



CONSUMER BUYING BEHAVIOUR TOWARDS ANTI-AGEING PRODUCTS IN DELHI NCR

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What is Consumer Buying Behaviour?

- study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services
- consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour
- driving force behind any marketing process

Anti-Ageing Products

Moisturizer-based cosmeceutical skin-care products marketed to consumers to look younger by reducing, masking or preventing signs of skin aging.

One of the fastest-growing market, at a CAGR of 12%*

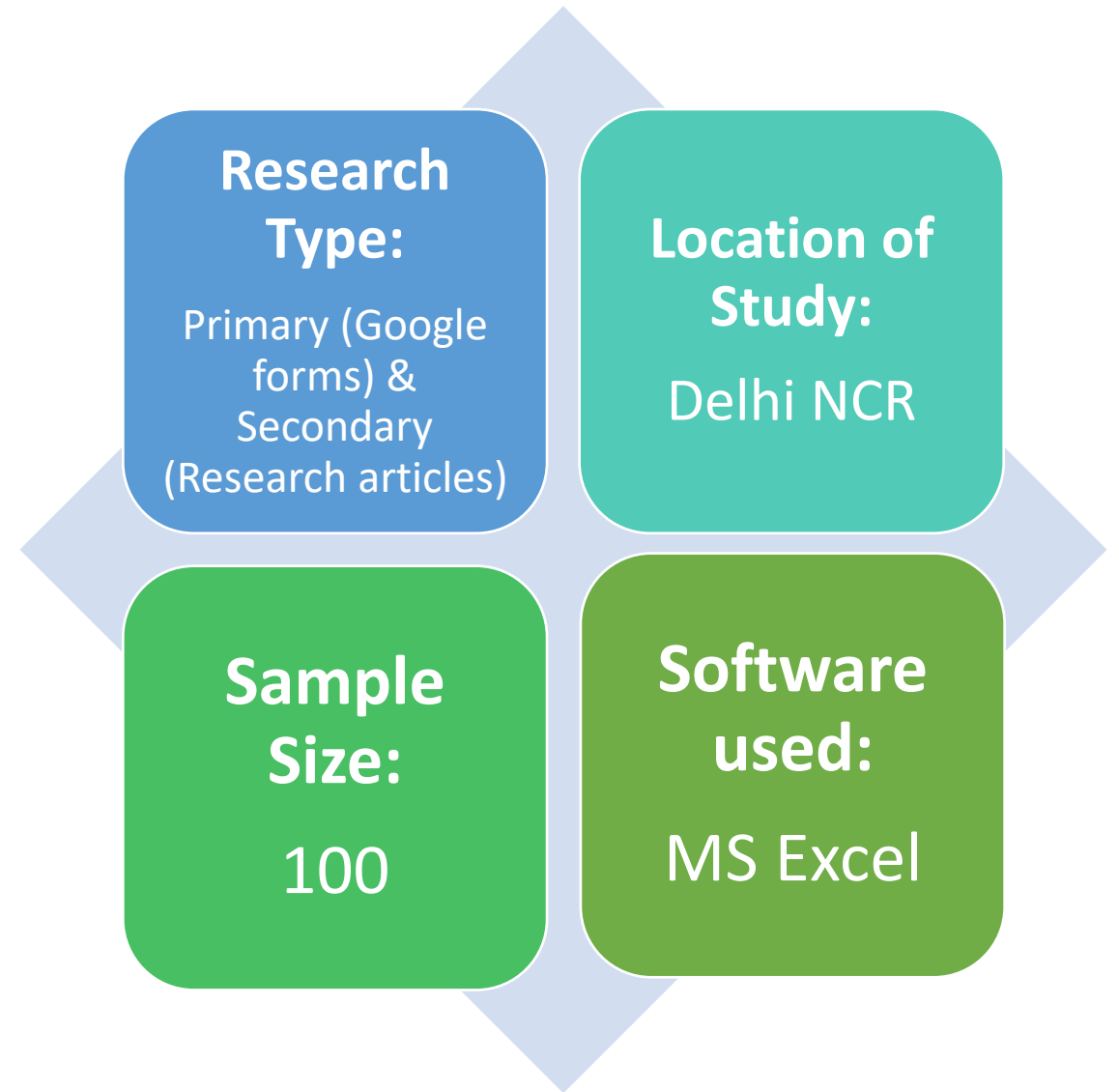
Serums and cream products; top selling anti-ageing products.

Objectives

To find out the most preferred place to purchase the product by the customers.

To study about the factors influencing the purchase behavior of the customers.

