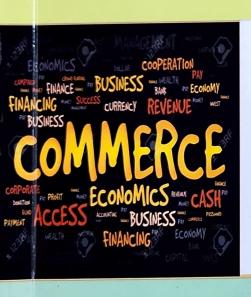
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**Multidisciplinary International Research Journal** 

September -2020







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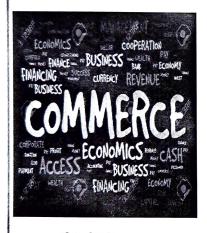
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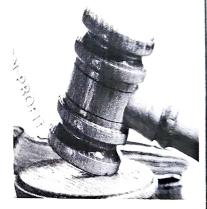
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## A Study on Use & Purchasing Behavior of working men & women regarding Cosmetics

Dr. Gokula .Y. Dhokey (Dr.G. A. Bhalerao)

Head of Department Home Economics S.S.Girls' Collage, Gondia.

### Abstract

People in modern society considered cosmetics as necessaries in their daily life. Not only Women but men are also very conscious toward their face and other personal care. Moreover the number of cosmetic consumers in the male population is dramatically increasing. Because cosmetic products enhance our most attractive parts and hide minor flaws, if used correctly, they can be our biggest ally. Biologists argue that cosmetics can play a significant role in how your life turns out," Live Science says. Cosmetics include all products that are applied to the external parts of the body, such as teeth and oral mucous membranes and are intended to prevent body odor, to clean, perfume, protect, preserve or affect the appearance.

The present study was done to observe use and purchasing behavior of working men as well as working women regarding cosmetics. The present study was carried out in Gondia city. Fifty working men & fifty working women. Respondents were selected randomly to know their use & purchasing behavior regarding cosmetics. Data was collected with the help of pretested, check from expert, structured questioner & interview schedule . For theanalysis of data frequencies & percentages were used. The data were statically analyzed by applying the chi square test.

### Key word

Cosmetics, consumer, purchasing behavior, working man, working women.

### Introduction

Everyone wants to be beautiful a perfect skin and a perfect body for a perfect life and for this in present era most of the people use cosmetics. There are various reasons of using cosmetics, which varies from one person to another. Some of them use it for self-confidence, while others use it to improve their appearance. Most of them use it to feel better about themselves. Women& beauty products – it's a love affair that's been going on for centuries. Everyone thought that only women usecosmetics butthe fact is each & every one use cosmetics. Human are constantly concerned with their appearance since ages. The essentialism of beauty &personal care forms an important part in everyday life. Our day starts from cosmetics like tooth paste, hand wash, soap etc.

In today's society beauty & physical attractiveness are constantly emphasized as desirable & admirable characteristics. The consumer mind is different from one anotheraccording to the Human psychology, demographic differences, age, sex and to understand people's needs and to assess the influences of every consumer approach is different, consumer is treated as decider of the company, whatever the product comes to the market, the consumer is the ultimate purchaser for every product.

The term "consumer behavior is defined as the behavior that a consumer display in searching for, purchasing, using and evaluating and disposing of product and services that they expect will satisfy their needs. This definition gives the minds of the consumer which finally leads to the finding of alternatives between the products.

Out of the many aspect that can influence a consumer's decision making behavior, one of the major factor is gender. Men and women approach shopping with different motives, perspectives, rationales and considerations. Male and females want different products due to their different upbringing and socialization along with various other factors like social, psychological etc.



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According to Kotler, Armstrong there are four major factorsthat influence consumer buyer behavior in buying pattern is different According to Kotler, Armstrong there are than him behavior in buying pattern is different when culture, social, personal & psychological. Consumer behavior in buying pattern is different when comes to the product, price, feature, quality, packaging, life style, status.

the product, price, reading, quantity is to investigate the use & purchasing behavior Accordingly, the purpose of this study is to investigate the use & purchasing behavior of Accordingly, the purpose of the participants working women regarding cosmetics, and find out isthere any difference working man as well as working man & working women. The participants working women. working man as well as working working women. The participants were selected between two different group that is working man &working women. The participants were selected from Gondia city.

## Objective

- 1. To study use and purchasing behavior of working man regarding cosmetics.
- 2. To study use and purchasing behavior of working women regarding cosmetics.
- To study use and parentaing
   To find out is there any difference between man and women regarding use and purchasing behavior of cosmetics.

