AN EMPIRICAL STUDY ON CONSUMER BEHAVIOUR TOWARDS SKIN CARE PRODUCTS WITH SPECIAL REFERENCE TO SHAHNAZHUSAIN HERBAL IN KOLKATA CITY

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Abstract-

The study was carried out to find out various aspects as regards consumer behaviour towards skin care products of ShahnazHusain Herbal. The city of Kolkata, West Bengal was selected for this study. It is a Cross-sectional study which is descriptive and analytical in nature to examine the various aspects of buyer behaviour. The sample size for collecting requisite data was of 100 respondents. Hypotheses were tested through association between the variables. All the variables studied were significantly related to culture and was consequently related to buyer behaviour. The chi-square indicates that there is a significant association between frequency of purchase and amount spent for skin care products of ShahnazHusain Herbal, significant association between frequency of purchase and usage of skin care products of Shahnaz Husain Herbal and also there is a significant association between usage and satisfaction about skin care products of Shahnaz Husain Herbal.

Keywords: Consumer Behaviour, Buyer preference

I. INTRODUCTION:

The success of current Business Organisations largely depends on how well they understand the behaviour of the Consumers. Marketing personnel are constantly analysing the patterns of buying behaviour and purchase decisions to predict the future trends. We all are consumers. We buy goods ranging from groceries to mobiles, laptops and car. We as a consumer also avail the services like banking, insurance, education etc. However, we as a consumer do not show similar buying patterns. Even the same consumer can make different decisions depending on the circumstances. So we need to examine the most complex part of human behaviour i.e. how consumers or buyers make decision to buy a particular product or service and what makes them to take such decisions.Consumer Behaviour involves the study of not only what people consume but where, how often, how much, why, when and under what conditions goods and services are consumed.

Cosmetics are something that had a great value for human not only in present day context but from time immemorial. Use of cosmetics can be dated back to even Egyptian civilization, Indus valley civilization etc. Cosmetics make us look beautiful that is why we purchase cosmetics. Various products like soap, shampoo, hair cares, skin care, makeup and perfumes are involved in cosmetics. In present

market scenario a number of cosmetics brands are vying for the customer's attraction. Women are more often associated with use of cosmetics. But the metrosexual men have also started showing great interest in the world of cosmetics now-a-days. It is also remains barefaced fact that India's spending on cosmetics and toiletries is relatively less, with rural and suburban areas concentrating more on basic toiletries and cosmetics. The purchasing power of Indian consumers is increasing thereby shaping the aspirations and lifestyles of consumers, who are upgrading to good value products at affordable prices. The Cosmetic Companies are investing heavily on the promotion, product visibility among rural folk, which has increased the demand for various cosmetics.

This research considers Shahnaz Husain Herbal specially focuses on the skin care products. The rationale behind carrying out this study is that a well research done on consumer behaviour can provide a company or a sector in large the opportunity to explore the existing as well the prospective customers regarding their behaviour whether it is pre-purchase or post-purchase toward their product. Research is used to describe characteristics of a population or phenomenon being studied. The population is too large for us to consider collecting information from all its members. Non Probability sampling method is used to select the samples. Non Probability sampling is a sampling technique where the samples are gathered in a process that does not give at all the individuals in the population equal chances of being selected. Convenience Sampling is a method in which for convenience sake the study units that happen to be available at the time of data collection are selected. A structured questionnaire is a formal list of questions framed as to get the actualities.

II. REVIEW OF LITERATURE:

Posthuma (2000) perceived behavioural control could be conceptualized as the beliefs of the customers about the difficulties in generating the behaviour in question. Various research settings are found to be associated with the concept of Perceived Behavioural Control (PBC), in order to investigate the unsatisfactory experience.

McCracken, G. (1988) has defined Culture as the lens through which all phenomena are seen. It determines how thesephenomena are apprehended and assimilated. Second, culture is the `blueprint' of human activity. It determines the coordinates of social action and productive activity, specifying the behaviours and objects that issue from both.

Thompson (1994) specified that these are all the behaviours that could be controlled by the individuals. Many researchers have criticized this assumption. Few researchers argued that most of the researchers have focused the situations

wherein a consumer can't completely control the target behaviour. In addition, it is also specified that consumer behaviour is an important aspect in fluctuating the performance of the consumer.

McCracken (1989) states that in a consumer society, cultural meaning moves from the culturally constituted world (the original location of cultural meaning) to consumer goods (carrying and communicating cultural meaning) and then from these goods to the individual consumer. The nature of cultural influence can be seen as a circular process from which meaning is created, maintained and transmitted within a society.

Shiffman and Kanuk, (2010) claimed that Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items, that includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it.

Mason, Mayor, and Ezell (1991) argued that store image was important to determine to buy whether in downtown shops or in a shopping centre after consumers decided to purchase. And they added that it was important for marketers to know how the consumers felt retail stores to develop marketing strategies of retailing to attract them.

