Biological Forum – An International Journal **15(3): 485-491(2023)**

ISSN No. (Print): 0975-1130
ISSN No. (Online): 2249-3239

Purchase Patterns Adopted Forlip Care Products by Women in Hyderabad City

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(Received: 23 January 2023; Revised: 16 February 2023; Accepted: 20 February 2023; Published: 22 March 2023)
(Published by Research Trend)

ABSTRACT: Globalization and urbanization instilled the consciousness about usage of cosmetics among all age groups. People are becoming concerned about preconizing the cosmetics for each body part. Western culture is over riding the habits of eastern people to in taking care of eyes, face, skin, nail and lips with respective cosmetic products. The present study was taken up with the aim to know the women buying pattern towards lip care products in Hyderabad city by adopting ex post facto research design. A total of 120 women respondents were selected by using simple random sampling technique. Chi-square test was done to know the association between independent and dependent variables. Results revealed that maximum number of respondents had spent below 500 Rs. on lip care products and had purchased from cosmetic store followed by shopping mall, cooperative stores, online shopping and least preferred was door to door sale. Most of the respondents preferred to purchase cosmetics on cash payment. Nearly one third of the respondents had purchased chemical products. A significant association between the age and brand preference for lip care cosmetic products.

Keywords: Cosmetics, Lip care products, Brand preference and Purchase patterns.

INTRODUCTION

Over the years, the cosmetic products production, consumption/ usage has been increasing rapidly due to the increase in beauty consciousness among consumers in the rapidly changing world. Consumers now-a-days due to the media exposure get knowledge about the different brands of cosmetic products available in the market. The revenue from cosmetics consumption is increasing due to increased consumption in skin care, hair care, lip care, nail care and eye care cosmetic products.

Personal care is the effect of people to improve, enhance or protect their present conditions. Products that are purchased for the purchase of personal care, provide recovery or that can be used for the protection of the physical integrity are accepted as personal care products. Branding is the main focus of today's marketing activities, and brand is one of the most important tools for differentiation that a company can use (Candan *et al.,* 2013).

Herbal cosmetic products are increasing foothold in the Indian cosmetics industry with the growing demand for natural products and awareness about their benefits among the population (Indian Cosmetic Market Outlook 2018).

Anandrajan and Sivagami (2016) tried to know about the consumer purchase decision behaviour towards the cosmetic products. Quality was the important factor considered while purchasing cosmetics. Majority purchased cosmetics once in a month.

Chovanova *et al.* (2015) investigated the impact of brand on consumer behaviour in Slovakia. There was a relationship between the age group and decision to purchase products by a brand, decision to purchase products by origin of a brand. Quality was the major factor which influenced most of the respondents in purchasing of branded products. Product quality had a significant and positive effect on the purchase intention.

Rekha and Gokila (2015) made an attempt to understand the consumer awareness, attitude and preference towards herbal cosmetic products with special reference to Coimbatore city. Quality was the most influenced factor for the purchase of the products. The other influencing factors were price, flavour, quantity and packing.

Limbad (2013) in a study on women's buying behaviour regarding cosmetics found that most of the study respondents got information from doctors, friends, beauticians, shopkeepers, media and internet. The places of purchase included medical stores, beauty parlour and general stores. Majority had spent an average of Rs.501 – Rs.750 per month on cosmetics. Majority bought cosmetics for fashion purpose, followed by health and social status.

Chi *et al.* (2009) through their research revealed that the relations among the brand awareness, perceived quality and brand loyalty for purchase intention were significant and positive. Perceived quality had a positive effect on brand loyalty; perceived quality would mediate the effects between brand awareness and purchase intention; and brand loyalty will mediate the effects between the brand awareness and purchase intention.

Review of literature revealed that more studies were conducted in general on cosmetic products and very less specific studies were conducted on lip care products. Hence, the present study was taken up with the following objectives:

1. To elicit the purchase pattern of lip care products among women.
2. To study the influence of brand on lip care products purchase pattern.
3. To understand the factors affecting for purchasing pattern and brand satisfaction for lip care products.

