

A STUDY ON SOCIO-ECONOMIC STATUS OF THE COSMETIC CONSUMERS IN RAJAPALAYAM

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ABSTRACT

This paper highlights the socio-economic status of the consumers relating to the cosmetic products in Rajapalayam. In this generation, cosmetics are used by women practically all walks of life. It is one of the important segments in modern days. Cosmetics are regarded as a means of improving the skin and beautifying the complexion is well established. Consumers have their own ideas and plans about realizing these needs and desires. Their attitude towards the use of cosmetic products may differ from person to person. At the present days they are well informed and they have a wide knowledge about the products available, price, quality and performance. Products get success in the market due to the fashion, style, look, appearance, colour, design, priority by the people, willingness, economic condition and so on.

Key Words: Socio-economic, Cosmetic, Quality, Price, Performance, Brand

INTRODUCTION

Consumers have their own ideas and plans about realizing their needs and desires. Their attitude towards the use of cosmetic products may differ from person to person. At the present days they are well informed and they have a wide knowledge about the products available, price, quality and performance. Products get success in the market due to the fashion, style, look, appearance, colour, design and so on. The needs and desires are often at different stages of emergence and actualization because they have different options and priorities. Today's consumers are informed well manner. Moreover they have ability to experience positively towards the product features. However they could buy the product only the performance, satisfaction, positive feel, taste and

preference, income and so on. Modern marketing concept focuses on the adoption of consumer through the understanding of their behavior and buying motivation. A brand is a matter to appeal the consumer for survival and sustainable in longer period in the market. The socio-economic condition of consumers may affect the usage of cosmetic products and their brand preference. Thus, this study could be undertaken how the socio-economical parameters influence the cosmetic products in connection with the consumers of Rajapalayam in Virudhunagar district of Tamilnadu.

REVIEW OF LITERATURE

Anitha in her study entitled the , “ Attitude and Behaviour of Consumers towards Cosmetics –A Study with Refernce to Madurai Kamaraj University Hostel Students ” has concluded that the important reason for using the cosmetics, by men and women is to enhance their beauty.

Arunagiri’s study entitled, “A Study on Consumer Attitude towards Advertisement in Chidambaram Town with Reference to Selected Cosmetic Products ” reveals the impact of advertisement relating to cosmetic purchases.

Bhuvanewari.E in her project work entitled, “A Study on Consumer/Dealer Preference towards Fabric Wash in Tanjore City with special Reference to Hindustan Lever Limited” has discussed the subject elaborately.

Mariammal.T in her study entitled, “A Study on Behaviour of the Consumers towards Toilet Soaps in Sattur Taluk” has analyzed and concluded that the consumer’s prefer toilet soap for cleaning fragrance and so on.

Purusotham Rao.P and Prasad Rao.P in their study entitled, “Marketing of Shampoo in India ” concluded that the buyers of shampoo are very price sensitive.

Rangaswamy in his study entitled, “Consumer Behaviour - A Study on Cosmetic Consumers” highlights the consumer behavior relating to all items of cosmetic products.

STATEMENT OF THE PROBLEM

In the process of taking a buying decision, the nature of the product plays a very important role. The consumers have to consider various aspects which influence the decision before buying cosmetic products. They have to consider various factors such as quality, price, colour, brand image, attractive package and the like. Hence, the researcher has made an attempt to study the brand preference of cosmetic products. For the purpose of analysis of brand preference of consumers the opinion of the consumers towards popular brand has been taken into consideration.

OBJECTIVES OF THE STUDY

This research work is designed to achieve the following specific objectives.

- (i) To examine the socio-economic status of the cosmetic consumers in Rajapalayam
- (ii) To offer suggestions based on findings of the study

NEED FOR THE STUDY

To succeed, they need to understand what makes potential customers behave the way they do. Brand preference does exist in the food drink industry. Many consumers do not buy whatever is available or affordable if a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality and value before the consumers. This is what is applicable to Bournvita presently.

