

Study of Consumer Buying Behavior of Personal Care Products in SPAR Super Market, Ghaziabad

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Abstract

Understanding of the consumers' behavior is very important to any seller in the market as it will help them to analyze, understand and foresee buying behavior of consumers. Study of consumer behavior is concerned with: What do consumers buy; why do they buy it; when, where and how do they buy them and how often do they buy them? Also, how do they consume and dispose them? Consumer buying behavior will help in understanding the consumers' decision making process and factors which will influence on their decision process? We can say that the consumer research is a method that can be used to study consumer behavior that takes place at every phase of the consumption process either before the purchase, during the purchase, and after the purchase.

Present research shows that different buyers buy the same products different usages and purposes. Customers might have paid the different prices for the same product, used the product differently, have different emotional belongingness towards the product and so on. This work is conducted to know about the consumer behavior while shopping for apparels in organized retail outlets in Ghaziabad, UP, India.

Keywords: - Consumer behavior, market, buying, emotional belongingness, consumption process.

Our major objectives are as follows

- To study buying behavior of consumers of personal care products in SPAR super market.
- To analyze and understand relationship between a specific brand and its buying pattern.
- To observe various factors influencing the consumers' buying behavior.
- To know from customer the sources of information about their choices of personal care products.
- To find out the rate of repetition of spending on buying personal care products.

INTRODUCTION

There is an important need for the study and our main focus is to understand the factors that influence the buying behavior of consumers while shopping for personal care products in SPAR super market, Ghaziabad. Present study has been done to know about category of products available in SPAR super market and this was needed to understand: Why do consumers make the purchases that they make; and what factors do influence consumer purchases? This understanding will help us to understand the changing factors in our society and these understandings are needed to understand and predict the buying behavior of consumers in the marketplace.

RESEARCH METHODOLOGY

We use an explorative design and a sample size of 220 respondents of various age groups, different professions and income levels have been analyzed in the current

study and these will benefit into the pattern of investigation. A structured questionnaire as a research instrument with the help of convenience random sampling was used for the purpose of collecting the data.

DATA COLLECTION

Comprehensive consumer behavior questionnaire was used for data collection and different factors influencing the consumer buying behavior with respect to purchase of apparels in organized retail were examined. Through analysis some important factors were identified and the impact of demographic variables on buying behavior of the consumer was investigated, too.

HYPOTHESIS

Following has been used:

H1 = Different factors which do affect the buying decisions of personal care products.

H₀ = Different factors which do not affect the buying decisions of personal care products.

Data is reported in **Table 1**.

Classification of Respondents Based on Their Gender

From Table 1, we can observe that out of the total population majority of the respondents were male, i.e. 68% male and female 32%. This trend reflect Indian scene and it is shown in **Fig. 1**.

Table 1: Gender Wise Distribution of the Sampled Data.

Gender	Number of the respondents	Percentage
Male	150	68
Female	70	32
Total	220	100

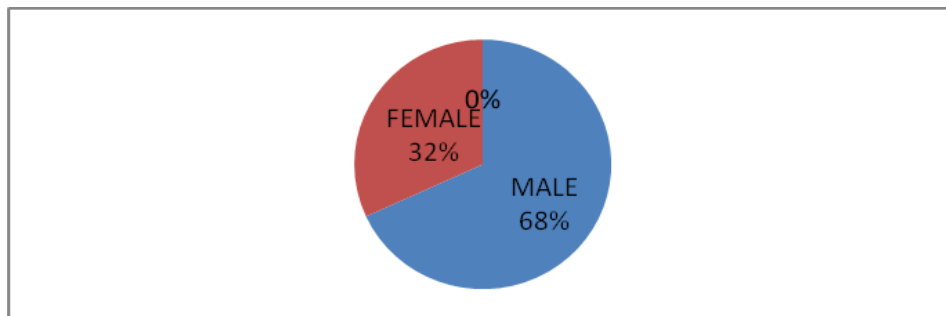


Figure 1: Classification of respondents based on their gender.

Classification of Respondents Based on Their Age

This classification of respondents based on their age is listed in Table 2.

Table 2: Classification of respondents based on their age

Age	Number of respondents	Percentage
20-30	90	41
31-40	70	32
41-50	30	14
51-60	20	9
Above 60	10	4
Total	220	100

From **Table 2**, we can observe that in total population majority of the respondents, i.e. 41 %, are under the age category 20-30, 32% of respondents falls in the age group 31-40, 14% of respondents are in the age group 41-50, 9% of respondents are in the age group 51-60 and 4% of respondents are in the category of above 60. As India is

a relatively young nation, this trend reflects the same.

