



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS FAIRNESS CREAM AMONG COLLEGE STUDENTS WITH THE SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT:

In recent years, the market for fairness creams has witnessed significant growth, fueled by changing societal norms, cultural perceptions, and advertising campaigns promoting fairness as a symbol of beauty and success. This study aims to explore the complex dynamics underlying consumer buying behavior towards fairness creams, shedding light on the factors influencing purchase decisions. Using a mixed-methods approach, including surveys and focus group discussions, data was collected from a diverse sample of consumers across different demographics. The study identified several key factors driving consumer preferences for fairness creams, including social influences, self-perception, cultural ideals of beauty, and marketing strategies employed by brands.

KEYWORDS:

CONSUMER BEHAVIOR, FAIRNESS CREAMS, BEAUTY INDUSTRY, MARKETING STRATEGIES, CULTURAL INFLUENCES.

1.1 INTRODUCTION

Beautiful appearances can open the ways to new chances while an ugly appearance may keep a similar entryway shut. From time immemorial, individuals utilised different machines to maintain a charming presence. The idea of "Lovely appearance" and what is unusual appearance may have varied by the conditions and human advancement winning in a specific age or regions yet, the desire to seem charming to one's self and in addition to others may be said to be widespread any time of time ever off. The substances utilised for this reason for existing are "Cosmetics". It gets from the Greek root "Kosmetickos" signifying "Expertise in adorning". Whatever thing individuals think to be helpful by its apparatus to make one look or feel more alluring, worthy and attractive to others, can be named as a cosmetic. Cosmetics in its broadest idea contains all substance, arrangement, medicines, machine or tasks utilised in any capacity to enhance the presence of any individual. One would include creams, soaps, lotions, powders and colours for the skin; shampoos, lotions, waving agents, dye removers for the hair: lotions, polishes and colours for the nails; deodorants, hair remover, oral preparations and suntan products: fragrances and other sweet-smelling materials, various arrangements, adornments and gadgets utilized for showering, shaving and preserving. Subsequently, every exposable piece of a man or lady is liable to cosmetic fascination.

1.2 REVIEW OF LETRATURE

Indira priyadharshini (2016): Has studied consumer satisfaction on personal care products Of HUL. Now a day most business organizations are operating in a complex

and competitive environment where demands are constantly changing.

Syed Kazim and D. G. Kantharaj (2015): In there study entitled Impact of Advertisements towards Customer Purchase decision: A Study with reference to 19 Cosmetic Products. In the last two decades, advertising has increased dramatically change.

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1.3 OBJECTIVES OF THE STUDY

- To identify the consumer buying behavior of fairness cream among college girls.
- To study the influencing factors for the usage of fairness cream among college girls.
- To know the level of satisfaction based on consumer buying behaviors' of fairness cream among college girls.
- To suggest and conclude the study with its emerging findings.

1.4 STATEMENT OF THE PROBLEM

The buyer behavior can be known by assessing product preference. Increased awareness of the beautiful nature of cosmetic products has increased the demand for such products. Consequently, many producers have flooded the market with various products. The major players are Vicco, Emami, Hindustan Lever, Mythilies, Dabur and

ShanazHussain, etc.. The market share of the players is an exciting marketing aspect of enquiry. The awareness about cosmetic products may come from various sources viz., some relatively more successful than the rest. However, advertising plays a significant role in informing and inducing consumers to buy cosmetic products. The analysis of effectiveness and the impact of advertising media will throw new light to the subject.

1.5 RESEARCH DESIGN

Research design refers to the overall plan or strategy that a researcher uses to address their research questions or hypotheses. It encompasses the structure, framework, and methodology of a study, outlining how data will be collected, analyzed, and interpreted. A well-designed research study should be systematic, logical, and methodologically sound to ensure the validity and reliability of the findings.

1.6 METHOD OF DATA COLLECTION

The focus of the research is to study the Customer Satisfactions. Data for study were collected through the primary and secondary sources.

PRIMARY DATA

Primary data is collected by means of a self-administered structured questionnaire, field survey to collect the primary data.

SECONDARY DATA

The secondary data used in this study were collected from the national and international journals, newspapers, magazines, articles and other records. Websites were also used to collect some statistical information. A number of standard text books in the area of marketing, advertising and mass communication were also referred to present the theoretical perspective.

SAMPLE SIZE

The sample size is defined as the number of observations used for determining the estimations of a given population. The size of the sample 100 has been drawn from the population. Sampling is the process of selection of a subset of individuals from the population to estimate the characteristics of the whole population

SAMPLE TECHNIQUE

Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large a percentage as possible of this random subset.

