



SELECTION OF PLACE: A STUDY ON WOMEN CHOICE FOR LOCATION OF PURCHASING BEAUTY CARE PRODUCTS

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Abstract: The purpose of this study was to look into women's retail purchasing habits and preferences for where they buy beauty care goods. This study focuses on the variables that influence women's decision-making process while deciding where to buy a product, as well as the elements that influence their decision-making process. Women above the age of 18 were chosen as participants in this study. This research will be valuable to a variety of marketers in determining marketing tactics for beauty care items. The research is based on primary data collected using a questionnaire. SPSS version 18 was used to analyse the results.

Keywords:- Retail purchase, women buying,.

INTRODUCTION

Traditionalism is giving way to modernism in Indian society. The present middle and upper class Indian customer is primarily preoccupied with themselves, particularly women. Indian customers have grown far more open-minded and adventurous in their outlook. Even the greatest intentions and activities can be undone by economic change and competitor actions in this fast-changing business.

Women consider shopping to be a pleasurable, rewarding, and enjoyable pastime. Their attitude regarding purchasing appears to be very positive, and they appear to be looking forward to it. Beauty care is an important aspect of women's lives and has a significant influence in shaping their identities. Chemical compounds or organic components are commonly found in beauty care products. Some of these items are variants on an old theme, while others use a blend of useful ingredients that have been around for decades.

All of the significant experiences that women have while shopping and the importance of these experiences produce a consistent need for Beauty Care Products, giving this sector a lot of room to grow and expand. Many factors influence female purchasing decisions, including need, style, increased income, self-consciousness, and the large range of products and brands accessible on the market.

REVIEW OF LITERATURE

Women in India today feel more empowered and have more economic flexibility, indicating that their consumption patterns have shifted. A woman's values are formed with the entire family in mind, not just her own. In India, women are an important part of the workforce. According to the 2012 Census, women make up roughly 48.5 percent of India's population and are a valuable human resource. According to India's Registrar General and Census Commissioner, there are 149.8 million female workers in the country. Females account for 10% of overall Central Government employment. In 2009, women worked in banks at a rate of 15.9%, which increased to 16.6% in 2010.

(Haque, 2016) discovered that the personal care products we use reveal something about our lives and living standards. Personal care goods range from soaps, toiletries, oral care, and shampoos to face creams in the morning and sunscreen products in the summer, as well as moisturising lotions in the winter.

Women's purchasing priorities differ from men's, according to Lawson and Gilman (2015), with women being more inclined to acquire items and services that benefit the family. Household spending habits are anticipated to evolve as women gain decision-making authority.

Sukwirinder (2011) discovered that women shop frequently and buy low-cost items, yet they remain loyal to the brand. Women compare prices because they are more knowledgeable about product prices. Women's purchasing habits are heavily impacted by their mother's shopping habits. She haggles for a reduced price, a discount, a free present, and special offers that she has seen or learned about.



RESEARCH METHODOLOGY

The study was carried out by using a structured questionnaire to collect primary data. It was thought to be the most successful strategy for researching women's retail shopping habits when it came to beauty care products. Secondary data was gathered from a variety of sources, including reference books and academic journals, to determine the current level of knowledge about consumer buying behaviour. The internet, newspapers, and magazines were also used to shed light on various aspects of women's retail purchasing of beauty care products. Women aged 18 and up make up the target group for this study. The individual consumer of personal care goods is the sampling unit; the sample size is 500 women, and the sample was chosen using the convenience sampling method.

Objectives of the study

- 1. To identify the factors causing selection of place for buying beauty care product by women.