Methodology



DATA ANALYSIS



Demographics of Respondents

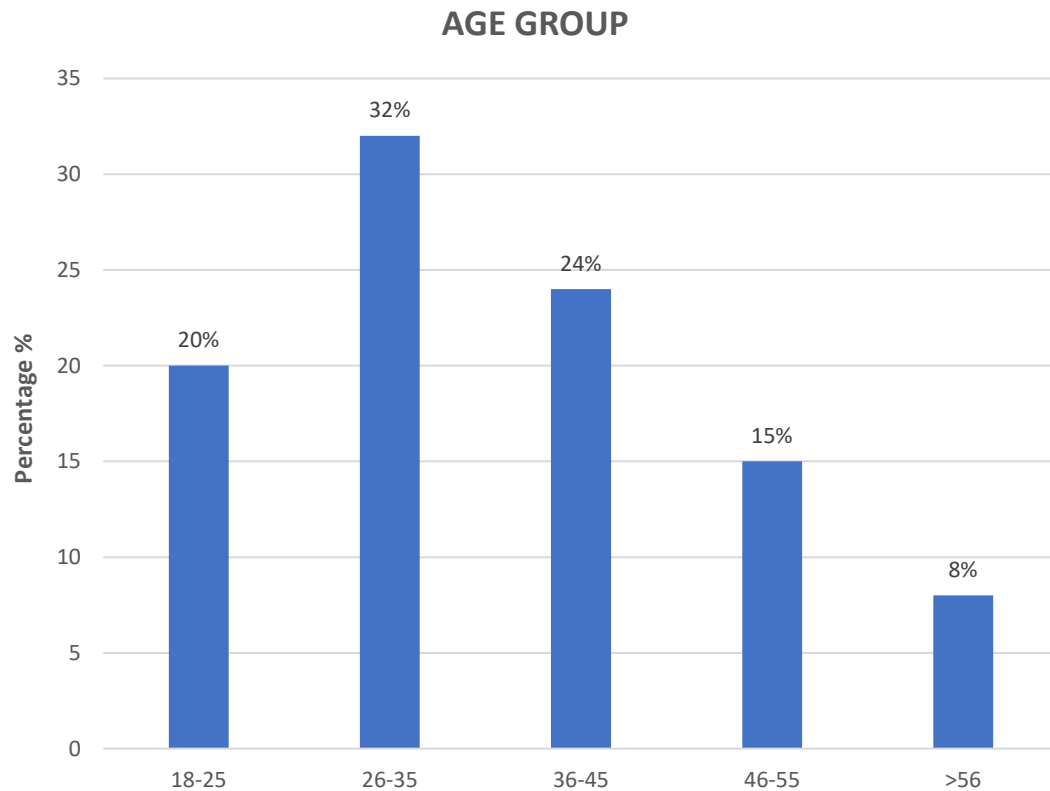


Fig 1.

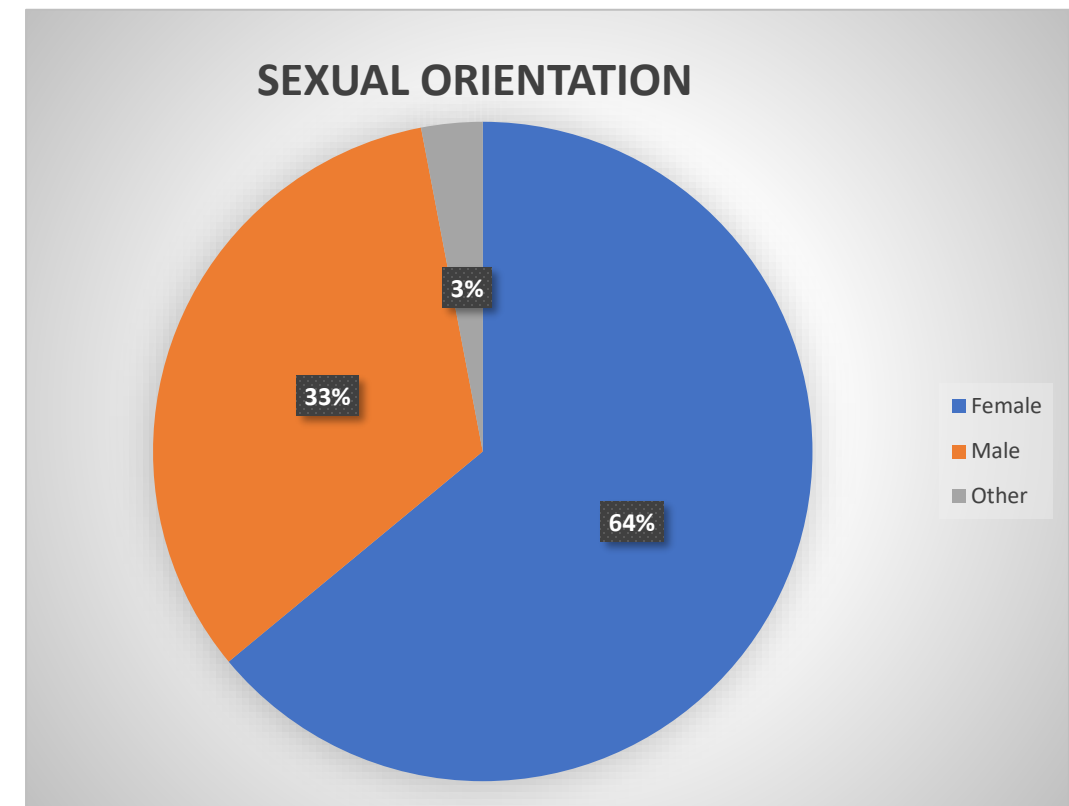


Fig 2.

