

IMPACT OF DEMOGRAPHIC VARIABLES ON PURCHASE OF BEAUTY ENHANCING PRODUCTS AMONGST WORKING WOMEN

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ABSTRACT

Women have the innate tendency to look beautiful since prehistoric times like Indus valley (ASSOCHAM, 2016) civilization. In 21st century this was furthered by sequel to the liberalization phase of the 90s which witnessed Indian ladies winning the beauty pageants at International stage. As per article in Times of India (2011) the income of working women has increased to Rs 9457 in 2010 from an average of Rs 4000 in 2001. With more disposable income in hand working women close to 35% spend on themselves as per IMRB report(2010). One of the propellant in the rise of cosmetics is feel good factor that women experience after application of cosmetics (Price, Coulter , Micu 2009) Cosmetics also gives a boost to self-esteem of the women (Guthrie et al 2009). The study examined the relation between Demographic variables with beauty consciousness in working women of Hyderabad and the application of different beauty products to enhance the facial beauty. Survey research design was employed in this study. Convenience sampling was used and sample size was 400 .

The results showed that women have natural inclination to look beautiful across all demographic variables. The findings can be useful for beauty product and marketing companies to group women of all age to one big group and cater their products to suit demands of various groups of women divided on different parameters of age, occupation, education and profession. The result directed that women regardless of age, income, education, and marital status have propensity to look beautiful but in respect to application of products which require dexterity and is time consuming; the relationship is inversely proportional.

Keywords: Beauty consciousness, Demographic variables (Age, income, Occupation, Education, Marital Status) and their social influence of working women Skills, Self –esteem,

INTRODUCTION

Women have the innate tendency to look beautiful since prehistoric times like Indus valley (ASSOCHAM , 2016) civilization. In 21st century this was furthered by sequel to the liberalization phase of the 90s which witnessed Indian ladies winning the beauty pageants at International stage. As per article in Times of India (2011) the income of working women has increased to Rs 9457 in 2010 from an average of Rs 4000 in 2001. With more disposable income in hand working women close to 35% spend on themselves as per IMRB report(2010)

One of the propellant in the rise of cosmetics is feel good factor that women experience after application of cosmetics (Price, Coulter , Micu 2009) .Cosmetics not only enhance beauty of a women but also gives a boost to self-esteem of the women(Guthrie et al 2009). Still the Indian cosmetic industry has a long way to go as majorly 60% the market is related to products that beautify face of the women (Nasreen and Junaid 2012).

LITERATURE REVIEW

Demographic variables like age, income, earning capacity, the life stage she is, society, family structure influence the buying decision in buyers. (Rajput, 2012).

Values such as contentment and achievement tend to be reflected as an embodiment of attractiveness (James 2008 ;p 629-30).The magnitude of beauty awareness reveals the expected standard by the society and even local community place a role in shaping of the norms and expected ideals(Mahajan 2007, Steinle 2006).) Physical attributes have garnished such an attention that our culture is fanatical about it. (Mahajan 2007, p; 166).Progression has made appearance become much more relevant(Corbett 2011, p 625) as beauty consciousness is not just about outwardly appearance but is deep rooted in enhancing self-image. Beauty consciousness is not restricted to age as anti-aging cosmetics have witnessed an upsurge in its sale. A report by OrbisResearch (2016) on global anti-aging product specified the market to be of \$250 billion in 2016 and forecasted it to reach by \$331.41 billion by 2021.

Literature Review on Beauty Consciousness in India

Indian women have been beauty conscious since the time of Indus valley civilization. As per Corson (1989) in his research study he found the traces of cosmetics used by women of that era. People in India generally associate people with fair skin with high income group (Haq and Tung 2012). Euromonitor International, a research firm cited in its 2010 report that skin lightening products to have tremendous growth by 42.7 percent since 2001. This perception is so much adapted in our mind-set that we have equalized fair to be synonymous with achievement, affluence and impact. This can be attributed to large number of years we have been slaved to white people (Chadha 2005). Even the desire to have a good relationship with family and society is also attributed to women who have fair skin (Saito 2001)

RESEARCH METHODOLOGY

Research Design including the sampling design

Research Design: Survey research design is employed in this study

Sampling Design:

Population: 3,309,16688 female citizens

Sample frame: As per the wikipedia and sakala jana sammey survey report (Source:http://ecostat.telangana.gov.in/employment_unemp.html) the population of working women in Hyderabad is deduced to 1058934.