DATA ANALYSIS AND INTERPRETATION

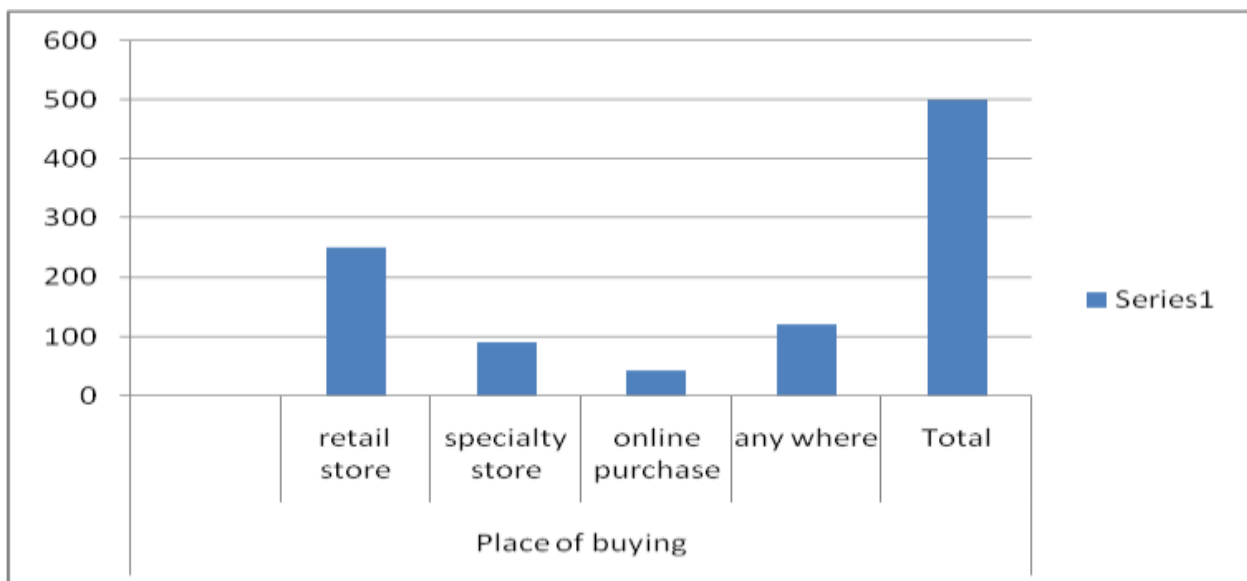
Selection of place

The aim of the study was to identify the factors that influence women's purchasing decisions regarding selection of place when it comes to beauty care goods. So first step is to identify the various places from where buying of beauty care products is possible. The respondents were given four options: retail store, specialty store, online purchase, and anywhere, and asked to fill in their preferred location. Respondents were given numerous check options for this question due to the large range of beauty care products available and the possibility of selecting more than one location.

Table 1 Selection of place

Table with 3 columns: Preference of buying Beauty Care Products, Frequency, and Percent. Rows include retail store (250, 50.0), specialty store (89, 17.8), online purchase (42, 8.4), any where (119, 23.8), and Total (500, 100.0).

Graph 1 Selection of place



According to the above table 1, 50% of respondents prefer to buy from a retail store, 17.8% prefer to buy from a specialty store, 8.4% prefer to buy online, and the remaining 23.4 percent prefer to buy from anyplace, indicating that their purchases are not limited to a single location.

As a result, it is apparent that retail stores are the preferred method of obtaining beauty care items. This could be because people have faith in retail businesses to provide them with high-quality personal care items.

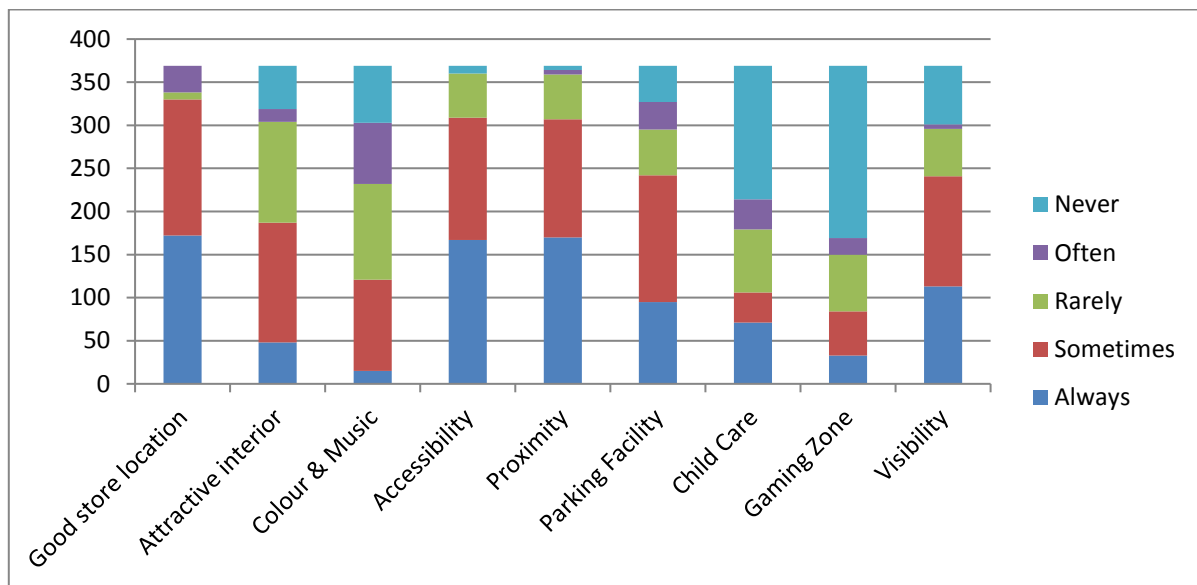
Factor for retail store buying

The next step in the research is to determine the characteristics of retail store that influence women to shop for beauty products. As can be seen, 369 women chose the retail store out of the total respondents. Good store location, attractive interior, colour and music inside the store, accessibility, proximity to the home, parking facility, child care facility, gaming zone, and product visibility are the nine retail store related qualities discovered. The replies were tallied on a five-point scale ranging from Always to Never, with 1 being Always and 5 representing Never.

