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## Consumers attitudes towards cosmetic products in Chitwan, Nepal

Ashmita Dahal Chhetri

M.Phil. Scholar in Management

Kathmandu University, Nepal

19606\_ashmita@kusom.edu.np

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### ABSTRACT

The purpose of this paper is to study the consumer buying behavior towards cosmetics. This study primarily focuses on various factors like age, occupation; marital status and educations have positive influence towards cosmetic products. Primary data were used in research. Questionnaire of survey included five point likert scales. 110 completed questionnaires were returned and then 100 valid were analyzed by using ANOVA, mean and standard deviation. Surprisingly in Chitwan, the factor income does not have any influence on the attitude towards cosmetic products among the consumers understudy. People consider quality as the most important factor to purchase cosmetics. The findings may be used to marketers to design marketing strategy for cosmetics.

**Key words:** *Attitudes, Consumers, cosmetic, buying behavior.*

### Introduction

“Cosmetic” is derived from the Greek word *kosmetikos* which means “skilled at decorating”. Cosmetic is known as makeup or make-up are care substances used to enhance the appearance or odor of the human body. The U.S., the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions." They are generally mixtures of chemical compounds, some being derived from natural sources and many being synthetics (Schneider, 2005).

The growth of cosmetics and beauty products markets have increased significantly as consumers are increasingly becoming aware about appearance, beauty grooming and choice of personal care products. To meet consumers' needs, manufacturers are likely to be aggressive across all categories in cosmetics.

Consumers buy products according to their needs, preferences and buying power. Consumer buying behaviour depends on his/her perception, self concept, social and cultural background and their age and family cycle, their *attitudes*, beliefs values, motivation, personality, social class and many other factors that are both internal and external (Kotler and Keller, 2009). Specifically, the attitudes of consumers can have a significant effect on buying behaviour.

Nepalese has been importing various types of cosmetic products from a number of different manufacturers across the world. During the past few years, the issue of concerning consumable products has gained much attention from both academicians and practitioners. The needs and preferences of the Nepalese market have been acknowledged especially, in regards to their consumption behavior. This paper examines the influence of attitude on cosmetics buying behaviour in the Nepalese context especially in the Chitwan district.

### Statement of the Problem

The Consumer attitude gives great opportunities for marketers to understand and produce consumer friendly products to enhance the firms' market share and for development to the company. It was found that the Consumers have a lot of interest regarding the cosmetic products and also they are having awareness about cosmetic product attributes. Cosmetics are not part of luxury. Manufacturers need to identify the need before marketing the cosmetic product (Anandrajana & Sivagami, 2016).

Therefore, the companies in the cosmetic market need to understand the consumer attitude on cosmetics buying behaviour which may improve the profitability of the company under research. This research aims to identify the factors that affect the buying decisions of consumers of cosmetics in Nepal. In order to fulfill the

research objective and to get reliable and correct results that helps the company's marketers while planning the firm's future marketing strategies.

### Objectives of the study

The main objective of this study is to evaluate the consumers' attitude towards cosmetic products in Nepal. The other objectives are as follows:

- a) To study the factors influencing the consumer attitude on cosmetics in Nepal.
- b) To examine the important factors that determines the cosmetics buying behaviour of consumers under this research.
- c) To identify suitable Marketing Strategies by the present and future marketing managers in this region under study.
- d) To evaluate the consumers' attitude, preferences, intensions and decision towards cosmetic products.

### Review of Literature

People use cosmetics for many reasons (Nash, Fieldman, Hussey, L  v  que, & Pineau, 2006). Cosmetics have been used to protect human skin from environment as well as to express a human desire for beauty over the past centuries.

They wear makeup for "better physical appearance", "self-perception" and "symmetrical face" (Mulhern, Fieldman, Hussey, L  v  que, & Pineau, 2003) for "sexual attractiveness", "social and professional interaction success", "emotional pleasure" (Vanessa, Patrick, Sandra, & Ralf, 2011). Both males and females prefer female faces with makeup as more attractive compared to the same faces with no makeup (Mulhern, Fieldman, Hussey, L  v  que, & Pineau, 2003). Therefore, women also think that they can be more feminine, sensual, sexual, and confident by using cosmetics (Cox & Glick, 1986).