METHODOLOGY

Women were more conscious about beauty, for maintenance of beauty they are using many cosmetic products especially for lip care people were using many products like lipstick, lip balm etc. To know the purchase pattern, factors influencing buying of lip care products and brand satisfaction among women the study was conducted in the Hyderabad city of Telangana state. An ex-post-facto research design was adopted, a total of 120 women respondents who are using Lip care products were selected randomly. Data was collected through self designed structured questionnaire. Collected data was tabulated and analyzed through frequency and percentages. Pearson's chi-square test was used to show association and comparison of proportions between independent and dependent variables.

Independent variables of the study were age, education, occupation, monthly income, type of the family, marital status and brand name. Dependent variables as brand satisfaction and purchase pattern.

RESULTSAND DISCUSSION

The results of the present study were presented and discussed under this section.

Pattern of lip care products usage by the respondents. Most of the respondents used lip balms to moisturize and relieve chapped or dry lips. As the respondents are dependent and do not earn, they might have preferred to use lip balm rather than lipstick or lip-gloss or lip liner, as these all costs more than lip balm.

Purpose of using lip care products. Respondents were asked to mention the purposes of using various cosmetics and the results are discussed in the Table 1. Lip care products were used by 38.50 per cent to feel better followed by 31 per cent to improve self-image and to be fashionable (23.33%).

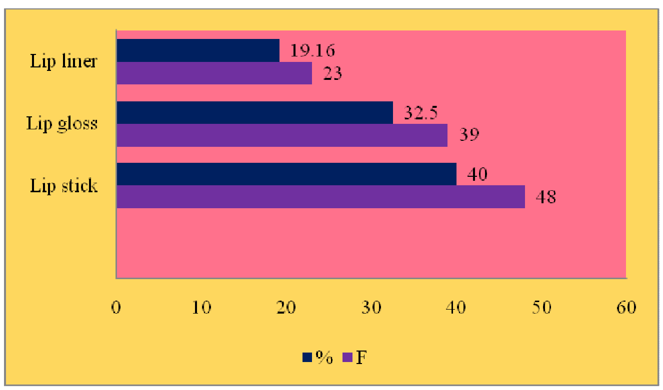

Fig. 1. Distribution of respondents based on use of Lip care products.

Table 1: Distribution of respondents based on the purpose of using lip care products.

Sr. No.	Purposes	Lip care(n=120)	
		F	%
1.	Facial care/ glowing Hair	-	-
2.	Occupational requirement	3	2.50
3.	To look Young	11	9.16
4.	Improving self-image	23	19.16
5.	Better feeling	37	30.83
6.	Medical purpose	39	32.5
7.	Suits the Hair type	21	17.50
8.	Previous usage results	17	14.16
9.	Being fashionable	15	12.50

(*Due to multiple responses the total exceeds 120)

Purchase pattern of the respondents with reference to lip care products. Fig. 2 regarding lip care products nearly one third of the respondents 34 per cent had purchased chemical products. Kajapriya and Surya (2015) in their study found that more respondents had preferred Ayurvedic and Chemical cosmetic products.

Ayurvedic and herbal based products are most preferred by the respondent may be due to the natural material used to prepare them, which may not have any side effects or after effect to the respondents. Chemical based products are being used minimally may be due to their after effects like skin burns, itchy skin, hair fall, pimples on face, black heads, so on.

Table 2 depicted that lip care users had mentioned that quality (47.50%) was the main influencing factor, personal experience (41.50%).

Table 3 depicts that sixty-eight per cent of the lip care users had spent below 500 rupees. About 5 per cent of the respondents had spent about Rs. 500-1000 on lip care. Only two respondents had spent in the range between Rs. 1500-2000 on lip care products. Similar result was found with Sabharwal *et al.* (2014) that majority of the respondents spent below Rs. 500 on cosmetics products per month.

