CHAPTER-4

Buying Behaviour of Students' Towards Personal Care Products

This chapter consists of buying behaviour process, different models and consumption behaviour of personal care products, growth of personal care products demand and brand of various industries with latest trends in consumption pattern followed by conclusion.

4.0 Introduction:

The consumer buying behaviour refers to those activities of persons involved specifically in buying and using economic goods and services. It includes mental as well as physical actions. In other words it reflects the totality of consumer decisions with respect to acquire, usage and disposal of goods services, time and idea by (human) decision making units. Buying behaviour is the decision making processes and acts of people involved in buying and using of products. Buying behaviour of consumer refers to the buying decision of the ultimate consumer.

The buying decision making process is related with both individual and groups behaviour dynamics. It deals with the characteristics of the individual consumers such as demographics, psychology and behavioural aspects to understand socio-cultural background of the individual while influence on the consumer, it studies the role of groups such as family, friends, reference groups, and society as a whole.

The central focus of any advertisement and marketing strategy is the consumer. Consumer buying behaviour helps understand the consumers' decision making process and factors that influence on their decision process. To design an effective marketing plan, it is necessary to study and examine buyers' behavioural attribute and needs, lifestyles, purpose of such purchase and consumers limitations.

The study of consumer behaviour includes the study of what, why, how, when, from where, and how often they buy the products. An open-minded consumer-oriented approach is imperative in diverse world so a firm can identify and serve its target market, minimize consumer dissatisfaction, and stay ahead of competitors. When purchasing any product, a consumer goes through a decision making process.
It is pertinent to mention here a model of consumer buying decision process developed by Engel, Blackwell and Kollat in 1968.

This process consists of five stages as-

Stage 1: Problem recognition,  
Stage 2: Information search,  
Stage 3: Evaluation of alternatives,  
Stage 4: Purchase decision and  
Stage 5: Post purchase behaviour

Figure-4.1: STAGES IN THE BUYING PROCESS

<table>
<thead>
<tr>
<th>STAGES</th>
<th>SELECTING A RETAILER AND CHANNEL</th>
<th>SELECTING MERCHANDISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need recognition</td>
<td>Recognize needs</td>
<td>Recognize needs</td>
</tr>
<tr>
<td>Information search</td>
<td>Search for information about retailers</td>
<td>Search for information about merchandise</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Evaluate retailers and channels</td>
<td>Evaluate merchandise</td>
</tr>
<tr>
<td>Choice</td>
<td>Select a retailer and channel</td>
<td>Select merchandise</td>
</tr>
<tr>
<td>Visit</td>
<td>Visit store or internet site or catalog</td>
<td>Purchase merchandise</td>
</tr>
<tr>
<td>Loyalty</td>
<td>Repeat patronage of retailer</td>
<td>Purchase evaluation</td>
</tr>
</tbody>
</table>

Source: http://sylwia1603.blogspot.in/2012/05/consumer-buying-behaviour.html

It also includes whether, why, when, where, how, how much, how often and how long of consumption aspects. Consumer behaviour is a complex process involving the activities of people employs in when searching, selecting, buying, consuming, evaluating and disposing of products and services with the goal of satisfying needs, wants and desires (Belch & Belch, 2004). An
understanding of the consumer buying behaviour helps in understanding of different market segments and evolves strategies to effect penetration with these markets. It also studies to identify the difference in designing their desires and aspirations and solving many of the consumer’s day-to-day problems in purchase.

4.1 Consumer Behaviour Theories:

The thought process that consumers go through to arrive at their decisions is known as the consumer decision making process. Consumers decisions are concerned mainly with questions of how to acquire and when, how much and where from are concerned with the purchase of a product, service or ideas. The major theories of consumer behaviour can be grouped into four different theories (a) economic theories (b) psychological theories (c) psycho-analytical theories and (d) socio-cultural theories. All the consumer behavioural theories are based on the basic law of consumption i.e. when consumers aggregate income increase the consumption also increases accordingly is based on the assumptions like spending habits, political conditions, economic conditions remain normal.

4.2 Buyers Behaviour Models:

The influence of social science on buyer's behaviour has prompted marketing experts to develop some models for explaining and analysis such behaviour. The following are some models of buyers behaviour discussed-

4.2.1 The Economic Model:

The economic model of buyer behaviour believes that the buyer is a rational man and his buying decisions are totally directed by the marginal utility concept. If he has an amount of purchasing power, where a set of needs to be met and a set of products to be chosen from, he will allocate the amount over the rest of products in a very rational manner with the motive of stressing the utility or benefits.
4.2.2 The Learning Model:

The learning model is based on the Pavlovian stimulus response theory. The learning theory suggests that the conditioned stimulus used as signal to influence and predict unconditioned stimulus to analyse the consequences of the signal. The theory says that by manipulating the drives, stimuli and responses, the buyer's behaviour can be influenced. The model depends on man's ability at learning, forgetting and discriminating.

4.2.3 The Psychoanalytical Model:

According to this model the individual consumer has a set of complex set of deep-seated motives which induce him towards buying decisions. The buyer has a private world with all his hidden fears, suppressed desires and fully subjective unfulfilled needs. His buying action can be influenced by appealing to these desires and longings.

4.2.4 The Sociological Model:

The sociological model exerts that an individual buyer is influenced by the society- by the ultimate groups and the social class. His buying is not only ultimately governed by the concept of utility but his desire to emulate, follow and fit in with his immediate environment. Even some of his buying decisions may be governed by societal compulsions. As a part of sociological model, two important models can be considered namely, the Nicosia model and Howard Sheth Model.

The Nicosia Model:

The Nicosia Model was developed by Francesco Nicosia in 1966. The model explains how a firm tries to develop the linkages with its consumers and influence in their decision to buy. The messages from the firm first influence the sensitivity of the consumer towards the product and depending on the situation he develops an attitude towards the product. If these steps of the firm have positive impact on consumer, it may result in a decision to buy. The Nicosia model groups these activities into four basic fields and presented in a flow chart.

Field I (One) is further sub divided into two sub fields (i) the firms' attributes and (ii) the consumers attribute. An advertising message from the firm reaches to the consumers attributes. Considering the way the message is received by the consumer, a certain attribute of the consumer may develop, and this becomes the input for field II (Two). The field II is the area of search and
evaluation of the advertised product and other alternatives. Again if this process motivates to buy, it becomes the input for field III (Three). The field three consists of the act of purchase and the field IV (Four) consists of the use of the purchase item. There is an output of field IV- as feedback of sales results to the firm.

