

FACTORS AFFECTING THE BUYING BEHAVIOUR OF PERSONAL HYGIENE PRODUCTS IN COIMBATORE DISTRICT

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Abstract

This article focuses on factors affecting buying behaviour of consumers on select personal hygiene products in the Coimbatore district. Changing lifestyle of consumers has resulted in a rapid growth in the personal care market during recent years. The preference of consumers is changing from ‘merely functional’ products to more ‘advanced and specialized’ cosmetic items. Consumers have been undergoing a major transformation from passive buyers to active enhancers or creators of new consumption experiences, proactively taking part in the process of collaborative marketing. This study attempts to find out factors affecting the buying behaviour of personal hygiene products in Coimbatore district. The required data were collected from 823 respondents those who are buying personal hygiene products; by using structured questionnaire.

Keywords: Consumer behaviour, Factors affecting, Hygiene products, buying decision, personal hygiene products.

INTRODUCTION

Consumer behaviour is one of the most interested study areas to the marketing professionals and researchers. The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives in terms of products, brands and alike and how the consumers influenced by their environment, the reference groups, family, per groups, salespersons and so on. Consumer’s buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be analyzed while trying to understand the complex behaviour of the consumers. Consumer behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

India is a growing economy and it offers a lucrative market for large multinational not only to have Foreign Direct Investment (FDI) but also segment the markets for their products. As per the recent study of Confederation of Indian Industry, the Indian Personal Hygiene Products have been increasing over the past two years. There is an ever increasing demand in this area. Personal care market in India is poised for tremendous growth and is expected to touch \$ 20 billion in India by 2025. Indian men grooming and personal care market which grew more than 42 percent in the last five years is outpacing the growth of personal care market at large.

The growth rate in the Indian Personal Hygiene product industry is expected to be at twenty five percent. Emerging Market Forum rates that the per capita income in India is likely to increase by 18 times by 2039 and that the disposable income for households is estimated to grow three times by 2025.

REVIEW OF LITERATURE

Donthu and Gilland (2002) had takes into account two factors – “Risk aversion and innovativeness” as those that mainly influence consumers for decision making. Risk awareness is a measure how much consumers need to be certain and sure of what they are purchasing. In terms of risk those who are high risk takers they need to very certain what they are buying or intended to buy. The less risk adverse consumers tolerate some amount of risk and uncertainty in their purchases. The second variable innovativeness is a global measure which takes into account the degree to which consumers are willing to take chances and experiment new ways of buying.

Gautam and Gangal (2011) analyzed the factors responsible of the boom in rural marketing, consumers’ preference for FMCG products based on 4 „A”s (i.e. Awareness, Affordability, Adoptability and Availability) by employing convenient sampling method for administering the questionnaires using Liker Scale to total 200 respondents of HUL & ITC in rural areas of Agra district from January 2011 to June 2011. The study found that skincare and fragrance have been found as the prime reasons for usingbathing soaps (personal wash) and consumers buy detergent due to its primary function for cleanliness and few purchase it for its fragrance.

Hitesh Bhasin (2016) Social factors affecting consumer behaviour is a complex phenomena where in each culture contains sub-cultures – groups of people who share similar values these include nationalities, religions, racial groups or groups of people sharing the same geographical locations. For example the youth culture is club culture has quite distinct values quite different from much older grey generations.

Jamil, and Mat (2011) in their research “To Investigate The Drivers of Online Purchasing Behavior In Malaysia” found that Subjective Norm does not significantly influence actual buying. The result of these studies implied that families, friends and media only have limited influence on Online Purchase through Internet.

Jayaprakash K., Balakrishnan N. and Sivaraj, C. (2016) examined the factors influencing online buying behavior of rural consumers towards online shopping. The following are the influencing factors shopping saving time and money, Follow as the new trend, Shopping at leisure time, Offers and seasonal discount, Easy to compare features and price; second factor by Wide range of products and Convenient Payment; third factor by Defective products are replaced properly and After sales services are satisfactory; and fourth factor by Free home delivery.

