



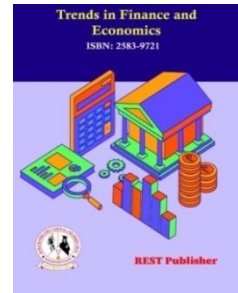
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# Analysis of Consumer Buying Behavior for Beauty Brands in Amravati City

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**Abstract:** This research report sought to understand the process by which consumers select cosmetic products. In order to gather information for this study, which was carried out in Amravati City, 100 respondents were surveyed. The personal care industry has enormous unrealized potential and is vital to the country's economy. One of the biggest consumer industries in the nation is the personal care industry. Large companies have established themselves in this market over the past few years as a result of the Indian consumer's rising purchasing power and disposable income, which has driven the industry's phenomenal growth. During the data analysis phase, it was discovered that the majority of respondents were female and that the majority of them had purchased beauty items to apply on their faces. It was discovered that the majority of respondents had chosen different brands of cosmetics and it was discovered that the price aspect was what drove consumers to purchase their cosmetic items. It was observed that the Permanent Store was where the responders were buying their cosmetics. To increase sales, the business should concentrate on serving housewives and professionals and draw in more customers, the company should expand its line of male beauty products, boost the amount of herbal ingredients, and run aggressive advertisements including celebrity endorsements. A corporation should evaluate its historical financial performance and develop marketing and business plans to strengthen its brand and expand its market segments in accordance with consumer demands. Thus, this study contributes to our understanding of the constantly shifting preferences and buying habits of the female market for beauty products. We can therefore conclude that in order to encourage female clients to purchase beauty products, retailers need specifically target them.

**Keywords:** Consumer behavior, Beauty products, Purchasing patterns, Buyer decision, Social media marketing.

## 1. INTRODUCTION

The field of consumer behaviour is still in its early stages of development; it was previously known as buyer behaviour because it placed a strong emphasis on the interactions that occur between buyers and sellers at the point of sale. Marketers today understand that consumer behaviour is a continuous process rather than just what occurs when a customer gives over cash or a credit card to acquire a commodity or service. Finding out how customers behave when they shop is the first step in developing a solid positioning strategy since it puts the marketer in a better position to target them with those goods and services. Purchase decisions are made with the needs of the person, the group, and the organization in mind. Therefore, it is necessary to have a thorough understanding of how those needs relate to customers' purchasing decisions. To comprehend consumer purchasing behaviour, it is critical to ascertain how the consumer interacts with the marketing mix. The study of consumer behaviour focuses on the where, when, how, and why of product purchases. It combines concepts from social anthropology, psychology, sociology, and economics. It makes an effort to comprehend how buyers make decisions. both on a personal and collective level It looks at consumer attributes including demographics and behavioural traits in an effort to comprehend what people desire. Additionally, it looks for ways to influence the customer from social circles including friends, family, and reference groups as well as society at large. Customer behaviour studies, in which customers play the three distinct roles of payer, buyer, and user, are based on the purchasing behaviour of their customers. Relationship marketing, which emphasises the worth of the buyer or customer, is a great instrument for researching consumer behaviour since it is keenly interested in finding the original goal of marketing. Furthermore, personalisation, customisation, one-to-one marketing, and client relationship management are prioritised. Two subcategories of social functions are welfare and social choice functions.

The beauty industry is expected to generate \$716 billion in global sales by 2025, and it is a field that is always changing and expanding. But in the crowded and cutthroat industry, it's getting more and harder for businesses to stand out and draw in their intended audience.

### Consumer Behavior Model:



## Maslow's hierarchy of needs

FIGURE 1. Sourced from Abraham Maslow's hierarchy of needs

## 2. REVIEW OF LITERATURE

**Priya KS, Sivakumar Alur(2023)** The study examined how consumer behaviour related to food and nutrition labelling (F&NL) was becoming more significant globally. Bibliometric analysis was a means to recognise important studies, monitor patterns, and comprehend research methods in any discipline. In this work, we critically assessed theories and concepts utilised in the investigation of consumer behaviour towards F&NL through the use of bibliometric analysis as well as a review of theories. They retrieved 1017 articles from the Scopus database, which they then further filtered in order to run several studies, such as co-authorship and co-occurrence network analyses. They discovered little research with an East and Southeast Asian focus. Consumer conduct with relation to food labelling has been found to be influenced by personal beliefs, attitudes, and prior experiences. Food waste, buying intentions, and sustainability labelling were the hottest themes. The significance of looking for high-impact journals to optimise the visibility and influence of research articles was underscored by this outcome.