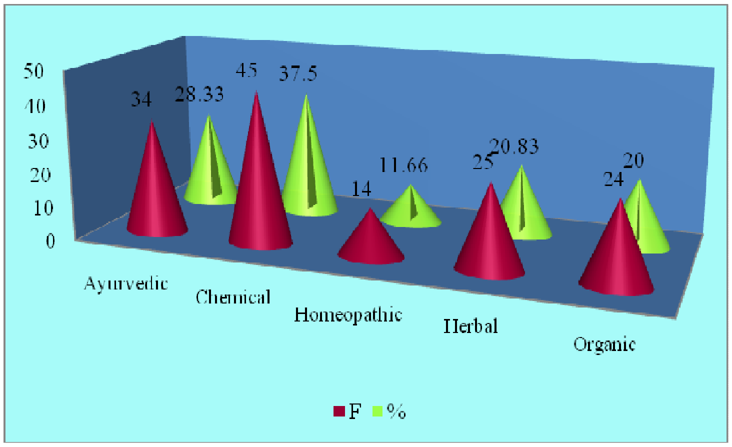

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Fig. 2. Type of Lip care products purchased by the respondents.

Table 2: Distribution of respondents based on the sources influencing them to purchase Lip care products.

Sr. No.	Influencing Factors	Lip care(n=120)	
		F	%
1.	Peer group	44	36.66
2.	Family members	42	35.00
3.	Work place	18	15.00
4.	Brand name	44	36.66
5.	Advertisements Television	44	36.66
	Magazines	12	10.00
	News paper	6	5.00
	Radio	9	7.50
	Hoardings	18	15.00
	Internet	16	13.33
	Pamphlets	18	15.00
6.	Brand ambassador	23	19.16
7.	Quality	57	47.50
8.	Packaging and labeling	41	34.16
9	Special offers	24	20.00
10..	Advice from sales person	13	10.83
11.	Personal experience	50	41.66

(*Due to multiple responses the total exceeds 120)

Table 3: Distribution of respondent's based on money spent on Lip care products.

Sr. No.	Money spent on Lip care products	F	%
1.	Below Rs.500	81	67.50
2.	Rs. 500 to 1000	6	5.00
3.	Rs.1000-1500	-	-
4.	Rs. 1500-2000	2	1.66

Table 4: Place of purchase of Lip care products (n=120).

Sr. No.	Place of purchase	Lip care	
		F	%
1.	Cosmetic store	61	50.83
2.	Shopping malls	40	33.33
3.	Medical stores	7	5.83
4.	Co-operative stores	11	9.16
5.	Online shopping	25	20.83
6.	Departmental store	9	7.50
7.	Beauty saloons	6	5.00
8.	Door to door sale	-	-
9.	Exhibition	2	1.66

(*Due to multiple responses the total exceeds 120)

It was observed in the Table 4 that, More than half of the total respondents had purchased lip care products from the cosmetic stores, shopping malls (33.33%) and least purchased from exhibition (1.66%). Parmar (2014) through their study revealed that majority of the respondents preferred nearby shop followed by a cosmetic store.

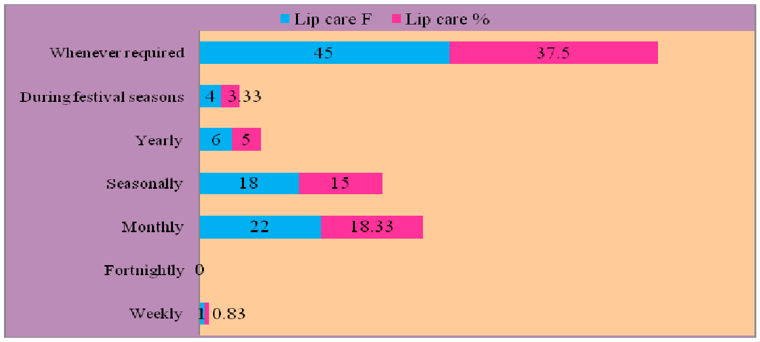


Fig. 3. Frequency of purchase of Lip care products.

