

A STUDY ON CONSUMER PREFERENCES AND CONSUMPTION PATTERNS OF COSMECEUTICALS WITH SPECIAL REFERENCE TO ROURKELA



PRESENTED BY
SMITA SINGH MANKEE
PGDPM 04

INTRODUCTION

- ✖ In the cosmetic world the concept of women cosmetic market is running since decades whereas the idea of men cosmetic market or selling the cosmetics to men is booming since last couple of years.
- ✖ India has emerged as one of the industries having huge potential for further growth. It rates the Indian cosmetic industry as one of the rapidly growing industries, Due to the changing lifestyle and spreading consumer awareness.
- ✖ Hence it is important for business practitioners and marketers to identify the consumers' beliefs and attitudes, their needs and their preferences and also their taste for a specific type of product or service that are greatly influenced by society and culture to which they belong

OBJECTIVES OF THE STUDY

- a. To find out the role of different demographic factors in the consumption of Cosmeceutical products
- b. To determine the influence of marketing mix variables on the consumption pattern
- c. To find out the other influencing factors that leads to the purchase of cosmeceutical products



RESEARCH METHODOLOGY

- ✖ **Source of Data**
 - Primary data – Data collected from Consumers Using Cosmeceutical products
 - Secondary data- Past studies and research papers
- ✖ **Sampling Unit** - Consumers Using Cosmeceutical products in Rourkela
- ✖ **Sample Size:** 100
- ✖ **Sampling Tool** – Close ended Questionnaire
- ✖ **Sampling technique** – Random Sampling
- ✖ **Research Design** – Descriptive research
- ✖ **Data Analysis Tool** - Analysis of data will be done by SPSS version 16 software. The various tests used to analyze the data will be Correlation, Cross Tabulation, and Frequency Distribution.

DATA ANALYSIS

CORRELATION BETWEEN AGE GROUP AND USAGE OF COSMECEUTICAL PRODUCTS

		Age group	Cosmeceutical products
Age group	Pearson correlation	1.000	.478**
	sig(2 tailed)		.000
	N	97.000	97
Cosmeceutical products	Pearson Correlation	.478**	1.000
	sig (2 tailed)	.000	
	N	97	97.000

CROSS TABULATION BETWEEN AGE GROUP AND THE MONTHLY INCOME

	AGE					
	16 to 20	21 to 25	26 to 30	31 to 35	36 to 40	Total
Income Below 10,000	3	4	6	3	3	20
10000 to 20000	0	1	2	0	1	4
20000 to 30000	10	8	10	3	1	35
30000 to 40000	0	1	4	3	2	10
40000 to 50000	1	2	4	2	2	15
Above 50000	1	2	4	1	1	13
Total	15	18	30	12	10	97

CROSS TABULATION BETWEEN MONTHLY INCOME AND MONTHLY EXPENDITURE

	Monthly Expenditure					
	Below 500	500 to 1000	1000 to 1500	1500 to 2000	2000 to 2500	Total
Monthly Income below 10000	7	5	5	3	0	20
10000to 20000	1	2	1	0	0	4
20000 to 30000	10	8	7	8	2	35
30000 to 40000	3	4	2	1	0	10
40000 to 50000	3	7	5	0	0	15
Above 50000	3	4	1	4	1	13
Total	27	30	21	16	3	97

OCCUPATION WISE DISTRIBUTION OF RESPONDENTS.

	Occupation	
	Frequency	Percent
Student	20	20.6
Private job	30	30.9
Government job	23	23.7
Own Business	7	7.2
House Wife	17	17.5
Total	97	100.0

FREQUENCY TABLE SHOWING THE USAGE OF COSMECEUTICAL PRODUCTS BY AGE GROUPS

	Age Group	
	Frequency	Percent
16 to 20	12	12.3
21 to 25	24	24.7
26 to 30	38	39.1
31 to 35	10	10.3
36 to 40	9	9.3
Above 40	4	4.1
Total	97	100.0

INFLUENCING GROUP FOR SPECIFIC TYPE OF COSMECEUTICAL PRODUCT

Influence r	Cosmeceutical Product Type							
	Anti ageing product	Acne products	Anti wrinkle product	Suns ream Product	Facial foams	Fairness creams	Day and Night	Total
Myself	2	2	2	1	1	2	3	13
Male Friend/Husb and	1	1	0	9	0	0	0	11
Wife/Girlfrie nd	0	1	0	3	5	7	0	16
Parents/relat ive	0	1	0	0	0	0	3	4
Doctors	4	4	0	0	0	0	0	8
Parlours/salo ons	0	4	3	3	0	14	0	24
Advertismen t	3	2	10	3	0	3	0	21
total	10	15	15	19	6	26	6	97