## Research method

The present study was carried out in Gondia city. Sample size of the study isfifty working men & fifty working women respondents were selected randomly to know their use & purchasing behavior regarding cosmetics. Data were collected with the help of pretested, check from expert, structured questioner & interview schedule. For analysis of data frequencies & percentages were used. The data were statically analyzed applying chi square test.

## Research Findings and Discussion

The findings obtained from the present study have been discussed under the following sub heads;

For the last couple of years, the demand of personal care products is not only increasing in only women but also increases in men. The present study showsthat 100% working men and working women bought cosmetics. After using cosmetics 74%working men & 80% women didn't have an adverse reaction ever. After useof cosmetics if they have an adverse reaction 44% working men & 24% working women take it back.

Generally personal care products are those products which a consumer uses for their personal purpose. People of cities are too much brand conscious. In modern era, there are so many brands of cosmetics, table no 1 shows that 54% working men & 64% working women used more than one brand.

Wearing makeup has a significant impact on how people perceive. Making women seem more attractive, competent, likable & trustworthy, according to new research published. Table no l shows that 30% working men &56% working women used make up. Compared to men,the Percentage of women using make up is more.

Arecent study claimsthat women who wear more make up appear more "competent" &, therefore, have advantages in the work place. The study was developed by a team comprised of researchers from Massachusetts General Hospital Dana Farber cancer Institute. Boston University & proctor&Gamble. Their research apparently revealed that when participants looked at a female face for 250 milliseconds. Women who wore color cosmetics rated higher in attractiveness, competence, likability & trustworthiness. The study led to the conclusion that women who wear make-up are more competent & have a higher chance of finding work & being successful in their careers.

The statistical analysis envisaged that there is no significant difference between working men& women on the purchasing of cosmetic & adverse reaction after use of cosmetic. There is a significant difference between man & women. After used of cosmetics, if they have adverse reaction they take it back. There is no significant difference between working man & women in reference to use more than one brand. But there is significant difference in use of make-up.



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## Purchasing behavior of cosmetic

Cosmetics are utility products, our day start from cosmetics. Hence table no 2. Show that 36% working men and 56% working women buy cosmetics 6 times a year. The statistical analysis to buy cosmetics products for working man ( $x^2=0.157;P>0.05$ ), for women ( $x^2=21.26;P<0.001$ ). 84% working man & 68% working women spend on an average less than I000. The difference was found significant, working man ( $x^2=58.85;P<0.001$ ), working women ( $x^2=31.35;P<0.001$ )

The Industrial technology research institute (2006) indicated that the global cosmetic spending was 1,730 million dollars in 2001, & it steeply rose to 2,020 million dollars in 2006.

Consumer behavior is influenced by many things. Accordingly table no 3. Shows that 68% working man & 60% women give importance to quality when purchase cosmetics where as 24% working man & 26% working women areinfluenced by brand. The difference is significant, working man ( $x^2=28.96$ ; P<0.001), working women ( $x^2=17.07$ ;P<0.001).

### Importance of cosmetic

Table no 3. Shows that, 40% working man state that for them wellness is very important & 30% say's that wellness is moderately important. 36% working women say's that wellness is very important for them & 36% opinion that wellness is moderately important for them. Wellness is important for everyone so there is a significant difference observed for man ( $x^2$ = 10; P<0.05), for women ( $x^2$ = 11.2; P<0.05). Everyone wants to look beautiful. The present study shows that 24% working men. According to 38% working women beautiful youthful skin is very important. Statistically, significant difference has been observed for man ( $x^2$ =14.2;P<0.01), for women( $x^2$ =17.36;P<0.001). We want beautiful, youthful skin, so we take care of our skin. Present study shows that 42% working men were weekly worried, while 36% men were daily worried about their skin. Women are very conscious about their skin & beauty. It is observed that 27% working women were daily worried & 26% were weekly worried about their skin.

The significant difference was found significant, for man ( $x^2 = 18$ ; P<0.001), for women ( $x^2 = 28.4$ ; P<0.001).

It is observed that 58% men are worried about oiliness of their skin, 18% are worried about dryness, and 12% are worried about pimples & sensitivity of their skin. Whereas 38% women were worried about oiliness, 32% are worried about dryness, 18% are worried about sensitivity of their skin & 12% were worried about pimples. The significant difference was found significant for man  $(x^2=29.52; P<0.001)$ , and for women  $(x^2=10.32; P<0.05)$ .

It is observed that because of pimples 46% male & female are moderately bother. 54% man & 44% women use skin care product to get rid of them.