Demographics of Respondents

EDUCATIONAL BACKGROUND

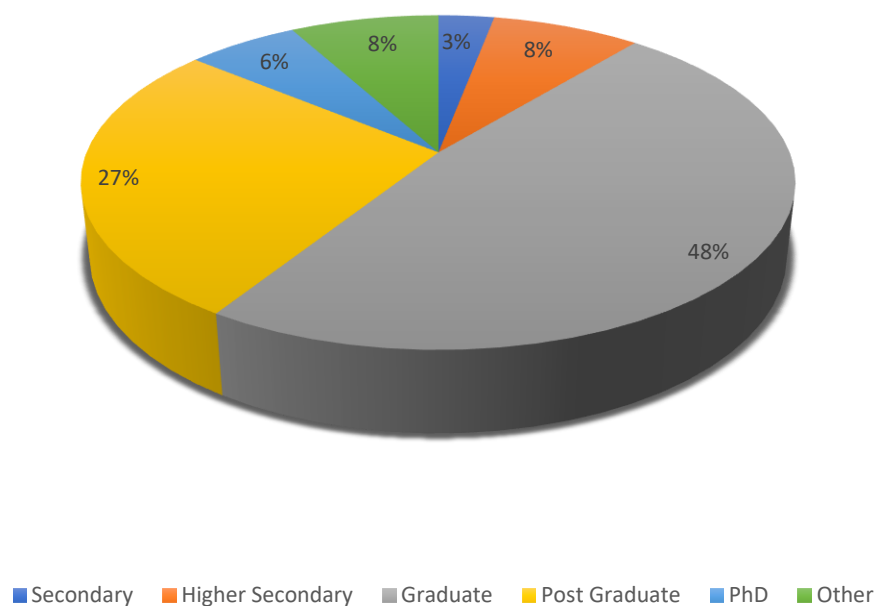


Fig 3.

Monthly Expenditure on Anti-ageing products

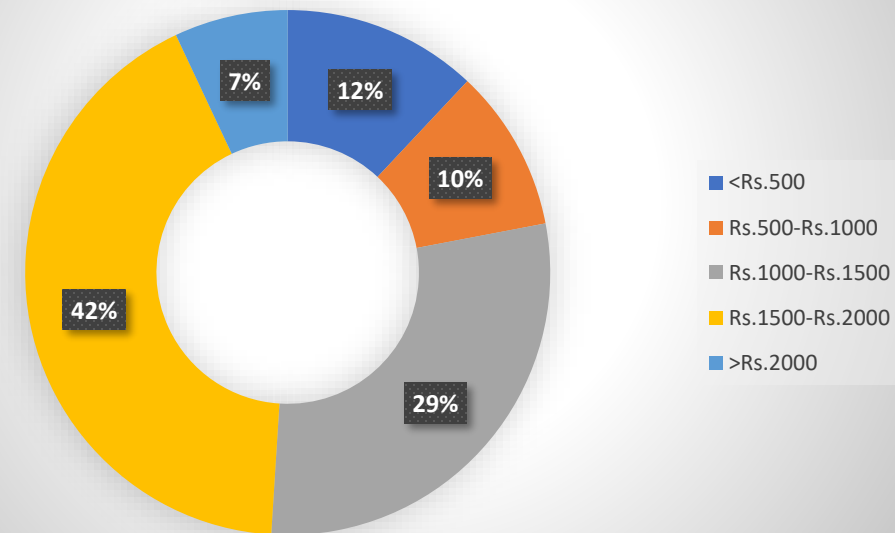


Fig 4.