SCOPE OF THE STUDY

The study assists the company in understanding the requirements and thereby to improve sales and service. It also helps the company to understand consumer expectations of cosmetic products such as Talcum Powder, Shampoo and Toilet Soap. This study aims to bring to light various solutions and alternatives to the problems and also highlights both the strengths and weaknesses of cosmetic products and identifies the competitors of cosmetic products.

AREA OF THE STUDY

Rajapalayam is a city and a Municipality in Virudhunagar District in the Indian State of Tamil Nadu. It is located at 85 kms away from the West of Madurai, in the state of Tamil Nadu. The economy is based on the products of textile, and there are Mills for Spinning and Weaving

Cotton as well as large Cotton Market. Initially agriculture was the principle source of livelihood of people of Rajapalayam. Today Rajapalayam is one of the most industrialized cities in Southern Tamil Nadu. Hence it got the name “Cotton City”.

METHODOLOGY

The present study is based on both Primary and Secondary data. Primary data has been collected through direct personal interview with the help of a structured interview schedule from the consumers in Rajapalayam town. Secondary data has been collected from books, journals, periodicals and magazines.

SAMPLING DESIGN

The study is based on sampling method. Sampling design is determined before data is collected. To study the brand preference of cosmetic products, 150 samples from various areas of Rajapalayam have been used. Interview Schedule is used for collecting necessary primary data from the cosmetic consumers.

AGE-WISE CLASSIFICATION

Age is one of the important factors influencing the purchase decision of consumer of cosmetic product. Different age groups have different physiological and psychological characteristics and have quite dissimilar social-cultural roles. The age-wise classification of the sample respondent is given in Table-1

Table-1
Age-Wise Classification

Sl.No	Age (in Years)	No. of Respondents	Percentage of Total
1	Below 25 Years	45	30.0
2	25-35years	63	42.0
3	35-45 years	32	21.3
4	Above 45 years	10	6.7
Total		150	100

Source: Primary Data

Table-1 elucidates that out of 150 respondents 30 per cent are in the age group of upto 25 years, 42 per cent of them are in the age group of 25 to 35 years, 21.3 per cent of them are in the age group of 35 to 45 years and rest of them 6.7 per cent are under the age group of above 45 years. It is inferred from the table that the maximum respondents are in the age group of 25 to 35 years.

GENDER CLASSIFICATION

Table-2 describes that the gender-wise classification of respondents.

Table-2
Gender Classification

Sl.No	Gender	No. of Respondents	Percentage of Total
1	Male	75	50
2	Female	75	50
Total		150	100

Source: Primary Data

Out of 150 respondents, 50 per cent are males and the rest are females. It is concluded from the table that both the male and female members equally prefer cosmetic products.

EDUCATIONAL QUALIFICATION

Education determines the behavior of consumers in taking purchase decision. It is an important factor influencing particularly brand choice. Educated people have more awareness about the business environment and different products and hence they may prefer a brand.

Table-3
Educational Qualification

Sl.No	Level of Education	No.of Respondents	Percentage to Total
1	Upto HSC	29	19.3
2	Under Graduate	71	47.3
3	Post Graduate	37	24.7
4	Other Qualifications	13	8.7

Total	150	100
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Source: Primary Data

Out of 150 respondents about 19.3 per cent have higher secondary education, 47.3 per cent of them are undergraduates, 24.7 per cent of them are post graduates and the rest of them have different qualifications. It is significant to note that the maximum respondents are under graduates.

MARITAL STATUS

Brand choice may also depend upon marital status. The consumer surveyed consists of married and unmarried persons. Table-3 reveals the classification of respondents according to their marital status.

Table-4

Marital Status of the Respondent

Sl.No	Marital Status	No.of Respondents	Percentage to Total
1	Married	58	38.7
2	Unmarried	92	61.3
Total		150	100

Source: Primary Data

Table-4 depicts that out of 150 respondents about 38.7 per cent are married and the rest are unmarried. It is concluded from the table that the majority of the respondents are married.

