



## AN EMPIRICAL STUDY OF PERSONAL CARE PRODUCT USAGE WITH RESPECT TO FEMALE CONSUMERS BY MEANS OF ADVERTISEMENTS IN KANCHIPURAM DISTRICT

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**ABSTRACT-** This empirical study targets to identify the female consumer demeanours in Personal Care Products (PCP) business with the main persistence is to discover the role of Television/Radio/Social media advertisement effectiveness for indoctrinating the usage purposes of female consumers in the Kanchipuram Dt.area. The empirical research plan presumed by engaging a scrutiny technique to gather responses from the population throughout a suitable non-probability sampling process. The primary data obtained were subject to scrutiny using free statistical software PSPP and the statistical techniques namely percentage, and descriptive statistics, factor analysis, and multiple regression analysis used to prove significant reply to research objectives. The empirical indication reveal that the underlying dominant dimensions of PCP advertisement effectiveness are Betterment Factor, Sophistication Factor, Negligence Factor, Enrichment Factor, and Deliberation Factor whereas, Personal Care Product Usage Purposes (PCP-UP) variables are pointedly gathered into two dimensions such as, Social Acceptance Factor and Recommendation Factor in their direct of predominance. Findings of this study indicates that Deliberation Factor, Sophistication Factor, and Betterment Factor are significantly and positively influence the PCP practice purposes of female consumers. This study determined that PCP promoting companies are advised to nurture the PCP Advertisements with culture, and they should assure their consumers that their PCP is of high quality and the price increase due to advertisement is insignificant when compared to positive value promoted by them. Finally, the advertisers are advised to efficiently follow the commendation of the self-governing body, such as the Advertising Standard Council of India (ASCI) to benefit the customer's society.

**Keywords:** female consumer, Personal Care Products (PCP), Advertising Standard Council of India (ASCI)

### I. INTRODUCTION

Public Advertisement is one of the valuable marketing devices that are used to draw the consideration of strategic customers to a business or its personal property or services. Promotion is a portion of the general marketing plan of a firm, which incorporates public relationships, publicity ideas, signage, determinations, bulletins, and,Word of mouth (WOM)between another type of strategies Marketing strategy intends to exercise advertising, along with additional tools, for the most significant impact. The public – discussioncomposed over the influence of Advertisement on buyer does advertisement misinform and make the consumer buy which on their financial consideration might not have been a vital part.As the media for promotions expanded by visual and literature means, the commercial intensions and consumer decisions are to be analyzed and examined, whether they are from the end of sellers providing asymmetric information. The main curiosity here is to recognize how the Social Media, Radio and Television commercials create an impact on youth consumers in purchasing decisions.Numeroustendenciesfocused are increasing the purchase strength and behavior models of young adults. The consumer cluster now carries substantial economic thump. Therefore, a thorough understanding of this group has become an essential aspect of marketing in the modern-daybusiness.

Indian broadcasting business is thriving, and the growth of TV advertising is on the steady increase.The Economic Times survey (Feb-2015) states India is the world's third-largest TV-based market. The announcement on global entertainment and media outlook 2015-19 by Price water house Coopers (PwC) agency estimated that along with China and Brazil, India would interpretation for 23% of development in global total Radio/ Television/ Social Media advertising revenues. It has been predicted that India would have the most importantincrease in advertisement expenses far ahead of global advertisement spend

growth rates. The study by the Confederation of Indian Industry (CII) and Price water house Coopers (PwC) projected that internet and Social Media would only be second- largest revenue contributor with 29% share of total revenue, Radio/ Television/ Social Media would continue significant revenue contributor with 37% share of total revenue. Added that the importance of Social Media / Radio/ Television would never weaken. All these clearly emphasize that Social Media / Radio/ Television are essential medium for product marketing.

### **Classification of Personal Care Products in Indian Market**

With the mean age of 27-28 years, India is the youngest nation compared to Japan and the US. Globalization and Urban/Rural Development improved the usage and altered consumption outlines among these young clients. The Personal care products (PCP) business in India is observing vast growth in the last decade and it is also predicted to be the undistinguishable growth in the future. We aimed to make this study to offer valuable understandings to categorize different types of Personal Care Product female consumers in order to target and segment the Personal Care Product industry.