Classification of Respondents' Opinion Based on Buying Preference

This classification of respondents' opinion based on buying preference is listed in **Table 3A, 3B and 3C**.

Table 3(A): Classification of respondents' opinion based on buying preference for Deodorants.

Deodorants	No. of Respondents	%
Axe	83	38
Fogg	55	25
Park Avenue	25	11
Cinthol	13	6
Wild Stone	28	13
Nivea	11	5
others	5	2
Total	100	100

Table 3(B): Classification of respondents' opinion based on buying preference for Toothpastes.

Toothpaste	No. of Respondents	%
Patanjali	38	17
Pepsodent	63	29
Colgate	75	34
Meswak	15	7
Close up	25	11
Others	4	2
Total	100	100

Table 3(C): Classification of respondents' opinion based on buying preference for Soaps.

Soap	No. of Respondents	%
Cinthol	18	3
Patanjali	74	34
Lux	54	24
Lifebuoy	55	25
Dove	13	6
Others	6	8
Total	100	100

Our data analysis shows the following results:

- **Deodorants:** From Table 3A, we can observed that out of the total population majority of the respondents, i.e. 38% are under the preference of Axe deodorants, 25% of the respondents prefer Fogg deodorant, 13% of the respondents prefer Wild Stone deodorant, 11% of the respondents prefer Park Avenue deodorant, and 6%, 5%, 2% of the respondents prefer Cinthol, Nivea, and other deodorants respectively.
- **Toothpaste:** From Table 3B, we can observed that out of the total population majority of the respondents, i.e. 34% prefer Colgate, 29% of the respondents prefer

Pepsodent, 17% of the respondents prefer Patanjali, 11% of the respondents prefer Close-up, 7% of the respondents prefer Meswak, and 2% of the respondents prefer other brands.

- **Soaps:** From Table 3C, we can observe that out of the total population majority of the respondents, i.e. 34% fall under the preference of Patanjali, 25% of the respondents fall in the category of Lifebuoy, 24% of the respondents fall in the category of Lux, 8% of the respondents fall in the category of others, 6% of the respondents fall in the category of Dove, and the remaining 3% of respondents prefer Cinthol.

Classification of Respondents Based on Factors Affecting Buying Decisions

This classification of respondents based on factors affecting buying decisions is listed in **Table 4**.

From Table 4, we can observe that out of the total population majority of the respondents, i.e. 33 % of the respondents opined that they buy product by seeing the price, 29% of the respondents opined that they buy product by seeing the brand name, 16% of the respondents opined that they buy product by seeing the packaging, 13% of the respondents opined that they buy product by seeing the features, and 9% of the respondents opined that they buy product by seeing other categories.

Classification of Respondents' Opinion Based on Factors Affecting Purchasing Decision

This classification of respondents' opinion based on factors affecting purchasing decision is listed in **Table 5**.

From Table 5, we can see that out of the total population majority of the respondents, i.e. 48% respond that advertisement influence their purchasing decisions, 20% respond that friends influence their purchasing decisions, 16% of respondents respond that family members influence their purchasing decisions, 14% of respondents respond that their peer groups influence the purchasing decisions and 2% are influenced by some other factors.

Table 4: Classification of respondents based on factors affecting buying decisions

Basis	No. of Respondents	Percentage
Name of Brand	64	29
Price	72	33
Ingredients	36	16
Packaging	28	13
Others	20	9
Total	220	100

Table 5: Classification of respondents' opinion based on factors affecting purchasing decision

Attributes	No. of Respondents	Percentage
Peer Group	30	14
Friends	45	20
Advertisement	105	48
Family Members	35	16
Others	5	2
Total	220	100

Classification of Respondents Based on Their Choice of Buying

This classification of respondents based on their choice of buying is listed in **Table 6**.

Table 6: Classification of respondents based on their choice of buying

Factors	Number of Respondents	Percentage
Brand Name	55	25
Price of Product	60	27
Quality of Product	40	18
Features	30	14
Easy to Use	10	5
Availability of Product	25	11
Total	220	100

From Table 6, we can observe that out of the total population majority of the respondents, i.e., 27 % of the respondents opined that they buy product by seeing the price, 25% of the respondents opined that they buy product by seeing the brand name, 18% of the respondents opined that they buy product by seeing the quality, 14% of the respondents opined that they buy product by seeing the features, 11% of the respondents opined that they buy product by seeing availability of the product and 5% on easy of usage basis.

Percentage of Income Spent on Buying Personal Care

Data of percentage of income spent on buying personal care is tabulated in **Table 7**.