The Howard-Seth Model:

John Howard and Jagdish Seth has put forwarded the Howard-Seth model in 1969. It explained that there are some inputs in a form of stimuli. There are outputs beginning with attention to given stimulus that ends with a purchase. In between the inputs and the outputs there are variables affecting perception and learning. The variables are termed as "hypothetical" since they cannot be measured directly at the time of occurrence.

Figure-4.2: The Howard-Seth Theory of Buyers Behaviour

Source: http://harrywood93.blogspot.in/2012/04/Models-for-consumer-Buying-behaviour
The model attempts to describe rational brand choice behaviour by buyers under incomplete information and with limited abilities. It distinguishes three levels of decision making such as:

1) **Extensive Problem Solving:**
   It is the early stage of buying decision where the prospective buyer has little information about the brands and he yet has not developed a base of criteria to choose a product from available what is termed as choice criteria.

2) **Limited Problem Solving:**
   This stage is little advanced stage where choice criteria is well defined but the buyer is not decided about the set of brands which would serve him best. In this stage the customer is undecided to choose the best brand for him.

3) **Routinised Responses Behaviour:**
   In this stage, the prospective buyer is fully aware of the brand information and his choice criteria also well defined about the desire brands. The buyer is little confused with evaluation of different alternatives available before him but ready to purchase with the evaluation. The model has borrowed from the learning concept to analyse the brand choice behaviour of customers. The learning concept says that when a customer buys time and again he learns over the time and he simply passes through extensive stage to routinized problem solving buying behaviour stage. There are four major components which are involved in this process (1) input variables, (2) output variables (3) hypothetical constructs and (4) exogenous variables.

4.2.5 **Black Box Model:**
   The black box model is model for buyer decision making process that considers consumers choice and assumptions as standard and choices are made within the limit of logical condition and constrains where information is processed on Bayesian statistical principles (McFadden, 1999). Emotions of consumers play an important role in driving purchase decisions; both planned and impulsive. Consumers are often driven by emotions in making their buying decisions and developing brand loyalty.

   The Black Box Model is used in the study of the buying behaviour of consumers and the
buyer's decision process, the model assumes that what is in the black box (consumer's mind) may be analysed by the study of observed stimuli and responses of the consumer. The black box can be discussed in two sections, first the stimuli that affects the consumer buying behaviour and secondly the buyer's decision process. A consumer is influenced by socio-cultural, economical and individual psychological factors in a purchase activity. The marketers should understand all these factors to sell products and plan to design products in a way that all factors support the product. The black box model assumes that the buyer has recognized the problems and considers the responses of buyer are the result of his logical, conscious and rational decision process.

4.3 Consumers Influencing Factors:

A consumer's buying behaviour is influenced by (1) cultural, (2) social (3) personal and (4) psychological factors. These factors guide consumers to develop their brand preferences. An understanding of the influence of these factors is essential for marketers for developing a suitable marketing mix suitable to the target customer.

Table-4.1: Model of Buyers Behaviour

<table>
<thead>
<tr>
<th>Environmental factors</th>
<th>Buyer's black box</th>
<th>Buyer’s response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>Environmental</td>
<td>Buyer</td>
</tr>
<tr>
<td>Product</td>
<td></td>
<td>Attitudes</td>
</tr>
<tr>
<td>Price</td>
<td>Economic</td>
<td>Motivation</td>
</tr>
<tr>
<td>Place</td>
<td>Technological</td>
<td>Perceptions</td>
</tr>
<tr>
<td>Promotion</td>
<td>Political</td>
<td>Personality</td>
</tr>
<tr>
<td></td>
<td>Cultural</td>
<td>Lifestyle</td>
</tr>
<tr>
<td></td>
<td>Demographic</td>
<td>Knowledge</td>
</tr>
<tr>
<td></td>
<td>Natural</td>
<td></td>
</tr>
</tbody>
</table>


Cultural factors comprise of a set of values and ideologies of a particular community. The value of an individual which decides the way he or she behaves. In simple words, culture is nothing but values, traditions, norms and faith of an individual. What an individual learns from
his parents and relatives as a child becomes his culture. Cultural factors have a significant effect on an individual's buying decision. Every individual has different set of habits, beliefs and personal principles which he or she develops from his family status and background. What he sees from his childhood becomes their culture. Cultural factors include a consumer's culture, subculture and social class. These factors are part of our values and plays role in the decision processes.

Social factors include family, reference groups, aspirational groups and member groups, their roles and status. In short, all these groups influences externally in our purchase decision process either directly or indirectly.

Personal factors include such variables as age and life cycle, occupation, economic position, lifestyle activities, interests, opinions, personality and self-concept. These factors generally explain as to why our preferences change as our situation changes.

Psychological factors affecting purchase behaviour and decision that include motivation based on perception, learning, beliefs and attitudes. Others also very often influence in our purchase decision. The marketer needs to understand who people are involved in the buying decision and who are others playing what roles so that marketing strategies can also be targeted at these people.

Table-4.2 Consumers Influencing Factors

<table>
<thead>
<tr>
<th>Cultural</th>
<th>Social</th>
<th>Personal</th>
<th>Psychological</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural</td>
<td>Reference groups</td>
<td>Age &amp; life cycle stages</td>
<td>Motivation</td>
</tr>
<tr>
<td>Subculture</td>
<td>Family</td>
<td>Occupational</td>
<td>Perception</td>
</tr>
<tr>
<td>Social class</td>
<td>Roles &amp; status</td>
<td>Economic circumstances</td>
<td>Learning</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Life style</td>
<td>Believes,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Personal &amp; self- concept</td>
<td>attitude</td>
</tr>
</tbody>
</table>

Source: Kotler et al, 1994

4.4 Study of Consumer Buying Behaviour:

Consumer behaviour is the study of individuals, groups, or organizations and the ways they use to find, acquire, and consume of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It attempts to
understand the individual and groups decision-making processes. It studies characteristics of individual consumers such as demographics and behavioural aspects in an attempt to analyse consumers' wants and demand. It also tries to assess influences of different groups on the consumer.

Consumer behaviour is an area of study for marketers as different customer needs are different products. As stated by Lancaster et al. (2005) that satisfaction of consumer is the main goal for a business; thus the marketer's job is to identify the customer needs and develop product that satisfies their wants. Therefore, it is very crucial for marketers to understand consumer buying behaviour.