Preferred source of purchasing anti-ageing products

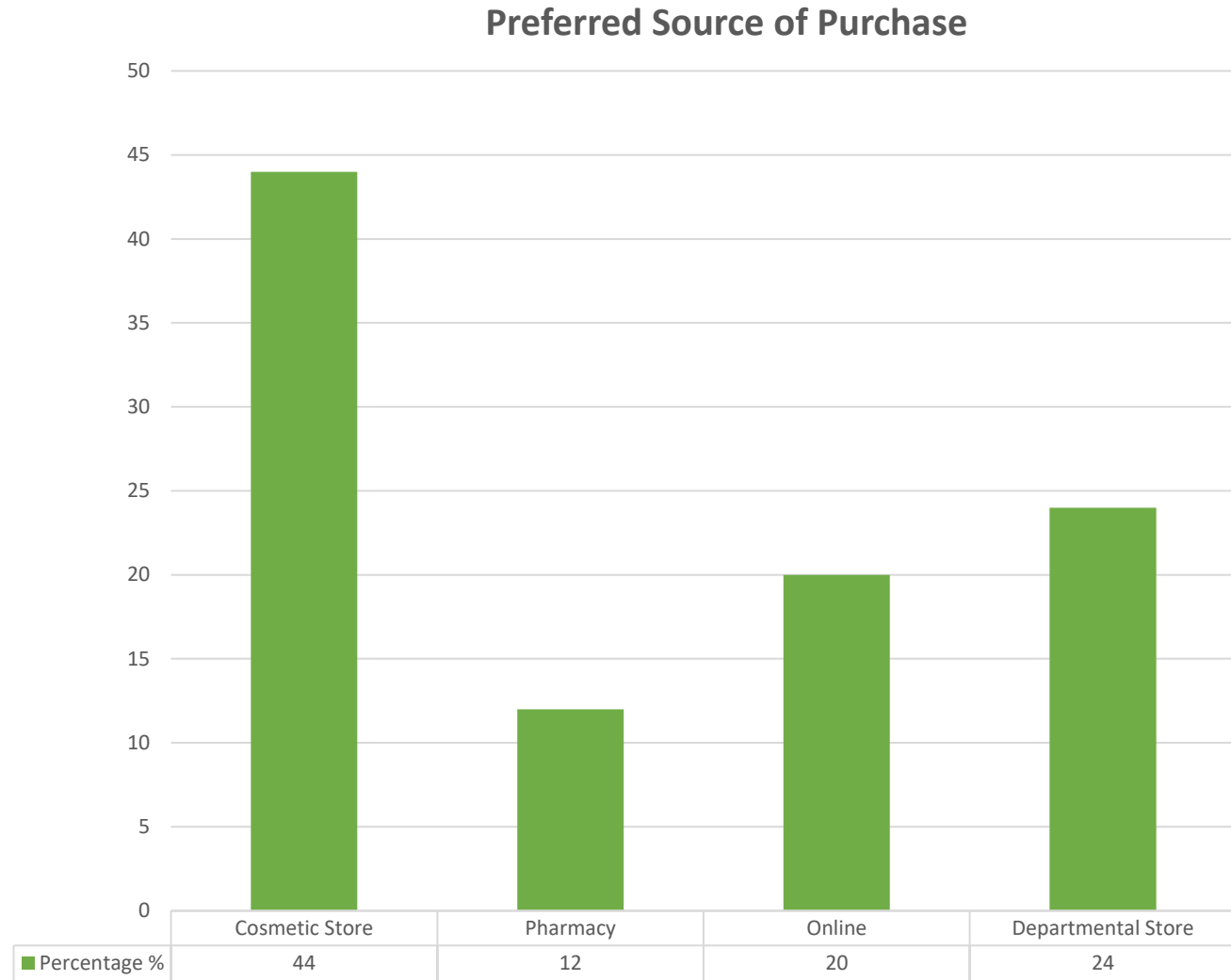


Fig 5.

Factors influencing Consumer Buying Behaviour

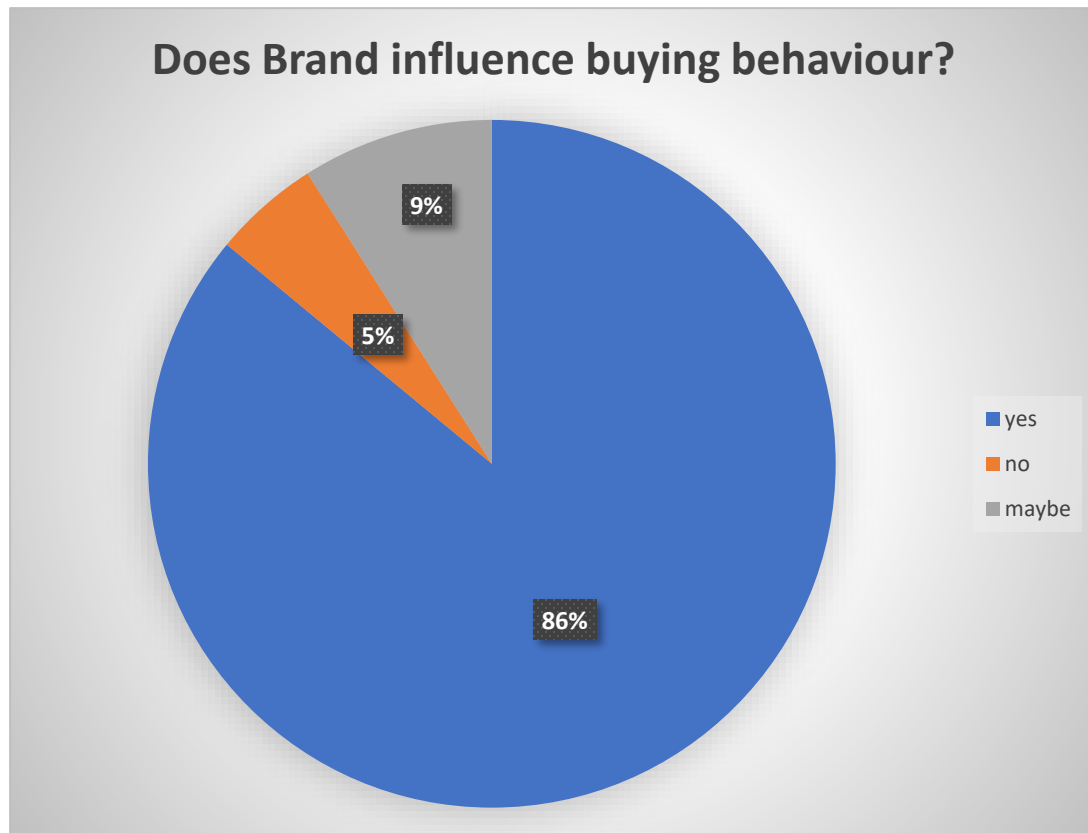


Fig 6.