Table 2 Factor for retail store buying

Sr. No.	Store related factors	Always	Sometime	Rarely	Often	Never	N	Mean
		Frequency	Frequency	Frequency	Frequency	Frequency		
1.	Good store location	172	158	8	31	0	369	1.7236
2.	Attractive Interior	48	139	117	15	50	369	2.6748
3.	Colour and music inside the store	15	106	111	71	66	369	3.1816
4.	Accessibility	167	142	51	0	9	369	1.7588
5.	Proximity to the home	170	137	52	5	5	369	1.7480
6.	Parking Facility	95	147	53	32	42	369	2.4011
7.	Child care facility	71	35	73	35	155	369	3.4553
8.	Gaming zone	33	51	66	19	200	369	3.8184
9.	Visibility of the product	113	128	55	5	68	369	2.4228

Graph 2 Factor for retail store buying



According to the recorded responses in table 2, the top three variables that affect respondents are good store location, proximity to the home, and accessibility, with mean scores of 1.72, 1.75, and 1.76, respectively. Parking and store visibility are other significant factors, but they are not as crucial as their mean scores of 2.40 and 2.42 indicate. Other variables such as appealing interior, colour and music within the store, child care facilities, and gaming zone are less important, with mean scores of 2.67, 3.18, 3.46, and 3.82, respectively. As a result, it can be deduced that respondents' choice for retail stores is dependent on convenience.

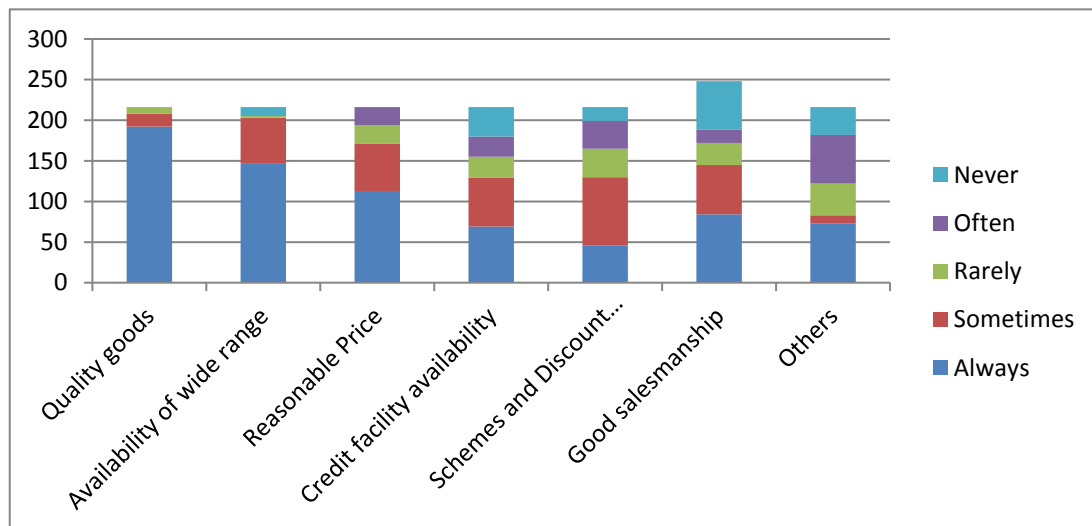
4.2.2 FACTORS FOR BUYING FROM SPECIALITY STORES

From the total 500 respondents 216 women choose specialty store. To determine the factors causing the selection of specialty store for buying beauty care products some variables were identified i.e Quality goods, Availability of wide range, Reasonable Price, Credit facility availability, Schemes and Discount offers, Good salesmanship and others are identified.

Table 4.2.2 factors for buying from speciality stores

Sr. No.	Speciality Store related factors	Always	Sometime	Rarely	Often	Never	N	Mean
		Frequency	Frequency	Frequency	Frequency	Frequency		
1.	Quality goods	192	16	8	0	0	216	1.1481
2.	Availability of wide range	147	56	2	0	11	216	1.4815
3.	Reasonable Price	113	58	23	22	0	216	1.7870
4.	Credit facility availability	69	60	26	25	36	216	2.5324
5.	Schemes and Discount offers	46	84	35	34	17	216	2.5000
6.	Good salesmanship	84	61	27	16	28	216	2.2731
7.	Others	73	10	39	60	34	216	2.8704

Graph 4.2.2 factors for buying from speciality stores



It is seen from the table 4.2.2 that Quality goods, Availability of wide range and Reasonable Price are the three most important factors for selection of place as specialty stores. It's mean score is 1.15, 1.48 and 1.79 respectively. Good salesmanship is the next factor it's mean score is 2.27, Schemes and discount offers and availability of credit facility is not very significant factors shown in the study as their mean score is 2.50 and 2.53 respectively. So it has been found that choice of women as specialty store is due to their quality concern so women preferred to choose the best product at reasonable price which is suggested by any specialist.

