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RESEARCH ARTICLE

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**A STUDY OF CONSUMER BEHAVIOR AND FACTORS WHICH INFLUENCE
 MARKETING**

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 consumer habits, consumer factors, and
 purchase choices

Abstract

This research paper presents that marketers have the ability to identify the factors that influence consumers' purchasing choices, it is essential to study consumer behavior. They can fill the gap in the market by recognizing essential and obsolete products by understanding how buyers choose particular products. Analyzing customer habits also helps internet marketers decide the most effective way to show goods to customers. A key to connecting with your customers and persuading them to buy from you is to understand their buying patterns. This paper's purpose is to integrate the ideas of previous research on stature customers with research that looked at completely different aspects of customer behavior but coincidentally develop significant marketing-influencing factors.

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Introduction:-

The objective of this study were to determine how consumers chose personal care items for both their own and their families' use. A nation's economy is robust because of the large number of goods and services it produces. Nearly every product that is offered to customers has a variety of choices ,among where buyers have to make decision . The intention of this study has been to recognize the concept of consumer behavior and the elements that influence their decision to make a purchase. Consumers are thought to be agents of market in the study of consumer behavior. According to the role theory viewpoint, buyers have a variety of roles in the marketplace. The roles that consumers perform in the system includes those of the information supplier, the user, the payer, and the disposer. A review of consumer behavior should provide answers to the following inquiries. What do buyers think and feel about various choices, such as products, brands, etc.? What factors motivate buyers to select one choice above another one?

The behavior consumers perform when they are shopping and conducting research
 How do customers' surroundings—friends, family, the media, etc.—affect their behavior?
 The aforesaid question has been properly addressed by this study.

Objectives of the study is:

- 1.To comprehend how consumers behave when making selections of personal care items.
- 2.To identify the elements that impact how buyers choose personal care items.

3. To analyze how consumer decision-making in choosing personal care products is affected by demographic characteristics.
4. To comprehend how crucial the clients' financial situation is while choosing personal care items.
5. To examine how consumers' financial situation affects their choice of personal care items.

Literature review :-

According to Md. Salim Hossain and Nasrin Sultana Shila's (2020) research, consumers—particularly females—are more engaged with experts products, hence while advertising

To draw in more customers, product marketers can highlight how the product has been customized for females or for specific skin or hair types.

Kameswara Rao Poranki (2015)

The researcher in this paper has studied different methods for acquiring the information on consumers' perception and expectations which influence the purchasing and consumption of personal care and cosmetic are assessed. The researcher has finally concluded that the Indian Consumer is growing more and more brand conscious when it comes to purchasing cosmetics as well as personal care products.

The companies need to focus on the form of According to Sakshi Sharma and Maninder Singh's (2018) study, marketing efforts such as sales promotions and advertising can be crucial for both new and seasoned marketers.

The types of buyers include

- **the analytical buyer,**
who is driven by information and logic and will consider all available data on rival brands and products before making an informed choice;
- **the amiable buyer,**
who is kind and amiable and only cares about making everyone happy; this buyer often becomes paralyzed by big decisions when there is a perception of a win/lose outcome; and the driver buyer, who is primarily concerned with how others perceive them and whether they follow.
- **The driver-buyer**
The primary worries of drivers are whether or not they are followed and how other people evaluate them. The drivers and trend-setters care more about how they look than the relationships they make
- **The articulate buyer**
The expressive buyer relies significantly on relationships. They cannot tolerate being ignored or made to feel alone during a deal. They want to feel like your greatest asset instead.

The importance of consumer behavior

An organization needs to understand customer behavior in order to successfully launch new products and maintain its current line of products. Each customer approach purchasing with a unique mindset and way of thinking.

a certain item. Product failure is likely to occur if a business does not comprehend how a customer will respond to a product. Consumer behavior shifts as a result of shifting trends, fashion, technology, lifestyle, disposable income, and other related issues. In order to align marketing efforts appropriately, a marketer must comprehend the aspects that are changing.

The study's scope

This study adds to the awareness of consumer behavior about the choice of personal care goods and how consumer financial situation affects their choice to buy. This research has an effort to determine how consumers' economic situation affects their choice of personal care items.