Table 7: Data of percentage of income spent on buying personal care.

Income (%) Spent	Number of Respondents	Percentage
Below10%	59	27
10%-20%	77	35
21%-30%	49	22
31-%-40%	29	13
Above40%	6	3
Total	220	100

From Table 7, it can be observed that out of the total population majority of the respondents, i.e.35% spent 10%-20% of income, 27% of the respondents spent less than 10%,22% of the respondents spent 21%-30%, 12% of the respondents spent 31%-40% and 3% of the respondents spent

above 40% from their total income on purchase of personal care products.

Classification of Respondents Based on Factors Affecting Buying Decisions

This classification of respondents based on factors affecting buying decisions is listed in **Table 8**.

Table 8: Classification of respondents based on factors affecting buying decisions

Factors Affecting	No. of Respondents	Percentage
Brand Of Product	45	20
Price Of Product	58	26
Ingredients	10	5
Availability	70	32
Quality Of Product	22	10
Easiness Of Use	15	7
Total	220	100

We use the hypothesis defined previously and results are listed in **Table 9**.

Table 9: Results of the tested hypothesis

Factors	Observed (O)	Expected (E)	(O-E)*(O-E)	(O-E)*(O-E)/E
Brand of Product	45	65	400	6.15
Price Of Product	58	40	324	8.1
Ingredients	10	20	100	5
Availability	70	50	400	8
Quality Of Product	22	25	9	.36
Easiness Of Use	15	20	25	1.25
Total	220	220		$\Sigma = 28.86$

$$\text{Chi-Square} = \sum (O - E)^2 / E = 28.86$$

$$\text{Degree of freedom} = (n-1) = 6-1 = 5$$

$$\text{Chi-Square Value At 5\% LOS} = 11.07$$

Hence calculated value is more than the listed value and because of this the H_0 is rejected. It is found out that there are many different factors that affect the buying decisions of personal care products.

KEY FINDINGS OF PRESENT STUDY

Our key findings are the following:

- A. Among respondents the percentage of male was, i.e. 68%, female was 38%.
- B. Majority of the respondents, i.e. 41% are under the age category 20-30, 32% of respondents fall in the age group 31-40, 14% of respondents are in the age group 41-50, 9% of respondents are in the age group 51-60 and 4% of respondents are in the category of above 60.
- C. Most of the respondents opined that various factors affect the buying decisions of personal care products, e.g. 48% respond that advertisement influence their purchasing decision, 20% respond that friends influence

their purchasing decision, 16% of respondents respond that family members influence their purchasing decision, 14% of respondents respond that their peer groups influence the purchasing decision and 2% are influenced by other factors.

- D. Majority of the respondents, i.e. 38% are under the preference of Axe deodorant, 25% of the respondents prefer fogg deodorant, 13% of the respondents prefer Wild Stone, 11% of the respondents prefer Park Avenue.
- E. Majority of the respondents, i.e. 34% prefer Colgate, 29% of the respondents prefer Pepsodant, 17% of the respondents prefer Patanjali, 11% of the respondents prefer Close-up, 7% of the respondents prefer Meswak, and 2% of the respondents prefer other brand.
- F. Majority of the respondents, i.e. 33% opined that they buy product by seeing the price, 29% of the respondents opined that they buy product by seeing the brand name.
- G. On personal care products, around 35% of people spent 10%-20% of income, 27% of the respondents spent

less than 10%, 22% of the respondents spent 21%-30%, 12% of the respondents spent 31%-40% and 3% of the respondents spent above 40% from their total income.

LIMITATIONS OF STUDY

Following limitations can be noted:

- As the study is restricted to Ghaziabad district only, therefore it is not possible to have the same interpretation for the population of the entire country.
- Many of the respondents might not have given correct information, as they may not be interested to reveal their actual identity, percentage of income spent, etc.
- Respondents may not have the patience and willingness to answer all the questions accurately.
- Consumers would like to portray themselves as trendy and elite and may not give their actual preferences.
- Biasness of respondents while responding cannot be eliminated.

CONCLUSIONS

Main purpose of conducting this study was to understand the changes taking place in the buying behavior of consumers. While conducting the research work we were able to understand that because of the recent changes in the demographic system of consumers and the awareness of quality consciousness consumption, consumers are preferring to buy different products from supermarkets with considering various attributes along with quality products offered and value added services extended by them. Even though supermarket is taking the efforts there are some factors where service gap level is wider in nature, and during the time of study a researcher can understand the gap level and the same has been given in the form of suggestions to supermarkets at the study location. By this study we learnt various updating and consistent changes takes place in the retail industry and consumers behavior responses for the same.

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