**Marko sostar and Vladimir Ristanovi(2023)** They examined in the journal how a variety of factors influenced and altered consumers' day-to-day behaviour. The objective of this study was to quantify and prioritise the influence of cultural, social, personal, and psychological elements on an individual's purchasing behaviour. A sample of 559 hierarchical model structures was used in the study. A review of the data indicated that the main determinants of customer behaviour are psychological and personal factors. The fact that personal considerations have the greatest influence on consumer habits can be attributed to the fact that personal budgets are the dominant criteria among a set of predetermined criteria. The outcome offered a substantial foundation for additional study and inquiries using various models. The outcome provided us with valuable insights into how to approach consumers in the market going forward and promptly adjust to their needs.

**Samer Elhajjar(2023)** The article aimed to explore how the Lebanese economic crisis impacted consumer behavior regarding fashion purchases. It revealed that emotional, social, and functional factors all played a part in influencing consumer choices. Moreover, the study found that purchasing decisions were swayed by arbitrary standards such as societal expectations and cultural norms. The findings also highlighted the role of social media, demonstrating how it set trends and heightened consumer demand for fashion items. The research illustrated how fashion companies could withstand severe economic challenges, emphasizing that Lebanese consumers exhibited impulsive buying behavior. Furthermore, it investigated the meanings that people in Lebanon's collectivist society attached to fashion items, delving into the variables that shaped those meanings. Ultimately, the article provided a comprehensive view of the complex dynamics influencing consumer fashion purchases during the economic crisis in Lebanon.

## 3. RESEARCH METHODOLOGY

### Objective of study: -

- To comprehend the importance of customer purchasing behaviour with regard to beauty brands and how it varies depending on their needs and demand and ascertain the respondent's knowledge of beauty goods and the ways in which effective tactics lead to greater results.
- To talk about the various advertising campaigns and marketing plans used by beauty firms.

- To look into how consumer purchasing behaviour towards beauty products was influenced by several elements, including social, psychological, and behavioural aspects as well as demographic variables.

**Scope and Limitation of the study:** The behaviour of cosmetic consumers was, the variables affecting cosmetic purchases, the attitudes of cosmetic product users, and the reasons behind cosmetic product was use the main emphasis of the current study. The survey included all categories of female customers that use skincare and eye care products. The behaviour of women who buy and use cosmetics in the Amravati city region was another topic of attention for the study. The primary limitation that impacted the study's influence references was time. The study faced some limitations. The scope was restricted to Amravati City, which might not represent broader consumer behavior trends across different regions or cultures. The sample size and demographic distribution might also limit the generalizability of the findings. Additionally, the research primarily focused on traditional beauty products, potentially overlooking niche markets or innovative products that could influence consumer behavior. Overall, the study provided a comprehensive view of what drives consumer behavior in the beauty industry in Amravati City, offering insights into brand strategies and consumer trends.