Data collection

Questionnaire has been issued through Google form and around 67 responses were collected. Both the primary and secondary data were collected for this study. Data has been collected from various secondary sources like journals, newspapers, Books, websites, conferences etc.

Limitation of the study :

Although there are many aspects that affect consumer buying choices, this study simply looked at consumers' financial condition and buying choices.

Factor influencing consumer behavior

Consumer behavior is influenced by several factors they are:

1. Internal or Psychological factors

2. Social factors
3. Cultural factors
4. Economic factors
5. Personal factors

In this study all the above factors are considered to analysis their impacts in selection of personal care products. Psychological factors are something related to internal feeling of a person which motivates to buy a particular product. Social factors decide the social status of a person, so it is also one of the important factors influencing the consumer behavior. People buy the products based on their culture also. Economic factors are inevitable it is very important to all kind of consumers. Apart from the other factors personal factors play a vital role in decision making.

Table No: 1
Demographic details of the respondents

Demographic factors	Classifications	No of respondents	percentage
Age	less than 25 years	7	10.4
	26 to 35 years	19	28.4
	36 to 45 years	32	47.8
	more than 45 years	9	13.4
	Total	67	100.0
Gender	Male	11	16.4
	Female	56	83.6
	Total	67	100.0
	less than Rs.15,000	22	32.8

According to the table above, data has been collected from 67 responders. The majority of responders (47.8%) are between the ages of 36 and 45. Women make up about 83.6% of the replies. The majority of respondents (38.8%) fall into the Rs. 15,001 to Rs. 25,000 monthly income range. In this study, a higher percentage of respondents (55.2%) were from married couples as opposed to joint families.

Monthly Income	Rs.15,001 to Rs.25,000	26	38.8
	Rs.25001 to Rs.35,000	7	10.4
	more than Rs.35,000	12	17.9
	Total	67	100.0
Family type	Nuclear	37	55.2
	Joint family	30	44.8
	Total	67	100.0
Marital status	Married	55	82.1
	Unmarried	12	17.9
	Total	67	100.0
Occupation	Public sector	18	26.9
	Private sector	29	43.3
	Business	6	9.0
	Unemployed	14	20.9
	Total	67	100.0
Educational qualification	UG	13	19.4
	PG	36	53.7
	Professional	18	26.9
	Total	67	100.0
Source: Primary Data			

Branded items and gender:-

A gender-based consumer opinions are presented in this study. Male and female opinions about branded products were gathered.

Table No: 2

Gender and branded products

S.NO	OPINION	MALE	PERCENTAGE	FEMALE	PERCENTAGE
1.	Strongly agree	5	46	17	30
2.	Agree	3	27	22	39
3.	Neutral	3	27	11	20
4.	Disagree	0	0	6	11
5.	Strongly disagree	0	0	0	0
	Total	11	100	56	100

Source: Secondary Data

According to the responses acquired, the majority of respondents strongly agree (19) and agree (31) that they prefer the herbal personal care product.

It is evident from the above table that women represent the majority of respondents (56%) in this survey. It is evident from the responses gathered that both sexes prefer branded personal hygiene products.

Age and herbal products In our country consumers are giving preference to herbal products than other type of products.

Table No: 3
Age and herbal products

S.NO	Age	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Less than 25 years	0	2	2	0	3
2.	25 to 35 years	5	9	2	3	0
3.	35 to 45 years	9	16	3	4	0
4.	More than 45 years	5	4	0	0	0
	Total	19	31	7	7	3

Source: Secondary Data

According to the replies assembled the majority of respondents strongly agree (19) and agree (31) that they prefer the herbal personal care product.

Consumer behavior in selection of personal care products

The behavior of the consumers will be influenced by various factors while making the purchase decision. Here the preferences of the consumers are ranked to understand their behavior in selection of personal care products.

Table No: 4
Consumer behavior in selection of personal care products

S.NO	CONSUMER BEHAVOIR	MEAN	RANK
1.	I buy the products which suits my personality	4.19	1
2.	My financial position decides my personal products	4.15	2
3.	I use to gather information before making buying decision	3.96	3
4.	I use to buy only branded products	3.94	4
5.	I use to give preference to the herbal based products	3.84	5
6.	Media influencing me to buy different types of product	3.52	6

7.	I give importance to the products available in discount	3.48	7
8.	I ask others opinion before making the purchase decision	3.39	8
9.	My personal care products decides my status	3.12	9

Source: Secondary Data

The above mean table explain the preference given by the consumers in selecting their personal care products. The consumers are very particular in buying the products which suits their personality. The second factor deciding their selection is their financial position. Next they are gathering information about the products before making their buying decision. Even though many products are available in the market they are giving preference to the branded products. Media is also playing a vital role in selecting the personal care products. But the same time they are looking for the products available in discount also. The consumers are asking other opinion regarding the performance of the product before buying the personal care products. They feel that personal care products are not much more important to decide others status.

