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

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Abstract

People in modern society considered cosmetics as necessities 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 the analysis 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 use cosmetics but the 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 another according 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.



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

Accordingly, the purpose of this study is to investigate the use & purchasing behavior of working man as well as working women regarding cosmetics, and find out is there any difference 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.
3. 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 is fifty 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;

Use of cosmetics

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 shows that 100% working men and working women bought cosmetics. After using cosmetics 74% working men & 80% women didn't have an adverse reaction ever. After use of 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 1 shows that 30% working men & 56% working women used make up. Compared to men, the Percentage of women using make up is more.

A recent study claims that 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.

**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 ($\chi^2=0.157; P>0.05$), for women ($\chi^2=21.26; P<0.001$). 84% working man & 68% working women spend on an average less than I000. The difference was found significant, working man ($\chi^2=58.85; P<0.001$), working women ($\chi^2=31.35; P<0.001$)

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 are influenced by brand. The difference is significant, working man ($\chi^2=28.96; P<0.001$), working women ($\chi^2=17.07; P<0.001$).

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 ($\chi^2= 10; P<0.05$), for women ($\chi^2= 11.2; P<0.05$). 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 ($\chi^2=14.2; P<0.01$), for women ($\chi^2=17.36; P<0.001$). 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 ($\chi^2= 18; P<0.001$), for women ($\chi^2=28.4; P<0.001$).

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 ($\chi^2=29.52; P<0.001$), and for women ($\chi^2=10.32; P<0.05$).

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



($\chi^2 = 18.464, P < 0.01$) for women ($\chi^2 = 14.8, P < 0.001$)

Table 1: Use of cosmetics

Statement	Working man				Working women				Total		Statistical Significance P Value at DF=1
	Yes		No		Yes		No		Yes	No	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	
Purchasing of cosmetic	50	(100)	--	--	50	(100)	--	--	100	(100)	0.01, P < 0.05
Adverse reaction after used	13	(26)	37	(74)	10	(20)	40	(80)	23	(23)	0.508, P > 0.05
After reaction take it back	22	(44)	28	(56)	12	(24)	38	(76)	34	(34)	4.456, P < 0.05
Used more than one brand	27	(54)	23	(46)	27	(64)	23	(46)	54	(54)	0.000, P < 0.05
Used make up	15	(30)	35	(70)	28	(56)	22	(44)	43	(43)	6.895, P < 0.05

Table 2: Purchasing behavior of cosmetic

Response	Working man (n=50)		Working Women (n=50)		Statistical Significance P Value at DF=2
	Frequency	Percentage	Frequency	Percentage	
Statements	16	(32)	02	(04)	0.157, P > 0.05
Buy cosmetics product	16	(32)	20	(40)	
Once a month	18	(36)	28	(56)	21.26, < 0.001
Two time a month	42	(84)	34	(68)	
Six time a month	07	(14)	14	(28)	12.35, P < 0.001
Less than 1000, 1000-3000	01	(02)	02	(04)	
More than 3000	04	(08)	07	(14)	1.107, P > 0.05
Spend on an average every month	34	(68)	30	(60)	
Price	12	(24)	13	(26)	28.96, P < 0.001
Quality	34	(68)	30	(60)	
Brand	12	(24)	13	(26)	28.96, P < 0.001
Factors influencing Purchasing of cosmetic	34	(68)	30	(60)	



Table 3 : Importance of Cosmetics -

Statement	Responses	Working man (n=50)		Working women (n=50)		Statistical significance x2 Value at DF=3	
		Frequency	Percentage	Frequency	Percentage	Working man	Working women
Importance of wellness	Extremely	10	(20)	10	(20)	10;P<0.05	1.2; P<0.05
	Very	20	(40)	18	(36)		
	Moderately	15	(30)	18	(36)		
	Not at all	05	(10)	04	(08)		
Importance of beautiful youthful skin	Extremely	11	(22)	19	(38)	14.2;p<0.01	17.36;<0.001
	Very	24	(48)	19	(38)		
	Moderately	09	(18)	19	(38)		
	Not at all	06	(12)	03	(06)		
Worries about my skin	Pimples	06	(12)	06	(12)	29.52;p<0.001	10.32;<0.05
	Oiliness	29	(58)	19	(38)		
	Dryness	09	(18)	16	(32)		
	Sensitivity	06	(12)	09	(18)		
Worry about the Condition of skin	Daily	18	(36)	27	(54)	18;p<0.001	28.4;p<0.001
	Weekly	21	(42)	13	(26)		
	Monthly	09	(18)	09	(18)		
	Hourly	02	(04)	01	(02)		
Botheration because of pimples'	Extremely	05	(10)	06	(12)	13.84;p<0.01	13.84;<0.01
	Very	12	(24)	08	(16)		
	Moderately	23	(46)	23	(46)		
	Not at all	10	(20)	12	(24)		
Tried to get rid of them	Skincare product	27	(54)	22	(44)	18.464;p<0.001	14.8;p<0.05
	Diet	12	(24)	14	(28)		
	Dermatologists'	03	(06)	03	(06)		
	All the above	08	(16)	11	(22)		



Conclusion

On the basis of the study it was concluded that 100% working man and women use cosmetics and they used more than one brand. On an average, they spend less than 1000 every month on cosmetics. A high percentage of working man & women give importance to quality when they purchase cosmetic, because wellness and beautiful youthful skin is very important for them. It was 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 shows that working men as well as women are moderately bothered because of pimples & the use of skin 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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