Sampling Method: Convenience sampling

Sample Size: 400

Questions on the Problem Statement

1. Whether age has any effect on beauty awareness.
2. It is generally presumed that once a woman is married she will have less inclination towards enhancing her beauty.
3. It is presumed that higher income women have more lean in towards beauty awareness as they have propensity to spend.

Limitations of the Study

1. Study is limited to Hyderabad and Secunderabad working women.
2. The study restricts itself in examining the various education levels at which women differ in respect to beauty consciousness.

3. The study does not focus much as to which occupation has more inclination of women towards beauty awareness.
4. This study has the limitation of the model of conceptual frame work, which was not validated.

Objectives of the study

Demographic variables, culture plays an important part in impacting the use of beauty products by women. The research paper tires to investigate the pattern of working women in urban areas in purchasing the beauty products. This can help in assessing the areas where companies can work to increase their customer base Based on the thorough review of literature and gaps identified, the researchers have identified the following objectives as mentioned under:-

O1-to-O5 Beauty consciousness influences the purchase behaviour of working women across occupation, marital status, age groups, income and education

O6 To study the most important factors that influences working women to purchase the beauty enhancing products

Research Gap

The literature review highlights that most of the study on beauty products usage has been done by taking only few demographic variables into consideration. All the demographic variables have together not been taken into consideration. The research paper identifies and takes into consideration all the demographic variables together and how each factor impacts the purchase of beauty enhancing products. The research paper mainly considers working women as subject in this paper.

Hypotheses of the Study

- Ho -1, 2, 3, 4, 5: Beauty consciousness does not differ significantly across age, education level, marital status, income level and occupation of working women in Hyderabad.
- H1- 1, 2, 3,4, 5: Beauty consciousness differs significantly across age, education level, marital status, income level and occupation of working women in Hyderabad.
- **Factor Analysis:** Which of the 30 attribute statement impact the purchase of beauty enhancing products among women.

Conceptual Framework of the Research

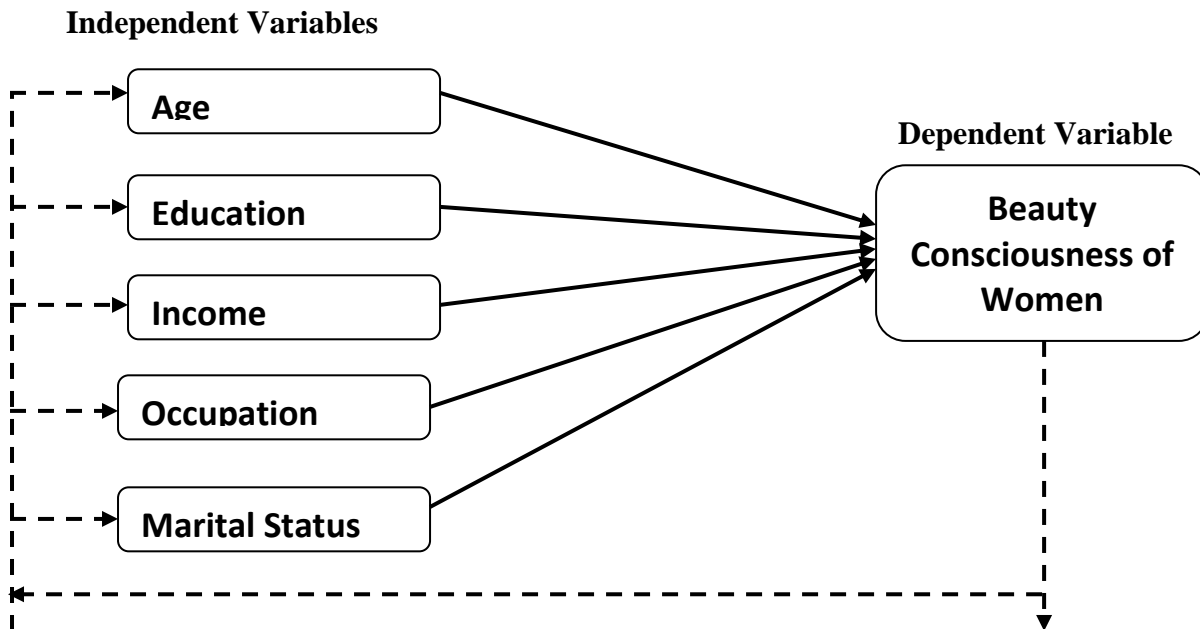


Fig 1: Model of Conceptual Framework of the research

DATA ANALYSIS AND INTERPRETATION

Sample adequacy and Reliability of Questionnaire:

Sample adequacy was tested by Kaiser-Meyer-Olkin and Bartlett's test. The result .963 shows that sample size chosen for this survey is adequate.