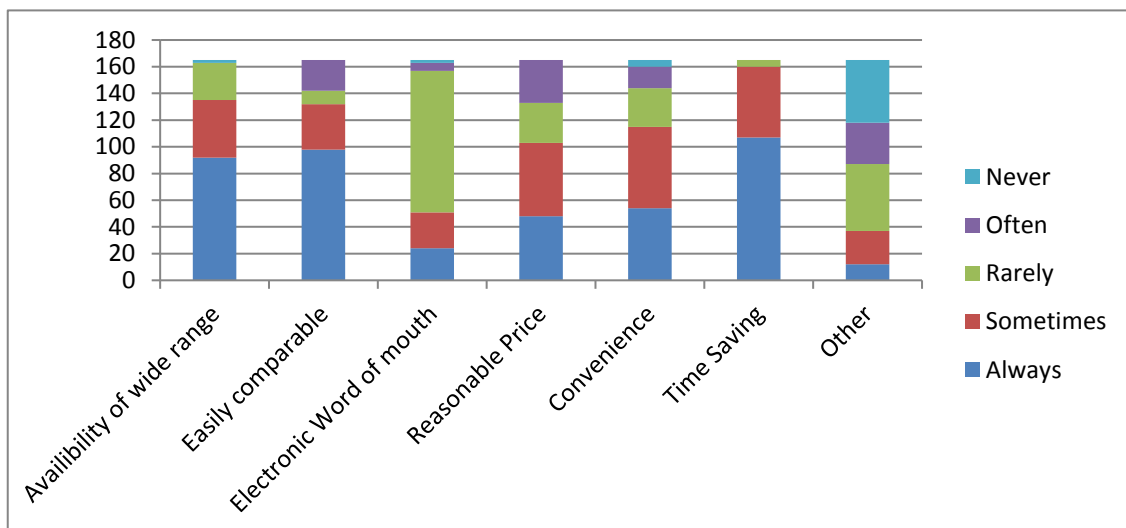
4.2.3 Factor for online purchase

165 women out of total respondents choose online purchase for beauty care product. To find out the factors seven online related factors were identified that is Availability of wide range, Easily Comparable, Electronic word of mouth feature, Reasonable Price, Convenience, Time Saving and others.

Table 4.2.3 Factor for Online Purchase

Sr. No.	Online related factors	Always	Sometime	Rarely	Often	Never	N	Mean
		Frequency	Frequency	Frequency	Frequency	Frequency		
1.	Availability of wide range	92	43	28	0	2	165	1.6485
2.	Easily Comparable	98	34	10	23	0	165	1.7455
3.	Electronic word of mouth feature	24	27	106	6	2	165	2.6061
4.	Reasonable Price	48	55	30	32	0	165	2.2788
5.	Convenience	54	61	29	16	5	165	2.1333
6.	Time Saving	107	53	5	0	0	165	1.3818
7.	other	12	25	50	31	47	165	3.4606

Graph 4.2.3 Factors for choosing Online Purchase



In this it is clear from the table 4.2.3 that time saving was the most important factor identified from this as the mean score is 1.38. The other two important factors are Availability of wide range and Easily Comparable as their mean score is 1.65 and 1.76 respectively. Convenience, Reasonable price, Electronic word of mouth is also found as important variable as their mean score is 2.13, 2.28 and 2.61 respectively.

FINDINGS OF STUDY

It is found from the study that 50% of respondents prefer retail store, 17.8% prefer specialty store, 8.4% prefer online purchase and 23.8% respondent purchase personal care products from anywhere.

This represents that selection of place for purchase of Personal Care Products vary with the personal consideration of the women respondent which vary according to their personal characteristics. Retail store is the most preferred place for most of the women that is 50% out of total respondent and it is also been found that women prefer retail store mostly due to good store location, accessibility and proximity to their home. Specialty store is the second preferred place as found in the study and important reasons found in the study is Quality goods, Availability of wide range and Reasonable Price. Online purchase is the third preferred place according to the study and the important reason found is time saving, Availability of wide range and Easily comparability of online product.

**CONCLUSION AND SUGGESTION**

It can be concluded from the study that selection of place for buying beauty care products is influenced mostly on the wide range of products, product quality and price. As the respondents of this study belongs to different age category and also beauty care segment is a large segment which include product which are required on daily basis and some specialized products too. So women opt different option for different type of purchase or it can be said that women is not relying on single place for buying beauty care products.

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