

## **POWER OF PURSE: PURCHASING BEHAVIOUR OF WORKING WOMEN FOR COSMETIC BUYING IN SMALL TOWNS OF MADHYA PRADESH**

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### **ABSTRACT**

*Women consumers are considered to be the most attractive and influential segment due to the changing perception about females in the society, due to their education and financial empowerment. This research was conducted to examine the spending nature of women contributing significantly in family income and belonging to small cities. In the present study working women from the small towns of Madhya Pradesh with minimum age group 20 years were taken as the sample. Analysis was done using SPSS version 18 and MS-EXCEL.*

**KEYWORDS:** *Purchasing Behaviour, Buying in Small Towns*

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### **Article History**

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### **INTRODUCTION**

Cosmetic purchase was mostly associated with the women as a consumer. Female have been extensively investigated for the past few decades, and researchers have studied their unique shopping behaviour and attributes. The main reason for this is that there is growing number of women worldwide and they have a tremendous financial impact. They are considered important decision makers in family buying, and have also found that working women in particular spend a significant portion of their income on improving beauty and personality. Working women want to take on many responsibilities and so be prepared. As a result, many products and services are needed.

### **REVIEW OF LITERATURE:**

(Taylor & Francis 2012) Women, for example, are more likely to purchase basic essentials in the form of less expensive but recurring consumer goods for the whole family, such as food, clothing and household articles, while men are more likely to buy expensive capital goods and own things such as homes, cars and home electronics.

(World Development Report 2008) A woman's power is affected by her participation in economic activity, which itself depends on her asset endowment (including human capital) and her access to the household's assets.

Through savings, credit, and insurance facilities, women can promote their own economic activities, create and protect assets, enter markets, and diversify their economic activities.

According to (Spade & Valentine 2011) resource and exchange theory assumptions, women who contribute economically to the relationship should be able to exercise greater control over finances and decision making, and buy a certain amount of relief from domestic labour and childrearing responsibilities.

According to (Kirkham 1996) many women buy cosmetics and toiletries for men and they too have to negotiate the choice of 'male' products.

## **RESEARCH METHODOLOGY**

This research was conducted by administering the structured questionnaire and schedule for collecting primary data. It was considered to be the most effective method for studying purchasing behaviour of working women for cosmetic purchase. Secondary data has also been taken from various sources like reference books, academic journals were consulted, internet, newspaper, magazines were used to throw light on the different aspect of purchasing behaviour of women for cosmetic buying. The population for this research study consists of women at least 20 years or more in age. The sampling unit is the individual working women either consumer or potential consumer of cosmetic products living in small towns of Madhya Pradesh and the sample was selected by using quota sampling method in which equal number of respondents were chosen from five small towns. Sample size is 250 women having significant contribution in family income. The analysis was done through SPSS version 18 and MS- Excel and data is represented with the help of bar charts and piecharts.

## **OBJECTIVES OF THE STUDY**

- To determine the preferred place for buying cosmetic products by the working women in the small cities on the basis of their age and occupation.
- To identify the most important reason regarding choice for place of purchase by working women of small cities.

## **DATA ANALYSIS AND INTERPRETATIONS**

### **Preferred Place of Buying Cosmetic Products**

The first objective of the study is to determine the most preferred place for buying personal care products by the working women in the small towns of Madhya Pradesh. Present study was confined to the small towns where the options for cosmetic buying are limited due to unavailability with regards to various brands. For these four options, that is, retail store, specialty store, online purchase and anywhere were classified on the basis of monthly family income and age of the working women.

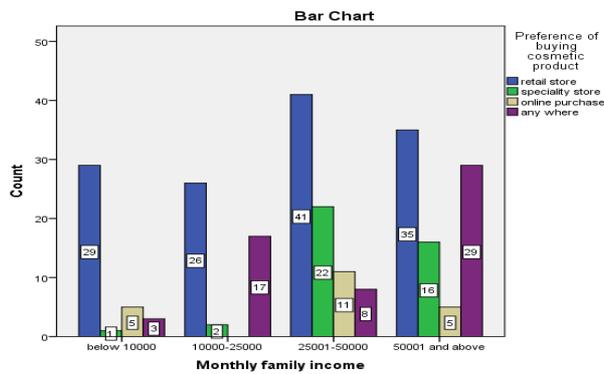
From the previous studies it was found that cosmetic is considered as the necessity purchase items by women due to concern for self and also because of social trends. So in the present studies all income categories that is less than 10000, 10000-25000, 25001-50000 and 50001 and above and were covered under the studies. While the age categories taken for the study is 20-25, 25-30, 30-35, 35-40, 40-45 and 45 and above.