1.7 DATA ANALYSIS

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success.

FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR

TABLE 1 REVEALS THAT THE FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR OF THE SAMPLE RESPONDENTS.

TABLE 1
FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR

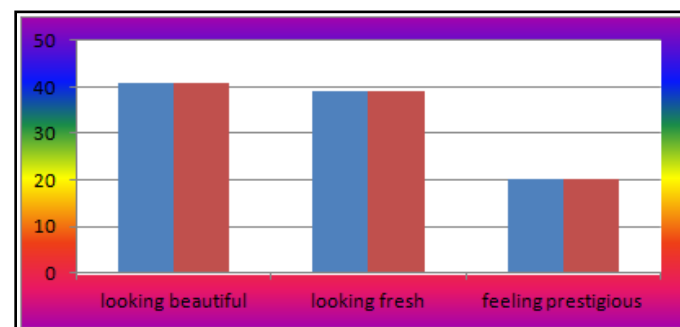
PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Looking beautiful	41	41
Looking fresh	39	39
Feeling prestigious	20	20
Total	100	100

Source: Primary data

Above table 1 shows that 41% of responses were said looking beautiful, 39% of responses were said looking fresh and 20% of responses were said feeling prestigious.

The following figure 1 was drawn up to explain the above fact more clearly.

FIGURE 1
FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR



FIRST IMPRESSION

TABLE 2 REVEALS THAT THE FIRST IMPRESSION OF THE SAMPLE RESPONDENTS.

TABLE 2
FIRST IMPRESSION

FIRST IMPRESSION	NO. OF RESPONDENT	PERCENTAGE
Brand	61	61
Price	24	24
Others	15	15
Total	100	100

Source: Primary data

Above the table the sample size of the survey was 100. We can see that 61% responses were said brand, 24% of

responses were said price, 15% responses were said other. The following figure 2 was drawn up to explain the above fact more clearly.

FIGURE 2
FIRST IMPRESSION



AMOUNT SPEND

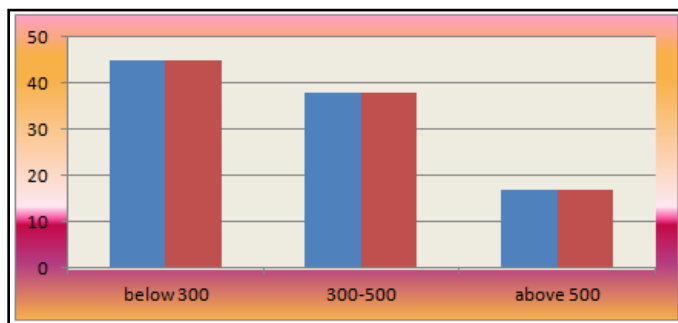
TABLE 3 REVEALS THAT THE FACTORS INFLUENCING AMOUNT SPEND CONSUMER BUYING BEHAVIOR OF THE SAMPLE RESPONDENTS.

TABLE 3
FACTORS INFLUENCING CONSUMER AMOUNT SPEND

Amount Spend	No. of Respondent	Percentage
Below 300	45	45
300-500	38	38
Above 500	17	17
Total	100	100

Source: Primary data

FIGURE 3
AMOUNT SPEND



Above the table the sample size of the survey was 100. We can see that 45% of responses were said below 300, 38%

of responses were said 300-500, 17% of responses were said above 500.

1.8 FINDINGS

- That 41% of responses were said looking beautiful, 39% of responses were said looking fresh and 20% of responses were said feeling prestigious.
- That 61% responses were said brand, 4% of responses were said price, 15% responses were said other.
- That 45% of responses were said below 300, 38% of responses were said 300-500, 17% of responses were said above 500.

1.9 CONCLUSION

Relationship building in marketing is strategy that emphasizes customer retention, satisfaction, and lifetime customer values. As opposed to transactional marketing's focus on one-off sales, a good relationship marketing strategy is rooted in building customer loyalty and lasting, long-term engagement with your customer base. Benefits include increased word-of-mouth, repeat business, and a willingness on the customer's part to provide valuable feedback to the company. Happy customers introduce you to new prospects, reducing the need to paid advertising and costly marketing campaigns. Hence, cultivating relationship has been always an important part of sales and marketing, and it will always be. Attracting a stranger, converting them into a lead and providing solutions to their pain problem are the significant part of a marketing strategy.

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