The PCP industry classified into several categories:

- **Skincare items:** Skincare items are to shield or improve the outside appearance, examples like soap, skin toner, skin moisturizer, skin lotions, fairness cream, anti-wrinkle cream, sun cream lotion, shaving cream gel.
- **Hair care products** are shampoo, conditioner, dye for gray hair, anti-dandruff, hair coloring/styling gel, hair oil, and hair dryer.
- **General personal care** products are toothpaste/brush, deodorant spray, perfumes, mouth freshener, hand wash, eye and ear drops, sunglasses, and foot care products.
- **Face care Products:** Beauty of a person might reflect in any one's appearance, the face care supplies like face ointments, face scour, face toner, moisturizer, purifier, etc. Some of them cleanse and purify the facial skin from dirt and damaging sun rays; others are for toning.
- **Hair Care items:** People believe the hair of a person is a symbol of one's status and youth, the hair care products purify, protect, condition, colour, and repair hair. Some of them are hair shampoo, hair conditioners, oil, gels, and spray, glaze, or hair colors.
- **Hand & Foot Care Products:** They are products like Sanitizers, Human shield anxiety items, foot scrub, and hand/foot ointment; nail care goods, which are for increasing the attractiveness of hands and foot.

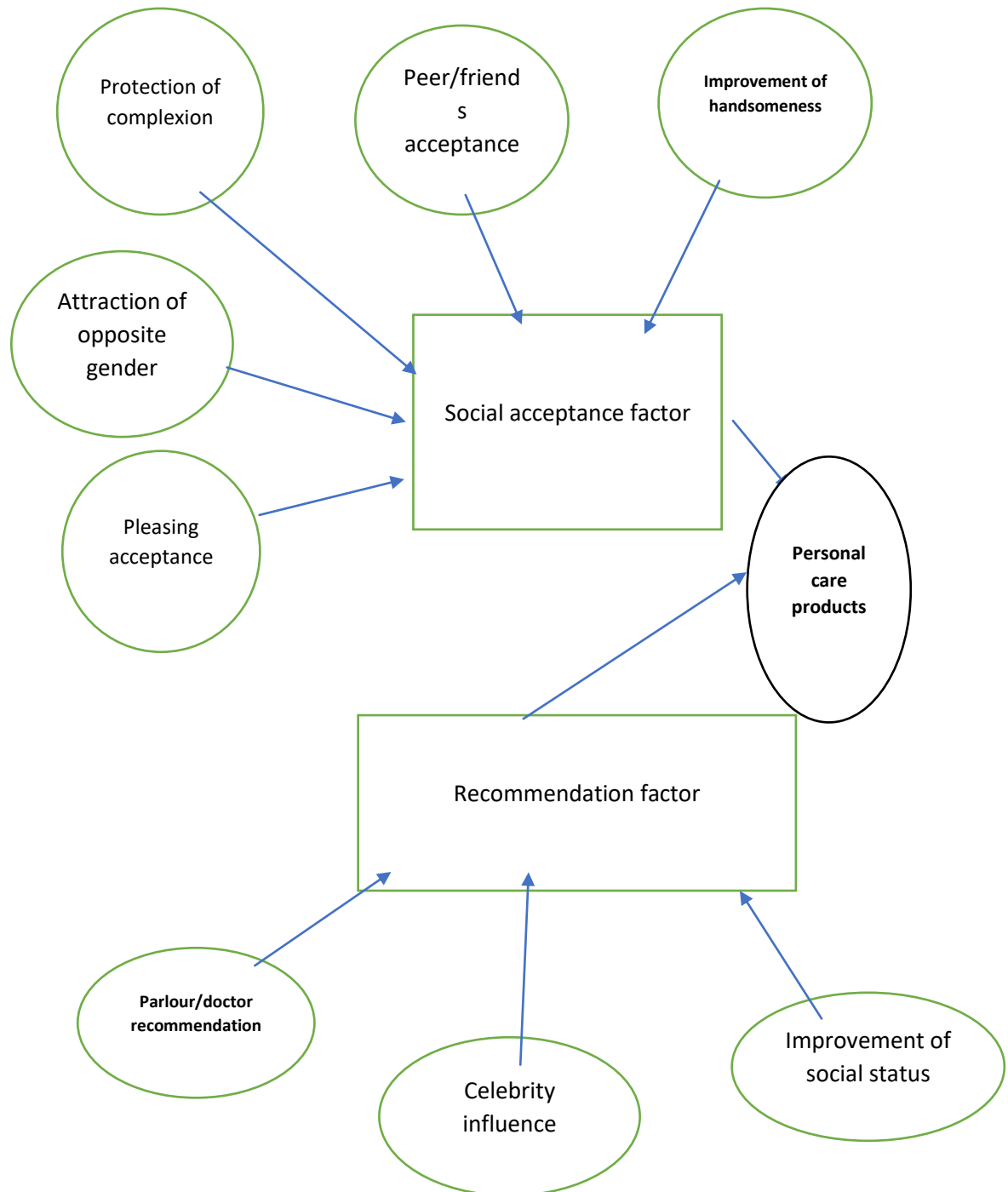
### **Problem Statement and Scope of the Study**