Figure 1 shows it is clear from the table and graph 4.1 that 29 out of 38 women belonging to the monthly income category less than 10000/- prefer retail store. While 26 out of 45 women belonging to the income category between 10000 and 25000 prefer retail store and 17 out of 45 women purchase cosmetic products from anywhere i.e. have no preference. Further income category of 25001 -50000, 41 out of 82 women prefer retail stores, 22 out of 82 prefer specialty stores, 11 out of 82 women prefer online purchase and only 8 out of 82 women have no preference for buying cosmetic products. Lastly 35 out of 85 women in the income category above 50001 prefer retail store, 16 out of 85 prefer specialty store, 5 out of 85 prefer online purchase and 29 out of 85 have no preference for cosmetic purchase.

Table 2 and Figure 2 shows it is clear that 12 out of 18 working women in the age category between 20-25 year, 26 out of 49 in the age category between 25-30, 31 out of 51 in the age category between 30-35, -V 23 out of 48 in the age category between 40-45 and 26 out of 42 in the age category of above 45 years prefer retail buying of cosmetic products. But 21 out of 42 working women belong to the age category between 35-40 years don't have choice in buying cosmetic products.

**Table 1: Income Wise Classification For Buying Cosmetic Products**

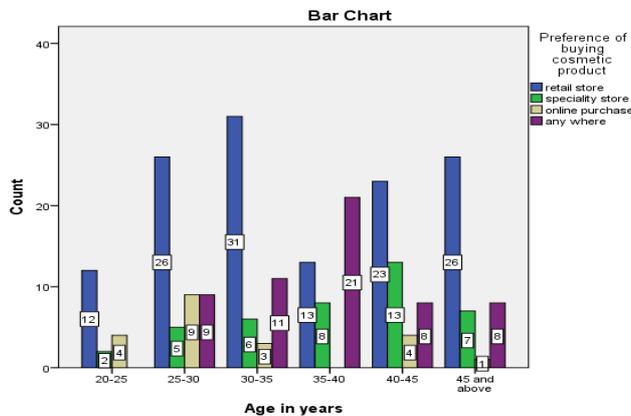
		Preference of Buying Cosmetic Product				Total
		Retail Store	Specialty Store	Online Purchase	Any Where	
Monthly family income	below 10000	29	1	5	3	38
	10000-25000	26	2	0	17	45
	25001-50000	41	22	11	8	82
	50001 and above	35	16	5	29	85
<b>Total</b>		<b>131</b>	<b>41</b>	<b>21</b>	<b>57</b>	<b>250</b>



**Figure 1: Income Wise Classifications for Buying Cosmetic Products.**

**Table 2: Age Wise Classification for Buying Cosmetic Products**

		Preference of Buying Cosmetic Product				Total
		Retail Store	Specialty Store	Online Purchase	Any Where	
Age in years	20-25	12	2	4	0	18
	25-30	26	5	9	9	49
	30-35	31	6	3	11	51
	35-40	13	8	0	21	42
	40-45	23	13	4	8	48
	45 and above	26	7	1	8	42
<b>Total</b>		<b>131</b>	<b>41</b>	<b>21</b>	<b>57</b>	<b>250</b>



**Figure 2: Age Wise Classification for Buying Preference of Cosmetic Products.**

### Reason Regarding Choice for Place of Purchase

Second objective of the study is to determine the reason for the choice of place for purchasing cosmetic products by the working women of small towns of Madhya Pradesh. For this, various reasons affecting choice of place were identified on the basis of previous studies. Firstly retail related reasons were identified, that is, location, retailer's acquaintance, convenience, accessibility, proximity and parking facility were identified. And the opinion of the respondents was recorded on the five point scale from always to never.

Table 3 and Figure 3 shows it is clear that the most important reason for the choice of a particular store is accessibility as the mean value derived is 1.6755, second reason found from the study is convenience as the mean score is 1.7979, third reason is proximity to the home with mean score 2.4202. Fourth, fifth and sixth reasons found from the study is location of the store, retailer's acquaintance and parking facility with mean score 2.7766, 3.2128 and 3.516 respectively.