Ramanuj Majumder (2010) discussed in detail about the importance of understanding the consumer for the benefit of marketers and cited many live examples of the cities how marketers in India have utilized the knowledge of consumer behaviour to evolve it marketing strategies. He also focused on issues of decision making and the theoretical foundations of consumer behaviour and offered many practical insights of Indian Market.

Vernekar and Wadhwa (2011) examined the consumer attitudes and perceptions towards eco-friendly products in FMCG sector and their willingness to pay on green products. The study revealed that the green products have substantial awareness among Indian customers and they are willing to pay something more on green products. The majority of customers considered that package is most important element of such products.

Yi Jim Lim, et.al, (2016) in their paper, “Factors Influencing Online Shopping Behaviour: The mediating role of Purchase Intention” discuss three factor Subjective Norm, Perceived Usefulness and Purchase Intention as major sources of influences on consumer’s buying preference.

STATEMENT OF THE PROBLEM

Consumer behaviour is a highly complex and varied activity of human beings. There are several factors such as social, economic, cultural, and psychological that determines the buying behaviour of individual consumers. The range of products in terms of quantity is varied among the various types of products sought by a customer. Personal hygiene products occupy an indelible place in daily or periodic consumptions. The study examines various aspects of consumer behaviour with specific focus on factors affecting buying behaviour.

Factors affecting buying behaviour are the limiting factors which marketers of products will have to reckon with. This study has included ten factors namely, the cost of product, availability of multiple brands, addiction to particular brand, genuineness of a product, spurious / duplicity of product, too many choices before a consumer, lack of knowledge among consumers, offers, situational factors and alterations that take place in buying behaviour.

Objectives the Study

1. To study the demographic dimensions of the consumer of personal hygiene products.
2. To study the factors affecting the consumers buying behaviour and buying decision.

Sampling Plan and Tool:

The study is based on primary data. The researcher collected required data from the respondents who have actively involved in buying personal hygiene products. For the collection of primary data, 823 respondents were selected through convenient sampling method. The data were collected by using well structured questionnaire. To analyze the socio economic factors simple percentage method adopted and factor analysis used to find out the factors affecting consumer behaviour and purchase decision.

Area and Period of Study:

The present study is based on Consumers behaviour, so the sample consumers have been selected from different parts of Coimbatore. The period of study ranges from April 2016 to March 2017.

Scope of the Study:

The present study is undertaken to examine the factors affecting consumer buying behaviour and buying decision. It enables us to understand the key factors which affect consumer behaviour.

Analysis and Interpretation:

Table 1: Demographic Profile of Respondents

Sl.No	Demographic Factors	Frequency	Statistical Measures
1	Age		
	18-28 years	193	23.5
	29-38 years	321	39.0
	39-48 years	117	14.2
	49-58 years	74	9.0

	Above 58 years	118	14.3
2	Gender		
	Male	554	67.3
	Female	269	32.7
3	Marital Status		
	Married	584	68.5
	Unmarried	239	31.5
4	Family Type		
	Nuclear	603	73.2
	Joint Family	220	26.8
5	Number of Members in family		
	1-2 members	243	29.5
	3-4 members	416	50.6
	5- 6 members	106	12.9
	7-8 members	58	7.0
6	Education		
	No formal education	23	2.8
	School Level	115	14.0
	Graduation	284	34.5
	Post Graduation	162	19.7
	Technical	148	17.9
	Professional	91	11.1
7	Occupation		
	House Wife	14	1.7
	Student	230	27.9
	Agriculturist	123	14.9
	Private Employment	253	30.7
	Government Service	28	3.4
	Professional	55	6.8
	Business	120	14.6
8	Monthly Income		
	Up to Rs. 15000	4	0.7
	Rs15000- 30000	160	27.6
	Rs30000-45000	415	71.7