III. SIGNIFICANCE OF THE STUDY:

If a company is able to understand and identify the needs of their consumers, then it will be easy for them to satisfy those needs. Along with the needs it is also crucial for the company to study the various aspects of the consumer behaviourof the targeted consumers. Now if the consumer needs can be assessed properly and also having a better knowledge about the consumer behaviour will only lead to the success of the company.

The study of consumer behaviour aids marketers in understanding and predicting consumer behaviour in the targeted market. It is not only concerned with what consumers buy but also provides answer to the questions like why, when, where, how and how often they buy it. Consumer Behaviour is the study of how an individual makes their purchase decisions with various available resources that they have.

IV. OBJECTIVES OF THE STUDY:

- To identify the factors affecting the buying process of Shahnaz Husain Herbal.

- To analyse the consumer behaviour aspects like cultural and social dimensions affecting the buying of Shahnaz Husain Herbal.

- To study the buyer's preference and usage pattern of Shahnaz Husain Herbal.

V. HYPOTHESIS OF THE STUDY:

- There is no significant association between the frequency of purchase and amount spent for skin care products of Shahnaz Husain Herbal

- There is no significant association between the frequency of purchase and usage ofskin care products of Shahnaz Husain Herbal

- There is no significant association between the usage and satisfaction about skin care products of Shahnaz Husain Herbal

VI. METHODOLOGY:

Descriptive Research is adopted in this research. Descriptive Research is used to describe characteristics of a population or phenomenon being studied. Non Probability sampling method is used to select the samples. Non Probability sampling is a sampling technique where the samples are gathered in a process that does not give at all the individuals in the population equal chances of being selected.

Convenience Sampling is a method in which for convenience sake the study unitsthat happen to be available at the time of data collection are selected. With convenience sampling, the samples are selected because they are accessible to the researcher. The sample size of 100 from each region, thus totally 500 samples has been selected for the present study by adopting non-probability convenience sampling.

A questionnaire is a research instrument consisting of a series of questions and other stimuli for the purpose of collecting information from respondents. The Buyers Preference of skin care products of*Shahnaz Husain Herbal* was analysed by using the Chi Square Test.

VII. RESULTS AND DISCUSSION:

A. Association between Frequency of Purchase and Amount Spent for Skin Care Products

The association between frequency of purchase and amount spent for skin care products of*Shahnaz Husain Herbal* was analysed by employing chi-square test and the results are presented in Table 1

The Chi-Square value of 23.562 is significant at one per cent level indicating that there is a significant association between frequency of purchase and amount spent for skin care products of Himalaya. **Hence the null hypothesis there is no significant association between the frequency of purchase and amount spent for skin care products of Shahnaz Husain Herbal is rejected.**

B. Association between Frequency of Purchase and Usage of Skin Care Products

The association between frequency of purchase and usage of *skin care products of Shahnaz Husain Herbal* was analysed by employing chi-square test and the results are presented in Table 2.

The Chi-Square value of 29.372 is significant at one per cent level indicating that there is a significant association between frequency of purchase and usage of skin care products of Himalaya. **Hence the null hypothesis that there is no significant association between the frequency of purchase and usage of skin care products of Shahnaz Husain Herbalis rejected.**

C. Association between Usage and Satisfaction about Skin Care Products

The association between usage and satisfaction about skin care products *of Shahnaz Husain Herbal*was analysed by employing chi-square test and the results are presented in Table 3.

The Chi-Square value of 19.354 is significant at one per cent level indicating that there is a significant association between usage and satisfaction about *skin care products of Shahnaz Husain Herbal.* **Hence the null hypothesis that there is no significant association between the usage and satisfaction about skin care products of Shahnaz Husain Herbal is rejected.**

VIII. FINDINGS AND RECOMMENDATIONS:

- The Chi-Square value of 23.562 is significant at one per cent level indicating that there is a significant association between frequency of purchase and amount spent for skin care products of Shahnaz Husain Herbal.

- The Chi-Square value of 29.372is significant at one per cent level indicating that there is a significant association between frequency of purchase and usage of skin care products of Shahnaz Husain Herbal. The 59.40 percent of buyers are satisfied with skin care products.

- The Chi-Square value of 19.354 is significant at one per cent level indicating that there is a significant association between usage and satisfaction about skin care products of Shahnaz Husain Herbal.

Some additional findings from the analysis from the questionnaire:

- The results revealed that about 61.00 percentage of the buyers of Shahnaz Husain Herbal were females whereasabout 39.00 percentage of the buyers were males.

- The results showed that about 50.41 percentage of the buyers ofShahnaz Husain Herbal were from the age group of 15 to 25 years, 26.81 percent were from the age group of 25 to 35 years, about 9.60percent were from the age group of 35 to 45 years, 8.79 percent were from the age group 13 to 15 years, a 3.20 percent were from the age group of 45 to 55 years and a miniscule percent of 1.19 were above 55 years.