Secondly specialty store related reasons were identified that is quality goods, wide range availability, reasonable price, credit facility; discount offers and good salesmanship facility were identified. And the opinion of the respondents was recorded on the five point scale from always to never.

It is clear from the Table 4 and Figure 4 that the most important reason for choosing specialty store by working women is quality goods as the mean score is 1.4466, second factor found is wide range of products with mean value 1.8252. While the mean score of other four reasons have very little difference that is schemes and offer 2.3883, credit facility 2.5728, reasonable price 2.6505 and good salesmanship is 2.835.

Finally all the reasons related to the choice of online purchase were identified on the basis of previous studies. So six reasons that is availability of wide range, easily comparable, electronic word of mouth, reasonable price, convenience and time saving option were included in the study and the responses were recorded on the basis of five point scale from always to never as shown in the Table 4.

It is seen from the Table 5 and Figure 5 that the most important reason for the selection of online purchase is convenience as the mean score is 1.3494; second reason identified from the study is availability of wide range with mean value 1.759, third reason found from the study is 2.2048. Electronic word of mouth, easily comparable and time saving is the fourth fifth and sixth factor found from the study with mean score of 2.3253, 2.6265 and 3.6024 respectively.

**Table 3: Agreement Level of Respondent for the Choice of a Retail Store**

S. No	Store Related Factors	Always	Sometimes	Rarely	Often	Never	N	Mean
1	Location of the store	20	64	69	8	27	188	2.7766
2	Acquaintance with the retailer	8	53	52	41	34	188	3.2128
3	Convenience	81	72	31	0	4	188	1.7979
4	Accessibility	93	67	25	2	1	188	1.6755
5	Proximity to the home	45	77	29	16	21	188	2.4202
6	Parking Facility	35	14	40	17	82	188	3.516

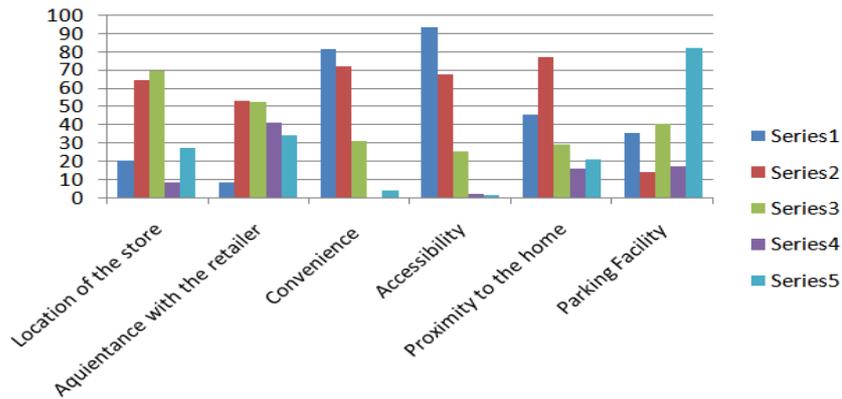


Figure 3: Agreement Level of Respondent for the Choice of a Retail Store.

Table 4: Agreement Level of Respondent for the Choice of a Specialty Store

S. No	Specialty Store Related Factors	Always	Sometimes	Rarely	Often	Never	N	Mean
1	Quality Goods	75	22	6	0	0	103	1.4466
2	Availability of wide range	52	28	12	11	0	103	1.8252
3	Reasonable Price	34	25	9	13	22	103	2.6505
4	Credit facility availability	18	43	15	19	8	103	2.5728
5	Schemes and Discount offers	35	31	14	8	15	103	2.3883
6	Good salesmanship	38	3	18	26	18	103	2.835