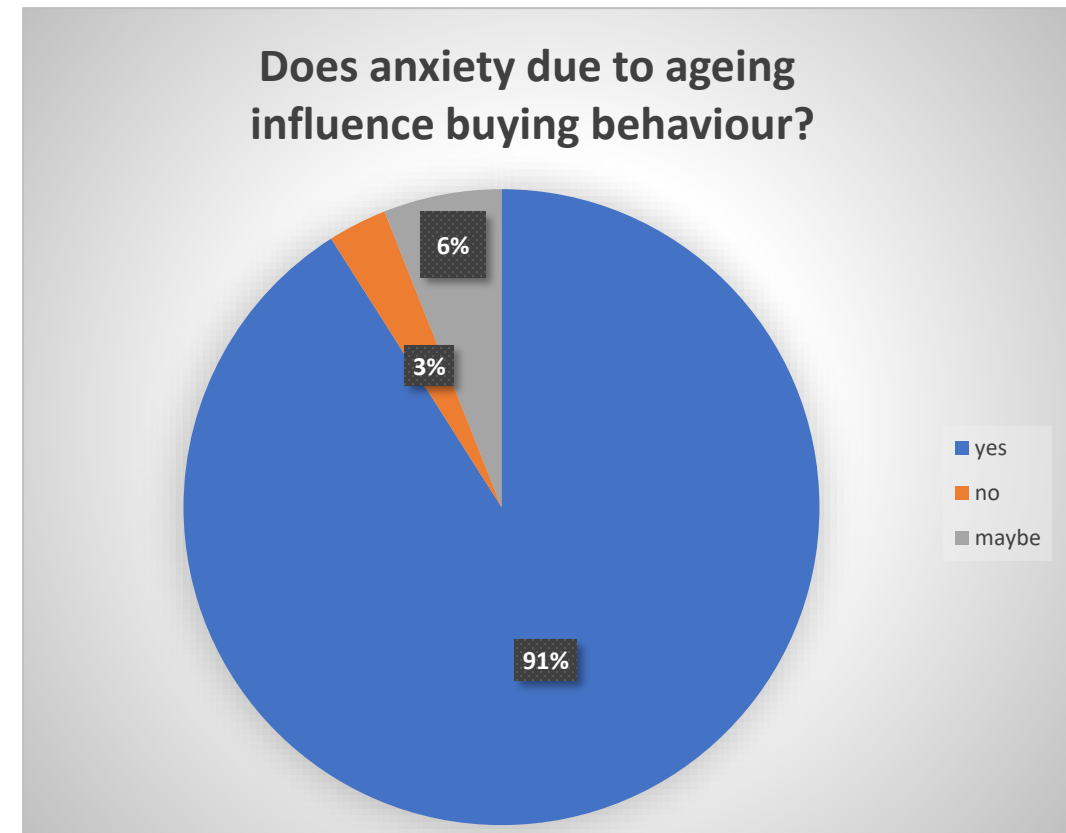


Fig 7.

Factors influencing Consumer Buying Behaviour

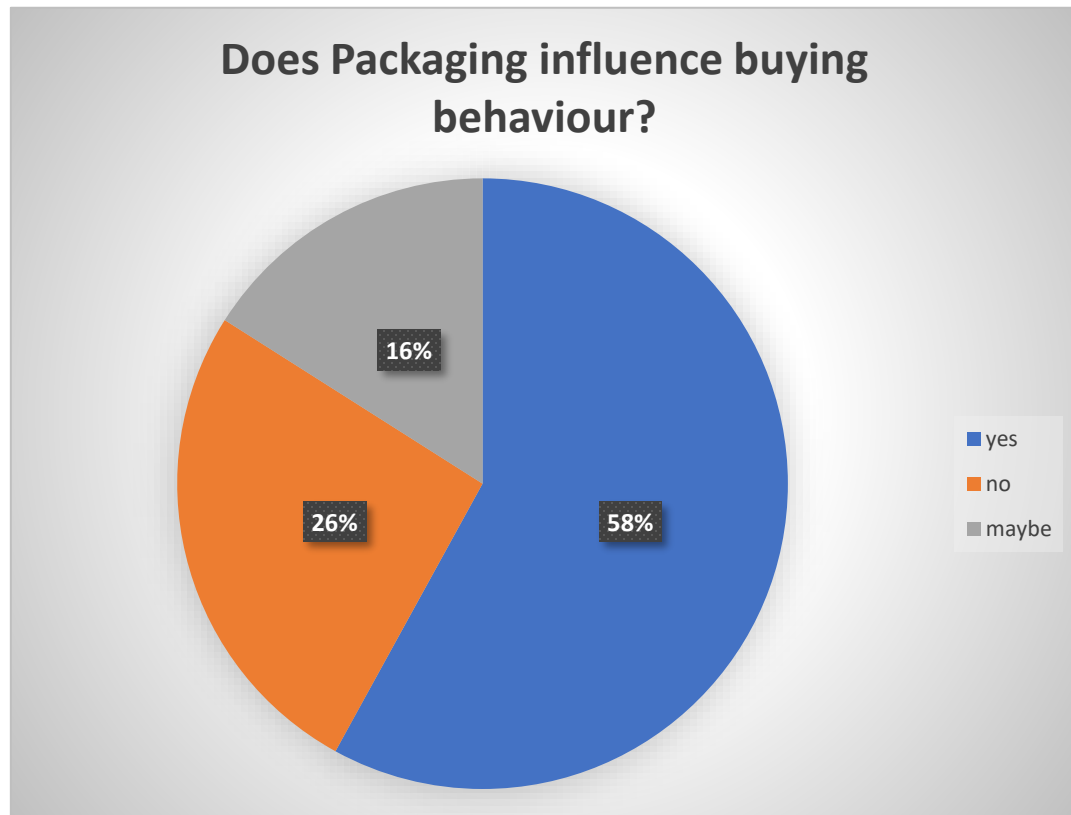


Fig 8.

