

**Correlation between Demographic and Social factors influencing  
consumer behaviour with respect to facial skin care products**

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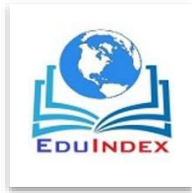
**Abstract**

The objective of this research paper is to study the correlation between consumer behaviour of facial skin care products. The researcher has used survey method to collect the data from 200 respondents by using well-structured questionnaire. Descriptive research design and non-probability convenience sampling method is used for this study. The findings of this study will be helpful to various organizations dealing in personal care products, research agencies and advertising agencies.

**Introduction**

India is experiencing a major growth in the cosmetic products, personal grooming, extended lifespan, rising disposable income, increasing demand for skin care products across all age groups, has given boost to Indian skin care, market which is projected to grow at a CAGR of 9% to reach \$ 2.7 billion by 2023. At present India skin care market stood at \$ 1.8 billion. Facial creams & gels face wash, fairness bleach, lip care products are the major facial skin care products categories. Nowadays skin care companies are targeting customer's desires to look beautiful, younger, and trendy by effective advertisement.

Dabur, Emami, Hindustan Unilever Limited, ITC, L'Oreal, Nivea, Procter & Gamble Home Products Private Limited, VLCC, Patanjali, The Himalaya, Zydus, Johnson & Johnson, Lotus Herbals are the Major companies that operate into the facial care market in India.



Consumer behaviour deals with the study of buying and usage decision of goods and services. There are many factors which have influence on consumer buying behaviour like demographic, geographic, social, psychological etc. Demographic factors such as age, sex, education level, income level, marital status, occupation and social factors like reference groups, family, and status plays a vital role in purchase decision of any product.

## **Literature Review**

Tarang Vaish (2006), in his study “Cosmetics Buying Behaviour in India” observed that consumers are brand loyal and they want value for their money. The middle aged females and youth between eighteen to twenty four years prefer herbal products as they feel they were less harmful when compared to chemical based cosmetics.

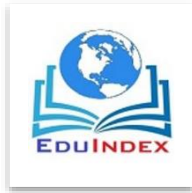
Shiva Kumar et al; (2013), in their study entitled “Cosmetics Retailing - An Empirical Study” the researcher identified that, Courtesy, good service and various promotional strategies adopted by the producers and retailers were the main reasons for the reputation and success of cosmetics retail.

Ms. D. Lavanya (2014), in the research paper entitled “A Study on Factors Influencing Purchase Behavior of Skin Care Products Among Working Women in Madurai” the researcher has identified that there is significant relationship between income of customers and brand of cosmetic products they purchase.

## **Research Methodology**

### **Objectives of the study**

1. To study the demographic factors influencing consumer behavior of facial skincare products.
2. To study the social factors influencing consumer behavior of facial skin care products.



3. To study the correlation between demographic and social factors influencing consumer behavior of personal skin care products.

### **Hypothesis of the Study**

H1: Reference groups have more influence as compared to family and social status on the demographic factors while purchasing facial skin care products.

### **Scope of the study**

The scope of the study is limited to social and demographic factors having influence on consumer behaviour; the influence of other factors like geographic and psychological is not studied in the present research study.

Only facial skin care products are studied in the present research.

The Major factors identified for the detailed study are consumer behaviour, demographic factors, social factors and correlation etc.

### **Sampling**

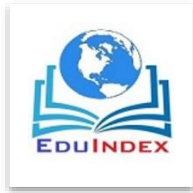
Convenience sampling gives quick results as the researcher can pick the samples in convenient and fastest way and as it is least expensive the researcher has used non probability convenience sampling method to collect the data from 200 respondents in Pune city.

### **Methods of Data collection**

The researcher has collected primary data having face to face interaction with the respondents using the well-structured questionnaire. The researcher has visited various malls in the city to collect the data from respondents. The secondary data is collected from various sources like internet, books, magazines, and articles etc.

### **Method of analysis and statistical tools**

A structured questionnaire is used to collect data and SPSS-20 and Ms Excel-2007 has been used to analyse the data. The researcher has also used rating scale technique