Perner (2009) defined consumer behaviour as ‘the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of items, services, feedbacks, or thoughts to satisfy needs and the impacts that these processes have on the consumer and society. Perner (2009) says that knowledge of consumers buying behaviour helps marketers in developing their marketing strategies by understanding the mindset of the consumers as-

a) They think, feel, differentiate, and select between different brands or products.
b) To how the consumer is influenced by his or her environment (i.e. culture, family, signs, and media)
c) The behaviour of consumers while shopping or making purchase decisions;
d) To how consumer motivation and decision strategies differ between products in importance; and
e) As to how marketers can adapt and improve on their marketing campaigns and to reach out the consumer more effectively.

4.4.1. Types of Consumer Buying Behaviour:

Since wants are unlimited and the resources to satisfy these wants are limited, so consumers think rationally before buying any product. Buying toothpaste is totally different from that of buying a luxury car. The more costly the good is more information is solicited by the consumer. The types of consumers buying behaviour have been explained by David Lawson as follows.
4.4.2 Complex Buying Behaviour:

When the product is expensive and supposed to provide services for longer period, the behaviour becomes different and asks for more information and alternatives with product attributes, he is highly involved is called complex buying behaviour. For e.g. consumer while buying a racing motor cycle, he is highly involved in the purchase and has the knowledge and information about significant differences between brands.

4.4.3 Variety Seeking Behaviour:

In this case consumer involvement is low while buying the product though there are significant differences between different brands. Consumers generally buy different products due to seeking of variety but not because of bad experience of earlier products. So it is imperative for the marketer to encourage the consumer to buy the product by offering those discounts, free samples and by advertising the product a lot.

4.4.4 Dissonance Buying Behaviour:

The Dictionary meaning of dissonance is an internal conflict of opinions, action. The buyer may suffer from anxiety after purchase, happens in a high involvement purchase where there are few differences between brands. In this situation the customers lack of sufficient information on the basis of what he or she takes the decision. Therefore the consumer will try to reduce his or her anxiety by not believing on any negative information about the brand purchased.
The most disadvantage of dissonance type of behaviour is that customer only can show post purchase dissatisfaction but very difficult to reverse the experience. The dissonance behaviour is one way a anxiety reducing process of consumers.

### 4.4.5 Habitual buying Behaviour:

Habitual buying behaviour is an instance of low involvement buying of the consumer where there are few differences between brands. The consumer buys the product quickly and does not seek more information and alternatives as it is habitual like purchasing a tooth paste. It occurs when the consumer buy the same product on regular basis for a longer period of time i.e. buying salt, sugar etc. The consumers buy these products out of regular needs as they trust the brand or loyalty to marketers.

### 4.4.6 Impulsive Buying:

The impulsive buying behaviour reflects the instance emotional act that leads to purchase without planning to do so in advance for a sudden whim or impulse or any consideration. The impulsive buying in consumers in India can be related with the options available both on the online and offline medium or on the spot of. Here, the time taken to buy a product is too less and decisions are taken very fast. Consumer companies are also taking advantage on the trend by inducing attractive offers like discounts, EMI options, free services leading to consumers often making instantaneous purchasing decisions, both offline and online. On the understanding, e-commerce companies, especially, also face refusals and cancellation with consumers sighting impulsive buying as the reason.

According to Scott (2007) consumers' do not go through the process of belief, attitude and purchase decision nor look for more information and products comparison. Consumer buy the brands they have used and aware of. However, it is interesting to see that the marketers constantly trying to move these type of product especially (FMCG products) from a low involvement to a higher involvement status by differentiating them on various bases like health, safety etc. For instance, marketers are involved in developing from low involved products to higher involved products.
4.5 Consumer Buying Behaviour in India:

The most challenging concept of marketing is the study of consumers' behaviour. Consumer's buying behaviour is a complex phenomenon depends on personal factors of age, attitude, lifestyle, motivation, needs, value and expectation in one and social influences with economic state on the other.

The buying behaviour of Indian consumer is not alike with western consumers. Indian society is culture and value based with high degree of diversity in terms of language, faiths, economic status, geographical distances and lot of differences.

The study of Indian consumer's behaviour has helped to keep abreast the marketers to formulate strategy for effective reach out Indian consumers. India is a huge country comprising 29 states having over 1.25 billion populations. Indian market can be categorized based on economic terms like poor, middle class and little affluent while social classes are mainly caste based including rural and urban. Since the liberalization, economic condition across the classes has developed tremendously that provide purchasing power in the hands of people.

Recently the change in the behaviour of traditional Indian consumers is also liberalized with increasing purchasing power. Now Indian consumers are transformed from traditional poor to luxury and comfort seeking consumers. They are now not happy with the limited supply of products and services but want varieties of quality products in abundant. On the other hand, Indian is mostly value based family oriented and highly price sensitive consumers.

Indian people are emotionally attached with their family members so as to friends and others. This emotional bonding many a times influence on their buying behaviour as well. It has been noticed that the brands that support family value and culture easily accepted by the consumers. This is the reason that international brands customized their brand and price tag with Indian consumer suitability.

During last three decades or so, increasing education and westernized exposure through the development of information and technology, satellite TV and others, Indian consumers are much aware and update. This awareness and information provides some selective and quality products purchase opportunities to the Indian consumers now.
Indian consumers are price sensitive and they easily relate quality with the price. General notion is that high price means high quality of products. Another feature of Indian consumer is that their buying behaviour is influenced by something given free with purchase. The Matrade (2005) has classified Indian consumer into major three segments like the socialites, the conservatives and the growing working women segment.

The socialites are quality conscious customers and insist on high brand. They prefer to differentiate themselves by purchasing always exclusive items in selective showrooms. On the other, conservative segment represents the middle class who reflects the value and culture in true sense Indian consumers. This middle class people understand the value of money and as such used to take time for analysis in their buying. They prefer good service and satisfaction of products with durability and smooth functionality features.

The working women class has grown very fast during last two decades, because of increasing education, business activities and social transformation. Women folk are a distinct segment as consumer as they have their own perception and meaning of every purchase. Every year, growing number of women worker is simply multiplying in the complexity in Indian consumer market. Today Indian market is moving towards maturity and as such the marketers, they need to understand the diverse and complex variables of Indian market to plan a suitable strategy to sustain in a competitive and price sensitive market.

4.5.1 Consumer Buying Behaviour Towards Personal Care Products:

This is perhaps the global feature that the desire for look good and acclaim responses from all in particular from the opposite sex. This inherent urge leads the individual to the habits of personal grooming and style to distinct himself or herself. The grooming needs has tremendous impacts on the personal care products to select and buy. It is almost imperative for the marketer and brand managers to understand the attitudes and grooming preferences those motivating and influencing customers as they visit the shopping points, beauty boutique or online retailer.

