

Impact of Demographic factors in the buying behavior of young women towards Organic Personal Care Products in Tirunelveli City.

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Abstract:

Consumers are shifting their focus from non-organic cosmetics to green cosmetics for a better lifestyle with beauty. Environmentally-friendly consumers look for chemical-free personal care organic products to maintain their youthful look and improve their appearance (Kim & Chung 2011). Recent research shows that women have relatively stronger environmental concerns than men. This paper aims to find the impact of Demographic factors such as age , marital status, education, occupation, income, area of residence on the buying behaviour of Organic Personal Care products. Data was collected from 230 respondents (Young women in Tirunelveli city) who purchase organic personal care products.

Keyword: Organic, Personal care products, demographic factors, buying behavior.

Introduction:

A growing number of consumers those who are using conventional chemical cosmetics are facing various skin problems and now they are considering standard chemicals to be unsafe for their skin.. Resulting consumers switch to organic or natural cosmetics that are free from harmful chemicals. As the raw materials used in production of organic cosmetics are produced without any chemicals, they are considered to be completely safe by the consumers. Moreover, the increasing number of health scares due to chemicals in cosmetics and rising levels of pollution in major cities is driving people to switch over to natural cosmetics instead of standard chemical based cosmetics

Objectives:

- To find the demographic distribution of the respondents
- To analyse the difference on buying behaviour of the respondents towards Organic Personal Care products based on their demographic profile.

Literature Review:

Matea Matic(2015)found that there is no statistical significance between the age of respondents and consumer purchase intention towards natural cosmetics products.

Finisterra do Paco (2009) found out that there was no significant relation between age and consumer green attitudes and behaviour.

Gary D. Thompson (1998), found that Demographic variables such as age, marital status, number and age of children, and educational attainment might be important variables in explaining and predicting consumer demand for organic products. Estimates of habit persistence linked to age and household composition might also be important for measuring the potential growth of organic Products.

Research Methodology:

This study is a descriptive one. The survey is conducted in Tirunelveli city. The consumers who buy organic personal care products are the respondents . The population is unknown, hence the researcher decided to adopted Convenience Sampling method. 230 respondents have been taken as sample for this study.

Data Analysis:

The responses were thoroughly checked and coded for the purpose of statistical analysis. The data was entered in SPSS version 22. The reliability Statistics for all the factors under study have been checked using Reliability analysis. The Cronbach's Alpha values for all the constructs used in this study are above .70 and are highly reliable. Normality was tested, Since the Skewness values of all the constructs are within ± 2 and Kurtosis values are within ± 3 , the data assumes Normality. Hence the researcher decided to go for parametric test. Statistical method ANOVA used to analyse the quantitative data collected through a structured questionnaire.

Research Hypothesis:

H₀ - There is no impact of demographic factors on buying behaviour of Organic Personal Care Products.

H₁- There is an impact of demographic factors on buying behaviour of Organic Personal Care Products.

Results and Discussion:

Demographic Factors	Count	%
AGE		
18-22	95	41.3
23-27	45	19.6
27-30	90	39.1
MARITAL STATUS		
Married	150	65.2
Unmarried	80	34.8
Divorced	-	-
EDUCATION		
Upto school	15	6.5
Diploma/Degree	35	15.2
Post-graduation and above	150	65.2
Professionals	25	10.9
Others	5	2.2
OCCUPATION		
Government Employee	5	2.2
Private Employee	45	19.6
Self Employed	35	15.2
Student	115	50
Others	30	13
INCOME		
10000-20000	45	19.6
20001-30000	30	13
30001-40000	20	8.7
40000 and above	5	2.2
Not Applicable	130	56.5
RESIDENCE		
Urban	65	28.3
Rural	105	45.7
Semi Urban	60	26.1
BUYING MODE		
Online	65	28.3
Retail Shops	165	71.7
FREQUENCY OF PURCHASE		
Every month	80	34.8
Once in 6 months	105	45.7
Once in a year	35	15.2
Once in 2 years	10	4.3
IMPORTANT FACTOR TO BUY ORGANIC PCP		
Environment attitude	65	28.3
self-worth	160	69.6
Willing to pay more	5	2.2
PCPs PURCHASED		
Oral Care	30	13
Sun Care	85	37
Skin care	20	8.7
Hair care	40	17.4
Decorative Cosmetics	10	4.3
Body care	20	8.7
Perfumes	25	10.9
SOURCES OF AWARENESS		
Media(TV, Radio)	50	21.7
Friend/ Family	70	30.4
Specialist(Doctor, beauticians)	30	13
Specialised Shops	15	6.5
Promotional Camp	5	2.2
Magazines	-	-
Display at store	-	-
Internet	25	10.9
Ads on Social Media	35	15.2
Newspaper	-	-

Impact of Demographic factors on Buying Behaviour of respondent towards organic personal care product.