SIZE OF THE FAMILY

People having a small family will be interested in buying small quantities. But people having a bigger family will be interested in buying large quantities. Hence, the size of the family of consumers has been identified as one of the factors influencing the opinion level.

Table-5

Size of the Family

Sl.No	Size of the Family	No.of Respondents	Percentage to Total
1	Upto 2 members	13	8.7

2	Upto 3 members	31	20.7
3	Upto 4members	56	37.3
4	Upto 5 members	42	28.0
5	Above 5 members	8	5.3
Total		150	100

Source: Primary Data

Table-5 exhibits that out of 150 respondents, 8.7 per cent are having the family size of upto 2 members, 20.7 per cent are having the family size of 3 members, 37.3 per cent are having the family size of 4 members, 28 per cent having the family size of 5 members and the rest of them are having the family size of above 5 members. It is concluded that the maximum respondents (37.3%) are having the family size of 4 members.

OCCUPATION

Occupation of consumers influences the brand preference and tends to place consumers in cultural and social background categories at important times during their lives. Consumer behavior differs from person to person according to the occupation, labour, Government Employee, Private Employee, Professionals, Business and others.

Table-6
Occupation of the Respondents

Sl.No	Occupation	No.of Respondents	Percentage to Total
1	Labourer	18	12.0
2	Private Employee	56	37.3
3	Govt Employee	23	15.3
4	Professional	7	4.7
5	Businessmen	31	20.7
6	Unemployed	15	10.0
Total		150	100

Source: Primary Data

Table-6 explains that out of 150 respondents, 12 per cent are labourers, 37.3 per cent are working in private companies, 15.3 per cent are Government employees, 4.7 per cent are professional, 20.7 per cent are doing business and the rest of them are unemployed persons. A notable attribute of the study is that the majority of the respondents are private employees, business men and government employee respectively.

MONTHLY INCOME OF THE FAMILY

The purchase decision depends upon the price of the product. However, income plays an important role in buying consumer goods. So the classification of the respondents has been done on the basis of their income.

Table-7
Monthly Income of the Family

Sl.No	Monthly income	No.of Respondents	Percentage to Total
1	Below Rs.5000	64	42.7
2	Rs.5000- Rs.10000	42	28.0
3	Rs.10000- Rs.15000	20	13.3
4	Rs.15000-Rs.20000	15	10.0
5	Above Rs.20000	9	6.0
Total		150	100

Source: Primary Data

Table-7 pinpoints that out of 150 respondents, 42.7 per cent are having a monthly income of below Rs.5000, 28 per cent of them having a monthly income ranging from Rs.5000-Rs.10000, 13.3 per cent are having a monthly income ranging between Rs.10000 and Rs.15000, 10 per cent are having a monthly income ranging between Rs.15000 and Rs.20000 and the rest are having above Rs.20000 as their monthly income. A significant note of the study is that 42.7 per cent of the respondents having a monthly income of Rs.5000.

FINDINGS OF THE STUDY

*From the age-wise classification of consumers, it is clear that about 42 percent are in the age group of 25-35 years.

*The data on educational qualification of consumers reveals that 47.3 percent of the respondents are under graduates.

*While considering the marital status of consumers, it is understood that 61.3 percent of the respondents are unmarried and the remaining 38.7 percent are married.

*Regarding size of the family it was found that 37.3 percent respondents are having a family size of 4 members.

*About 37.3 percent respondents are private employees

*The analysis of the monthly income of the respondents indicates that 42.7 percent of the respondents come under the income group of below Rs.5000.

SUGGESTIONS

*Consumers concentrate more on offers, gifts and discounts

*Some of the consumers have changed their present brand due to increase in the price

*The company should have friendly attitude towards retailers increasing the involvement of retailers in related issues.

*The companies need to create awareness about the cosmetic products in Semi-Urban area.

CONCLUSION

In the competitive modern age branding is important in the business world. It is a powerful instrument of demand creation and demand retention that the consumers are aware of. They are the key tool of the brand market. Socio-Economic condition is also the major factor to purchase any product. This one is also not an exemption.

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