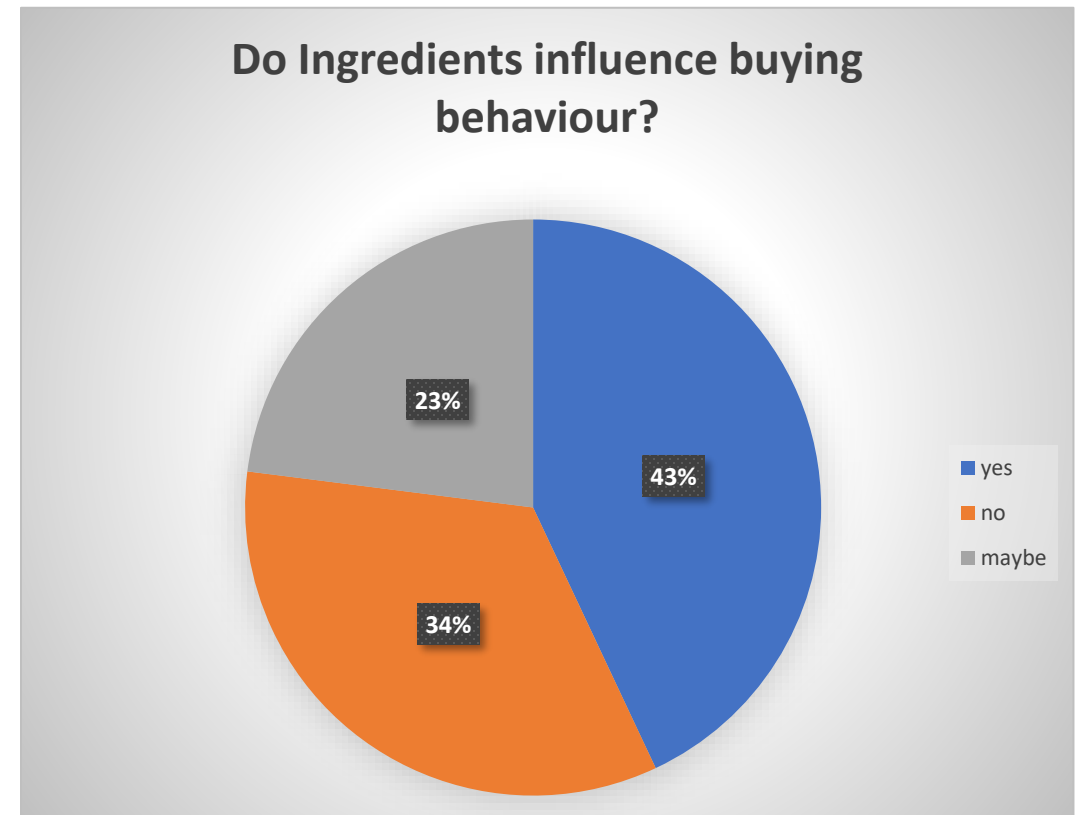


Fig 9.

Factors influencing Consumer Buying Behaviour

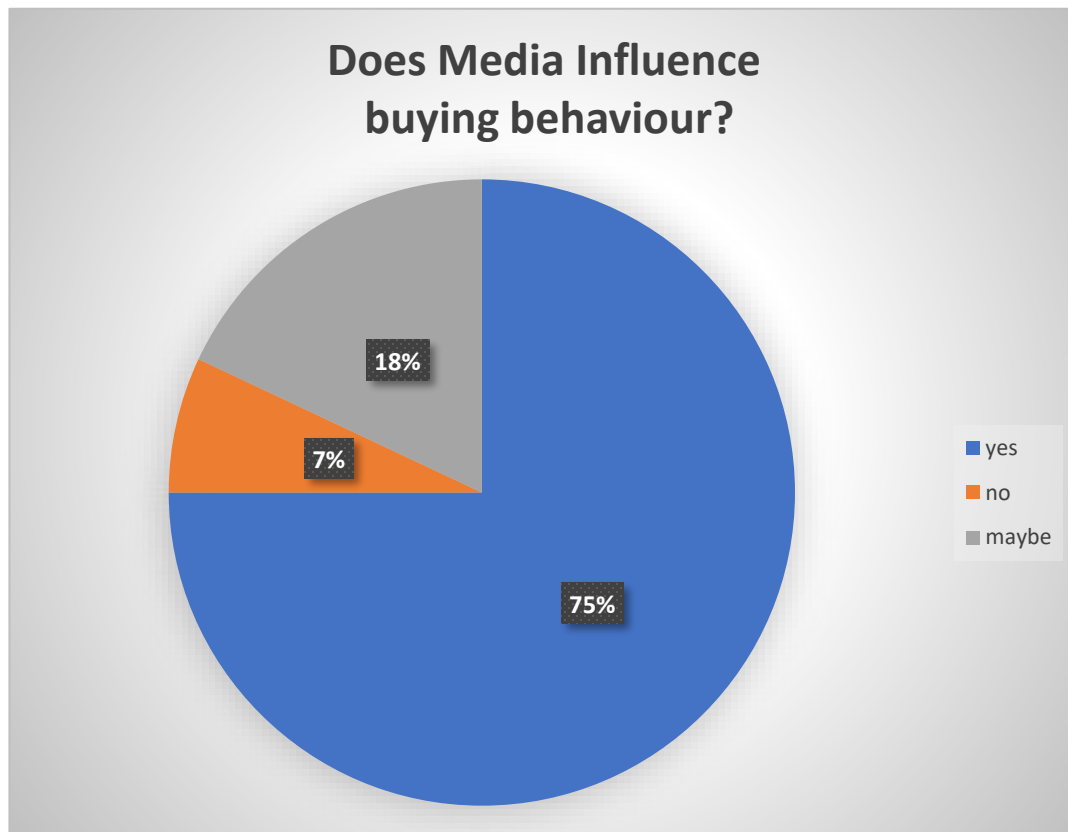


Fig 10.

