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Study on Buying Behavior of Indian Women and the Impact of Marketing Communication

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Abstract:

As consumers, middle-class Indian women in general attach great importance to cosmetics and fashion. The focus on personal appearance in society is considered to be very significant. Many brand managers are, consequently, competing aggressively for market share in this emerging sector. The main purpose of this paper is to study women's buying behaviour and brand loyalty as regards to cosmetics. Various factors were chosen for study and responses were gathered using a quantitative approach. Questionnaires were distributed to 50 respondents for self-completion. The survey was specifically done over 50 female customers. This kind of survey is done as per the theory of "Convenience sampling". The study highlights the various factors which are positively related to the buying behavior of a consumer and at the same time how the extent of buying pattern differs with different media's of marketing communication.

Key words: buying behavior, integrated marketing communication

1. Introduction

The progression of marketing - moving beyond traditional to include interactive, consumer driven, social marketing has spread like Ebola. It's often referred to as Integrated Marketing Communications (IMC). IMC is ushering in a new era in which marketers blend communication messages across all available media channels into a continuous brand experience. As part of a successful integrated marketing strategy, IMC integrates public relations, advertising, online, social media, etc.; and other communications elements into one cohesive entity all sharing the same message. Many organizations today are now embracing this concept of IMC. Instead of dividing marketing communications into separate groups that rarely communicate; organizations are now integrating all marketing disciplines under one umbrella; thus, making every communication consistent with one message, sharing the same strategy. This also allows marketers to execute marketing campaigns more efficiently without having to jump through hoops to get approvals for creative, content, messaging, etc.

As marketers embraced the concept of integrated marketing communications, they began asking their ad agencies to coordinate the use of a variety of promotional tools rather than relying primarily on media advertising. A number of companies also began to look beyond traditional advertising agencies and use other type of promotional specialists to develop and implement various components of their promotional plans.

The objective of the present study is to study the impact of marketing communication on consumer buying behaviour of women's face cream.

2. Research Objectives

Face cream helps in improvement of complexion in the woman's face. This helps in enhancing a personality of a woman. Face cream is one of the essential products in women's personal care products. This is a product in which the consumer takes utmost care in buying because if it does not suit the skin of an individual it can cause several other problems.

2.1. The Main Objective of this Research is to

- Examine the buying behaviour of a consumer for a face cream.
- To find out whether the marketing communications help in influencing customer to buy a face cream.
- To find out how marketing communications will help the customer in choosing one product over the other.
- To find out which media are more effective in communicating message regarding the face cream?
- To examine the marketing communication function and the growing importance of advertising and promotional elements in the marketing program of a women personal care product.

- To examine the reasons for the increasing importance of the IMC perspective in planning and executing advertising and promotional programs.

3. Research Methodology

3.1. Statement of the Problem

Study on buying behaviour of women and the impact of marketing communication of women's personal care product.

3.2. Data Collection

The method used for data collection is survey method.

3.3. Survey Method

In an attempt to understand the varied reasons for bullying behaviour of a consumer for a face cream a survey is done. So a representative part of the entire population was required to be collected. For this purpose, a survey was conducted. The survey used one of the most popular methods, that of a questionnaire. A questionnaire was developed for this purpose.

3.4. Conduct of the Survey

The survey was specifically done over 50 female customers. This kind of survey is done as per the theory of "Convenience sampling". Convenience sampling is a type of non-probability sampling, which involves the sample being drawn from that part of the population which is close to hand. That is, a sample population selected because it is readily available and convenient.

3.5. Design of the Survey

- The survey was designed in a way to ensure all the objectives were met.
- The questionnaire was designed on the basis of Likert scale. Where every question was to be answered on a predefined parameter of 1 to 5 where 1 stood for strongly disagree and 5 for strongly agree.
- In order to investigate what the respondents felt about the topic of study & their views about tackling the problem, suggestions from them were also asked for in the questionnaire.
- The first 4 questions were put with an objective of profiling the sample. It was in these few questions that the background of the respondents was tried to be evaluated.
- The other 9 questions were designed to analyse the impact of marketing communication on consumer buying behaviour of women's personal care product.
- Very briefly, the survey wanted to explore the following:
 - Profile of the respondent.
 - Background of the respondent.
 - Possible reasons for the buying behavior of a consumer for a face cream.
 - Opinion of the respondents to find out whether the marketing communication helps in influencing a customer to buy a face cream.

4. Research Finding

It was found out from the survey that majority of the respondents (51%) were in the 18-22 years age bracket, (29%) were in the 23-27 years age bracket, (13%) were in the 28-32 years age bracket and the rest were 33 years and above. In terms of occupation, majority of the respondents were students (76%), followed by employed/service holders (18%) and (5%) were homemakers. 13% were married and 87% were unmarried.

