

**A STUDY OF CONSUMER BEHAVIOUR ON COSMETIC PRODUCTS
IN LUNGTIAN, LAWNGTLAI DISTRICT**



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CERTIFICATE

This is to certify that the dissertation entitled “*A Study of Consumer Behaviour on Cosmetic Products in Lungtian, Lawngtlai District*” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by S.LAlzawmngheti under my supervision. She has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 29/04/2022

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Supervisor

DECLARATION

I, S.Lalzawmngheti, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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CONTENT

Sl. No.	Title	Page
1	Chapter 1	5-7
	Introduction	5
	1.1.Conceptual Framework	5
	1.2.Literature review	5
	1.3.Statement of the project	6
	1.4.Rationle of the project	6
	1.5.Objective of the project	6
	1.6.Research methodology	7
	1.7.Limitation of the study	7
	1.8.Chapter plan	7
2	Chapter 2	8-13
	Analysis and Interpretation of data	8
3	Chapter 3	14-15
	Results and Discussion	14
4	Chapter 4	16
	Conclusion and Suggestions	16

CHAPTER 1

INTRODUCTION

1.1 Conceptual Framework

Consumer behaviour is the study of how individual customers, group or organisation buy, use and dispose ideas, good and services to satisfy their needs or want. Marketers expert that by understanding what causes consumers to buy particulars goods and services, they will be able to determine which products are needed in the market place, which are obsolete and how best to present the goods to the consumers.

Consumer behaviour helps in achieving marketing goals and it improves of the entire distribution of network (Dealers of salesmen). The consumer behaviour makes it more relevant marketing program, and adjusting marketing program over time. They also help in predicting the market trend. The consumer differentiation and retention of consumers can be easily called from the behaviour of the consumers.

1.2 Literature review

Anute et al (2015) highlighted in the study that Most of the people purchase cosmetic product comes in the age group of 15-30 years. Most of the people (65%) prefer to use domestic brand. Most of the people (60%) like to buy organic cosmetic product. Almost 50% people get to know cosmetic product through television. Most of the people (42.5%) use cosmetic product for the beauty. Most of the people spend around 1000-2000 Rs per month on cosmetic product and they purchase it from shopping mall. Most of the people remain loyal to their cosmetic products, they don't change their cosmetic brand.

Oberoi and Oberoi (2018) in their study they found that In India, the overall demand for the cosmetic products tends to increase but the reasons for rapid increase in its demand may vary. Some may demand due to the skin problems; some may demand due to the hygienic maintenance (they want to keep their skin free from serious affects like pollution of India) while some may demand out of the fashion design and so on.

Anjana (2018) reveals that various factors like quality, brand, price, advertisement and packaging have tremendous influences on consumer purchasing behaviour. This research paper helps to contribute an extra idea and knowledge to cosmetic companies so that they get to know more about the purchasing behaviour of consumers.

1.3 Statement of the project

Consumer behaviour refers to the behaviour that consumers display in searching for purchasing, using, evaluating and disposing products and services that they expect to satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. It is the fundamental ingredient in the modern marketing methodology. The behavioural aspect of a human being is linked with many factors like personal thinking, social expectations, constraints, motivations and so on. Since the parameters are very wide, the buying behaviour keeps on changing. Therefore, the present study is conducted to analyse the consumer behaviour on cosmetic products.

1.4 Rationale of the project

The primary objective of the study is to identify the factors that affect the consumer's behavior towards cosmetic products so that it could help the Industry to maintain their place in the market and can meet the required demands of the consumer regarding a particular product. In this way, they could retain their existing customers and can even increase their customers. This study identifies not only the factors that affect the consumers behavior for the purchase of cosmetics but also provides an answer to the question that who are the users of such products by taking into account the demographic variables like age, gender, income and occupation and also examines the influence of various factors on the consumer while purchasing cosmetic products.

1.5 Objectives of the project

- 1) To identify the socio-economics characteristics of the respondents.
- 2) To study and analyse the buying behaviour and the satisfaction level on cosmetic products.

1.6 Research methodology

The present study covers the consumer behaviour on cosmetic products among college students. For the purpose of the study, 30 respondents were selected as sample by using convenient sampling method.

To collect primary data, a structured questionnaire was distributed by using google forms. Secondary data were collected from journals and website. Percentage analysis was used to analyse data.