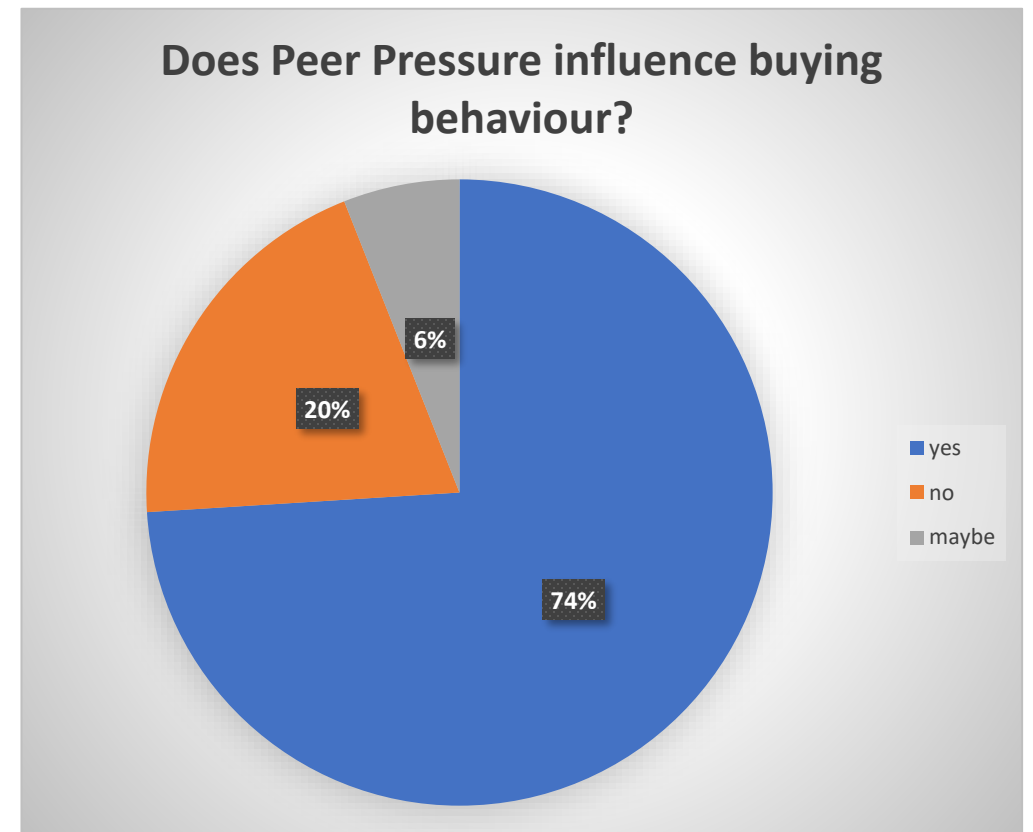


Fig 11.