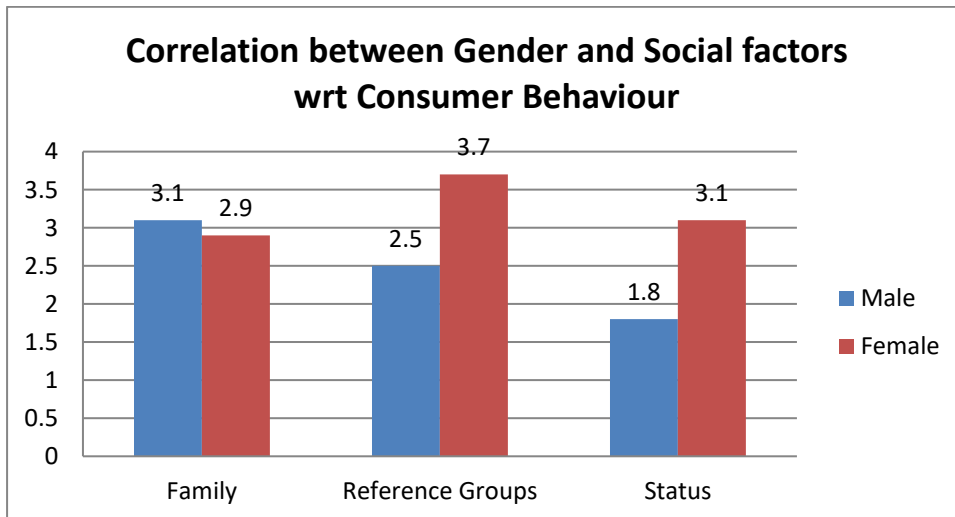


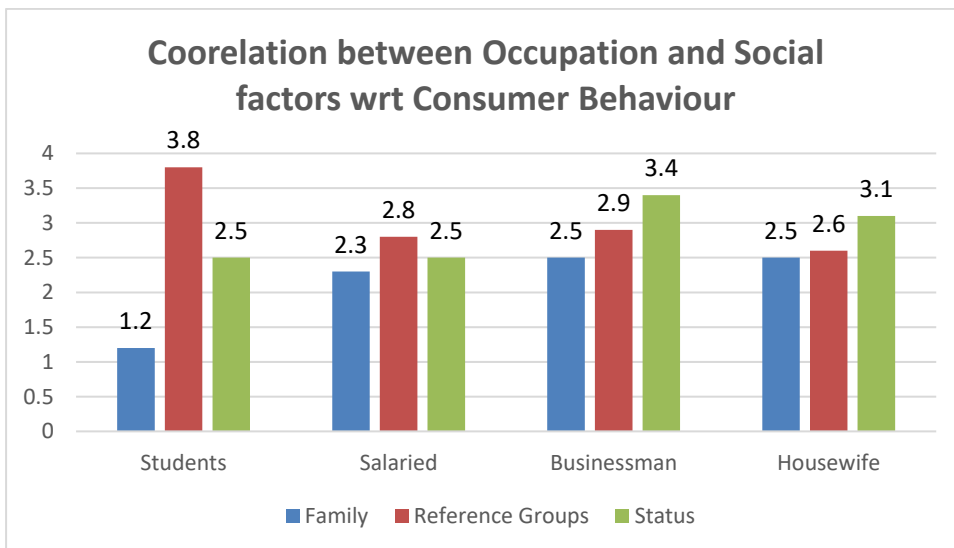
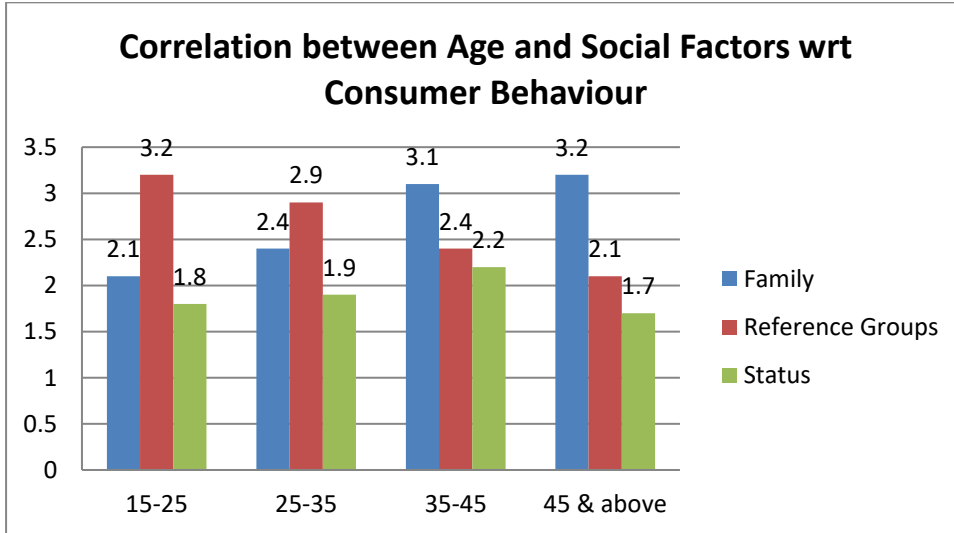
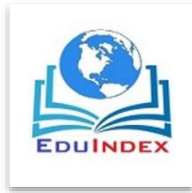
to get the responses from customers about influence of social factors on demographic factors (1- very low influence, 2- low influence, 3- average influence, 4- high influence, 5- very high influence). The researcher has used statistical tools like Mean, Percentage and Std. Deviation for data analysis. The researcher has identified mean using various scaling techniques and also identified average mean wherever it is necessary. The researcher has also calculated percentage of some factors and also calculated std. deviation.