A stable growth of the cosmetic industry and progressive technology caused intense competition among cosmetic companies. Consequently, cosmetic firms are forced to create, innovate, replace, or upgrade their products. There is a need for developing revolutionary technologies and shifting customers' demands and needs contribute towards increasing cosmetic companies' abilities to product various kinds of cosmetic merchandises (Kumar, Massie, & Dumonceaux, 2006). Accordingly, the more existing companies expand their market, the more new firms enter the market to share their profit. As a result, lots of cosmetic companies in the world are competing to capture a large market share through competitive methods like marketing strategies, product line, distribution channel, and selling method. The researcher in this paper has studied various implications of consumer attitudes on cosmetics products. Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm.

Consumer attitudes are a composite of a consumer's beliefs, feelings and behavioral intentions toward some object--within the context of marketing. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object in Figure-1.

( [http://www.consumerpsychologist.com/cb\\_Atitudes.html](http://www.consumerpsychologist.com/cb_Atitudes.html))

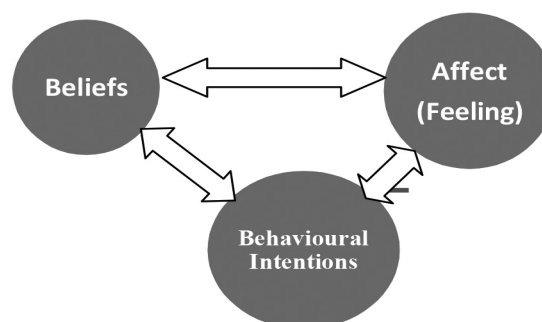


Figure 1: *Consumer Psychologist*

According to Khan (2012) attitude is the conduct, nature, temperament, thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a cosmetic product. Perner (2010)

defined that the consumer attitude simply a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. Noel (2009) defined that the attitude is a powerful and long term assessment for which the customers are having well-built way of thinking and it can be an individual, entity, announcement or a matter. Attitudes are formed through experience and learning and that attitudes influence buying behaviour (Kotler & Keller, 2009).

The sum total of cognitive, affective and purchase intention towards adoption, purchase and use of the product, services, ideas or certain behaviour is known as buying behaviour. Consumers conduct a process of information search based on their prior experience and alternative choices, and the study examine the purchase pattern for cosmetic products (Anute, Deshmukh, & Khandagale, 2015) and the study legitimated the purchase or buying intention, if the product choice reaches a certain level. Quantity of product is considered as most important factor for influencing consumer purchasedecision(Anute, Deshmukh, & Khandagale,2015). Television is most effective media to get information of cosmetics; Television and reference groups are other important factors to influence consumer buyingdecision (Desai, 2014) and also reduction in price and attractive promotional schemes can attract more customers and family income per month (M & K 2015) also influence consumer buying decision.

According to (Desai,2014) major part of cosmetic market is covered by females. But Rameshwari, Mathivanan, andJeganathan (2016) arguedthough cosmetic market is dominated by female consumers, male consumers also participate in the same. The working respondents are more focused about their appearance and ready to buy high end products. Khan (2016) found that physical attractiveness is the most important factor for Pakistani males while Lifestyle is the most important factor for Chinese males for selecting grooming products. It will help marketers to consider factors while designing marketing strategy for particular country for groomingproducts. (Chiang & Wan-Chen, 2010)

A1-Ashban and Burney (2001) found that cosmetics buying behaviour literature in developing countries in general is inadequate and ambiguous. As it is known from theory of reasoned action and theory of planned behaviour, attitudes have considerable impact on behaviour (Ravikumar, 2012).When examining the influence of attitude on behavioral intention; the results indicate that attitude positively affects behavioral intention. (Shih-I Cheng, Hwai-Huifu, Le Thi Cam Tu, 2011).Choo, chung&pysarchik, (2004) have argued that there is a direct causal relationship between attitudes and behaviour.

