

BUYING MOTIVES OF WOMEN FOR PERSONAL CARE PRODUCTS IN MADHYA PRADESH

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ABSTRACT

This study was carried out in the heart of India to study the buying motive of women for purchasing Personal Care Products. The objective of this paper is to identify the variable that results in the purchase of Personal Care Product. In this research, the women respondents above 18 years of age were chosen for the study. This study will be useful to various Marketers & in deciding the strategies for capturing the market of personal care products. The study is based on primary data which was obtained through a questionnaire. The results have been analyzed through MS EXCEL and SPSS version 18.

KEYWORDS: *Personal Care Products, Buying Motives*

Article History

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INTRODUCTION

Over the years, the Indian economy is undergoing through certain changes. The success of marketer largely depends upon the ability to study buying behavior of their present and prospective customers and to deal with them accordingly. The success of marketing efforts hinges largely upon the ability of the marketing department to study buying behavior of their present and prospective customers and to deal with them accordingly. A business cannot succeed by supplying products and services that are not properly designed to serve the needs of the customers. The entire business has to be seen from the point of view of the customer. A company's business, therefore, depends on its ability to create and retain its customers.

Personal care is an important part of women's life and plays an impressive role in building the identity of women. All important experiences of women while buying and its importance create a constant demand for Personal Care Products which gives this market a great potential for growth and expansion. There are many factors which cause the impact on the buying of females like need, style, rising income, concern for self, wide variety of products and multiple brands available in the market.

REVIEW OF LITERATURE

Indian women today have a greater sense of empowerment and economic freedom, which indicates that their consumption pattern has changed. A woman makes her values keeping the whole family in mind rather than her individual self. Women form an integral part of the Indian workforce. Women constitute around 48.5% of India's population as per

2012 Census and are the precious human resource. According to Registrar General and Census Commissioner of India total number of a female worker in India is 149.8 million. The female share of total Central Government employment is 10.0%. The work participation rate of women in banks was 15.9% in 2009 which rose slightly to 16.6% in 2010.

(Haque, 2016) Found that the personal care products we use in one way indicate our lifestyles and standards of living. From soaps, toiletries, oral care, and shampoos, face creams in the morning and sunscreen products in summers to moisturizing lotions in winters, all these personal care products literally are part of our daily lives.

Lawson & Gilman (2015) concluded in a study that Women's spending priorities differ from men's, with women particularly more likely to buy goods and services that improve the family's welfare. Thus, as women gain decision-making power, household spending patterns are likely to shift.

Sukwirinder,(2011) has found that women shop regularly and buy cheap products but they are loyal towards the brand. Women make price comparison as most of them have knowledge about the price of the products. Buying of women is greatly influenced by the shopping style of their mother. She bargains for the lower price, discount, and free gift and offers which she has seen or had some information.

Khraim,(2011) argued that product quality plays a significant role in influencing consumers to be brand loyal customers. Additionally, the overall findings of the study showed that, amongst others, UAE consumers preferred brand name, product quality, price, promotion, store environment.

(Keller, 2003) argued that famous brand names can disseminate product benefits and lead to the higher recall of advertised benefits than non-famous brand names. There are many unfamiliar brand names and alternatives available in the marketplace. Consumers may prefer to trust major famous brand names for satisfying purposes. These prestigious brand names and their images attract consumers to purchase the brand and bring about repeat purchasing behavior and reduce price related behaviors (Cadogan & Foster, 2000)

Sampath,(2003) in a study of the consumer behavior with reference to selected products" observed that the marketers should take efforts to supply quality goods at reasonable prices and maintain good relations with their retailers because consumers place more trust on retailers" advice. Moreover, marketing and distribution systems should be well established. This study also confirms the importance of well-established marketing systems.

Cadogan & Foster,(2000) argued that price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so their purchase intention is not easily affected by price.

RESEARCH METHODOLOGY

The research was conducted by administering the structured questionnaire for collecting primary data. It was considered to be the most effective method for studying women's buying behavior as regards personal care products. Secondary data has also been taken from various sources like reference books, academic journals were consulted to determine the existing level of knowledge about consumer buying behavior, internet, newspaper, magazines were used to throw light on the different aspect for women buying personal care products. The population for this research study consists of women who are 18 years or more in age. The sampling unit is the individual consumer of personal care products sample size is 500 women living in Madhya Pradesh and the sample was selected by convenience sampling

method. The analysis was done through SPSS version 18 and data are represented with the help of bar charts and pie charts.