While the neighborhood general store is obvious and the most popular purchase location for personal care products but interestingly, chemist shops or pharmacies are also coming up as
important purchase points. The departmental store and boutiques points' culture to purchase personal care products are emerging as important places though maximum persons never visit such high handed shops for experience. The following table exhibits the key influencing factors of buying decision.

**Table-4.3: The key influencing factors on buying decision are summarized below:**

<table>
<thead>
<tr>
<th>Sources of latest information for new products in cosmetics and personal care products</th>
<th>Men or boys</th>
<th>Women or girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV advertisements</td>
<td>Advertisements</td>
<td>Friends</td>
</tr>
<tr>
<td>Hoardings and print advertisements</td>
<td></td>
<td>Window shopping</td>
</tr>
<tr>
<td>Window or Shelf display in stores</td>
<td></td>
<td>Word of mouth</td>
</tr>
<tr>
<td>For international brands</td>
<td></td>
<td>Personal visits</td>
</tr>
<tr>
<td>Friends’ or group recommendations</td>
<td></td>
<td>Some shops are very old and well established so it is safe to</td>
</tr>
<tr>
<td>Visits to shops</td>
<td></td>
<td>buy from there due to competitive</td>
</tr>
<tr>
<td>Advertisements are important for creating awareness but not very important for purchase decision</td>
<td></td>
<td>pricing and genuine products</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Frequency of purchase</th>
<th>As and when required, say once in a month</th>
<th>For regular use, usually pre-decided</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Non-regular products such as perfumes impulse buying, e.g. while visiting a shop for some other purchase</td>
</tr>
</tbody>
</table>

| Where do they purchase? | Neighborhood shops – general store, chemist, Department Store or Supermarket, Smuggled goods outlets - not genuine Products, Purchased abroad - Yes, e.g. Perfumes duplicate or spurious products is the main apprehension Company exclusive showrooms, Mail order, catalogue, Direct Marketing companies are not popular among men | Neighborhood General Store Drug or Chemist Store Department Store/Supermarket Direct Marketing companies Special Women's boutiques Not regularly Company Showrooms Not regularly Smuggled goods outlets, Mail order catalogue are not popular among women consumers |

Source: Adapted from Ace Global Limited Final Market Report - January (2008-p-14)
Consumers' unique purchase and pattern is influenced with the habit of socialization so as to associate with whom and their class including peers, family members and of course the media discourse. Lachance et al. (2003), says that socialization agents may influence the adolescents irrespective of their buying some products and brand.

On the other hand Boyd and Shank (2004) claims that consumer and especially the teenagers do purchase the products if it is being endorsed by celebrities. Here, peer teenagers may be source for information and exert some influence on them. Again, (Arnould et.al, 2004) opines that an individual may be influenced by the group if the individual shares his feeling and norms with the group and committed to such group.

4.5.2 The Buying Behaviour of Students:

In this period of globalization, tremendous development in science, education, economy, society, and technology has provided people an opportunity to experience a better living standard and life style. Souiden & Diagne, (2009) stated that the increased in the purchasing power and the new emerging market offerings made people more aware and conscious towards hygiene and beauty. The buying behaviour of students (youth) are related to aspects as-

(a) Demographics:

Demographics are the shared physical or genetic characteristics of target markets. Demographics include age, sex, ethnicity and physical characters and look. The demographic features help to predict buying preferences and pattern to a certain level. Generally the elder persons and teenagers' choice and needs are different as such women also purchase verities of products than their male counter parts. Demographic characteristics may also relate to the geographical region and race of target group of people.

India is a unique market on account of its diversity in age, income, and urban-rural composition in demographics.

According to report of Italiaindia, India is a very young nation where 85% of its population is just below the age group of 45 years age, and 55% people are less 25 years of age.
Young and adults, the group between 20 and 35 years, represent nearly 25% of the consumer in the country, and naturally they drive the consumer and lifestyle trends.

**Table-4.4: Age distribution of Indian population (Millions)-2014**

<table>
<thead>
<tr>
<th>Age structure</th>
<th>Percentage</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14 years</td>
<td>28.5%</td>
<td>187,016,401</td>
<td>165,048,695</td>
<td>352,065,096</td>
</tr>
<tr>
<td>15-24 years</td>
<td>18.1%</td>
<td>118,696,540</td>
<td>105,342,764</td>
<td>224,039,304</td>
</tr>
<tr>
<td>25-54 years</td>
<td>40.6%</td>
<td>258,202,535</td>
<td>243,293,143</td>
<td>501,495,678</td>
</tr>
<tr>
<td>55-64 years</td>
<td>7%</td>
<td>43,625,668</td>
<td>43,175,111</td>
<td>868,007,799</td>
</tr>
<tr>
<td>65 years and over</td>
<td>5.8%</td>
<td>34,133,175</td>
<td>37,810,599</td>
<td>719,437,774</td>
</tr>
</tbody>
</table>

Total-1,236,344,631

Source: Indexmundi (2014)

The young Indians especially 24 to 45 years of age group are economically very vibrant and active. These young groups are the key for the Indian economic activities and developments. They are supposed to hold the keys to India's prosperity and its economic potential over the next twenty years, and are expected to unlock a new wave of consumer demand.

The young group of customers purchase and spend habits are subjected to the various influencing factors, referrals or some induce who directly or indirectly act as a pointer for such decisions. The following table exhibits of influencers on youth spending and purchase decisions.

**Table-4.5: Influencers in purchase decision of youths**

<table>
<thead>
<tr>
<th>Purchase influencer</th>
<th>Below15 years</th>
<th>15-19 years</th>
<th>20-24 years</th>
<th>25-29 years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Family</td>
<td>24</td>
<td>8</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Friends</td>
<td>19</td>
<td>25</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Online purchase</td>
<td>0</td>
<td>5</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>TV/Magazines</td>
<td>12</td>
<td>5</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td>Advertisement</td>
<td>14</td>
<td>8</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Product service features</td>
<td>10</td>
<td>30</td>
<td>29</td>
<td>49</td>
</tr>
<tr>
<td>Independent decisions</td>
<td>5</td>
<td>30</td>
<td>50</td>
<td>60</td>
</tr>
</tbody>
</table>

Source: R. Attri “spending and saving habits of youth” (2012) p-12
(b) **Issues that appeal:**

Portrayal of actual user advice in influencing the product choices of their peer group is apparent in the advertising of products in categories of skincare and hair care in India.