Majority of the respondents purchased lip care products whenever they required i.e. 37.50 per cent. Only 18.33 per cent monthly purchase was done in case of lip care products. Few respondents purchased cosmetic products seasonally i.e., i.e. lip care (15%). Very negligible number of respondents purchased cosmetic products during festival seasons, yearly, fortnightly and weekly, as seen in the Fig. 3. Similar results are seen in the study by Sabharwal *et al.*(2014), it was found that majority of the respondents (38.70%) purchased cosmetics once a month followed by once in every three months (18.70%) and once every six months(14%).

About forty three per cent of the respondents had spent nearly half an hour on lip care products purchase. Very negligible number of the respondents had spent two hours on purchase of lip care products (Fig. 4).

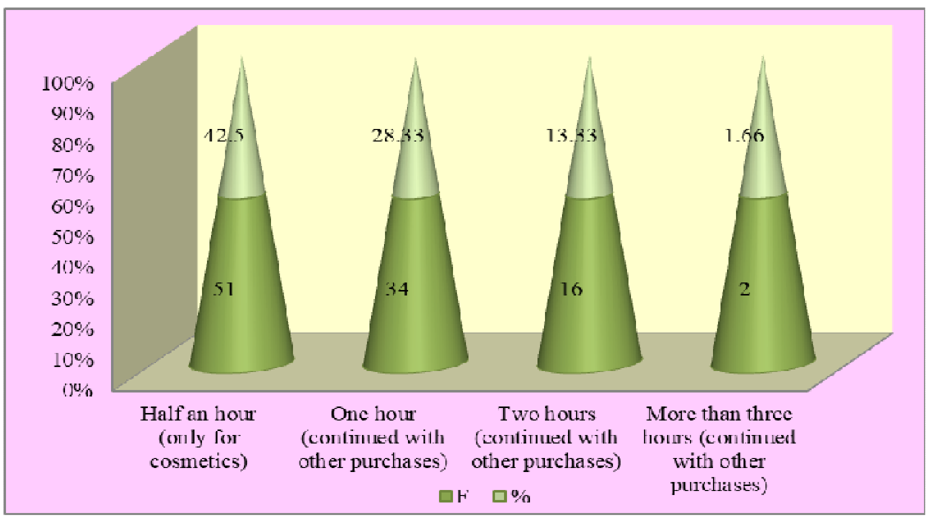
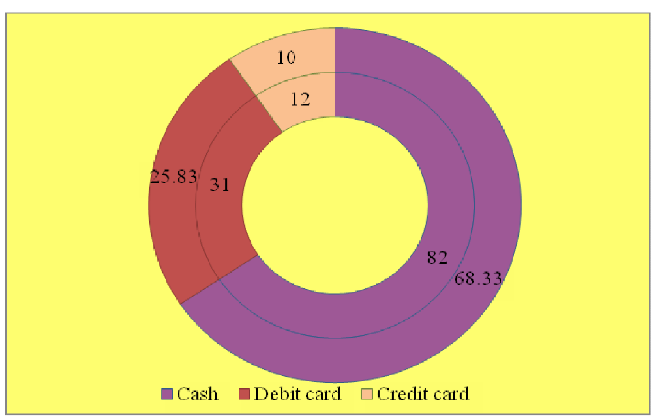


Fig. 4. Time spent on purchase of lip care products per month.



(*Due to multiple responses the total exceeds 120)

Fig. 5. Mode of payment for purchase of Lip care products.

Around 68.33 per cent of the respondents had used cash for the purchase of lip care products. One fourth (25.83%) of the respondents purchased lip care products from debit card. Ten per cent of lip care users used credit card (Fig. 5).

Brand preference and Brand satisfaction of the respondents with reference to cosmetics. Fig. 6 revealed that around 36 per cent of the lip care users preferred national cosmetic brands. One fourth (25.83%) of the lip care users had preferred both brands. Few (15%) respondents were used the international lip care brands. Parmar (2014) through study revealed that youngsters preferred international brands over the national brand.