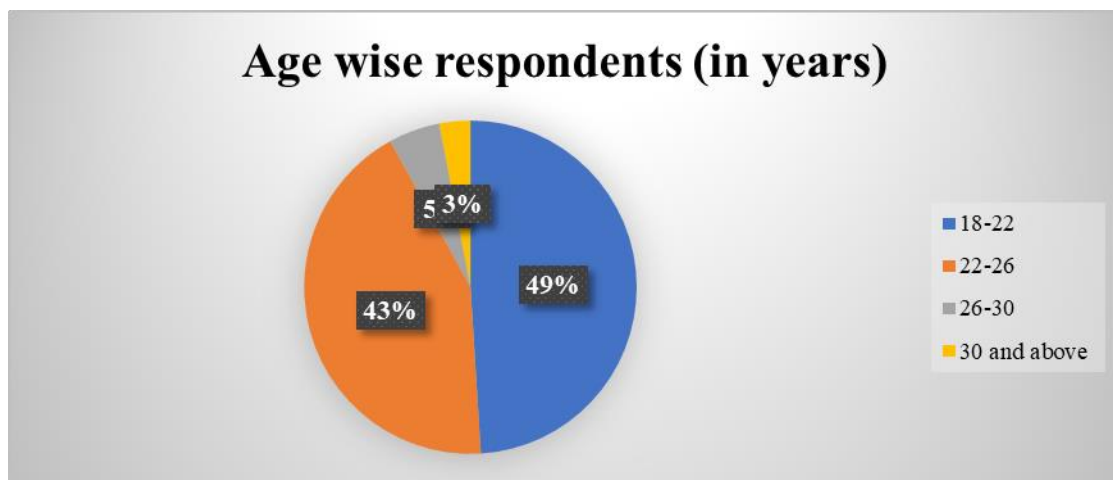
**Design and data collection:** The study was analytical and descriptive in character. The variables influencing customer behaviour towards beauty items were determined by this study. Primary and secondary data served as the foundation for the data sources and tools. Questionnaires, interviews, and discussions conducted at particular female beauty parlours and Books, journals, research papers, newspapers, and the internet are examples of secondary data. The researcher taken three brands Lakme, Sugar cosmetics, Colorbar for the study. One hundred respondents from Amravati City were chosen for the study as the sample. Responses from the respondents have been gathered through interviews and convenience surveys. Tools used for analysing and interpreting data in MS Excel format tables and graphs. Convenience sampling was used to choose customers so that a range of demographic groups would be represented.

**Statement of Hypothesis: -**

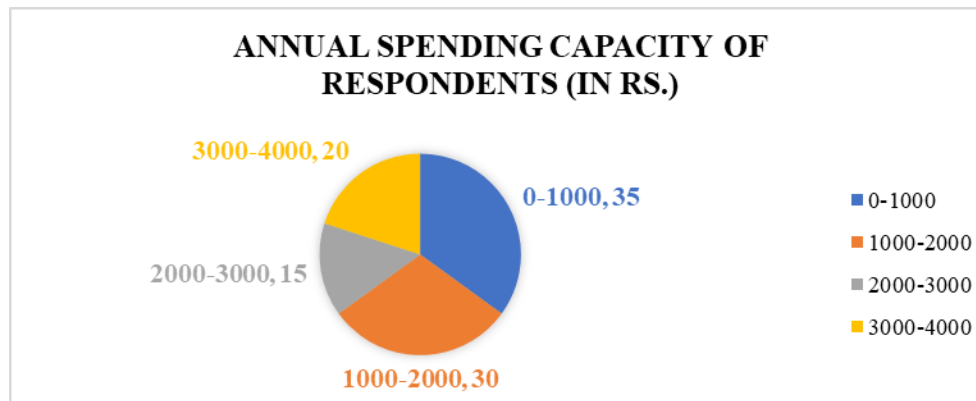
H0: There was no significant impact of age and income on consumer buying behavior of beauty brands in Amravati City

H1: There was significant impact of age and income on consumer buying behavior of beauty brands in Amravati City.

**Data Analysis and interpretation: -**



**FIGURE 1.** Age wise distribution of respondents



**FIGURE 2.** Profile of respondents according to Annual spending capacity of using personal care product.

Overall, the data suggested that the beauty product market is diverse in terms of age, gender, and occupation. Price, brand loyalty, and product quality are key factors influencing consumer behavior. However, consumers were also open to exploring new brands and gave considerable weight to recommendations from family and friends. The respondents to the survey are predominantly in their late teens and early twenties, indicating a youthful demographic. Women constitute a significant majority, but there's also a noticeable presence of male consumers. Most respondents were students, with a smaller segment comprising professionals and housewives. Regarding income levels, the typical respondent earns a moderate salary. Among the brands in use, Lakme stands out as a favorite, though a considerable number of respondents choose other brands. Skincare and face products are the most popular types of beauty products, with a majority opting for chemical-based compositions.

