Oh, Hyunjoo, Kwon kayoing-Nan (2009) conducted an exploratory study for multichannel holiday shopping, understand that the promotion results in increase of sale and profit and also develops the tendency towards the brand finally brings about increase in sale.

Research Methodology

The research has selected the respondents on the convenience sampling method with a sample size of 100. Consumers from Chennai city are selected for the study. Primary data have been extracted by using structured questionnaire and schedule which had questions that relates to the objective and contribute in deriving proper inferences.

Finding of the Study

TABLE 1. Data Analysis and Interpretation often do You Buy Cosmetic Products

Purchasing	Number of Respondents	Percentage (%)
Rarely	15	15
Frequently	60	60
Very frequently	20	20
Never	5	5
Total	100	100

Source: Primary data

From the above table, 60% of respondents purchase the cosmetic products frequently, 20% of them purchase very frequently, 15% of respondents purchase rarely, and only 5% of respondents do not buy the cosmetic products. Therefore most of the respondents frequently purchase the cosmetic products.

TABLE 2. Which factor influences you the most while choosing your cosmetic brand?

Factor influencing	Number of Respondents	Percentage (%)
Family	12	12
Work place	16	16
Advertisement	30	30
Social media	38	38
Other	4	4
Total	100	100

Source: Primary data

From the above table 38% of the respondents influenced by social media, 30% of the respondents influenced by the advertisement, 16% of the respondents influenced by work place, 12% of the respondents influenced by the family members and only 4% of the respondents influenced by others. Therefore social media and advertising factors are influenced more by the respondents.

TABLE 3. Do You Buy a Cosmetic Product after Watching Its Advertisements?

Effect of advertisement	Number of Respondents	Percentage (%)
No	13	13
Yes	46	46
May be	41	41
	100	100

Source: Primary data

From the above table, 46% of the respondents purchase the cosmetic products after watching the advertisements, 41% of the respondents may be purchase the cosmetic products after watching the advertisements and 13% of the respondents not purchase the cosmetic products after watching the advertisements. Therefore most of the respondents purchase cosmetic products after watching the advertisements.

TABLE 4. Kind of Advertisements Has Long Lasting Impact In Terms Of Cosmetic Products

Kind of advertisement	Number of Respondents	Percentage (%)
Television	32	32
Social media	33	33
Online	25	25
Print media	10	10
Total	100	100

Source: Primary data

The above table shows that 33% of the respondents has long lasting impact in terms of cosmetic products, 32% of the respondents has long lasting impact in terms of cosmetic products, 25% of the respondents has impact in terms of cosmetic products and only 10% of the respondents has long lasting impact in terms of cosmetic products. From the above finding social media, television, online advertisements has long lasting impact in terms of cosmetic products.

TABLE 5. What Motivates Your Purchasing Process In Terms Of Cosmetics

Purchasing process	Number of Respondents	Percentage (%)
Latest trends	60	60
Discounts	12	12
Advertisement	18	18
Product needed	10	10
Total	100	100

Source: Primary data

It revealed from the above table that, 60% of the respondents purchasing process are motivated by latest trends, 18% of the respondents purchasing process are motivated by advertisements, 12% of the respondents purchasing process are motivated by discounts available and 10% of the respondents purchasing process are motivated by need for those cosmetic products. It shows that more respondents purchase the cosmetic products motivated by latest trends.

TABLE 6. Often Recommend a Cosmetic Brand after Watching Its Advertisement

Cosmetic brand	Number of Respondents	Percentage (%)
Rarely	21	21
Frequently	45	45
Very frequently	23	23
Never	11	11
Total	100	100

Source: Primary data

From the above table, 45% of the respondents frequently recommend a cosmetic brand, 23% of the respondents very frequently recommend a cosmetic brand, 21% of the respondents rarely recommend a cosmetic brand and 11% of the respondents are never recommend a cosmetic brand. Therefore most of the respondents recommend frequently the cosmetic brand after watching advertisements.

TABLE 7. Promotional Activities Are Must for a Cosmetic Brand to Attain Success

Promotional activities	Number of Respondents	Percentage (%)
No	15	15
Yes	60	60
May be	15	15
Total	100	100

Source: Primary data

The above table shows that 60% of the respondents think that promotional activities are must for a cosmetic brand to attain success, 15% of the respondents think that promotional activities are not must and 15% of the respondents think promotional activities may be must for a cosmetic brand to attain success. Therefore promotional activities are must for a cosmetic brand to attain success.

Suggestions

Consumer buys the cosmetic products after watching advertisements. Social media and television play major role, so the cosmetic industries can develop their products by advertising more on social media. Impact of promotional activities of cosmetic products deals with the latest trends in the market, by using the marketing mix companies can develop the cosmetic market; introduce new products with the brand name.

Conclusion

The promotional activities actually work which have positive effects on consumer buying behavior in cosmetic industry. Innovation is very important for every product development. Advertisements play major role in consumer buying behavior; sale performance will increase when the promotional activities are done properly. Latest trends and social media are the influencing factors for the promotional activities of the cosmetic products. Promotional activities help in attracting customers with more offers with match up the latest trends.

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