Table I : Kaiser-Meyer-Olkin and Bartlett's test for sample size

KMO test for sample size	.963
Sphericity by Bartlett's Test Approximate . Chi-Square of	1.124E4
Degree of freedom	435
Significance.	.000

Reliability: Cronbachs Alpha is .878 .Anything above .6 is acceptable .The result authenticates that the question drafted are correct to assimilate and infer the findings that the questionnaire is intended to.

Table II : Measuring Reliability

Cronbachs Alpha	Number of Items
.878	38

Validity: - The questionnaire was validated by taking the opinion of top rung sales professionals dealing in beauty products.

Question 1: Awareness of beauty consciousness

Table III: Descriptive Statistics measuring awareness of beauty consciousness
descriptive statistic

	Number (N)	Min	Max	mean	std. deviation
q1	400	1	2.00	1.1000	.30038
valid N	400				

The mean value of 1.1 confirms the postulate that women have inbuilt desire to look beautiful and presentable.

Reliability test for Question 2 measuring the use of different beauty enhancing products

Cronbachs Alpha was applied to measure how reliable questions are regarding various facial beauty enhancing cosmetic products that working women consume. The result of .94 justified the probability of 20 different products that the survey intended to measure.

Table IV: Statistics on Reliability measuring use of different beauty enhancing products

Statistics on Reliability

Cronbachs Alpha	Number of Items
.940	20

Hypothesis testing:

To check null hypothesis the researcher applied Chi-square considering each factor one by one.

Beauty Consciousness Vs Occupation

Table V: Chi-square test --Beauty Consciousness Vs Occupation

	Beauty consciousness	occupation
Chi-Square	2.560E2a	203.900b
Degree of freedom	1	4
asyp. Sig.	.00	.00
exact Sig.	.00	.00
point probability	.00	.00

Calculated value of occupation (203.9) is more than value in table (9.488) at Degree of Freedom 4 in the 0.05 level of significance in the chi – square table. Therefore we accept alternate hypothesis i.e beauty consciousness among working women is depended on their occupation.

Beauty Consciousness Vs Age

Table VI: Chi-square test --Beauty Consciousness Vs Age

	Age	Beauty Consciousness
Chi-Square	.050a	2.560E2b
Degree of freedom	6	1
asymp. Sig.	1	.000
exact Sig.	1	.000
point probability	.00	.00

Calculated value of age (.050) is less in comparison to value in table (12.592) at Degree of Freedom 6 in the 0.05 level of significance in the chi – square table. Null hypothesis is accepted. It is prudent that the fairer sex’s drive to appear presentable in not chained to her chronological number of years in this world. Similarly increasing sale of anti-aging products cements the results that beauty is not restricted to age (Orbis Research 2016).

Beauty Consciousness Vs Marital Status

Table VII: Chi-square test --Beauty Consciousness Vs marital Status

	Beauty Consciousness	Marital status
Chi-Square	2.560E2a	4.360E2b
Degree of freedom	1	4
asymp. Sig.	.00	.000
exact sig.	.000	.000
point probability	.000	.000

Calculated value of marital status (4.36) is less than table value (9.488) at degrees of freedom 4 in the 0.05 level of significance in the chi – square table. So we can accept the null hypothesis. This is often a delusion that women wish to look eye-catching for her husband. The truth is fairer sex’s self-esteem and confidence level is heightened up when she appears good so the hypothesis stands tall.