This empirical market research will help the PCP suppliers and promoters to propagandize the buying choice of female customers in the study area, and this study provides various intuitions to efficiently project and raising their commercials to appeal and hold female PCP customers. This study is only limited to female PCP consumers residing in Kanchipuram Dt., and the scope of the results of this advertising research is restricted since the non-probability appropriate sample is accepted for the data gathering. Advertisement effectiveness with respect to Radio/ Television/ Social Media are only taken into account for this interactive research. The current marketing research drilled to explore the consumer performance in PCP business with a primary objective to recognize the factors of PCP usage purposes of female consumers in Kanchipuram Dt. due to the rapid change in the culture and considerable enhancement in the social status.

### **Objectives of the Study**

- To understand the outline of female personal care product (PCP) consumer's Socio-Economic status.
- To identify the fundamental important proportions of the PCP usage purposes and PCP Radio/ Television/ Social Media advertisement effectiveness.
- To discover the impact of PCP Radio/ Television/ Social Media advertisement efficiency aspects on PCP use.

## II. RESEARCH PROPOSAL MODEL



## III. METHODOLOGY

**Research Design:** This advertising survey was descriptive and experimental in nature. The appropriate non-probability sample method was implemented, and disadvantages of this sampling technique will be discussed in addressing the limitations.

**Data Gathering:** The target people of this study were female PCP clients existing in Kanchipuram Dt., India. Throughout the survey process, we approached numerous shopping malls, cosmetic stores, supermarkets,

Beauty parlors in the study region and asked the people to give their opinions. Total 250 forms were distributed to the female consumers and received only 238 filled questionnaires. In that 238 replies, incomplete and response have unwanted values were excluded. So, 234 responses are accepted and taken for this empirical market survey calculation.

**Sample Size Determination:** The sample size has been derived by adopting Cochran's (1977) formula to calculate a representative sample for proportions as

$$\hat{p} = 0.5; e = 0.05; \text{ and } z = 1.96 \quad n = \frac{z^2 \times \hat{p}(1 - \hat{p})}{e^2}$$

In this study, the sample size was estimated with the 5% level of significance (i.e) confidence level of 95%. The finalized sample size 250 (>234) female consumers were became representative and acceptable for this marketing research.

**Tools Usage and questionnaire:** The data collected were scrutinized using PSPP tool. The statistical tools explicitly simple percentage, expressive statistics, EFA and multiple regression analysis used to demonstrates substantial answers to the objectives. The questionnaire with three parts has been decided to gather replies from female personal care consumers. Section one deliberates with personal details like age, educational qualification, occupational status, family nature, income monthly, mode of conveyance, monthly spending on PCP Product and Daily distance travelled. Section two comprises eight points related to female consumer's personal care products usage. Section three contains of fourteen points related to Radio/ Television/ Social Media advertisement usefulness for female consumers. To calculate the inner control of the questionnaire the points calculated using 5-point Likert scales such as, The PCP Usage Purpose and PCP - Advertisement usefulness variables exposed to Cronbach's Alpha reliability coefficient.

**Research analysis and findings:** Percentage analysis and descriptive statistics used to recognize the socio-economic profiles of the PCP female consumers and results are shown in Table 1.

**Table 1: Sample Characteristics (N = 234)**

Age	N (%)	(%)	Mean (SD)
Below 18 Years	45	19	*
Between 18 - 30 Years	119	51	*
Between 31- 40 Years	28	12	*
Between 41 - 50 Years	29	12.5	*
Above 50 Years	13	5.5	*
Total	234	100	
<b>Educational Qualification</b>			
No Education	49	21	*
School Education	83	35.5	*
Higher Education	102	43.5	*
<b>Occupation Status</b>			
Student	49	21	*
Employed	145	62	*
Un-employed	40	17	
<b>Nature of Employment</b>			
Student	64	27.5	*
Private Employee	87	37	*
Government Employee	25	10.5	*
Self-employed	59	25	*
<b>Monthly Family Income</b>			