(c) **Psychological issues:**

Indians across all the age groups attach more importance to the tangible and direct benefits of personal care products related to its effectiveness, than the sensorial benefits.

(d) **Personality issues:**

Both Indian men and women believe that physically attractive people have advantage and better options in life, and thrust equally on their personal care and as such it enhance the demand proportion of personal care products those are suited to the needs and lifestyles of both Indian men and women which naturally reflects for a market opportunity across all the categories.

(e) **Emotional issues:**

Our emotions often dictate our decisions. In our buying behaviour, many a times we make emotional decisions but later on try to justify them rationally. These emotions are partly learned and partly instinctive. Apaolaza, science daily 2011 explains, It can be explained by the importance to the fact that sub-conscious desire to attract the opposite sex or sexually attractive which silently encourage people to buy cosmetics. As Darwinist approach to attraction has explained that beautiful faces and well-formed bodies are important biological indicators of a person's value as a sexual partner. On the other, celebrity endorsement is continuously playing a role to induce a desire for more personal care products and to fulfill the dormant desire of youth for satisfying their inner urge of looking good and smart.

(f) **Peer Group's Pressures:**

The influence of family members and peer groups acts as decisive factor in buying decision. Indians are big family oriented society where role of family members in buying a product
or brand is obvious. In case of younger buyer say students both the family members and peer group pressure is the maximum especially in the purchase of personal care products. And this is the most noticeable behaviour among younger consumers. An understanding of the above issues would definitely help a marketer to better analyze the shopping and spending patterns to students' customers, and come out with long-term winning strategies.

To relate between variables like the celebrity endorsement of personal care product and to have influence over the buying behaviour of students, the pertinent point is the psychology. And the psychology of the target audience is related with the present marketing communication tools used and media involvement.

Moreover there is a Paradigm shift of Indian students and in common the youths in respect to their life and value system that directly or indirectly influence their buying behaviour. The following are such changes in-

(a) **Value System:** Materialistic view has helped them to grow with the consumerism rather than old and traditional Indian value system.

(b) **Influences:** The students of colleges are not fully matured in buying behaviour, hence mostly influenced by fashion, TV, films, sports and celebrity etc.

(c) **Changes:** Standard of living, value of truth, lots of technological changes.

(d) **Changing Attitude:** they take care of health and body, more travels, problems shared with friends, do not know saving, wants to look like stars, heroes. In the course of such individualistic view they do purchase and use all type of personal care products and love to use freely. The pertinent question is that why the companies have targeted the students and youth through celebrity endorsement and to answer this question, it has been revealed that-

(1) Demographic pattern of Indian population occupies highest number of youth in the world.

(2) Today, the youths are in huge number having the desire to become independent and enjoy their consumer life with changing outlook and trend.

(3) Winning over students today as consumer means possible long-term customer.

(4) Usually they have new and different avenues to earn along with their usual pocket money to spend freely because they do not have the responsibility of the adult. Moreover they
are with more pester power influence on household spending as their role in the spending of parents money continues to grow.

(5) The age groups of college students are becoming more targets of the advertisers due to their growing consumerism. Advertisers view them as constant changing generation with optimistic outlook.

(6) Students easily come under peer pressure, and like to feel good about them. So they buy new products to produce that feeling.

(7) Since students and youth are still trying to find themselves, marketers need to create brands that will survive and serve them to have them as future loyal customer.

From the above discussion, it is evident that to study the positive relation amongst the variables, students as target group of customer, the use of celebrity endorsements for promoting personal care products have an interlinking relation to study the buying behaviour.

4.5.3 Personal Care Products and Consumers Perception:

Since the days of our grandparents to today's time, the perception towards personal care products has changed in many ways. The earlier conservative outlook and attitude towards the personal care products and people those who tend to do little was looked down due to their traditional values. People were confined to their own vicinity for lack of much socialization needs in one and the transportation in another. Hence the limited use of the personal care products except a few. Again whatever personal grooming related products being used were traditional home made with little knowledge of features and requirement and process. But with the time, this traditional and homemade concept transformed to the research and need based mass production with functional and specialty variety of the consumers.

4.5.4 Priority Perceptions of Indian Consumers:

In an emerging market, financial limitations influence on the usage levels of various products, and create hierarchies in product needs, with more products in the essential category
than desirable or purely luxury categories. Therefore, an essentiality perception explains the market's maturity in terms of various personal care products. Essentiality perceptions in India, gauged by a survey by the Italian Cosmetic Association (2008), indicate that shampoo and hair oil are the most essential care products (polled by 96% and 94% respondents respectively), and next to it face wash and fairness creams (by 84% and 83%), while moisturizers (63%) and sunscreen lotion (40%) are not as popularly perceived as essential personal care products. At the same time, anti-ageing and anti-wrinkle products are perceived as non-essential, luxury products by more than 70% of all respondents. To an extent, liquid soap (36%) and for sun protection the sunscreen lotions (by 29%) are also believed as non-essential products. The insights into the consumer habits and attitudes towards personal care and cosmetic products may be analyzed as follows.

**Table-4.7: Consumption of make-up products among women in India**

<table>
<thead>
<tr>
<th>Consumers age group</th>
<th>Share of population</th>
<th>% Share of make-up product sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 15 years</td>
<td>33%</td>
<td>10%</td>
</tr>
<tr>
<td>15-34 years</td>
<td>34%</td>
<td>50%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>45 – 54 years</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Over 55</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Extrapolated from assorted secondary sources, Italia, market Report (2008, p-12)

4.6 **Personal Care products Market in India:**

The personal care products (PCP) market in India is estimated to be worth USD 4 billion per year. Personal hygiene products (including bath, shower products, and deodorants etc.), oral care, hair care, skin care, cosmetics, colour cosmetics, and fragrances are the key segments of the personal care market. Each segment has shown good growth pattern. The bar soap, a personal hygiene product for example has been growing at the 5% every year for last five years. Next largest segment of hair care also show growth rate at 9 to 10 percent annually during this period. The hair care market can be segmented into hair oils, shampoos, hair colorants and conditioners, and hair gels. The market for coconut oil has largest share of 72% hair oil market. When-
1) The skin care market is at a primary stage in India. With the increased income and change in lifestyle more product choice opportunities and availability, the Indian people are becoming aware and taking care of personal grooming.

2) The oral care market can be segmented into toothpaste at 60%; toothpowder at 23%; and toothbrushes at 17%.