- It was found that about 28.39 percentage of the buyers ofShahnaz Husain Herbal were associated with private sector then came the professionals with 23.01 percent, employees who were associated with public sector were about 20.59 percent, students made up for about 12.01 percent, whereas self-employed had a share of 7.58 percent, housewife were about 5.22 percent and business persons were the last with 3.20 percent.

- The results showed that about 39.12 percentage of the buyers ofShahnaz Husain Herbal were graduates followed by a 24.58 percentage of post graduates, the professionals were at 23.01 percent and higher secondary students made up for about 13.29 percent.

- The married buyers for Shahnaz Husain Herbal constituted of 63.20 per cent of the buyers, whereas 36.80 percent of the buyers weresingle.

- It was quite visible from the results that about 52.18 percent of the buyers of Shahnaz Husain Herbal have a family size of 4 to 6 members, 1 to 3-member family consisted of 35.81 percent and families with members more than six members were about 12.01 percent.

- It was witnessed that about 80 percent of the buyers ofShahnaz Husain Herbal belonged to nuclear family whereas the share of joint familyconstituted about 20 percent.

- The results disclosed that the income group of Rs. 10,000 to 15,000 were 27.19 per cent of the buyers of Shahnaz Husain Herbal followed by a 21.02 percent for the income group of Rs. 5,000 to 10,000, 14.39 percent for the income group of Rs. 15,000 to 20,000 this was again followed by 13.19 percent for the income group less than Rs. 5,000, for income group more than Rs. 25,000 it was 12.79 percent and finally a 11.42 percent for the income group of Rs. 20,000 to 25,000.

- The results made it clear that about 57.59 percent of the buyers wereself-decision makers for buying of Shahnaz Husain Herbal, the elders were at 17.80 percent, followed by spouse at10.80 per cent, friends and relatives were at 11.61 per cent, colleagues 1.42 percent and children were at a miniscule 0.78 percent.

- It was witnessed from the results that the television commercials were the main source of information for buyers of Shahnaz Husain Herbal with a share of 32.00 percent then it was the magazines with 25.00 percent share of the buyers, sales promotions techniques attributed for 22.59 percent, friends and relatives contributed for 11.61 percent, newspapers had a share of 6.75 per cent and finally internet sources contributed for a miniscule 2.05 percent.

- From the results it was very much evident that about 44.30 percent of buyers purchasedShahnaz Husain Herbal from supermarkets followed by about 29.20 percent from departmental stores, the purchase from retail outlets was about 12.10 percent, purchase from beauty parlour was about 10.90 percent and purchase from medical shops was about 3.50 percent.

IX. SCOPE FOR FURTHER RESEARCH:

The present research work emphases on respondents from Kolkata city only. The geographical segmentation may be extended for further research in various parts of the country. Additionally, this research can also emphasise on the rural population and find out whether they have a completely different pattern or not as compared to the urban population (Kolkata). In this research work, I have considered only *Shahnaz Husain Herbal skin care* product. So, this research work can be further extended to various other products of *Shahnaz Husain Herbal.*

X. CONCLUSION:

In Indian market, the consumers are highly price conscious and makes purchases that matches with his/her Economic and Social environment. When we are considering the Indian consumer, we need to be very to be vigilantas marketing personnel while smearing the theories to comprehend the behavioural dynamics. While comprehending the eccentricities of the Indian consumers and in order to conceptualisetheir buying profile, the analysis needs to be carried out in relation to their environment, culture and beliefs, education, economic condition, social status, level of their exposure and the degree of their complexity. This couldprove to be beneficial for the marketing managers as itprovides them with a checklist to ensure that all conceivable sources of disparity due to various cultural variances are taken into consideration.

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APPENDIX

Table: 1 Association between Frequency of Purchase and Amount Spent for Skin Care Products

	Value	Df	Sig
Pearson Chi-Square	23.562	8	0.00

Source: Primary Data

Table: 2 Association between Frequency of Purchase and Usage of Skin Care Products

	Value	Df	Sig
Pearson Chi-Square	29.372	12	0.00

Source: Primary Data

Table 3 Association between Usage and Satisfaction about Skin Care Products

	Value	Df	Sig
Pearson Chi-Square	19.354	6	0.00

Source: Primary Data

ABOUT AUTHOR

Kingsuk Sengupta has done his MBA in Marketing and Finance. He has a research interest in Consumer Buying Behaviour Analysis. Having Fourteen - years experience which includes Five-year corporate experience consisting of about three years working experience in Bajaj Electricals Ltd., & two years plus working experience with Avantha Group of Companies at its Corporate Office, Gurgaon in Managerial Cadre. He also has Nine - years plus academic experience. Presently he is associated with Sikkim Manipal University, Sikkim as an Assistant Professor – Department of Management Studies. He also a member of the Centre for Internal Quality Assurance (CIQA) established by the University (ISO 9001: 2015). He has nine research publications with three international publications in Scientific Citation Indexing (SCI) and UGC approved journals.