1.7 Limitations of the study:

- 1)The findings of the study are applicable only in the selected study areas and cannot be generalize for the others area.
- 2)The respondents may not be very truthful to the questionnaire handed out to them and may reply with false information.
- 3)The study is conducted within a limited short time. Therefore, there is not enough, time to cover more sample.

1.8 Chapter plan

Chapter 1:Introduction

Chapter 2:Analysis and interpretation of data

Chapter 3:Results and discussion

Chapter 4:Conclusion and suggestion

CHAPTER-2

ANALYSIS AND INTERPRETATION OF DATA

This chapter contains the analysis and interpretation of data. It reveals the social-economic background and the consumer behaviour of cosmetic products.

2.1 Age of the respondents

This table shows the age of the total respondents, 40% of the respondents belongs to 21 and above, 36.7% of the respondents belong to 19-20 years and 23.3% of the respondents are 18 years and below.

Table 1: Age of respondents

18 years and below	19-20	21 and above	Total
7 (23.33)	11 (36.7)	12 (40)	30

Source: Field study

2.2 Stream of the respondents

Table 2: Stream of respondents:

B.com	BA	B.Sc	BSW	BCA	Total
9 (30)	17 (56.7)	2 (6.7)	2 (6.7)	0	30

Source: Field study

This table shows Stream of the total respondents, 56.7% of the respondents are BA stream, 30% of the respondents are commerce stream, Science and Social work stream have the same percentage of 6.7% .

2.3 Semester of the respondents

Table 3: Semester of the respondents:

2nd semester	4th semester	6th semester	Total
9 (30)	13 (43.33)	8 (26.7)	30

Source: Field study

Out of the total respondents, 43.33% of the respondents are 4th Semester, 30% of the respondents are 2nd Semester and 26.7% of the respondents are 6th Semester.

2.4 Monthly Income of the respondent's family

Table 4: Monthly income of the respondents' family

Rs 50000 and below	Rs 50001-100000	Rs 100001-150000	Rs 150001 and above	Total
13 (43.33)	11 (36.7)	6 (20)	0	30

Source: Field study

Out of the total respondents, 43.33% of the respondents' family monthly income was Rs 50000 and below, 36.7% of the respondents' family have monthly income of Rs 50001-100000, 20% of the respondents have family monthly income of Rs 100001-150000.

2.5 Family Size of the respondents

Table 5: Family size of the respondents:

Up to 4	5-7	8-10	11 and above	Total
4 (13.33)	14 (46.7)	10 (33.33)	2 (6.7)	30

Source: Field study

Out of the total respondents, 46.7% of the respondents have 5-7 of family size, 33.33% of the respondents have 8-10 members of family size, 13.33% of the respondents have up to 4 of family size, and 6.7% of the respondents have family size of 11 members and above.

2.6 Frequency of buying cosmetic products

Table 2.6: How often do you buy cosmetics:

Very frequently	Frequently	sometimes	Do not shop	Total
0	6 (20)	21 (70)	3 (10)	30

Source: Field study

Out of the total respondents, 70% of the respondents bought the cosmetic products sometimes, 20% of the respondents bought frequently and 10% of the respondents never buy the products shop.

2.7 Average expenditure on cosmetic products at one time purchase

Out of the total respondents, 56.7% of the respondents spend between Rs 300-700, 36.7% of the respondents spend Rs 300 and below, 3.33% of the respondents spend Rs 700 – Rs. 1000.

Table 7: How much your average expenditure on cosmetics at one time purchase.

Rs 300 and below	Rs 300-700	Rs 700-1000	Rs 1000 and above	Total
11 (36.7)	17 (56.7)	1 (3.33)	0	30

Source: Field study

2.8 What do you look first when you buy cosmetic products

Table 8: What do you look first when you buy cosmetic products

Price	Features	Brand	Packaging	Advertisement	Durability	Product assurance	Total
17 (56.7)	3 (10)	8 (26.7)	0	0	0	2 (6.7)	30

Source: Field study

Out of the total respondents, 56.7% of the respondents look the price, 26.7% of the respondents look brands, 10% of the respondents look the features.

2.9 Do you collect information before purchasing cosmetic products

Table 9: Do you collect information before purchasing cosmetic products

Not at all	Rarely	Sometimes	Always	Total
2 (6.7)	5 (16.7)	16 (53.33)	7 (23.33)	30

Source: Field study

Out of the total respondents, 53.33% of the respondents collect the information sometimes, 23.33% of the respondents always collect, and 16.7% of the respondents rarely collect information before purchasing the products.

