

A study of consumption pattern towards selected personal care products in teenagers.

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Brand awareness means the brand being known to potential customers and its association with a particular product. Brand awareness is the primary goal of advertising in the early period of a product's introduction phase of life cycle. As known teenage customers of many products get attracted by advertisement in media. According to the influence of reference groups and the advertisements teenagers change their preference towards use of personal care products. Brand awareness plays a major role in a consumer's buying decision-making process. It also helps in brand recognition based on the knowledge of an acquaintance or friend having used the product in the past or constant advertisement. In some situations, brand recall is required but again brand awareness is mandatory for it also. One needs to retrieve different brands in memory, choose one and buy it. For this constant advertisement is important to make its presence in consumer's memory retrieval because the consumers are willing to go to the first brand that can be recalled. Brand preference is measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available. In the ad war of brands in personal care category the manufactures tempt the potential customers by lucrative offers and claims. The teenagers have a random brand consumption patterns while buying personal care products like shampoo, conditioner, lip-balm, lipstick, deodorant, eyeliner, Skin cream, face wash, hair oil, toothbrush and toothpaste. In this study, an attempt is made to find brand awareness, preference and consumption pattern towards the personal care products in teenagers.

Introduction

Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of the target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction. As we know in teenage customers of many products get attracted by advertisement on television. According to the influence of others and the advertisements teenagers used to change their preference towards using personal care products.

There is an ad war for almost all brands in personal care category to attract customers. The manufactures tempt these potential customers by lucrative offers and claims through advertisements. The teenagers have a random brand consumption patterns while buying personal care products like shampoo, conditioner, lip-balm, lipstick, deodorant, eyeliner, Skin cream, face wash, hair oil, Toothbrush and toothpaste. India is a country, where people has always admired and respected the stars and heroes of the country. Now days, the celebrities not only admired by people but follow as their role models and in turn the celebrities become instrumental to influence their behavior through endorsement. The unleashing power of the celebrities, television stars, movie actors, and famous sports persons are being widely used in magazine advertisements, radio spots, and television slots and website commercials to endorse products. Celebrity in ad acts as Stimuli to change the buying behavior of the consumers. Celebrity endorsement creates a favorable and positive impact on recall and thereby consumers purchase decision.

Thus to know the factors which influence teenagers to buy any beauty or personal care product the need was felt to carry out this study with certain objectives.

Objectives

- To know the brand awareness towards selecting personal care products
- To identify sources of information
- To know the brand consumption pattern towards selecting personal care products
- To find out the motives behind purchase and factors affecting purchase decision of personal care products
- To measure an association between demographic variables and brand choice

Literature Review

In the study 'Women Buying Behaviour and Consumption Pattern of Facial Skin Care Products' by Vandana Sabharwal and Savita Maan focus was on the usage pattern, factors and brand possession of cosmetics among women. Total 150 women were visited and their responses were taken from three cities Hisar, Bhiwani and Fatehabad. The look of face plays most important role in overall personality of a person and cosmetics help the people to improve their skin and make face attractive, vibrant and pretty. Hence, in the study it was taken into consideration facial skincare products of women such as moisturizers, tonners, cleansers and anti aging creams. As cosmetics industry is growing, it was 166.1 billion in 1998 which was reached by 382.3 billion in 2014, it is important to understand usage pattern and factors which influence women intention to purchase facial skin care products. This study explores the factors affecting women's purchase decision for cosmetics product. Brand came out as a major factor considered by all women while purchasing. Quality, naturalness and suitability to skin type are other factors which affect purchase of skin care products. The study reveals that moisturizer was found to be most prevalently used by all age group. Anti aging and toners was found to be preferred by the aged women. Fair & lovely, Ponds and Vaseline found to be most popular and favourite among all cosmetic products. Lakme, Olay and Amway products are mostly purchased and used by higher income group. Vaseline is the most possessed brand among the women which is followed by Ponds, Faire & Lovely, Lakme, and Clean & clear respectively.