Factors influencing Consumer Buying Behaviour

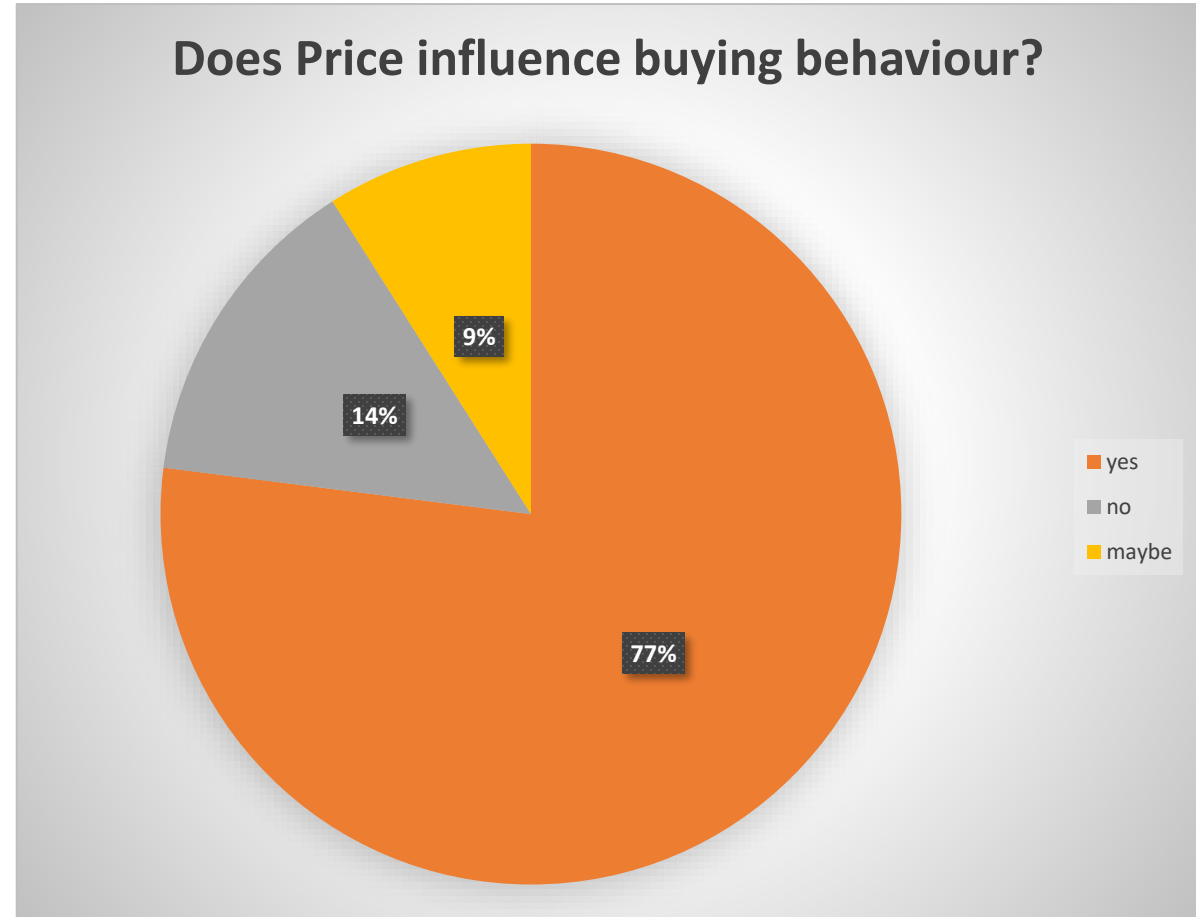
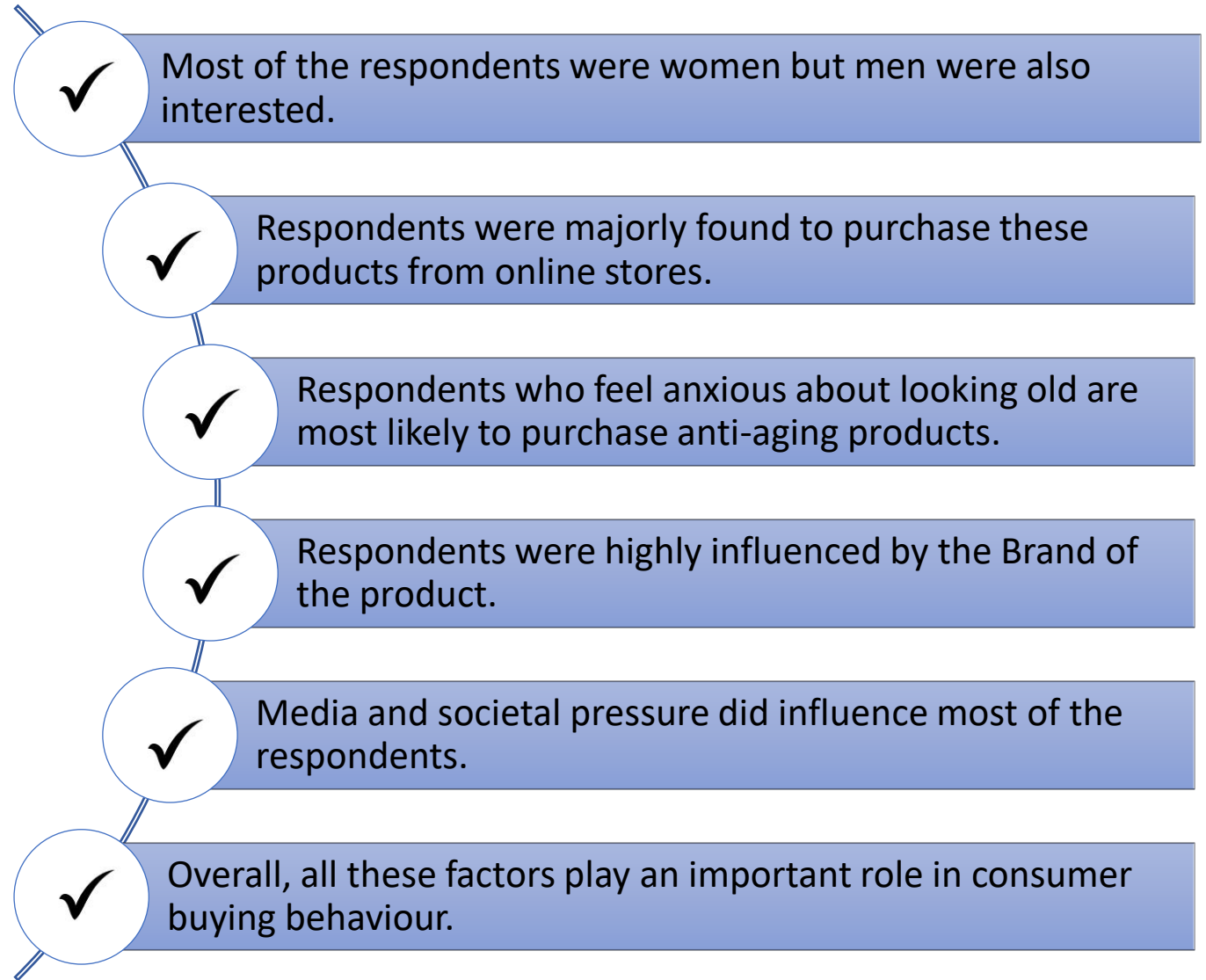


Fig 12.

Conclusion





THANK YOU!