BUYING BEHAVIOUR -Age

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.822	2	2.411	6.542	.002
Within Groups	83.665	227	.369		
Total	88.487	229			

H₀- There is no differences in the Buying Behaviour based on Age of the respondents towards organic personal care products.

H₁- There is a differences in the Buying Behaviour based on Age of the respondents towards organic personal care products.

The above table indicates that the p value (.002) which is lesser than the level of significance (0.05). It shows that there is a difference on Buying Behaviour based on the age group towards organic personal care products. Hence H₁ is accepted.

BUYING BEHAVIOUR -Marital Status

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.097	1	1.097	2.862	.092
Within Groups	87.390	228	.383		
Total	88.487	229			

H₀- There is no differences in the Buying Behaviour based on Marital Status of the respondents towards organic personal care products.

H₁- There is a differences in the Buying Behaviour based on Marital Status of the respondents towards Organic personal care products.

The above table indicates that the p value (.092) which is greater than the level of significance (0.05). It shows that there is no difference on Buying Behaviour based on the Marital status of the respondents towards organic personal care products. Hence H₀ is accepted.

BUYING BEHAVIOUR - Income**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.490	4	5.872	20.329	.000
Within Groups	64.997	225	.289		
Total	88.487	229			

H₀- There is no differences in the Buying Behaviour based on Income of the respondents towards organic personal care products.

H₁- There is a differences in the Buying Behaviour based on Income of the respondents towards Organic personal care products.

The above table indicates that the p value (.000) which is lesser than the level of significance (0.05). It shows that there is a difference on Buying Behaviour based on the Income of the respondents towards organic personal care products. Hence H₁ is accepted.

BUYING BEHAVIOUR - Occupation**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.509	4	1.377	3.734	.006
Within Groups	82.978	225	.369		
Total	88.487	229			

H₀- There is no differences in the Buying Behaviour based on occupation of the respondents towards organic personal care products.

H₁- There is a differences in the Buying Behaviour based on occupation of the respondents towards Organic personal care products.

The above table indicates that the p value (.006) which is greater than the level of significance (0.05). It shows that there is no difference on Buying Behaviour based on the occupation of the respondents towards organic personal care products. Hence H₀ is accepted.

BUYING BEHAVIOUR - Educational Qualification**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.169	4	1.292	3.490	.009
Within Groups	83.318	225	.370		
Total	88.487	229			

H₀- There is no differences in the Buying Behaviour based on educational qualification of the respondents towards organic personal care products.

H₁- There is a differences in the Buying Behaviour based on educational qualification of the respondents towards Organic personal care products.

The above table indicates that the p value (.009) which is greater than the level of significance (0.05). It shows that there is no difference on Buying Behaviour based on the educational qualification of the respondents towards organic personal care products. Hence H₀ is accepted.

BUYING BEHAVIOUR – Area of Residence**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.862	2	.431	1.116	.329
Within Groups	87.625	227	.386		
Total	88.487	229			

H₀- There is no differences in the Buying Behaviour based on area of residence of the respondents towards organic personal care products.

H₁- There is a differences in the Buying Behaviour based on area of residence of the respondents towards Organic personal care products.

The above table indicates that the p value (.329) which is greater than the level of significance (0.05). It shows that there is no difference on Buying Behaviour based on the area of residence of the respondents towards organic personal care products. Hence H₀ is accepted.

Conclusion:

Creating a positive attitude toward buying organic personal care products may be a significant consideration for retailers to increase buying behaviour for the products. For that the retailers should understand various demographic factors that make an impact on buying behaviour of the consumers. This study found the differences in the buying behaviour of the young women in Tirunelveli city based on their demographic distribution, in this the researcher found that there is a difference in buying behaviour of the respondents based on age and income and there is no difference on buying behaviour of respondents based on marital status, occupation, educational qualification and area of residence.

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