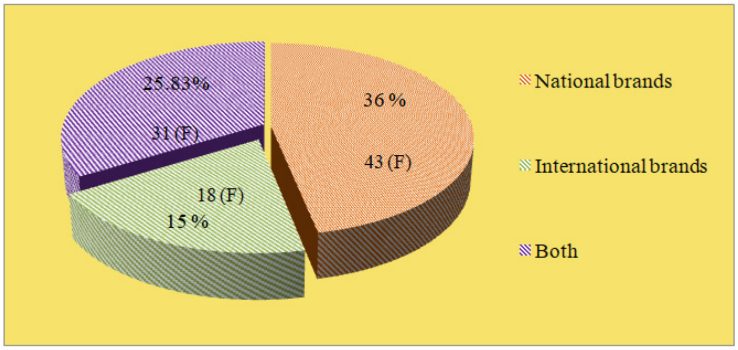


Fig. 6. Type of the brand preferred for Lip care products.

Table 5: Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Lipstick (n=48).

Sr. No.	Lipstick brands	Most preferred brands		Most satisfied brands	
		F	%	F	%
1.	Lakme	31	64.58	28	58.33
2.	Nivea	4	8.33	2	4.16
3.	Elle 18	4	8.33	2	4.16
4.	Revlon	11	22.91	8	16.66
5.	Lotus	2	4.16	1	2.08
6.	Maybelline	4	8.33	7	8.33
7.	L'Oreal	5	10.41	2	4.16

(*Due to multiple responses the total exceeds 48)

Table 5 revealed that Lakme (64.58%) was the most preferred brand in lipstick and similar results were found with Parmar, 2014. Revlon was preferred by 23 per cent of the respondents, the other preferred brands were L'Oreal (10.41%) followed by Maybelline (8.33%), Nivea (8.33), Elle 18 (8.33) and Lotus (4.16%). Most satisfied brand of lipstick was Lakme (58.33%). Seventeen percent of the respondents were satisfied with Revlon and 8.33per cent with Maybelline. Least satisfied brand was Lotus (2.08%).

Table 6: Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Lip-gloss (n=39).

Sr. No.	Lip-gloss brands	Most preferred brands		Most satisfied brands	
		F	%	F	%
1.	Lakme	11	28.20	11	28.20
2.	Maybelline	8	20.51	8	20.51
3.	Nivea	7	17.94	8	20.51
4.	Revlon	6	15.38	2	5.12
5.	Pink lips	4	10.25	4	10.25
6.	Red lip	2	5.12	2	5.12
7.	Baby pink	6	15.38	3	7.69
8.	Baby lips	5	12.82	1	2.56

(*Due to multiple responses the total exceeds 39)

Table 6 indicates that 28.20 per cent of the respondents preferred Lakme brand for lip-gloss, Maybelline(20.51%) followed by Nivea (17.94%), Revlon and Baby Pink (15.38%), Baby lip (12.82%), Pink lips (10.25%) and Red lip(5.12%). Twenty eight per cent of the respondents were satisfied with Lakme and Nivea. Twenty-one per cent of the respondents were satisfied with Maybelline followed by Pink lips (10.25%), Baby pink (7.69%), Revlon (5.12%), Red lip (5.12%) and least satisfied brand was Baby lip(2.56%).

Table 7 observed that Lakme (65.21%) and Maybelline (60.86%) were the most preferred lip liner brands. Maybelline (52.17%) and Lakme (47.82%) was found to be the most satisfied brands by the respondents.

Table 7: Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Lip liner (n=23).

Sr. No.	Lip liner brands	Most preferred brands		Most satisfied brands	
		F	%	F	%
1	Maybelline	14	60.86	12	52.17
2	Lakme	15	65.21	11	47.82

(*Due to multiple responses the total exceeds 23)

Table 8: Distribution of respondents based on the most preferred and most satisfied brands in the past six months regarding Lip balm (n=72).