## **Research Methods**

The researchers have adopted descriptive study for this research paper. The researchers have collected primary data by using a structured questionnaire for the potential and existing consumers of Bagmati Province in Chitwan. The researchers have adopted 5-point Likert-scale focusing on simple random sampling method. Finally, one hundred questionnaires have been found suitable and more effective while bringing out suitable and reliable information to make this research so authenticate to both the academicians as well as to the marketers who wish to develop suitable marketing strategies in order to capture the Chitwan cosmetics market.

## Data Analysis and Interpretation

**Table 1: Influence of Age, Monthly Family Income, Occupation and Marital Status on Overall Attitude**

		Number	Mean	Std. Dev.	F-Value	P-Value
Age (In Years)	Below 20	16	2.7	1.01	4.2	0.02
	21-30	32	3.2	0.94		
	31-40	34	3.6	1.15		
	41-50	10	3.4	1.07		
	51 above	8	2.9	1.43		
	Total	100	3.1	1.06		
Income (in NRS)	Less Than 15,000	23	3.2	1.22	2.49	0.12
	15,001 to 25,000	27	3.5	1.16		
	25,001 to 40,000	18	3.1	1.19		
	40,001 to 60,000	15	3.4	1.18		
	More than 60,000	17	3.3	0.96		
	Total	100	3.3	1.1		
Occupation	Employee	27	3.24	1.1	2.65	0.01
	Business	23	2.65	1.05		
	House wife	31	3.47	0.93		
	Student	19	2.83	1.07		
	Total	100	3.06	1.06		
Marital Status	Married	90	3.4	1.28	3.98	0.03
	Unmarried	10	3.1	1.35		
	Total	100	3.1	1.04		
Education	Up to High School	18	3.9	1.67	4.1	0.02
	Bachelor	57	4.4	1.21		
	Masters and above	25	4.1	1.42		
	Total	100	4.2	1.32		

Source: Survey results - 2076

The table exhibits the influence of age on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anovatest was performed and the result shows a significant outcome ( $F = 4.2$ ;  $p = 0.02$ ). That is the respondents differ significantly with respect to their age towards their attitude on beauty cosmetic products. The respondents who are in the age group of 31 to 40 years (mean = 3.6; SD = 1.15) significantly differ from the respondents who are in the age group of 21 to 30 years (mean = 3.2; SD = 0.94) and below 20 years (mean = 2.7; SD = 1.01). Hence, it is concluded that the middle aged people have positive attitude towards beauty cosmetic products compared to young aged people.

This table shows the influence of monthly family income on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anova result shows a non-significant outcome ( $F = 2.49$ ;  $p = 0.12$ ). Therefore, it is concluded that the monthly income of the family does not have any influence on the attitude towards cosmetic products. Also, the table shows the influence of Occupation on overall attitude of the respondents towards beauty cosmetic products. ANOVA result shows a significant outcome ( $F = 2.65$ ;  $p = 0.01$ ). That is, the respondents differ significantly with respect to their occupation towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents who are housewives (mean = 3.47; SD = 0.93) significantly differ from the respondents who are employed (mean = 3.24; SD = 1.10) and those are in business (mean = 2.65; SD = 1.05). Hence it is concluded that the housewives have positive attitude towards beauty cosmetic products compared to employed people and those doing business.

The table shows the influence of marital status on overall attitude of the respondents towards beauty cosmetic products. ANOVA result shows a significant outcome ( $F = 3.98$ ;  $p = 0.03$ ). The respondents differ significantly with respect to their marital status towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents who are married (mean = 3.4; SD = 1.28) significantly differ from the respondents who are not married (mean = 3.1; SD = 1.35). Therefore, it is concluded that the married people have positive attitude towards beauty cosmetic products compared to unmarried people in this region under study.