2.10 Where do you buy cosmetic products usually?

Out of the total respondents, 36.7% of the respondents purchased the cosmetic product from online shopping, 33.33% of the respondents purchased from traditional/local shop, and 10% of the respondents purchased from company agent.

Table 10: Where do you buy cosmetic products usually

Traditional/ Local shop	Online shopping	Company agent	Others	Total
10 (33.33)	11 (36.7)	3 (10)	6 (20)	30

Source: Field study

2.11 Factors influencing in choosing cosmetic products

Table 11: Which factors influence you the most while choosing cosmetic products

Family	Peer shop	Advertisement	Habit	Total
5 (16.7)	6 (20)	12 (40)	7 (23.33)	30

Source: Field study

Out of the total respondents, 40% of the respondents were influenced by advertisement, 23.33% of the respondents were influence by Habit, 20% of the respondents were influenced by Peer shop and 16.7% of the respondents were influenced by Family while choosing cosmetic products.

2.12 Motivation factors in purchasing cosmetic products

Table 12: What motivates your purchasing process in terms of cosmetics.

Discount	Trend	Advertisement	Celebrity endorsement	Total
17 (56.7)	6 (20)	6 (20)	1 (3.33)	30

Source: Field study

Out of the total respondents, 56.7% of the respondents were motivated by Discount, 20% were motivated by trend and 20% were motivated by advertisements.

2.13 Frequency of purchasing cosmetic products

Table 13: How frequently you purchase the cosmetic products.

Weekly	Monthly	Quarterly	Yearly	When needed	Total
0	4 (13.33)	6 (20)	0	20 (66.7)	30

Source: Field study

Out of the total respondents, 66.7% of the respondents purchased the cosmetic products when needed, 20% of the respondents purchased Quarterly, 13.33% of the respondents purchased Monthly.

2.14 Do you recommend cosmetic brand depending on your past experience

Out of the total respondents, 46.7% of the respondents recommend cosmetic brand depending on their past experience, 50 % of them may recommend, and 3.33% of the respondents do not recommend.

Table 14: Do you recommend cosmetic brand depending on your past experience.

Yes	No	Maybe	Total
14 (46.7)	1 (3.33)	15 (50)	30

Source: Field study

2.14 Do you purchase cosmetic products based on recommendation of a sales person or beauty professional

Out of the total respondents, 46.7% of the respondents are Sometimes, 23.33% of the respondents are Very rarely, 20% of the respondents are Often, 6.7% of the respondents are Very often and 3.33% of the respondents are Never.

Table 15: Do you purchase cosmetic products based on recommendation of a sales person or beauty professional.

Very often	Often	Sometimes	Very rarely	Never	Total
2 (6.7)	6 (20)	14 (46.7)	7 (23.33)	1 (3.33)	30

Source: Field study

2.15 How much do you belief in the promised effect of cosmetic products

Out of the total respondents, 36.7% of the respondents believed the promised effect of the cosmetic products to much extent, 30% of the respondents believed Fairly little, 16.7% of the respondents believed Very much, 10% of the respondents believed Fairly much and 6.7% of the respondents believed Very little in the promised effect of cosmetic products.

Table 16: How much do you belief in the promised effect of cosmetic products.

Very much	Fairly much	To some extent	Fairly little	Very little	Total
5 (16.7)	3 (10)	11 (36.7)	9 (30)	2 (6.7)	30

Source: Field study

2.17 Do you think expensive cosmetic products are better than the cheaper products

Out of the total respondents, 56.7% of the respondents in Maybe, 36.7% of the respondents in Yes and 6.7% of the respondents in No in thinking expensive cosmetic products are better than the cheaper products..

Table 17: Do you think expensive cosmetic products are better than the cheaper products

Yes	No	Maybe	Total
11 (36.7)	2 (6.7)	17 (56.7)	30

Source: Field study

2.18 what kind of advertisements has long lasting impact in terms of cosmetics?

Out of the total respondents, 63.33% of the respondents mentioned that Tv/Video advertisement has long lasting impact, 30% of the respondents mentioned Print media and 6.7% of the respondents mentioned Bills board.

Table 18: According to you, what kind of advertisements has long lasting impact in terms of cosmetics?