OBJECTIVES OF THE STUDY

- To identify the reason that prompts women to start a particular Personal care product.
- To know the importance of factors influencing the purchase of women towards personal care products.
- To know the level of importance regarding various buying motives for purchasing personal care product.

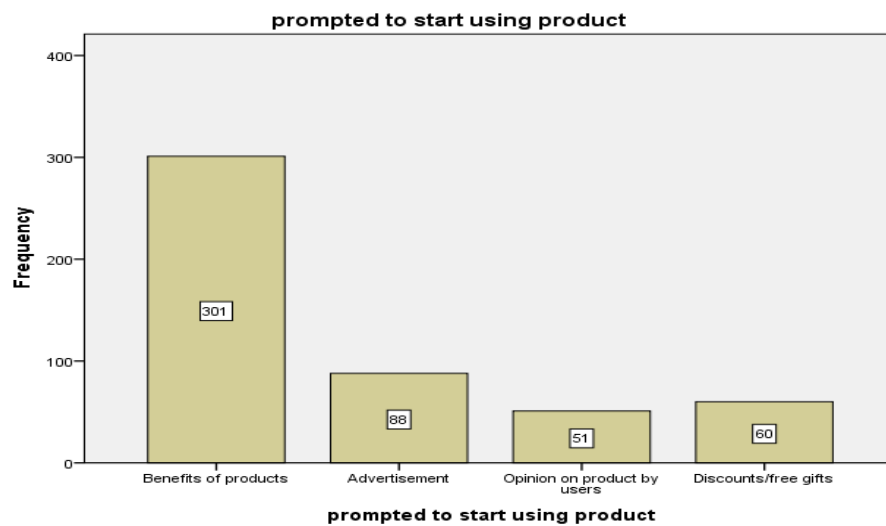
DATA ANALYSIS AND INTERPRETATION

Prompted for Start Using of Personal Care Products

An attempt has been made to know that how a women individual becomes a user of particular Personal Care Product. To find out that how respondents are prompted to start using Personal Care Products four options are given to them that is Benefits of product, Advertisement, Opinion on product user and Discounts / Free gifts. And respondents were asked to choose the option which motivates them to use the product.

Table 1: Prompted to Start using of Personal Care Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Benefits of products	301	60.2	60.2	60.2
	Advertisement	88	17.6	17.6	77.8
	Opinion on product by users	51	10.2	10.2	88.0
	Discounts/free gifts	60	12.0	12.0	100.0
Total		500	100.0	100.0	



Graph 1: Prompted to Start using of Personal Care Products

Table 1 show that the benefit of product prompted majority that is 60.2% respondent for using personal care product. While the other factor is not contributing much towards started using personal care product as only 17.6% prompted by advertisement, 12% by Discounts/free gifts and 10.2% by opinion on the product by users.

Importance of Factors Influencing Purchase of Personal Care Products

Next question of the research focuses to find factors that Influence the purchase of Personal care Products. For

this purpose, ten Factors that are likely to influence the Purchase of Personal care Products by the respondents namely, Brand, Price of the Products, Previous Experiment, Use of natural material, Affordability, Availability, Recommendation, Promotional Offer, Package Design, Celebrity endorsement were put forth before the respondent with a request to rank then from 1 to 10 in order of their importance in next Question. The responses received from the subjects in this connection are shown in table 2

Table 2: Frequency of Factors Influence the Purchase of Personal Care Products

	Brand	Price	Previous Experiment	Use of natural Material	Affordability	Availability	Recommendation	Promotional Offer	Package Design	Celebrity Endorsement
RANK	Freq	Freq	Freq	Freq	Freq	Freq	Freq	Freq	Freq	Freq
1	148	107	93	62	57	22	8	3	0	2
2	90	118	66	95	62	32	14	9	3	0
3	68	100	70	45	69	45	37	5		8
4	66	25	72	27	62	98	19	5	12	12
5	29	21	53	36	27	65	39	20	38	13
6	6	14	26	29	14	15	46	44	58	0
7		0	13	52	36	10	46	29	28	6
8	9	1	13	18	3	8	55	63	11	26
9	6	6	3	29	8	5	29	52	40	21
10	12	1	8	11	15	5	10	12	6	117
111	63	10	83	96	147	195	197	258	99	295