Spending patterns suggest that many consumers prefer budget-friendly beauty products. Price plays a significant role in their purchasing decisions. A majority of respondents have been using beauty products for over a year, indicating a degree of loyalty. Permanent stores are the preferred shopping destination, suggesting a preference for traditional retail over online shopping. Confidence in purchasing decisions varies, with some respondents feeling less sure about their choices. The consideration of product expiry dates is nearly universal, reflecting a safety-conscious approach. Consumers are generally open to trying new brands when their usual choices are unavailable. Recommendations from family and friends are an important source of product discovery, highlighting the influence of personal networks. Additionally, a substantial number of respondents have offered feedback on improving product quality and formulation.

**Hypothesis Testing for age and income level:** The research applied a correlation test to investigate the relationship between age and income with consumer buying behavior for beauty brands in Amravati City. The correlation coefficient  $r$  was calculated, indicating the degree and direction of the relationship between these variables.

**Findings:** The correlation coefficient derived from the test is approximately -0.0187. This value suggests a very weak or negligible correlation between age and income with consumer buying behavior. In other words, the age and income of consumers appear to have little to no impact on their buying behavior for beauty brands in this context.

**Hypothesis Test:** Given this low correlation, there's not much evidence to suggest a significant impact of age and income on consumer buying behavior of beauty brands in Amravati City.

#### 4. CONCLUSION

Based on the correlation test, we can infer the following:

**No Significant Correlation:** The correlation coefficient indicates that there's no significant relationship between age and income and consumer buying behavior for beauty brands in Amravati City.

**Null Hypothesis Accepted:** Given this weak correlation, we cannot reject the null hypothesis ( $H_0$ ), which states that there's no significant impact of age and income on consumer buying behavior of beauty brands.

**Alternative Hypothesis Rejected:** The evidence does not support the alternative hypothesis ( $H_1$ ), which suggests a significant impact of age and income on consumer buying behavior.

Thus, the correlation test leads us to conclude that other factors may be more influential in determining consumer buying behavior for beauty brands in Amravati City, as age and income seem to have minimal impact. Further research might be required to explore other variables or to confirm these results with additional data or analytical methods.

This study sheds light on the complex factors shaping consumer behavior in the cosmetics industry. It shows that various elements like social influence, product quality, brand image, and marketing strategies significantly impact consumer purchasing decisions. To effectively connect with and meet the needs of their audience, beauty brands must understand these dynamics. To remain competitive and foster lasting customer relationships in this fast-paced market, brands must continuously research and adapt to shifting consumer preferences.

The study specifically focuses on the changing behaviors and preferences of women when purchasing beauty products. The findings suggest that targeting female customers is crucial for sellers aiming to boost sales in the beauty product sector. By recognizing and addressing the evolving preferences of women, businesses can better cater to this vital demographic and leverage the opportunities presented by the beauty market.

Given that many consumers opt for different brands, established beauty brands should focus on enhancing their sales efforts to retain and attract customers.

### **Recommendations:**

To successfully engage consumers in Amravati City, beauty brands should consider several key recommendations. Firstly, an in-depth understanding of the local market is crucial, achieved through detailed research that identifies unique consumer preferences and social influences. This research enables brands to tailor their product offerings and marketing strategies to the city's demographic and cultural nuances.

An active social media presence is essential, with brands utilizing platforms like Instagram and Facebook to connect with their audience. Collaborating with local influencers can expand reach and enhance brand credibility, helping to foster a strong community connection.

Diverse product offerings are recommended to cater to a wide range of beauty needs, including skincare, makeup, and haircare. Incorporating trends such as organic and natural products can attract environmentally conscious consumers. Additionally, beauty brands should focus on competitive pricing and offer promotions like discounts, bundle deals, and loyalty programs to encourage repeat business and foster brand loyalty.

Customer experience should be a central focus, with well-trained staff providing excellent service in physical stores, and a seamless purchasing experience for online customers. Prioritizing product quality and safety is also vital, ensuring compliance with industry standards and building consumer trust.

Emphasizing sustainability in manufacturing and packaging can resonate with consumers, while community engagement through events or charity partnerships strengthens the brand's local presence. Collecting customer feedback and adapting accordingly ensures that brands remain responsive to evolving consumer needs.

In summary, these recommendations encompass a holistic approach to improving consumer buying behavior for beauty brands in Amravati City. By addressing local consumer preferences, enhancing social media engagement, and prioritizing customer experience, beauty brands can establish a robust market presence and build lasting customer relationships.

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