In another study 'Celebrity Endorsement and its Impacts on Students Buying Behaviour towards Personal Care Products' the authors A.H. Choudhury, Dr. K. Mukherjee are of the opinion that the globalization has opened up investment avenues and business opportunities coupled with rapid growth of mass media and communication that has provided tremendous marketing opportunities and consumer reach in India. Everyday consumers are exposed to thousands of ad voices and images in magazines, newspapers, on billboards, websites, radio and television. Every brand attempts to have at least a fraction of time to inform him or her of the amazing and appealing different attributes of the product available. But the customers try to avoid or neglect such advertisements. The effect is that the marketer encounters with customers as to adopt new tools and techniques in advertisement to influence consumers. In contrast, the ad with the popular celebrity is very difficult to avoid or neglect. The modern world of marketing communication has become colorful with abundance of advertisements, and it is a huge task for the designer of ad campaign to differentiate itself from others and attract viewer's attention. The challenge of the marketer is to find a device that will hold the customers attention. In helping to achieve this goal, the celebrity endorsement is being used as marketing communication strategy to draw the customers' attention and help recall to influence their buying behavior especially for personal care products. Celebrity endorsement is a unique marketing communication technique in advertising that aims to achieve a favorable impact on brand image by stimulating the buyers purchase decision. The study

indicates that both the male and female are highly positive towards celebrity perception and sensitive to the celebrity advertisements.

In a report 'A Study on Brand Awareness of Shampoo Products for CavinKare Pvt. Ltd' by P. Guru Ragavendran, G. Devakumar, Santhosh Upadhyay the authors are of the opinion that in today's global market, brand awareness among consumers play a decisive role in the sales turnover of the company. Every company invest heavily in this aspect to catch the lion's share of the market. Cavin Kare is one of such aspiring Fast Moving Consumer Goods companies in India, with turnover of 5000 million INR in 2006-2007. Although, Cavin Kare had done a lot of research on brand awareness of their hair care products, only a limited research has been reported for its new Chik and Chik Satin shampoo in Bangalore. In the present work, a study was carried out to estimate the current brand awareness and to suggest methods for improving the same. In this process, the socio economic stratum of women consumers was identified using socio economic classification grid during personal interview at individual households. The data was collected from the target audience of 18-35 years age at 30 different places in target population through questionnaire. Pareto analysis was used to know the quality problems of major attributes. Quality Function Deployment was deployed to relate the consumer voice and technical descriptors for quality improvements in the shampoo brand. The results revealed that, the major consumer expectations were quality, benefits offered and packaging of shampoo product. Based on the results obtained, measures were suggested to improve the brand awareness from 8% to 12.6% in target population. Suggestion towards improving sales by 45.39% on focusing the lagging quality attributes of shampoo has been made.

In the study 'Consumer behavior towards the new packaging of FMCG products' Mitul Deliya discusses on the importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged FMCG products. This research utilized a focus group methodology to understand consumer behavior toward such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumer's behavior towards the packaging of FMCG products. When consumers search for and process information in-store, the product's package can contain relevant and useful information for the consumer. Product packaging forms the end of the 'promotion-chain' and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes. Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product.

Limitations

The study had the following constraints.

1. The data analysis was done on the basis of the responses given by the respondents.
2. The research was conducted in particular areas only so the findings are generalized for that particular area and may or may not be applicable to other geographical area.

Research Design and Methodology

Research is "a careful critical enquiry or examination in seeking facts or principles, diligent investigation in order to ascertain something." A good research design ensures against wasteful expenditure of time, money and energy. Hence utmost care was taken while opting for Research Design. In this project Descriptive Research Design was used because there was emphasis on description and fact gathering

expedition. An attempt to obtain a complete and accurate description of situation was made. The research therefore had the question like 'what, when, where and How' as this research focuses on consumption pattern of personal care products of teenagers and awareness about the brands. Thus descriptive research was followed for analysis during this study.

Universe

All teenagers in the various college campus comprised of the universe. An optimum size of 250 was decided as sample size which was neither excessively large nor too small. The sample size was large enough to give a confidence interval of desired width.

Sampling Unit

Teenage students in the college campus.

Sampling Frame

Colleges in that specified campus

Method of Sampling

Probability and cluster sampling

Data Collection Sources

The researcher collected primary and secondary data for the purpose of the study. The sources for collection of these data are as follows

Type of Data Used

Both primary as well as secondary data was used.

Primary data was gathered by the means of interviewing the respondents with the use of questionnaire that the researcher prepared. Questionnaire included open and close ended questions. The questions were subjective and objective in nature. Thus, the question helped to carry out market analysis and find out the consumption pattern of personal care products. Secondary data was mainly collected from various magazines, news papers and Internet.