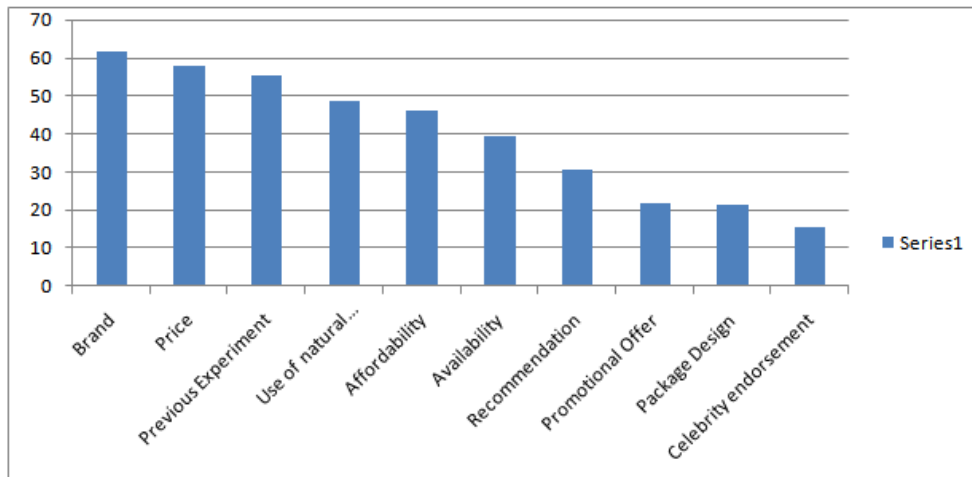
On the basis of the responses received another table 4.5.2 (b) was prepared for analysis and inferences. For this purpose, Weighted mean score was calculated for each of the ten Factors included in the questionnaire for giving the ranks to arrive at the Final ranks.

Table 3: Weighted Mean Calculation of the Factors Influence the Purchase of Personal Care Product

RANK	WEIGHT(w)	Brand		Price		Previous Experiment		Use of Natural Material		Affordability		Availability		Recommendation		Promotional Offer		Package Design		Celebrity Endorsement	
		f	f*w	f	f*w	f	f*w	f	f*w	f	f*w	f	f*w	f	f*w	f	f*w	f	f*w	f	f*w
1	11	148	1628	107	1177	93	1023	62	682	57	627	22	242	8	88	3	33	0	0	2	22
2	10	90	900	118	1180	66	660	95	950	62	620	32	320	14	140	9	90	3	30	0	0
3	9	68	612	100	900	70	630	45	405	69	621	45	405	37	333	5	45	5	45	8	72
4	8	66	528	25	200	72	576	27	216	62	496	98	784	19	152	5	40	12	96	12	96
5	7	29	203	21	147	53	371	36	252	27	189	65	455	39	273	20	140	38	266	13	91
6	6	6	36	14	84	26	156	29	174	14	84	15	90	46	276	44	264	58	348	0	0
7	5	3	15	0	0	13	65	52	260	36	180	10	50	46	230	29	145	28	140	6	30
8	4	9	36	1	4	13	52	18	72	3	12	8	32	55	220	63	252	11	44	26	104
9	3	6	18	6	18	3	9	29	87	8	24	5	15	29	87	52	156	40	120	21	63
10	2	12	24	1	2	8	16	11	22	15	30	5	10	10	20	12	24	6	12	117	234
No responses	1	63	63	107	107	83	83	96	96	147	147	195	195	197	197	258	258	299	299	295	295
TOTAL	66	500	4063	500	3819	500	3641	500	3216	500	3030	500	2598	500	2016	500	1447	500	1400	500	1007
W MEAN			61.6		57.86		55.17		48.7		45.9		39.4		30.5		21.9		21.2		15.3
RANK			I		II		III		IV		V		VI		VII		VIII		IX		X

Table 4: Rank of the Factors Influence the Purchase of Personal Care Products

Factors Influence the Purchase	Mean	Rank
Brand	61.6	I
Price	57.86	II
Previous Experiment	55.17	III
Use of natural material	48.7	IV
Affordability	45.9	V
Availability	39.4	VI
Recommendation	30.5	VII
Promotional Offer	21.9	VIII
Package Design	21.2	IX
Celebrity endorsement	15.3	X