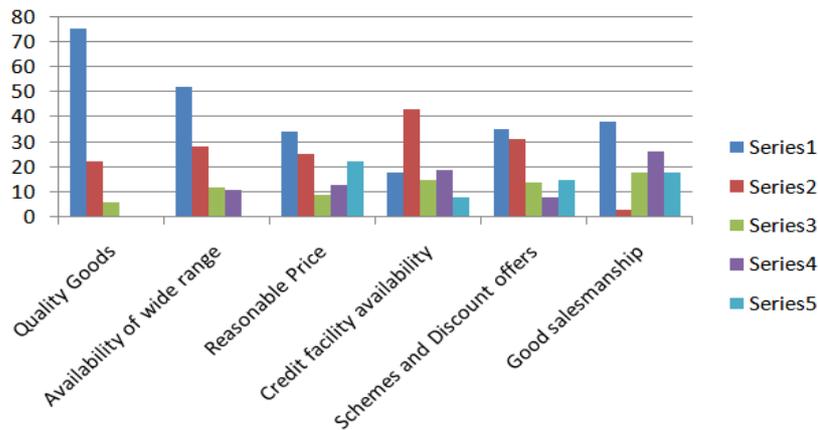
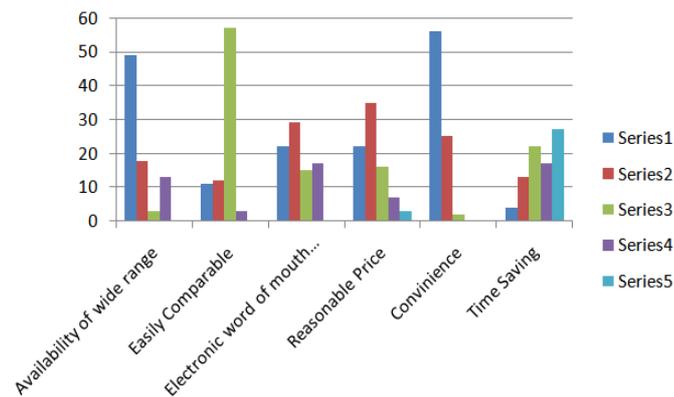


Figure 4: Agreement Level of Respondent for the Choice of a Specialty Store.

Table 5: Agreement Level of Respondent for the Choice of Online Purchase

S. No	Online Purchase Related Factors	Always	Sometimes	Rarely	Often	Never	N	Mean
1	Availability of wide range	49	18	3	13	0	83	1.759
2	Easily Comparable	11	12	57	3	0	83	2.6265
3	Electronic word of mouth feature	22	29	15	17	0	83	2.3253
4	Reasonable Price	22	35	16	7	3	83	2.2048
5	Convenience	56	25	2	0	0	83	1.3494
6	Time Saving	4	13	22	17	27	83	3.6024



**Figure 5: Agreement Level of Respondent for the Choice of Online Purchase.**

## FINDINGS AND DISCUSSIONS

- It was found that retail store is preferred place for buying cosmetic products by all income categories. But it is preferred mostly by income categories less than 10000 as 29 respondents out of 38 prefer retail buying. Major preference for specialty store that is 22 out of 41 and online purchase that and 11 out of 21 is by respondents fall in the income category between 2500150000/-.
- Study shows that the working women of small town belonging to all age category except 3540 years prefer retail store as 12 out of 18 in 2025 years, 26 out of 49 in 2530 years, 31 out of 51 in 3035 years, 23 out of 48 in 4045 years and 26 out of 42 in above 45 years age category. Women belonging to age group between 3540 years mostly don't have preference for purchase as 21 out of 42 purchases from anywhere.
- It is clear that the most three important reason for the choice of a particular retail store is accessibility mean value derived is 1.6755, convenience mean score is 1.7979 and proximity to the home with mean score 2.4202. For choosing specialty store two important reason identified is quality goods mean score is 1.4466, wide range of products with mean value 1.8252. And lastly for online purchase convenience means score is 1.3494 and availability of wide range with mean value 1.759 were identified from the study.

## CONCLUSION AND SUGGESTION

This study investigated the place of purchasing by working women for cosmetic products belonging to small towns along with the reason for their choice are identified. As the small towns are differentiated with other cities due to variations in the purchasing options. Findings of this study reveal that women in all age and income categories show more or less similar behaviour in their spending pattern. It is concluded from the study that retail purchase is the preferred by most of the women. It may be due to their engagement in job and less availability of time for making price and quality comparisons. Further it also reveals that accessibility of store is the most important reason for choice of retail store. While quality concern is important reason identified for choosing specialty store and convenience for online purchase. Thus it is suggested on the basis of research findings that marketer should promote quality products in specialty stores. But availability of each product is ensured on retail stores which are designed for working women.

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