Similarly, the table shows the influence of education on overall attitude of the respondents towards beauty cosmetic products, the result shows a significant outcome ( $F = 4.1$ ;  $p = 0.02$ ). That is, the respondents differ significantly with respect to their education towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents who are less than high school (mean = 3.9; SD = 1.67) significantly differ from the respondents who are bachelor (mean = 4.4; SD = 1.21) and those are in masters and above (mean = 4.1; SD = 1.42). Hence it is concluded that the bachelor educated customers have more positive attitude towards beauty cosmetic products compared to high school educated customers and those educated customers who have masters or above.

**Table 2: Mean and Standard Deviation of the Individual Factors**

S.N.	Statements	Mean	Std. Dev.
1	I often observe what others are buying and using cosmetics	2.91	1.29
2	I often gather information from others about cosmetics before purchasing	3.41	1.1
3	It is very important that others like the cosmetics and brand I buy	2.67	1.19
4	I have favorite brands of cosmetics I buy again and again	4.02	0.92
5	Once I like a brand, I stick with it	3.87	0.95
6	I go to the same stores each time I shop for cosmetics	3.39	1.27
7	I regularly change the brands of cosmetics I purchase	2.3	1.22
8	I think of myself as a cosmetic loyal consumer	3.35	1.2
9	I enjoy taking chances in buying unfamiliar brands of cosmetics for comparison	2.37	1.38
10	I would never buy cosmetics I don't know about at the risk of making a mistake	3.33	1.42
11	I am the kind of person who would try any new cosmetics once	2.41	1.1
12	I would rather wait for others to try a selling cosmetics than try it myself	3.3	1.35
13	I prefer purchasing the well-known brands of cosmetics	3.54	1.2
14	Getting very good quality cosmetics is very important to me	4.37	0.97
15	I make special effort to choose the very best quality cosmetics	4.02	0.98
16	The higher the price of a cosmetic, the better its quality	2.72	1.43
17	I look carefully to find the best value for the money	4.12	1.04

Source: Survey results - 2076

The study found in the above table the mean and standard deviation of individual factors. Respondents give more importance to good quality cosmetics (mean = 4.37; SD = 0.97), careful in finding the best value for the money (mean = 4.12; SD = 1.04), making special effort to choose the best quality cosmetics (mean = 4.02; SD = 0.98), frequently buying of favorite brands of cosmetics (mean = 4.02; SD = 0.92), sticking to likeable brand (mean = 3.87; SD = 0.95), and preference of purchasing well-known brand of cosmetics (mean = 3.54; SD = 1.20). However, they give less importance to frequently changing of brands (mean = 2.30; SD = 1.22), enjoying in buying unfamiliar brands (mean = 2.37; SD = 1.38), trying of new cosmetics once in a while (mean = 2.41; SD = 1.10), likeableness of cosmetics and brands by others (mean = 2.67; SD = 1.19), price based quality (mean = 2.72; SD = 1.43), and observing other's purchase and usage of cosmetics (mean = 2.91; SD = 1.29). Therefore, it is concluded that consumers are having more conscious on quality, value for money and branding of cosmetic products in this region under study.



## Conclusion

In Chitwan, the people are using the Cosmetic products considerably with the growing income levels which is a significant development and crucial clue for marketers to capture this market with up to date marketing strategies. The researchers of this paper have put in sincere efforts to get the accurate and useful findings for the decision makers in the corporate world. Therefore, the need of the hour is that the company has to identify the consumer's attitude towards these cosmetic products so that they position their products to the various categories of consumers while targeting the suitable segment. The researchers have made an earnest attempt to the marketers to identify different dimensions on what consumers prefer, which make them in deciding on Marketing Mix of different products. Also ideas on how to modify the product or change in product design, fixing of price that better suit the targeted consumers. Finally, the marketers need to devise strategies to suit the promotion mix namely sales promotion, advertising, publicity and personal selling and distribution channels which are suitable to Chitwan Market. There is greater potential in this research if the areas of research of this concept are widely spread across the entire Market of Nepal, the future researchers could be helpful both for the academicians as well as corporate bodies in this country.

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