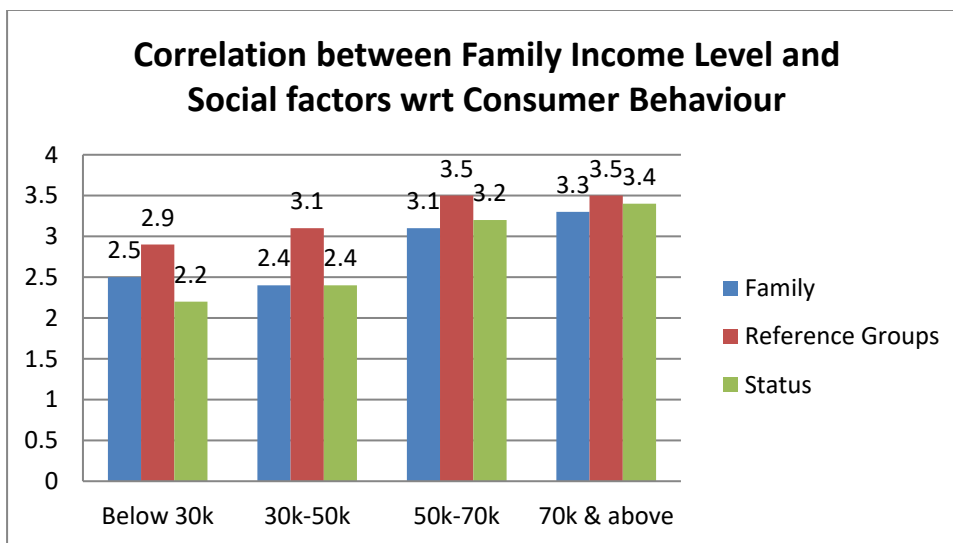
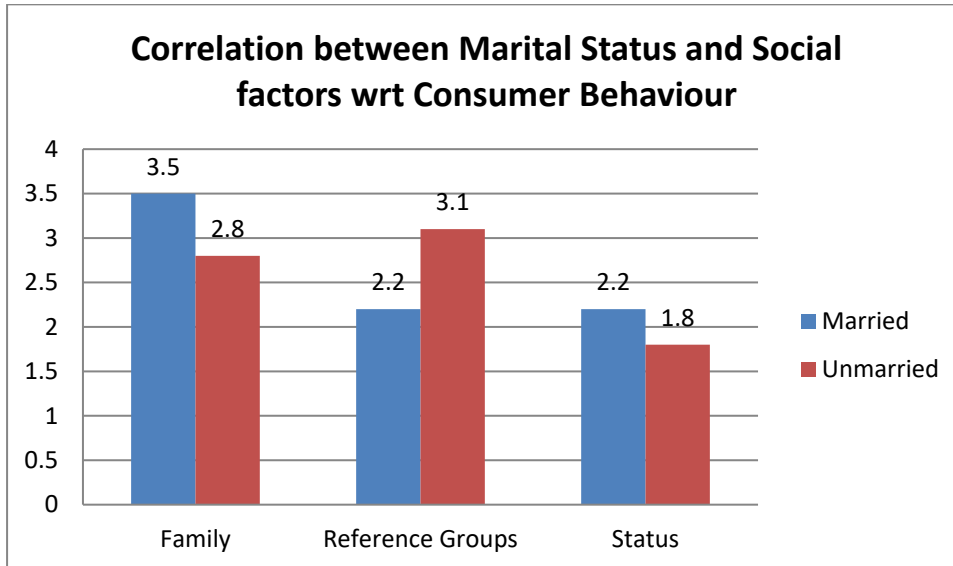
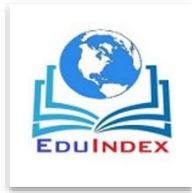
**Reliability and Validity**

Reliability test was carried out using SPSS. The Cronbach’s Alpha observed is 0.815, which is more than 0.700, so the questionnaire is considered to be reliable. The researcher has used content validity and identified the research instrument is valid for the present research study.

**Tabulation & Data Analysis**

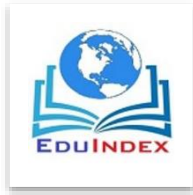






**Hypothesis Testing**

- Null Hypothesis (H0): All social factors have equal influence on demographic factors while purchasing facial skin care products.
- Alternative Hypothesis (Ha): Reference groups have more influence as compared to family and social status on the demographic factors while purchasing facial skin care products.
- The researcher has tested the null hypothesis with the help of SPSS 20. The researcher has applied ANOVA test and the P value observed is 0.01 which is



less than 0.05 so the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

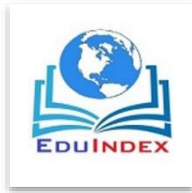
## **Findings**

- Men have more influence of family while purchasing skin care products as compared to women. Reference groups and social status have more influence on women as compared to men.
- Respondents above age of 35 have maximum influence of family and respondents below age of 35 have maximum influence of reference groups while purchasing skin care products. The researcher didn't identify positive correlation between social status and age group.
- Students are highly influenced by reference groups followed by businessman and housewives. Family have less influence on all type of occupations of respondents, businessman and housewives get influenced by social status while purchasing facial skin care products.
- Family have high influence on married people as compared to unmarried people while reference groups have more influence on unmarried people as compared to married people.
- Influence of all the social factors increases with increase in income level of people and reference groups have high influence on all type of income groups while purchasing facial skin care products.

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