TV/video advertisement	Print media	Bills boards	Total
19 (63.33)	9 (30)	2 (6.7)	30

Source: Field study

2.19 Do you feel satisfied with the particular brand of cosmetics you are using?

Out of the total respondents, 46.7% of the respondents were Satisfied with the particular brand of cosmetic they are using, 30% of the respondents are Neutral, 23.33% of the respondents are Somehow satisfied.

Table 19: Do you feel satisfied with the particular brand of cosmetics you are using.

Satisfied	Somehow satisfied	Not satisfied	Neutral	Total
14 (46.7)	7 (23.33)	0	9 (30)	30

Source: Field study

CHAPTER 3

RESULTS AND DISCUSSION

- 40% of the respondents belongs to 21 and above, 36.7% of the respondents belong to 19-20 years and 23.3% of the respondents are 18 years and below.
- 56.7% of the respondents are BA stream, 30% of the respondents are commerce stream, Science and Social work stream have the same percentage of 6.7%.
- , 43.33% of the respondents are 4th Semester, 30% of the respondents are 2nd Semester and 26.7% of the respondents are 6th Semester.
- 43.33% of the respondents' family monthly income was Rs 50000 and below, 36.7% of the respondents' family have monthly income of Rs 50001- 100000, 20% of the respondents have family monthly income of Rs 100001-150000.
- 46.7% of the respondents have 5-7 of family size, 33.33% of the respondents have 8-10 members of family size, 13.33% of the respondents have up to 4 of family size, and 6.7% of the respondents have family size of 11 members and above.
- 70% of the respondents bought the cosmetic products sometimes, 20% of the respondents bought frequently and 10% of the respondents never buy the products shop.
- 56.7% of the respondents spend between Rs 300-700, 36.7% of the respondents spend Rs 300 and below, 3.33% of the respondents spend Rs 700 – Rs. 1000.
- 56.7% of the respondents look the price, 26.7% of the respondents look brands, 10% of the respondents look the features.
- 53.33% of the respondents collect the information sometimes, 23.33% of the respondents always collect, and 16.7% of the respondents rarely collect information before purchasing the products
- 36.7% of the respondents purchased the cosmetic product from online shopping, 33.33% of the respondents purchased from traditional/local shop, and 10% of the respondents purchased from company agent.
- 40% of the respondents were influenced by advertisement, 23.33% of the respondents were influence by Habit, 20% of the respondents were influenced by Peer shop

- 56.7% of the respondents were motivated by Discount, 20% were motivated by trend and 20% were motivated by advertisements.
- 66.7% of the respondents purchased the cosmetic products when needed, 20% of the respondents purchased Quarterly, 13.33% of the respondents purchased Monthly.
- 46.7% of the respondents recommend cosmetic brand depending on their past experience, 50 % of them may recommend, and 3.33% of the respondents do not recommend.
- 36.7% of the respondents believed the promised effect of the cosmetic products to much extent, 30% of the respondents believed Fairly little, 16.7% of the respondents believed Very much, 10% of the respondents believed Fairly much and 6.7% of the respondents believed Very little in the promised effect of cosmetic products.
- 56.7% of the respondents in Maybe, 36.7% of the respondents in Yes and 6.7% of the respondents in No in thinking expensive cosmetic products are better than the cheaper products.
- 63.33% of the respondents mentioned that Tv/Video advertisement has long lasting impact, 30% of the respondents mentioned Print media and 6.7% of the respondents mentioned Bills board.
- 46.7% of the respondents were Satisfied with the particular brand of cosmetic they are using, 30% of the respondents are Neutral, 23.33% of the respondents are Somehow satisfied.

CHAPTER 4

SUGGESTIONS

CONCLUSION AND SUGGESTIONS

Suggestion

1. It is found that most of the respondents only look at the price to buy cosmetics goods and if they choose the priceless and duplicate products, it can give negative effects. Therefore, it is recommended that the cosmetics company should give their tips to identify originals from fake cosmetics products.

2. Company should aware the customers to collect information before purchasing the product.

Conclusion

More consumers are entering into the shop of cosmetic products as seen by the findings of the research study because of the benefits it offers to the customer such as glowing and fresh skin, no marks and anti-marks, image of stylish and confident, treated as updated with the fashion and its following design, healthy skin and so on. In other words, the main motivating and the influential factors (in terms of average) seen during the entire research is the information followed by influences and past experiences in affecting consumer behavior towards purchasing the cosmetic products. As a result of the respondents were motivated by discount. They purchased the cosmetics products when needed, consumers are buying the different types of cosmetic .