RNCOS market analysis report, 2014, says that the personal care market in India is growing at almost double the pace of the matured US and Europe market. The personal care industry has witnessed around CAGR 14% with same rate of growth for demand for personal care ingredients also registered. Analyzing the market trends during the last decade, it is evident that the personal care market has grown from general type of products to premium products.

Individuals have become more conscious about their body/skin types and demand for custom products. This, in turn, has enhanced the demand for special ingredients to provide functional benefits to the products in the category of personal care products.

As for instance the demand of UV filters increasing for the more application and awareness of benefits of sunscreen creams, lotions, face creams.

Similarly to look young and wrinkle free skin and anti-ageing creams ingredients demand also growing in fast pace. The other ingredients market is also growing in course of time. On such positive backdrop the market of personal care products market ingredients shall grow at an estimated CAGR of over 10 percent during 2014-2019.

4.6.1 Market size in India: The Indian Cosmetic Market:

The cosmetic sector in India analysis by ASSOCHAM, 2009-2012, the Indian cosmetics industry is estimated grow at fast rate in the near future supported by the consumption. In this time it has observed that cosmetic industry in India has grown at a CAGR at 17 percent during 2010-13 due to increased income that leads to affordability. ASSOCHAM has also predicted that size of cosmetics market in India would rise by about 1.4 billion dollars in the next few years. According to the Associated Chambers of Commerce in India at present the Indian cosmetic market is estimated at USD 50 billion and will be just double by 2014. The simple reason for
robust growth is the increasing disposable income in first place to the next of number of working women who are for searching better living standard and better lifestyle.

The report published by Associated Chambers of Commerce of India, Secretary General, D S Rawat, 2015 says that Indian rural market is growing at a pace and the companies are gradually penetrating the with specialized products suitable for rural market.

In a recent study of kuickresearch, a market analyzer has claimed that the urban higher age women group has relatively higher disposable income in their purses. Because of this reason many players enter into the Indian cosmetic market with new products specially design to women need over 30 years of age. The herbal cosmetic products are popular in India and many of the herbal solutions also have originated in India. The overall skin care market in India is expected to grow at more than 10% in next five to six years India is also a huge market for millennial (people born after 1980’s). There is a range of product for millennial in Indian market not only in the category of synthetic cosmetic products but also in Ayurvedic and herbal the category of cosmetic products. In this segment, basic skin care products such as face wash anti-marks creams, and spot reduction solutions are in high demand.

Table-4.7: Market for Personal Care and Cosmetics sector in India (Rs. in Billion)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Shampoos</td>
<td>16.5</td>
<td>17.8</td>
<td>19.2</td>
<td>20.8</td>
<td>22.4</td>
<td>24.2</td>
</tr>
<tr>
<td>Skin Care</td>
<td>21</td>
<td>24.4</td>
<td>28.3</td>
<td>32.8</td>
<td>38.0</td>
<td>44.1</td>
</tr>
<tr>
<td>Hair Dyes &amp; Colour Cosmetics</td>
<td>7</td>
<td>8.1</td>
<td>9.3</td>
<td>10.6</td>
<td>12.2</td>
<td>14.1</td>
</tr>
<tr>
<td>Oral Care</td>
<td>22.5</td>
<td>23.6</td>
<td>24.8</td>
<td>26.0</td>
<td>27.3</td>
<td>28.7</td>
</tr>
<tr>
<td>Men’s Grooming</td>
<td>12.75</td>
<td>14.3</td>
<td>16.1</td>
<td>18.2</td>
<td>20.4</td>
<td>23.0</td>
</tr>
<tr>
<td>Personal Wash</td>
<td>55</td>
<td>58.9</td>
<td>63.0</td>
<td>67.4</td>
<td>72.1</td>
<td>77.1</td>
</tr>
<tr>
<td>Deodorants &amp; Perfumes</td>
<td>3.1</td>
<td>4.0</td>
<td>5.2</td>
<td>6.8</td>
<td>8.9</td>
<td>11.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>141.4</td>
<td>155.1</td>
<td>170.6</td>
<td>188.1</td>
<td>207.8</td>
<td>230.1</td>
</tr>
</tbody>
</table>

4.6.2 Personal care Products Market Scenario:

According to Confederation of Indian Industries (CII), the size of beauty and cosmetic markets in India is about US$ 950 million and is growing at a rate of 15 to 20 percent annually. CII also estimated that entire beauty and wellness market including beauty services positioned at a size about US$2,680 million. CII has further said that the Indian cosmetics Industry alone is estimated at Rs. 115,000 crore and is expected to grow at a speed over 10% annually.

Developments in cosmetic market: There is a rise in the awareness of Indian consumers towards the use of cosmetics which leads to the increase in the total growth of the entire cosmetic industry. As the demands of the products are increasing so the companies are also offering new products with new features. The Indian cosmetic industry has grown over 2011 with a thumping sales worth of Rs. 264.1 billion and expected to grow continuously at a rate of 17% up to 2011-15. As per the Indian Cosmetic Sector Forecast to 2015, there is good opportunity for existing as well as new entrants. on the other, there is a boom in internet, television etc. and people are much exposed to these different channels which finally leads to the awareness amongst the people regarding cosmetics and their up to date knowledge pushing demand.

4.6.3 Personal Care Industry in India:

(i) An Industry Overview:

The Personal care market in India can be divided into Skin care, Hair care, and Oral care including other smaller segments in the market.

India is a country where almost 70% of Indians live in rural areas and low but gradual penetration of personal care products market represents an extreme opportunity for the growth of these industries. Interestingly, the increasing women working force and their economic empowerment develops an aspiration for international premium cosmetic products along with men's awareness for the demand of grooming products are all set and directed towards the consumption drives in India.
According to a recent research report by RNCOS on the Indian Cosmetic Sector, in search of better living standard and other modern facilities, Indian rural people are shifting to the cities and demanding more personal and cosmetic products. On the other hand, rural people also due to increasing awareness and personal profile putting demand graphs to an upward move. All these combine help to an anticipated market growth at a CAGR around 19 percent till 2014-15.