Out of 823 respondents 193 (23.5 Percent) are in the age group of 18-28 years, 321 (39.0 Percent) respondents are in the age group of 29-38 years, 117 (14.2 Percent) respondents are in the age group of 39-48 years, 74 (9.0 Percent) respondents are in the age group of 49-58 years and the rest 118 (14.3 Percent) are in the age group of above 58 years. With regard to gender wise majority, out of 823 respondents 554 (67.30 Percent) respondents are male and the remaining 269 (32.7 Percent) respondents are female. On the basis of marital status majority, out of 823 respondents 584 (68.5 percent) respondents are married and the rest 239 (31.5 percent) respondents are unmarried. In terms of type of family, out of 823 respondents 603 (73.2 Percent) respondents are attached to nuclear family and the rest 220 (26.8 Percent) are from joint family.

With regard to Total family members, out of 823 respondents 243 (29.5 Percent) family consist of 1-2 members, 416 (50.6 Percent) family consist of 3-4 members, 106 (12.9 Percent) family consist of 5-6 members and the rest 58 (7.1 Percent) families consist of 7-8 members.

Apropos to respondents educational qualification, out of 823 respondents 23 (2.8 Percent) do not have formal education, 115 (14 Percent) respondents studied up to school level, 284 (34.5 Percent) respondents are graduates, 162 (19.7 Percent) are post graduates, 148 (17.9 Percent) have completed technical education and the rest 91 (11.1 Percent) are professional. In the areas of Occupation, out of 823 respondents 14 (1.7 Percent) are house wife, 230 (27.9 Percent) are students, 123 (14.9 Percent) are agriculturist, 253 (30.7 Percent) are working in private employment, 28 (3.4 Percent) are working in Government Service, 55 (6.8 Percent) are professional and the rest 120 (14.6 Percent) are into business.

On account of monthly income, out of 823 respondents in which 579 respondents are coming under the scope of monthly income category and the rest 244 are non earners (House wife and students). 4 (0.7 Percent) respondents monthly income level is up to Rs.15,000, 160 (27.6 Percent) respondents monthly income level is

between Rs.15,000 and Rs.30,000 and the rest 415 (71.7 Percent) respondents monthly income level is between Rs.30,000 – Rs.45,000.

Table 2: Domicile-wise Respondents' by their Extent of Agreement for Factors Affective Buying Behaviour

S.No	Attributes	SA	A	NO	DA	SDA
1	Cost	553	99	75	41	55
2	Multiplicity of Products	25	710	30	49	9
3	Addiction	174	336	220	64	29
4	Genuineness	142	400	214	58	9
5	Duplicity of product	598	126	34	26	39
6	Too many choices	47	651	71	13	41
7	Lack of knowledge	186	351	234	52	-
8	Offers	84	430	264	38	7
9	Situational factors	118	419	238	36	12
10	Seasonal discounts	198	354	218	37	16

Note: SA – Strongly Agree, A – Agree, NO – No Opinion, DA-Disagree, SDA – Strongly Disagree

The above table shows the extent of agreement of the respondents in respect to ten factors that affect the buying behaviour. In respect to respondents 598 (72.66 percent) strongly agreed 'Duplicity of product' as the foremost factor affecting buying behaviour followed by 'cost' 553 (67.19 percent) and 'lack of knowledge' (22.60 percent).

Factor Analysis for factors Affecting Buying Behaviour

Ten Factors – Cost, Multiplicity addition, Genuineness, Duplicity, Too many choices, Lack of knowledge, offers, Situational factors, and Seasonal accounts. The following table presents the factor analysis for the factors determining buying behaviour. The principal component analysis for factors affecting buying behaviour extracted two components namely, cost and multiplicity. The table on factor analysis presents the variance explanation for each factor relating to factors affecting buying behaviour. Two factors as stated above were extracted by the principal component analysis method. The first factor cost explains variance by 4.881 that account for 48.108 percent of total variations, the second factor multiplicity explains variance by 1.1529 that account for 11.295 percent of total variations. These two factors together explained 59.403 percent of total variations. The following table 3 depicts the factor analysis table for factors determining buying behaviour.