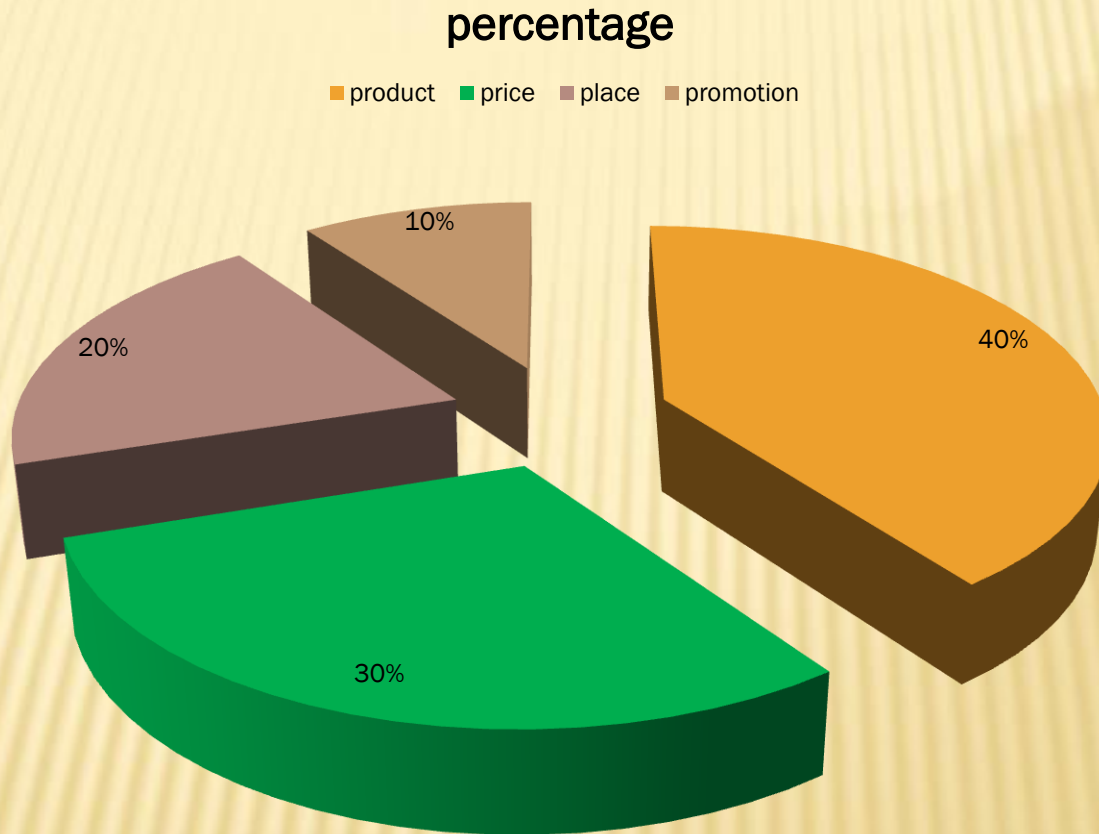
IMPORTANCE OF MULTIFUNCTIONAL COSMECEUTICAL PRODUCT

	Preference	
	Frequency	Percent
Very Important	25	25.8
Important	47	48.5
Not Important	22	22.7
Least Important	3	3.1
Total	97	100.0

POPULARITY OF MULTIFUNCTIONAL PRODUCT AMONG GENDER

	Importance				
	Very Important	Important	Not Important	Least Important	Total
Male	10	23	11	3	47
Female	15	24	11	0	50
Total	25	47	22	3	97

RANKING MARKETING MIX VARIABLES ACCORDING TO CONSUMER PREFERENCES



FINDINGS

- ✖ Cosmeceuticals are found to be a new emerging market not only for women but also for men.
- ✖ As the preference of multifunctional product among consumer groups are increasing because consumer want that their cosmeceutical product should do more for them at the same time and within their cost limit, so innovation is most important to drive the market.
- ✖ Consumer's perception plays a vital role in the purchase of cosmeceutical product, so to create brand image is most important for long term growth of a product.
- ✖ Physician plays an important influencing factor, so cosmeceutical companies should maintain a good relationship with doctors

CONCLUSION

- ✖ In today's scenario the cosmeceutical market is considered to be a Potential market for the cosmeceutical/Pharmaceutical companies. Due to the diversity in population and also having a large population India is supposed to be one of the emerging markets in the field of cosmeceutical products on this globe.
- ✖ This present study focused on find out various influential factors that affects the consumption behavior of consumers in terms of usage of cosmeceutical products.
- ✖ Among the various interesting findings one major finding is that the brand and price plays a very important role in consumption behavior of consumers.
- ✖ One new finding in this study is that the consumers prefer multifunctional products when compared to specific focused products .

REFERENCE

- ✖ Singhal Mukul, Khanna Surabhi , Nasa Atul (2011) Cosmeceuticals for the skin; Asian J Pharm Clin Res, Vol 4, Issue 2, 2011, 16
- ✖ Bennett R, Rundle-Tiele S (2004) “Customer satisfaction should not be the only goal”. Journal of Services Marketing 18: 514-523.
- ✖ Abdullah Bin Junaid, Reshma Nasreen, N Ravichandran (2013) Behaviour of Indian Consumer towards Skin Care Products (Cosmeceuticals);International Journal of Advanced Research , Volume 1, Issue 5, 512-518
- ✖ Stephen L. Sondoh, Maznah Wan Omar, Nabsiah Abdul Wahid, Ishak Ismail and Amran Harun (2007) The effect of brand image on overall Satisfaction and loyalty intention in the context of colour cosmetic; Asian Academy of Management Journal, Vol. 12, No. 1, 83–107
- ✖ BlanchinA, Chareyron C, Levert Q (2007) The customer behaviour in the men’s cosmetics market.

THANK
YOU!