Age	18-22	23-27	28-32	33 and above
Respondent	51%	29%	13%	7%

Table 1: Showing age group and respondent

Occupation	students	Employed/ service holder	Home makers
Respondents	76%	18%	6%

Table 2: Showing the occupation of respondents

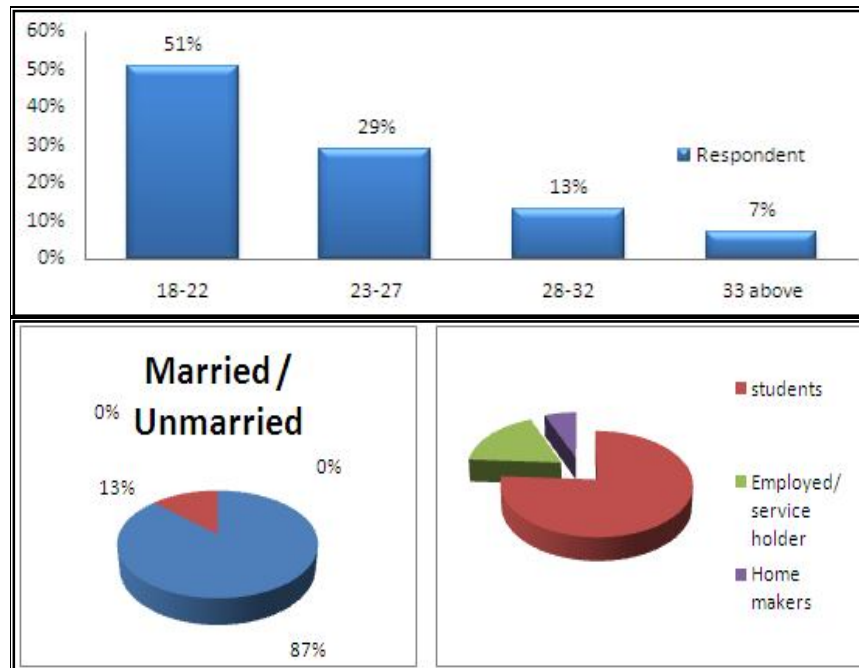


Figure 1: Showing the respondent (a) Bar graph representing age group and respondent represented in (b) Pie- chart representing womens group married or unmarried (c) Pie- chart representing occupation of respondents

Different set of questions were put to the female respondents regarding the impact of marketing communication in their buying behavior of a face cream. It was seen that 51% of the respondents agreed to the fact that the frequency at which an advertisement is viewed impacts their buying behavior. While, 53% of the respondents agreed to the facts that the content of an advertisement showed highly affects their decision of buying a product. It could be clearly seen that how advertisements have been able to make women more aware about the different face creams available.

42% of the females believed that the way different audio-visual implications are used to forecast an advertisement indeed motivates them to purchase the product. Moreover another 33% of the respondents strongly agreed that face cream indeed enhance a women's confidence. When the respondents were asked about a female celebrity endorsing the product it was seen that 34% of them opined that were willing to buy the product even if it is not being endorsed by a celebrity. Further it was also noticed that 31% of the respondents accepted they would rather prefer going to beauty parlor in lieu of skin problem whereas 33% of them agreed that face creams were a better option for skin problem.

42% of the respondents accepted the fact that the price of a product acts as the better deciding factor for them instead of the promotions or merchandised activities done. Among the various face creams that were available it was seen that 40% of the respondent preferred Fair and Lovely to the best face cream followed by Ponds (26%), Himalayas face cream (12%) and Vicco face cream (12%). Hence it is clear from the above research findings that how the components of the integrated marketing communication did indeed affect women's buying behavior of face cream.

4.1. Major Observations During the Survey

- The frequency at which an advertisement is shown has a positive impact on the marketing communication and it also directly proportional to the buying behavior of the consumer.
- The content of the advertisement plays a major role in impacting the buying behavior of the consumer.
- Audio-visual advertisement plays a major role in impacting the buying behavior of the consumer than print media.
- Marketing communication designed by "Fair and Lovely" is much more effective than the other competitive brands available in the market.
- Price of the product plays the role of a strong deciding factor than any kind of sale promotional activities or any celebrity endorser used in a marketing communication.
- Marketing communication impacts the perception of an end user positively and thus triggers the buying behavior of a consumer.

5. Conclusion

Marketing communication help to define an organization's relationship with its customers. This unit emphasizes the strategic importance of such communication and its long-term effect on consumers. Communication models can act as a predictive guide, but in the end it is important to recognize the autonomy and unpredictability of consumers. Brand exists in the minds of customers not only through their experience of a product or services, but also because of the long-term effects of communication. Simple cause and effect can no longer be relied upon as a predictive guide for consumers or markets. Established communication models,

particularly those which picture communication as a magic bullet fired at the customer's mind to ensure the compliance with marketing plans, are similarly inadequate. Communication is, of course, essential in any relationship. Building and managing relationships with consumers and customers has a direct bearing on marketing communications. Marketing communications helps define an organisation's relationships with customers not only by the kind of messages exchanged, but also by the choice of media and occasion to suit their customers' preferences. The study highlights the various factors which are positively related to the buying behavior of a consumer and at the same time how the extent of buying pattern differs with different media's of marketing communication. The survey also throws light on the ranking of the various women's face cream available in their area depending on the perception of the brand created in the mind of the customers with respect to their individual marketing communication patters.

6. References

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