Figure-4.5: Market Penetration growth in Rural India

According to Indian Cosmetic Sector Forecast to 2015 by Dinodia capital Advisors/Market-Analysis- latest research report that the Indian cosmetics market registered impressive sales worth INR 264.1 Billion in 2011, and with rising purchasing power and growing fashion consciousness, the industry is estimated to expand at a CAGR of around 17% during 2013-2015.
4.7 Personal Care Industry in India: (ii) Segment Overview:

4.7.0 Skin Care: The skin-care market is estimated at $1.3 billion. Skin care products in India are still predominantly consists of facial care products though the body and hand wash products are gaining importance and momentum. Hindustan Unilever occupies 58% of the market share in skin care alone and other players have small shares. The segment has grown at a CAGR of 13% from 2000-12 as shown below.

Figure-4.7: Skin Care Market

Source: Dinodia capital advisors, UBS Research Report, personal care industry in India

4.7.1 Hair Care - Overview:

- The hair-care products that generally consists of shampoo, conditioner, hair gel, and the largest segment the hair oil market in India is estimated at $2.4 billion.
- The entire segment has grown at a CAGR of 12% from 2000-12, while Shampoo makes up 31% of the hair-care market; perfumed oil and coconut based oil make up 27% and 25% of the market respectively.
- Due to the products specializations and growing input awareness the growth potential of the segment is tremendous. The following pie-chart has shown the market share of various marketers in India.
4.7.2 Bath and Shower - Overview

- The Bath and shower market in India consists of bath soap, body wash, shower gel and talcum powder. Total bath and shower products market size is estimated at 2.8 billion dollars. While Hindustan Unilever holds the largest 50% market share in this segment followed by Godrej Consumer Products with 10%. The segment has been grown at a CAGR of 8.7% from 2000-12.

Source: Dinodia capital advisors, UBS Research Report, personal care industry in India.

4.7.3 Oral Care - Overview:

- The oral-care market in India is estimated at $1.3 billion which consist of tooth paste and powder, mouth wash, and cleansings.
- The oral care segment has recorded revenue growth CAGR of 8.3% in 2000-12.
- Colgate Palmolive has the largest share in this segment in the market with a market share of 47%, followed by HUL with 19% and Dabur at 11%.

Source: Morgan Stanley, India Consumer & Retail - Feb 2013
4.8 Major Personal care Products and Brands in India:

There are three principal types of companies in the organized sector operating in India. They can be divided as follows:

<table>
<thead>
<tr>
<th>Foreign-owned international Companies</th>
<th>Large indigenous Companies</th>
<th>Indian Small and medium Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unilever, P&amp;G, Colgate-Palmolive, L’Oreal, Revlon, Oriflame, Avon, Amway, Gillette, Wella AG, Shisaido, Schwarzkopf, Versace, Canali, and several other companies</td>
<td>Ayur herbal, Dabur, Marico, Godrej, CavinKare, Emami, Biotique, Paras, ITC Himalaya Herbal</td>
<td>VLCC, Viviana Colors, Forest Essentials, Jovees, Lotus, Shahnaz Husain, Colorbar, and more than100 Small companies</td>
</tr>
</tbody>
</table>

Besides the organized sector of personal care products there are hundreds of unorganized small and micro enterprises are in production and distribution across the country. Many of them are on Indian traditional based on local organic ingredients and production techniques. To meet the daily requirements of the huge population of the country, both Indian and MNC are involved in the manufacturing and marketing of varied personal care products. They as a rule of economy and competition do compete with each other to provide the best quality products to their customers at an affordable price.

4.9. Demand Scenario of Cosmetics and Personal Hygiene:

The Times of India, report on cosmetics and personal care products for 2020, said that the Indian beauty and cosmetic sector has been growing for last few years and according to industry estimates its present value is of 950 million dollars and expected to grow around up to 2.68 billion dollars business by 2020.

Further, the industry source pointed out that due to tremendous increase in domestic demand, the beauty and personal care products has been growing at a 15 to 20 percent per annum. The demand for particularly of cosmetics within the entire beauty and personal care segment remained on top and has been growing over 60 percent for last five years period. In case of products segment, the products like anti wrinkle, facials, make up and cleansers growth has shown high growth rate including whitening creams.

While salon based beauty products has registered 35 percent growth in last five years and Women customers has contributed up to 85 percent revenue earned to the Indian beauty and personal care industry.

The report further said that Indian domestic brands have dominated the Indian entire beauty market while the Lakme has enjoyed 30 percent share of Indian consumers' alone and as whole Hindustan Unilever dominating 58% of shares of consumers in India. Two other major cosmetics Indian brands the Lotus and Biotique specialized in chemical free Ayurveda and natural based cosmetic products to serve the Indian customers. Interestingly the Indian domestic markets have adopted a price competitive policy to over the foreign companies to ensure their
market position than their competing brands.

The other feature of the Indian market is that all the major international brands are present in the market and this is because of the growing young and urban consumers driven by westernized lifestyle and increasing purchasing power. Another development in the beauty and personal care product is that the consumption of the imported or premium products is increasing with the change in luxury perception of mostly metropolitan consumers.

Furthermore, the increasing numbers of aspirational middle class consumers and their shifting demand from general cosmetic products to premium category with the rise in affordability as a result the difference in pricing and positioning has help reduced the competition between as both the categories of products are based in two different bases of target consumers. Furthermore, the rise in different types of consumer purchase stops, particularly in big cities in India where directly operated retailer outlet by producers, online shopping and multi-brand and specialized cosmetic stores also has helped the penetration of international brands.

Source: "India's cosmetics industry by 2020, and 'Beauty Industry Scenario-India', The Times of India, December-2013, Industry Report

4.9.1 Urban Personal Care Attitudes and Habits:

It is well known fact is that urban population in India generally consumes more amounts of cosmetics and toiletries products and this has been even furthered due to recent increased awareness and purchasing power. Indians are naturally much priced sensitive and in reality mass demand based market includes major part of cosmetics demand.

According to ASSOCHAM, an industry body report, Italia trade commission pointed that the per capita consumption of cosmetics in India is approximately US$ 0.68 cents as compared to US$ 40 in Hong Kong, US$ 12 in Japan, and US$ 1.5 in China. Consumption of personal care products centers on young women, with the age group 15-44 years accounting for about 70% of the market. Consumption begins in the teens and diminishes gradually after 45, and declines substantially after 55.
4.9.2 Urban and Rural Market Trends:

In India, though the urban population is leading in consumption by two thirds of entire personal care products and more than four fifths of the cosmetic segments. But rural consumption of toiletries items and hair oil products is more than the urban section. The rural consumers also taking interest in cosmetic products while many companies are targeting rural base for pushing their sale volumes in some select products segments.

By this time another development is also become evident that the urban section of consumers are moving gradually from the basic functional and on the other the man's grooming products took momentum what was earlier considered to be the products for women only.