Data Analysis

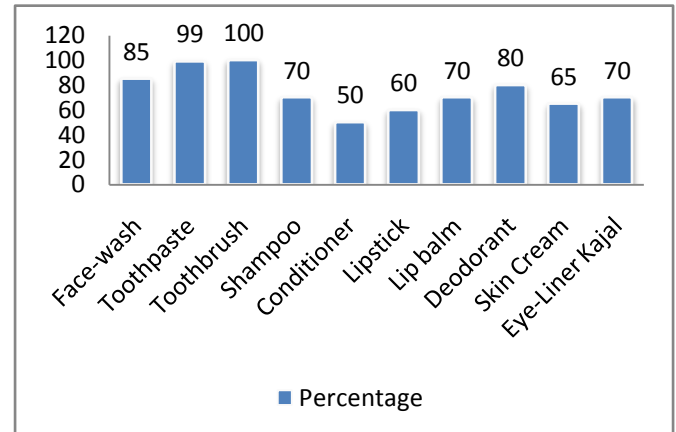
Data Analysis was done with the goal of highlighting useful information, suggesting conclusions and supporting decision-making. It has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, science and social science domains.

Tools of Data Analysis and Interpretation

1. Percentage Analysis
2. Graphical Analysis- pie charts, bar diagrams
3. Tabular Analysis

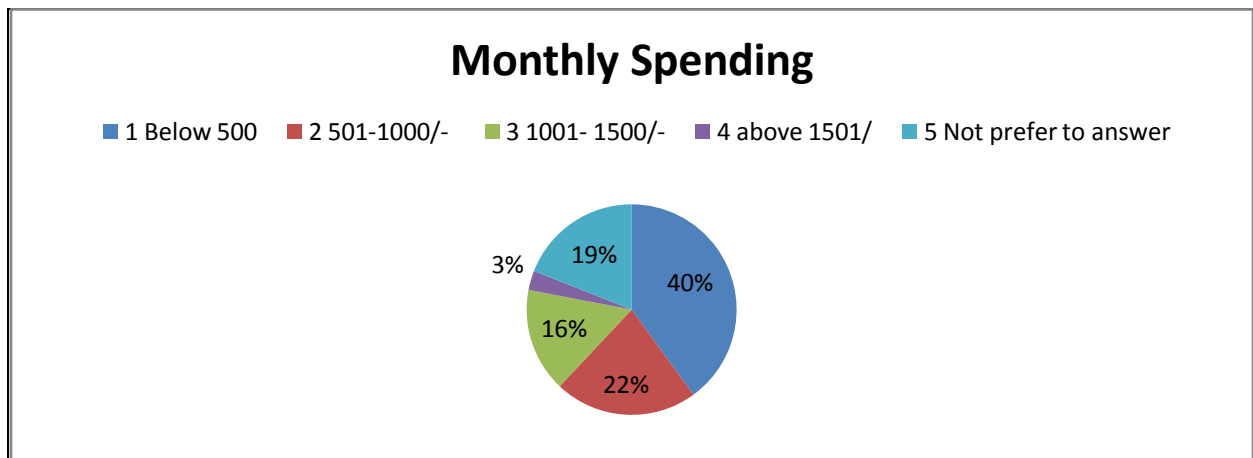
1.1. Products used by teenagers regularly

Sr. No	Products	Percentage
1	Face-wash	85
2	Toothpaste	99
3	Toothbrush	100
4	Shampoo	70
5	Conditioner	50
6	Lipstick	60
7	Lip balm	70
8	Deodorant	80
9	Skin Cream	65
10	Eye-Liner Kajal	70



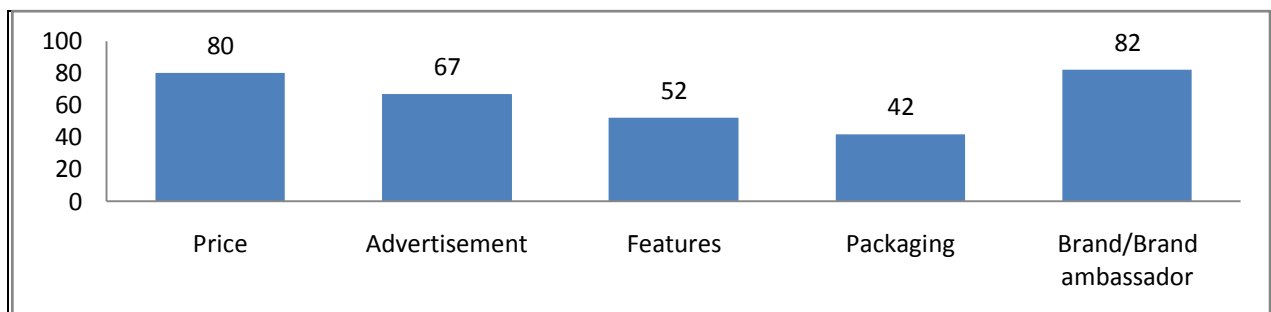
From the graph it can be stated that around 100% teenagers use toothbrush and 99% of them use toothpaste of their brand of preference. 85% teenagers use face-wash and very few use conditioner