Less than Rs.10,000	145	62	*
Between Rs.10,000 – Rs.20,000	56	24	*
Above Rs. 20,000	33	14	*
<b>Nature of Family</b>			
Individual Family	172	73.5	*
Joint Family	62	26.5	*
<b>Mode of Transport</b>			
Walk	28	12	*
Cycle	30	13	*
Two-wheeler	94	40	*
Auto/ Share Auto	16	7	*
Four-Wheeler	12	5	*
Public Transport/Bus/Train	54	23	*
<b>Monthly Expenditure on PCP Product (In Rs.)</b>			
	543.30	*	153.25
<b>Daily Distance Travelled (In Kms.)</b>			
	11.83	*	3.88

Majority respondents are in the age cluster of between 18-30 (51%), employed (62%), earning monthly family income < Rs.10, 000 (62%) and addressing from the Individual type of families (73.5%). Significant segment of the respondent is higher educated (43.5%), private employees (37%) and using two wheelers (33.5%) as a mode of transport. The average monthly expenditure on PCP Product is around Rs.543.30 and average daily distance travelled by the PCP respondents is 11.83 Kms.

#### Influence of Advertisement Factors

Several regression study has been applied to find the impact the PCP advertisement efficiency factors on total PCP usage purpose. The results are exposed in the below table 4.

Table 4: Influence of Advertisement Factors

Dependent Variable	Significant Predictors	F-Value	R	R <sup>2</sup>	AdjustedR <sup>2</sup>	β (t-Value)	Sig.
PCP Usage Purposes		32.071	0.709	0.492	0.487		
	Deliberation Factor (DF)					0.369 (4.224)	0.001***
	Sophistication Factor(SF)					0.283 (3.383)	0.001***
	Betterment Factor (BF)					0.255 (3.203)	0.002***

Notes: \*\*\* p < 0.01

Constant = 17.600 with t value of 3.146 at P Value of 0.002\*\*\* - (Negligence Factor (NF) and Enrichment Factor (EF) are not significantly predicting the total PCP Usage Purposes)

Above table reveals that Ordinary Least Square (OLS) model has multiple regression analysis and the linear combination of deliberation factor, sophistication factor and betterment factor was significantly related to PCP Usage Purpose, {F = 32.071, p < 0.001}. The multiple correlation coefficient is 0.709, indicating that 48% of the variance of the respondents' PCP usage purpose can be accounted for by linear

combination of Deliberation factor, Sophistication factor and Betterment factor. From all these it could be said that deliberation factor, sophistication factor and betterment factor are significantly and positively influence PCP usage purpose of the defendants in the order of their impact whereas, negligence factor and enrichment factor have no important impact on PCP usages.

### Advertisement Effectiveness

Investigativemethod such as, factor analysis has been applied to find the fundamental factors of PCP usage purpose factors and PCP advertisement efficiencyfactors from the detected variables by the generation of original correlation matrix. The PCA technique with varimax rotation has been adopted to perform the factor analysis and the outcomes are given below.

Table 2: Factor Analysis of PCP-UP variables

Factor Names & Total Variance Explained	Variables	Factor Loading	MSA	Communalities	Mean
<b>Factor 1 Social Acceptance Factor (SAF) 33.842%</b>	Improvement of Handsomeness	0.684	<b>0.870</b>	0.475	3.74
	Peer/Friends Acceptance	0.677	0.793	0.464	3.38
	Protection/Improvement of Complexion	0.551	0.868	<b>0.505</b>	3.96
	Attraction of Opposite Gender	0.541	0.838	0.528	3.51
	Pleasing Appearance	0.527	0.863	0.576	4.34
<b>Factor 2 Recommendation Factor (RF) 31.797%</b>	Parlour/Doctor Recommendation	0.845	<b>0.708</b>	<b>0.718</b>	3.22
	Celebrity Influence	0.611	0.792	0.449	3.09
	Improvement of Social Status	0.592	0.831	0.376	3.74
Observation	KMO – MSA = <b>0.723</b> Total % of Variance Explained = <b>65.639</b>				
	Bartlett's Test of Sphericity Chi Square value of <b>417.466</b> with df <b>28</b> at P Value of <b>0.000</b>				

Above Table proves that PCP Usage Purpose points with communality values ranging from 0.505 to 0.718 have good factorization. KMO Measure of Sampling Adequacy value of 0.723 and chi-square value of 417.466 with df 28 and P-value of 0.000 make known that factorexamination can be exercised for factorization of eight PCP UP variables. Two important self-governing PCP UP factors explaining 65.639% of total variance have been extracted out of 8 PCP UP Variables. Leading factor is Social Acceptance Factor (SAF) followed by RecommendationFactor (RF) in the order of their dominance.

