Descriptive analysis of consumer perception and attitude about sales of personal care products in India

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INTRODUCTION

The information technology revolution has changed the structure of many industries. Now the global markets are open and fairly providing opportunities to consumers. The organized retail businesses are also being expanded on a global state. The consumer is more acquainted and informed about each and every detail happening in the markets. Now many portals are available which are providing real-time a comparative analysis of products and its price variants. The consumer, especially in urban areas are more inclined towards the online platform. The application based mobile commerce has given wide opportunities for marketers to target the niche segment. The present paper focused on the buying behaviour of women consumers regarding personal care products. The study of consumer behaviour is the most important factor for marketing of any goods and services and it involved understanding the consumer mindset and their views on of personal care products. A survey of 172 respondents was carried out with structured questionnaire. The questionnaire included general demographic questions as well as some specific questions to study the consumer buying behaviour of personal care products consumers. The data was analysed by the descriptive statistics, percentages, ANOVA analysis and Correlation by using SPSS 23.0 Version. The results of ANOVA analysis reveal that demographical factors of respondents having significant mean difference with buying personal care products, products factors like Brand Name, quality, price, Brand Loyalty, Affordability, Recommendations of Sales People and Previous Usage Experiences are significant impact on consumer buying behaviour and influence factors like Brand Ambassadors and Family & Friend references are great impact on buying mode of women respondents and the results of correlation analysis indicates that marital status, education having strong association with buying of personal care products. Online Shopping is a current phenomenon which has developed a great importance in the modern business environment. The aim of the study is to analyse the customers' perception, attitude, satisfaction and post purchase behavior towards online shopping in Chennai. Based on a sample of 100 online customers of various products in Chennai District, descriptive and inferential analysis is carried out. Correlation and Multiple Regression Analysis are used to test the hypotheses. The study reveals that Perceived Easiness and Website Features have more impact on the positive post purchase behaviour of consumers towards online shopping. Purpose – Using the theory of planned behavior (TPB) to examine the effects of consumer values and past experiences on consumer purchase intention of organic personal care products, this study aims to consider further the moderating effect of perceived behavioral control on the attitude-intention relationship. Design/methodology/approach – An online survey was conducted with 207 online panel members, and multiple regression analysis was used to test the relationships among the variables. The addition of past experiences as a predictor of purchase intention and perceived behavioral control as a moderator of the attitude-purchase intention relationship yielded an improvement on the TPB model. Practical implications – This study suggests that retailers can develop effective marketing strategies emphasizing ecological beauty, product safety, and affordable prices to increase consumers' intentions to buy organic personal care products. Although consumers' need for a healthy and sustainable lifestyle drives natural cosmetics consumption, various claims of natural cosmetics make consumers confused and distrustful. This study aimed to explore factors that affect consumers' purchasing behavior of natural cosmetics under the theoretical framework of planned behavior (TPB). The study adopted the qualitative method of purposive sampling. Semi-structured interview technique and thematic analysis were used to collect and analyze data from 21 consumers of natural or traditional cosmetics living in Uppsala. The results showed: consumers had uncertain attitudes towards buying natural cosmetics, which had no obvious impact on the purchasing behavior; the perceived social pressures from family, relatives, groups, etc. had a clear positive impact on the purchasing behavior; online purchasing, recommendation from others, and sustainable lifestyle facilitated the purchasing behavior; high price, inconvenient purchasing location, lack of knowledge, non-harmonized certifications, etc. The above findings can be used to improve marketing strategies like harmonized certifications. The Indian healthcare industry was valued at US $81.3 billion in 2014 and expected to reach US $ 280 billion by 2020 (Healthcare industry, 2015). There has been a global rise in the use of healthcare product. There is a need for companies to understand how to better meet customers' requirements. Recently an increased interest in customer perception, awareness and buying behavior has shown by the company due to an amplified need for prerequisite of quality healthcare and increasing competition among healthcare product manufacturer with the increasing emphasis on quality healthcare. This study was designed to determine awareness, perception and buying behavior for healthcare products. The study of consumer awareness and perception not only helps to know the past but even envisage the opportunity. The demographic factors pertaining to the tendencies, attitude and priorities of inhabitants must be given due importance to have a fairly good understanding of the purchasing patterns of consumers. The present study revealed that customer perception, awareness plays an important role for consumer buying behaviour. 100 samples were taken from Navsari city, Gujarat. Both Primary and secondary data were used in research. One sample t-test, frequency analysis and multiple response analysis were used as data analysis statistical tools. People consider quality as the most important factor to purchase cosmetics. The findings may be used to marketers to design marketing strategy for cosmetics.