Beauty Consciousness Vs Education**Table VIII: Chi-square test --Beauty Consciousness Vs Education**

Chi-Square	2.560E2a	130.010b
Degree of freedom	1	5
asyp. sig.	.00	.00
exact sig.	.00	.00
point probability	.00	.00

Calculated value of education (130.0) is more than value in table (11.070) at degrees of freedom 5 in the 0.05 level of significance in the chi – square table. Alternate hypothesis is accepted i.e. Beauty consciousness differ significantly across education levels among working women in Hyderabad.

Beauty Consciousness Vs Income**Table IX: Chi-square test --Beauty Consciousness Vs Income**

	Beauty Consciousness	income
Chi-Square	2.560E2a	4.173E2b
Degree of freedom	1	6
asyp. sig.	.00	.000
exact sig.	.000	
point probability	.000	

Calculated value of income (4.17) is less in comparison to value in table (12.592) at degrees of freedom 6 in the 0.05 level of significance in the chi – square table. Alternate hypothesis is rejected and null hypothesis is accepted i.e Beauty consciousness does not differ significantly across income levels among working women in Hyderabad.

Combined X^2 table

Alternatives	Chi-square calculated value	Chi –Square Table Values	Degrees of Freedom (df)	Hypothesis
Age	.050	12.592	6	Null Accepted
Occupation	203.9	9.488	4	Null Rejected
Marital Status	4.36	9.488	4	Null Accepted
Education	130.0	11.070	5	Null Rejected
Income	4.17	12.592	6	Null Accepted

Table X: Combined X^2 table**Beauty products and its Usage**

The table below shows various beauty products used by women respondents in the survey. Based on the cross tabs of non – usage of the product by the women, followed by our direct personal interview of the respondents it can be inferred that working women do not have much time to spend on applying certain beauty products owing to the complexity of their application.

Serial number	Beauty Products	YES	NO	TOTAL	yes %
A	Talcum Powder	342	58	400	85
B	Face Powder (Compact)	322	178	400	80
C	Rouge for the Cheeks	216	184	400	54
D	Eye Brow Pencil	210	190	400	52
E	Eye liner	200	200	400	50
F	Eye lids shades	189	211	400	47.2
G	Foundation Cream	203	197	400	50.8
H	Pimple Cream	176	224	400	44
I	Fairness Cream	193	207	400	48.2
J	Anti Ageing Cream	186	214	400	46.5
K	Skin Lotion	205	195	400	51.2
	Skin Creams	195	205	400	48.8
M	Face Scrubs	191	209	400	47.8
N	Face Peel Off	186	214	400	46.5
O	Mascara	184	216	400	46
P	Lipstick	187	213	400	46
Q	Lip Gloss	187	213	400	46
R	Lip Liner	183	217	400	33
S	Any Others	135	265	400	45

Table 11: Measuring various beauty products and its Usage

SUGGESTIONS

The researchers would like to put forth few suggestions based on analysis

1. Beauty enhancing products should cater mass and not restrict themselves only to niche market as beauty awareness crosses all demographic variable of age, income, education.
2. Products should be redesigned innovatively so that working women would spend less time in applying the product.
3. The outcome suggests that women in low income and certain occupation were ignored by companies assuming that they are less beauty conscious. Since the hypothesis proved it wrong the companies can now relook how to penetrate into these segments through new communication strategies.
4. Product pack size should be made affordable by all purses.
5. Companies should look into multisegment strategies based on the variables of the study.
6. Analysis showed less use of lip enhancing products due to culture and advertisements portraying light skin colour women applying lipstick. Lipstick colour can be modified to suit dark complexion and can be communicated progressively by advertisements incorporating dark skinned colour model. This can be a major breakthrough in spreading the consumer base.
7. Mascara, face powder, foundation cream can be made more user friendly to suit different colour complexion women. As the study was based in Hyderabad the complexion bends towards more on the darken shade.

SCOPE FOR FUTURE RESEARCH

Further research can be progressed by using these variables on:

1. Buying power of rural Vs. urban working women
2. Various promotional strategies that can reach multi-segments like varied occupation, income, education.

3. Product trust across these variables
4. Customer use experience across these variables
5. Customer loyalty experience across these variables

CONCLUSION

The word beautiful is just not a word. It reflects the positive persona of the women which she carries.

The beauty products help her to achieve this mileage. The implications of this study can be beneficial to companies to manufacture easy to use products which at present requires skills and are time consuming. The resultant will be mutually benefitting both cosmetic industry and working women as they would have a wider range of choice to choose from.

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