Graph 2: Rank of the factors Influence the Purchase of Personal care Products

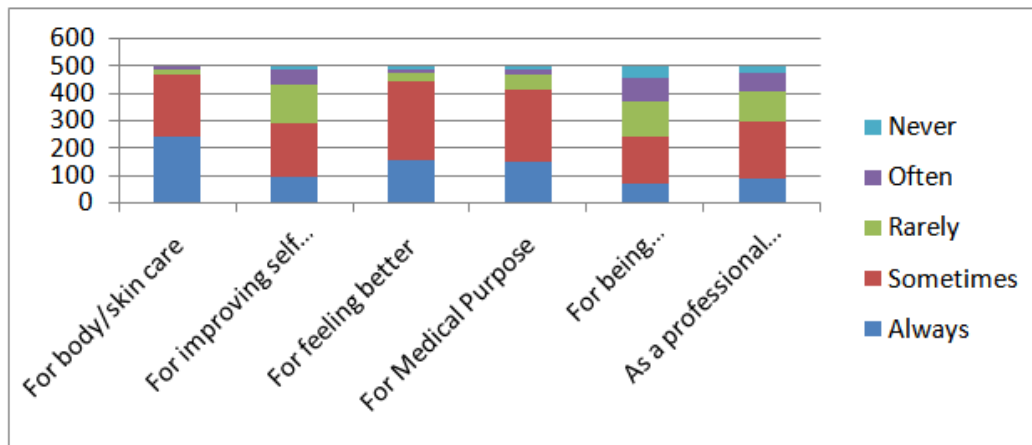
From table 4 it is inferred that Brand of the Personal Care products is the most important factor that influences the women for the purchase of Personal Care products. Price of the product is the second most important factor. It is due to the fact that concern of respondent about themselves encourages them to buy a branded product. Likewise, the rank of other factors is given in the table. It also depicts that Celebrity endorsement and Package Design are the factors that influence very little to buy Personal Care products by the women respondent.

Level of Importance Regarding Buying Motive

The last objective of the study is to know the level of importance of the respondent regarding buying motives for Personal Care Products. 6 motive or purchase intentions have been determined that is For body/skin care, For improving self-image, For feeling better, For Medical Purpose, For being fashionable, As a professional requirement and their responses is recorded on Likert five-point scale starting from highly important to unimportant as shown in the table below.

Table 5: Level of Importance Regarding Buying Motive

S. No	Buying Motive	Highly Important	Important	Neutral	Least Important	Unimportant	N	Mean
1	For body/skin care	244	228	19	9	0	500	1.5860
2	For improving self image	92	201	138	58	11	500	2.3900
3	For feeling better	157	289	31	17	6	500	1.8520
4	For Medical Purpose	150	266	57	21	6	500	1.9340
5	For being fashionable	66	177	126	90	41	500	2.7260
6	As a professional requirement	85	210	112	69	24	500	2.4740



Graph 3: Level of Importance Regarding Buying Motive

In that, it is found from table 6 that respondent mostly buys Personal Care Products for body /skin care as there mean score is 1.59. The second important motive is for feeling better its mean score is 1.85. This shows that the women give more importance their skin and body and want to feel better. The third motive found in the study is for the medical purpose its mean score is 1.93. For improving self-image, as a professional requirement and for being fashionable are also seems to be the considerable motive as their mean score is 2.39, 2.47 and 2.73 respectively.

So it is clear that benefit of the product prompts to the majority of semi-urban women. It is also clear from the study that out of various factors women consider brand, price and previous experiment as the top three factors and her buying motive is mostly for body and skin care.

FINDINGS OF STUDY

- The results of the study show 60.2% of respondents start using personal care product due to benefits of products, 17.6% influenced by advertisement, 12% due to discounts/free gifts and 10.2% by opinion on the product by another user.
- It is found that Brand is the top most important factor that influences the women for the purchase of Personal Care products. Price of the product is the second most important factor, previous experiment is the third factor, fourth factor is use of natural material, affordability is the fifth factor, sixth factor is availability, and recommendation is the seventh factor, promotional offer, package design, and celebrity endorsement are the eighth, ninth and tenth factor that influence purchase of personal care product.
- Lastly, the level of importance of respondent regarding various buying motives was identified it was found that respondent mostly buys Personal Care Products for body /skin care. A second important motive is for feeling better, the third motive found in the study is for feeling better, for improving self-image is the fourth motive, as a professional requirement is the fifth motive and for being fashionable is the last motive found in the study.

CONCLUSIONS AND SUGGESTIONS

The study investigated the Buying motive of Women towards Personal care Products in Madhya Pradesh. The inferences are drawn from the obtained evidence while examining against the objective of the study brings out some useful and interesting conclusion. A finding of the study reveals that the benefit of the product prompts women for

purchasing personal care product. Further, this study reveals that Brand is the topmost factor for women buying also it clear by the study that women mostly buy personal care product for body and skin. It is recommended to the marketers that while targeting women for selling personal care products features of the product should be focused more. Also, availability of branded product should be insured.

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