4.9.3 Rural Personal Care demands:

Rural demands for personal care products are dedicated to the rise of information and consciousness about health and hygiene and changing life style for awareness and information, growth in income, increased in education, more movability and socialization and greater working opportunities.

**Table- 4.9: Rural Market share, selected personal care products (% of national volumes)**

<table>
<thead>
<tr>
<th>Product</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toilet soap</td>
<td>57.25</td>
</tr>
<tr>
<td>Hair oil</td>
<td>47.24</td>
</tr>
<tr>
<td>Face cream</td>
<td>30.91</td>
</tr>
<tr>
<td>Talcum powder</td>
<td>43.12</td>
</tr>
<tr>
<td>Shampoo</td>
<td>33.93</td>
</tr>
<tr>
<td>Other creams</td>
<td>25.01</td>
</tr>
<tr>
<td>Nail enamel</td>
<td>20.53</td>
</tr>
<tr>
<td>Lipstick</td>
<td>6.57</td>
</tr>
</tbody>
</table>

Source: NCAER data, India Market Research, Italia -2012

The rural market of beauty and personal care products has outperformed the urban market for available products awareness and information, increasing income levels, change in life style and availability of varieties of domestic as well as customized international products.
4.9.4 Most Preferred Place of Purchasing Cosmetic Product:

Indian customers do purchase their personal care products from different places but based on the class, economic condition, places of residence, cultural background, and available shops around etc. The following table shows the preferred places for personal care products.

**Table-4.10: Most Preferred Place of Purchasing Cosmetic Product**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Place of Purchase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Cosmetic Store</td>
<td>41</td>
</tr>
<tr>
<td>2.</td>
<td>Pharmacy</td>
<td>25</td>
</tr>
<tr>
<td>3.</td>
<td>Departmental Store</td>
<td>11</td>
</tr>
<tr>
<td>4.</td>
<td>Shops around</td>
<td>14</td>
</tr>
<tr>
<td>5.</td>
<td>Internet</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Journal of Social and Development Sciences Vol. 4, No. 5, p-208, May 2013

4.9.5 Online personal care products:

E-commerce business is gradually becoming popular in India. E-Commerce sites are generating more sales to new as well as existing customers by converting them to web based customers. A recent study, by the search and technology major Google and consultancy firm
Bain & Company, says that online sales of FMCG categories such as male grooming, beauty, personal care and child care will constitute $5 billion by 2020.

Satyaki Ghosh, Director, consumer products division says, It is important to see the evolution of new channels of distribution and increasing use of internet through mobiles. People are doing lot of activities now through online like browsing, chatting, and dealing transactions and the marketing companies simply cannot neglect the new handy medium. Next this digital medium has high potentials to provide incremental benefits of reaching out to the customer group who are able to see ones products catalogue and place the order what is no way possible for the producers.


Management consultancy A.T. Kearney has released the results of its study- Beauty and the E-Commerce Beast: 2014 Edition, which has explained the result of the consumers' survey on online purchase of beauty and personal care products. The research study found that the industry of beauty and personal care products now depends on the ability reach out, anticipation and experiment the products in a store. The research study said that 47% participants, they have purchased more personal care and beauty online this year than the last year. They have purchased more frequently and there had been increase in putsches by 16% with experimental and promotional products.

The total sales of $4.3 billion and there was a growth rate of online sales of beauty and personal care products at 6.5 and skin care products of the entire segments was more than others with a premium products growth at 11% than the mass products.

Source: Retail customer experience (2015).

4.9.6 Factors Influencing Demand of Beauty and Cosmetics in India:

The rapid growth for demand of beauty and cosmetics in India provides tremendous opportunity to the both Indian consumers and business. Due to fast economic changes, increasing income, increased women in working force and growing needs of faster socialization one way
help to foster demand growth and almost saturated of beauty and cosmetics market in western and other developed countries pushed the producers to explore new market in India.

With per capita cosmetics spend of $0.68 (Rs.44) per year, the Indian market offers an opportunity to international beauty cosmetics companies. Familiarity with the brand name, price and recommendation of friends and relatives who are users, are the key factors taken into consideration while taking a purchase decision. Television advertising, the most important source of information, is interestingly not considered important. Women consumers believe and rely on the beautician's advice as a useful input for the use of cosmetics. Brand loyalties are high, even though consumers are willing to try out new brands in many categories. Overall, trial of new products is likely to be influenced most by positive feedback from friends and relatives. Promotional schemes are important triggers for purchase of regular use products.

4.9.7 Future of Personal Care Products:

According to Euro monitor report 2015, Beauty and personal care is expected to continue to grow over the forecast period as consumers, including men, spend more on personal grooming. In addition, manufacturers will continue to launch new products at different price points which will help them to gain volume sales and higher margins. The majority of growth, however, will come from new consumers, who will increasingly try different products over the forecast period.

4.10 Conclusion:

The buying behaviour of consumers is the study of acquiring and consumption behaviour of goods and services. However the buying behaviour of students and especially of personal care products is a typical mix in nature and psychology. Since the days of our grandparents to today's time, the perception towards personal care products has changed in many ways. The earlier conservative outlook and attitude towards the personal care products and people those who tend to do little was looked down due to their traditional values. People were confined to their own
vicinity for lack of much socialization needs in one and the lack of transportation facilities on the other.

The students are modern and adventurous than the elderly persons who do not usually care for any traditional barriers but love to enjoy material comfort and physical wellbeing. They like quick adaptation to the new trend and fashions than the older generation. They are very easily come under peer pressure and follow what is new in the market. Earlier people did not want to spend on the cosmetics and personal hygiene products but due to better economic condition in one way and the more socialization on the other, changed the life style which enhanced the demand of the personal care products.

The new economic policies has paved the way for domestic and international business houses to position their new multi categories of products in abundant and the media advertisement engaged celebrities to inform and influence these young generations as customers. Now the satellite television channels, internet facilities, social media etc. are constantly offering information about new personal care products to cater to the needs of personal groom up, which very often influence them to experience such products.

When the desire to look good is nearly universal among global consumers, the grooming habits and style of each individual consumer have huge impact on personal care products they choose to buy. Therefore, it is crucial for companies and brands in this industry to understand the attitudes and grooming preferences of students. The personal care products market is developing fast and the attitude of young generation also complementing such developments with a positive note to become a part of it. The combine impact of endorsement by celebrities in the media and the penetration of market to the new areas of demand of personal care product are surely going to influence the buying behaviour of students further.
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