ANOVA

The analysis of variance has been used to find out the association between the demographic variables and the variables related to consumer behavior.

Hypothesis: All the demographic variables are significantly associated with the variables deciding the consumer behavior.

TABLE NO: 5 ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	5.948	4	1.487	2.224	.077
	Within Groups	41.455	62	.669		
	Total	47.403	66			
Gender	Between Groups	.633	4	.158	1.147	.343
	Within Groups	8.561	62	.138		
	Total	9.194	66			
Monthly Income	Between Groups	33.679	4	8.420	10.133	.000
	Within Groups	51.515	62	.831		
	Total	85.194	66			
Family type	Between Groups	1.597	4	.399	1.654	.172
	Within Groups	14.970	62	.241		
	Total	16.567	66			
Marital status	Between Groups	1.427	4	.357	2.625	.043
	Within Groups	8.424	62	.136		
	Total	9.851	66			

Occupation	Between Groups	22.952	4	5.738	6.684	.000
	Within Groups	53.227	62	.859		
	Total	76.179	66			
Educational qualification	Between Groups	3.536	4	.884	2.023	.102
	Within Groups	27.091	62	.437		
	Total	30.627	66			

The result of the ANOVA presented in the table no 2 results clearly indicate that the P values monthly income and occupation are less than 0.005, they are having impact on the consumer behavior variables and all the other demographic factors are not significantly associated with the factors deciding the consumer behavior in selection of personal care products.

Amount spent to buy the personal care products for family use

The amount spent to buy personal care products for the entire family use may differ from one family to another family based on their need and income.

TABLE NO: 6
Amount spent to buy the personal care products for family use

S.NO	AMOUNT SPENT	NO.OF RESPONDENTS	PERCENTAGE
1	LESS THAN RS.5000	46	69 %
2	RS.5001 TO RS.7000	18	27 %
2	MORE THAN RS.10,000	3	4 %

Source: Secondary Data

From the above table it is clearly explained that majority (69%) of the consumers are spending around Rs. 5,000 for their entire family. Only a minimum (4%) of the families are spending above Rs.10, 000 for purchasing the personal care products for their whole family.

Amount spent to buy the personal care products for their personal use

The amount spent to buy personal care products for their own use may differ from one person to another person based on need and income of the individual.

TABLE NO: 7

Amount spent to buy the personal care products for their personal use

S.NO	AMOUNT SPENT	NO.OF RESPONDENTS	PERCENTAGE
1	LESS THAN RS.2000	56	84%
2	RS.2001 TO RS.4000	11	16%
2	MORE THAN RS.4000	0	0

Source: Secondary Data

The above table revealed that majority of the consumers (84%) is spending around Rs. 2000 to buy the personal care products for their personal use and only few of the consumers (16%) are spending between Rs.2001 to Rs.4000 to buy the personal care products for their personal use.

ANOVA

Analysis of variance (ANOVA) was adopted to find out the impact of income on selection of personal care products.

H_0 = There is no significant differences in the selection of personal care products based on the income of the consumers.

ANOVA					
lonthly Income					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.679	4	8.420	10.133	.000
Within Groups	51.515	62	.831		
Total	85.194	66			

The outcome of the results revealed that as the P value is 0.000 the null hypothesis is rejected and it has been concluded that there is a significant differences in the selection of the personal care products based on their income.

Conclusion:-

According to the findings of this specific study, a number of factors influence consumers' choices when choosing personal care products for their own and their families' use. When choosing personal care products, they prioritize items that fit their personalities, and their financial situation is a major consideration. The survey also found that customers' financial situation has a significant impact on the personal care products they choose for themselves and their loved ones. Individuals with higher incomes spend more on personal care items, whereas those with lower incomes only spend a decent amount.

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