Sr. No.	Lip balm brands	Most preferred brands		Most satisfied brands	
		F	%	F	%
1.	Vaseline	19	26.38	17	23.61
2.	Nivea	15	20.83	13	18.05
3.	Ponds	5	6.94	3	4.16
4.	Lakme	7	9.72	4	5.55
5.	Maybelline	11	15.27	10	13.88
6.	Hema	3	4.16	1	1.38
7.	Eva	3	4.16	3	4.16
8.	Lotus	4	5.55	3	4.16
9.	Baby lips	5	6.94	4	5.55
10.	Himalaya	7	9.72	5	6.94
11.	Baby pink	4	5.55	3	4.16
12.	Lush	1	1.38	1	1.38
13.	Ayur herbals	2	2.77	1	1.38
14.	Ceramix	1	1.38	3	4.16
15.	Strawberry	2	2.77	1	1.38

(*Due to multiple responses the total exceeds 72)

Table 8 revealed that Vaseline (26.38) was the most preferred lip balm brands followed by Nivea (20.83%), Maybelline (15.27%), Lakme and Himalaya (9.72%). Seven per cent of the respondents preferred Ponds and Baby lips and 5.55 per cent of the Lotus and Baby pink brands. Four per cent of the respondents preferred Hema and Eva lip balm brands. Most satisfied brands were Vaseline (23.61%), Nivea (18.05%) followed by Maybelline (13.88%) and Himalaya(6.94%).

From the Table 9, it was found that lip balm brands (1st rank) were most satisfied followed by lip stick (2nd rank), lip gloss (3rd rank) and least was lip liner(4th rank).

Most of the respondents were satisfied with packaging (1st rank) of lip care products followed by brand (2nd rank), quality (3rd rank), and least satisfied factor was look (7th rank) (Table 10).

Table 9: Distribution of respondents regarding brands satisfaction about Lip care cosmetic products (n=120).

Sr. No.	Cosmetic products	5	4	3	2	1	Total score	Rank
1.	Lipstick	11	28	5	3	1	189	2
2.	Lip gloss	12	18	3	1	5	148	3
3.	Lip liner	10	11	2	-	-	100	4
4.	Lip balm	23	37	7	2	3	291	1

Table 10: Distribution of respondents regarding brands satisfaction for different factors related to Lip care cosmetics (n=120).

Sr. No.	Factors	5	4	3	2	1	Total score	Rank
1.	Price	8	40	39	12	1	342	5
2.	Quality	11	42	38	6	-	349	3
3.	Look	8	43	35	7	4	335	7
4.	Durability	17	33	38	4	4	343	4
5.	Fragrance	14	39	27	13	4	337	6
6.	Brand	19	38	31	4	5	353	2
7.	Packaging	10	52	34	1		362	1

Table 11: Association between age and consumer brand preference- Lip care.

Age	Brand preferences – Lip care			Total
	National	International	Both	1.00
Below 40 years	36	15	9	60
Above 40 years	55	3	2	60
Total	91	18	11	120

Pearson Chi-Square=18.36; P= .00

The result showed that there is a significant association between the age and brand preference for lip care cosmetic products. In case of lip care more preference was given to national brands by elder age group and international brands were preferred by younger age group.

CONCLUSIONS

This study found that quality of the products were considered as a major factor while purchasing the lip care products by women, it was found that most of the respondents used lipstick followed by lip liner and lip balm. Majority of the lip care users have preferred chemical lip care products followed by Ayurvedic and herbal lip care products. Majority of the lip care product users got influenced with quality of the products, and personal experience. Least influenced factor while buying lip care products were newspaper and radio.

FUTURE SCOPE

• Similar study can be conducted for men and women of different age groups i.e. teen agers, adolescents and adults.
• A comparative study on brand satisfaction about various lip care products used in South India and North India can be conducted.
• Relation between consumer satisfaction, brand preference and marketing strategies can be studied.

Acknowledgement. We duly acknowledge the cooperation extended by the respondents without whom; this study would not have been possible.
Conflict of Interest. None.

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How to cite this article: Velivelli Vijaya Lakshmi, Varnam Radhika and Geeta Munje (2023). Purchase Patterns Adopted Forlip Care Products by Women in Hyderabad City. *Biological Forum – An International Journal, 15*(3): 485-491.