Table 3: Factor Analysis for Factors Affecting Buying Behaviour

Components	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Cost	4.811	48.108	48.108	4.811	48.108	48.108	3.151	31.510	31.510
Multiplicity	1.129	11.295	59.403	1.129	11.295	59.403	2.789	27.893	59.403

Addiction	.815	8.146	67.549						
Genuineness	.709	7.089	74.638						
Duplicity	.598	5.982	80.620						
Too many choices	.530	5.297	85.917						
Lack of knowledge	.433	4.328	90.244						
Offers	.371	3.708	93.952						
Situational factors	.344	3.438	97.391						
Seasonal discounts	.261	2.609	100.000						

The following table presents the varimax analysis for the factors affecting buying behaviour.

Table 4: Varimax Analysis for Factors Affective Buying Behaviour

Component	1	2
Cost	0.741	0.671
Multiplicity	-0.671	0.741

The above Rotated Factor table presents the Loadings from the SPSS output for factors determining buying behaviour. These are the new set of values for the variables and the values that are high in magnitude are highlighted in bold. The following is the interpretation.

Factor 1 is primarily a measure of cost.

Factor 2 is a measure of multiplicity.

The following table presents the details of amount of variance explained by the original analysis and Rotated factors for purchase format.

Table 5: Amount of Variance Explained by the Original Analysis and Rotated Factors for Affective Buying Behaviour

Factor	Analysis	
	Original Analysis	Rotated Factors
1	4.811	3.151
2	1.129	2.789
Total	5.94	5.94

The total amount of variation explained by the two factors remains the same. The total amount of the variations explained by the both model is identical. However, the first factor and the second factor when rotated got decreased in the amount of variation.

The amount of variation explained by the first factor got reduced from 48.108 percent to 31.510 percent and the second factor increased from 11.295 percent to 27.893 percent and got distributed to other three factors, in this case mostly the fourth factor.

Suggestions:

The preference of consumers is changing from ‘merely functional’ products to more ‘advanced and specialized’ cosmetic items. By understanding consumer behaviour marketers can offer the best and suitable

products and also can prosper in their trade. From the study it came to know that most of the consumers are in the age group of 29- 38; and majority of male respondents are interested in buying personal hygiene products. From the study it came to know that economical constraint and social constraint are the dominant factors which directly affect the buying decision of a consumer. The merchant of personal hygiene should come forward to take necessary steps to create awareness. The merchant has to take maximum effort to offer the wide range of products with competitive price because the price of the product plays a vital role in purchase decision of a product.

Conclusion:

Growing awareness, easier access, and changing lifestyles are the key growth drivers for the consumer market. To assess the factors affecting buying behaviour of consumer personal hygiene products in Coimbatore. Consumers have been seen to exhibit different buying behaviours when shopping personal hygiene products. The researcher used ten variables to assess the consumer behaviour. As a result, this research work found that economical constraint and social constraint are the dominant factors which directly affect the buying decision of a consumer.

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Table No: 4.63

One way Analysis of Variance among Age of the respondents and factors influencing consumer satisfaction

S. No	Source	Df	SS	MS	\bar{X}	Statistical Inference
1.	Overall level of Perceived Value					
	Between Groups	5	1395.709	279.142	G1= 10.8182 G2= 11.1661 G3= 11.7807 G4= 10.4634 G5= 10.9048	F=15.363 0.000<0.01 Significant
	Within Groups	817	14844.271	18.169		

G1= 18-28 years, G2= 29-38 years, G3= 39-48 years, G4= 49-58years, G5= Above 58 years

It is evident from Table 4.64 that there is a significant variance among the age of the respondents and perception towards factors influencing consumer satisfaction (F = 15.363, 0.000<0.01). It means that age influences the level

of perception towards overall level of consumer satisfaction. The mean score (\bar{X} =11.7807) indicates that 39 -48 years of age old respondents have high level of consumer satisfaction.