Table3: Advertisement Effectiveness

Factor Names & Total Variance Explained	Variables	Factor Loading	MSA	Communalities	Mean
<b>Betterment Factor (BF) 18.505%</b>	Promoting gender Empowerment	0.808	0.837	0.684	3.73
	Leading towards Cultural Degradation	0.782	0.785	0.733	3.71
	Portraying Real Life	0.74	0.811	0.639	3.62
<b>Sophistication Factor (SF) 15.054%</b>	Educative and Informative	0.752	0.85	<b>0.423</b>	3.91
	Entertaining	0.718	0.709	0.466	3.88
	Promoting Gender Equality	0.707	0.709	<b>0.791</b>	3.88
<b>Negligence</b>	Leads to Skin Care Problems	0.842	0.75	0.568	3.96



<b>Factor (NF)</b> <b>12.961%</b>			5		
	Leads to Unnecessary Purchase	0.84	0.826	0.471	4.01
	False and Misleading in Nature	0.637	0.866	0.599	3.72
<b>Motivation Factor (MF)</b> <b>12.355%</b>	Scientifically Proven	0.765	0.846	0.708	3.57
	Encouraging Positive Attitude	0.732	0.805	0.701	3.7
<b>Deliberation Factor (DF)</b> <b>11.108%</b>	Increasing Price of the Product	0.802	0.82	0.675	3.8
	Gives Satisfaction to Buyers	0.599	0.782	0.687	3.9
	Attractive to Purchase	0.507	0.712	0.543	3.95

KMO – MSA = 0.758 Total % of Variance Explained = 69.983

Bartlett's Test of Sphericity Chi Square value of 592.720 with df 28 at P Value of 0.000

Above Table proves that PCP Advertisement Impact points with their communality values ranging from 0.423 to 0.791 and Measure of Sampling Adequacy (MSA) values ranging from 0.709 to 0.866 have goodness of fit for factorization. KMO-MSA value of 0.758 and chi-square value of 592.720 with df 28 and P-value of 0.000 make known that factor analysis can be practical for factorization of 14 PCP Advertisement variables. Five leading independent PCP Advertisement features explaining 69.983% of total variance have been extracted out of 14 Variables. Of them the mainly leading factor is Betterment Factor (BF) followed by Sophistication Factor (SF), Negligence Factor (NF), Enrichment Factor (EF) and Deliberation Factor (DF) in the order of their dominance.

#### IV. CONCLUSION AND FURTHER IMPROVEMENT SUGGESTIONS

Using these empirical evidences, the major findings and suggestions are listed below with respect to various factors in PCP business.

1. In general, Kanchipuram Dt. female consumers of PCP, majority are youngsters in the age group of (18- 30) are working, with monthly family income of less than Rs.10,000, and in individual families and considerable segment of them are higher educated, private staffs and two wheel riders.
2. Female consumers majorly utilize Personal care products for their social appearance and acceptance from relatives/co-workers.
3. Personal care product advertisement effectiveness variables, betterment factor is the most leading and followed by sophistication factor, negligence factor, enrichment factor and deliberation factor. Deliberation factor has the most constructive and important influence on PCP usage purpose followed by sophistication factor and betterment factor. The predictor factors, along with constructive impression of preferment of gender equality, gender promotion, educative, informative and entertainment values of Advertisements, the negative impression of their cultural deprivation value and price increase impact views are also very important.

This marketing research was steered to discover the encouragement of PCP Radio/ Television/ Social Media advertisement effectiveness in indoctrinating the usage purposes of female consumers of Kanchipuram Dt.. This empirical research explores that betterment, sophistication, negligence, enrichment, and deliberation are the dominant meaningful factors of PCP advertisement effectiveness and deliberation, sophistication and betterment factors are only the significant predictors of PCP usage purposes of female consumers.

Advertisers should efficiently follow the recommendation of self-governing body such as, Advertising Standard Council of India (ASCI) to benefit the customers. PCP promoting companies are recommended that to fostering the PCP Advertisements with culture & high quality. Also, expenses for advertisement is negligible, when compared to positive value promoted by them.

Because of Time and Money constraint this research study restricted its sample size to 234 female PCP consumers only in Kanchipuram Dt., This research could be done bigger on other cities and other states also in close to upcoming to escalate the geographical related performance of PCP customers in India.

Suggested to conduct further Proportional study between several age clusters to get more accurate results.

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