The significant difference was found for man & women ( $x^2=13.84$ ; P<0.01). The statistical analysis envisaged that to try tried to get rid of pimples the significant difference was observed for me

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 $(x^2 = 18.464, P < 0.01)$  for women  $(x^2 = 14.8; P < 0.001)$ 

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Table1: Use of		Working man	Tan 2			Working women	women			B			To Value at Direct
cosmetics							9		2		B.		
	X		No	0	×	Yes	É			1		Special Comment	
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Adverse reaction	12	(26)	37	(74)	10	(20)	40	(80)	57	(67)			
after used	3	103						3	7.0	(34)	38	98	4.456.P-01.05
After reaction take it	,,	(44)	28	(26)	12	(24)	38	(9/)	ą,	3	3		
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Used more than one	7,	(54)	23	(46)	27	(64)	23	(46)	¥,	3	2		
brand	ì								2	(43)	23	F	6.895-9-0.05
Ilsed make III	15	(30)	35	(70)	28	(99)	77	(44)	3	2		0	

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behavior of cosme	
Table 2 : Purchasing	
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Statistical Significative	92Value at DF=2	Morking women	Working man		0.157.9% 0.05				58.85.9 0.001		1 - 0.0 - 0.0 - 0.0 - 1	- Table 19		
	Working Women (n=50)		Percentage		(04)	(40)	(95)	(89)	(28)	(04)	(14)	(36)		
	Working W		Frequency		02	20	28	34	14	02	07	30		
	an (n=50)		Dornontago	- 1	(32)	(22)	(36)	(05)	(14)	(00)	(08)	(68)		
	Working man (n=50)			Freduency	16		16	18	42	02	01	34		
		Response			Once a month		Two time a month	Six time a month	Less than 1000,	1000-3000	More than 3000	Price		
							12	0,			Spend on an average every month			



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ificance	DF=3	Working women			1.2; P<0.05			17.36<0.001				10 37 < 0.05				28.4:P<0.001				13 84:<0 01				14 8·P<0.05		
Statistical significance	x2 Value at DF=3	Working man		10.070.05	10,17,010			14 2.0<0.01	10:00 1/2:41			20 52-020 001	100:05 1,20:03			18-P<0.001				13 84.07.00	10:021/10:01			18 464 Ps 0 001	100:00 1/101:01	
women	(05	Percentage	(20)	(36)	(36)	(08)	(38)	(38)	(38)	(90)	(12)	(38)	(32)	(18)	(54)	(56)	(18)	(02)	(12)	(16)	(46)	(24)	(44)	(28)	(90)	(22)
Working women	(u=20)	Frequency	10	18	18	04	19	19	19	03	90	19	16	60	27	13	60	01	90	80	23	12	22	14	03	11
	(n=>0)	Percentage	(20)	(40)	(30)	(10)	(22)	(48)	(18)	(12)	(12)	(28)	(18)	(12)	(36)	(42)	(18)	(04)	(10)	(24)	(46)	(20)	(54)	(24)	(90)	(16)
	Working man	Frequency	10	20	15	05	11	24	60	90	90	29	60	90	18	21	60	03	02	12	23	10	27	12	03	80
	Responses		Extremely	Very	Moderately	Not at all	Extremely	Very	Moderately	Not at all	Pimples	Oiliness	Dryness	Sensitivity	Daily	Weekly	Monthly	Hourly	Extremely	Very	Moderately	Not at all	Skincare product	Diet	Dermatologists'	All the above
	Table 3: Importance of cosmetics	Statement Importance of wellness						mportance of beautiful	youthful skin				Worries about my skin	•		Worry about the	Condition of skin				Botheration because of pimples'				Tried to get rid of them	

Table 3: Importance of Cosmetics -



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### Conclusion

On the basis of the study it was concluded that 100% working man and women use cosmettee they spend less than 1000 every brand. On an average, they spend less than 1000 every month in andthey used more than one andthey used more than one braile. On an & women give importance to quality when they cosmetics. A high percentage of working man & women give important for the cosmetics. purchase cosmetic, because wellness and beautiful youthful skin is very important for them. It was conscious for their skin due to that them. seen that compared to man, women are very much conscious for their skin due to that they were daily worried about the condition of their skin, the percentage of women was more compared to man, A good percentage of men are worried about oiliness of their skin. But the percentage of women show that working men as well as women are moderately bothered because of pimples & the use of this care product to try to get rid of them.

Hence it is concluded that all working man and working women use and purchase cosmetics Cosmetics are needed for their daily life.

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