1.2 Monthly spending on personal care products



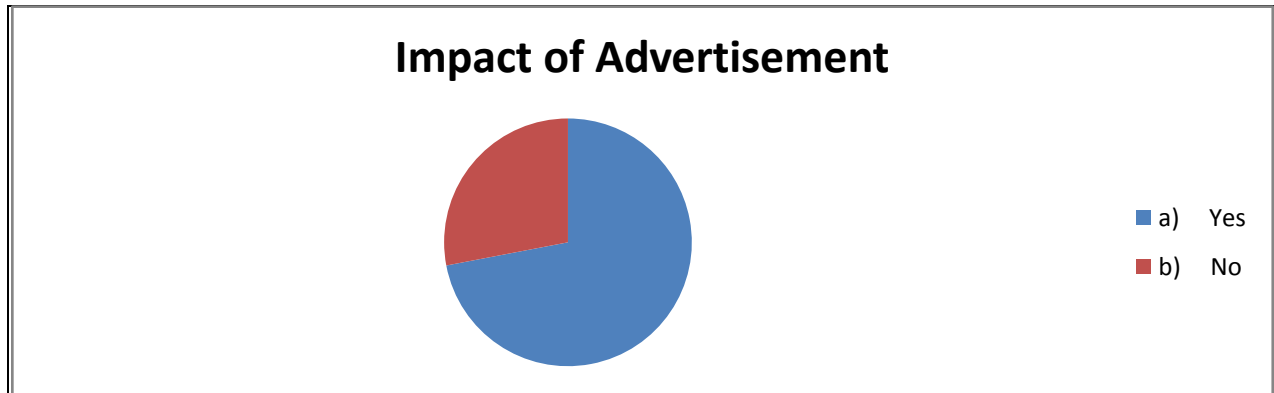
From the above graph 40% of teenagers spend below Rs. 500, 22% spend Rs. 500-1000, 16% spend Rs. 1001-1500, 3% spend above Rs.1500 and 19% of teenagers hesitated to answer

1.3 Elements to be considered while buying personal care products



From the above graph 80% of teenagers see the price first while buying the products, 67% got influenced by advertisement, 52% see features, 42% see packaging, 82% see brand/ brand ambassadors

1.4 Impact of advertisement while buying



From the graph 72% of respondents said that there is an impact of advertising in selecting the personal care product and 28% says No impact.

Chi Square Test:

Chi square analysis on Relationship between gender and usage of personal care products:

Gender	Yes	No	Total
Male	50	50	100
Female	125	25	150
Total	175	75	250

H_0 : There is no significant relationship between the gender and usage of personal care products

H_1 : There is a significant relationship between the gender and usage of personal care products

O	E	$(O-E)^2$	$(O-E)^2/E$
50	70	900	12.85
125	30	9025	300.83
50	105	3025	28.80
25	45	400	8.88
			383.7

Calculations:

$$X^2 = \sum(O-E)^2/E = 383.7$$

Number of degree of freedom

$$ndf = (row-1)(column-1)$$

$$=(2-1)(2-1)$$

$$=1*1$$

$$=1$$

Table Value = 3.84

Thus calculated X is greater than the tabulated value of X at 5% of level of significance for value V=1. So, the null hypothesis is rejected and there is a significant relationship between gender and usage of personal care product.

Findings

1. All the teenagers tend to use most of the personal care products and they are aware about brands, advertisements of various personal care products selected for this study.
2. The factors which influence most to them for buying any personal care products are Television advertisements and brand ambassador of the products.
3. Most of the teenagers who belong to higher economical group tend to buy products in shopping mall and the teenagers whose economic conditions are good spend more than average money on personal care products.
4. Now a days availability of male cosmetics and personal care products is also prominent, so male also tend to use most of the personal care products like face-wash, face-cream etc.
5. Girls spend most of their pocket money on personal care products like lip-stick, lip-balm, Eye-liner, kajal etc.
6. Advertisements and references from the friends are the important factors which influence teenagers to buy any products.
7. Teenagers tend to change their brand of product by seeing advertisement or any referral from the friend.

Conclusion

Use of personal care products amongst teenagers is vast area of study as girls and boys tend to use personal care products on daily basis. Advertisements impact them to buy personal care product and also influence there buying decisions. Teenagers are well aware about the brand, variety of products of personal care through television advertisements, internet, newspaper etc. The buying decision of teenagers can be easily influenced by advertisements or word of mouth.

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