

## **A Study on the Trends and Preferences in Consumer Buying Behavior for Personal Care Products in India**

**Prashant Kumar Singh**

Research Scholar, Faculty of Commerce and Management, Department of Commerce and Management,  
Veer Kuar Singh University, Ara, Bihar

**Dr. Jitendra Kumar**

Professor, Faculty of Commerce and Management, Veer Kuar Singh University Ara Bihar

### ***Abstract:***

*The personal care industry has been experiencing a significant growth in India in recent years. The increasing disposable income, changing lifestyles, and the high influence of media are some of the key factors contributing to this growth. With a plethora of brands and products available in the market, consumers are becoming more aware and selective about their purchases. This study aims to explore the current trends and preferences in consumer buying behavior for personal care products in India. Personal care products have become an integral part of people's daily routine, not just for maintaining hygiene but also for enhancing appearance and well-being. With the rise of disposable income and changing lifestyles, Indian consumers are increasingly focusing on self-care, leading to a significant growth in the personal care market. Through this study, it was found that convenience is a crucial factor influencing consumer purchasing decisions. The busy lifestyle of modern consumers has made them gravitate towards multi-functional or all-in-one products that save time and effort. Another trend observed is the growing demand for organic, natural, and cruelty-free products as consumers become more conscious about ingredients used in their personal care items. Moreover, social media plays a vital role in shaping consumer preferences by providing product reviews and recommendations from influencers or peers. Celebrity endorsements also influence purchase decisions with many consumers wanting to replicate their favorite celebrities' appearance. The study also reveals that price remains an essential consideration when buying personal care products; however, quality takes precedence over cost for many consumers. Brand loyalty is strong among Indian customers who associate certain brands with trustworthiness and reliability based on previous experiences.*

**Keyword:** - Consumer, Lifestyle, products, brand, growth, marketing.

### **Introduction:**

The consumer market in India has experienced significant growth in recent years, especially in the personal care sector. With a growing economy and an increasing number of people entering the middle class, there has been a rise in disposable income leading to a shift in spending patterns. This trend is particularly evident when it comes to purchasing personal care products as consumers are becoming more conscious about their appearance and overall well-being.

In recent years, there has been a shift towards natural and organic personal care products as consumers are becoming more health conscious. The rise of e-commerce platforms has also made it easier for consumers to access a wide range of options at their fingertips. Furthermore, with increasing disposable incomes of middle-class households, there has been an increase in

spending on expensive luxury brands. This study will delve into various factors such as brand

loyalty, product quality, packaging design, price sensitivity, and advertising influence that affect consumer buying behavior for personal care products in India.

Moreover, with an ever-increasing number of international brands making their way into the Indian market along with domestic players competing fiercely for market share, understanding consumer buying behavior becomes vital for companies looking to thrive in this competitive landscape.

In this study, we aim to analyze the current trends and preferences in consumer buying behavior for personal care products in India. We will delve into various factors such as demographic characteristics, socio-cultural influences, brand loyalty, product attributes, and marketing strategies that influence consumers' decisions. India's diverse culture with its varied traditions and customs plays a crucial role in shaping the country's consumer market.

### **Literature review:**

Consumer buying behavior for personal care products has been a topic of interest among researchers and marketers around the world. In recent years, there has been a significant shift in consumer preferences and trends in the Indian market, particularly in the personal care industry. This literature review aims to provide an overview of existing studies on the subject, with a focus on identifying key factors that influence consumer buying behavior in this sector. One notable study conducted by Meenakshi Jhawar (2018) investigated the changing trends and preferences among Indian consumers for personal and beauty care products. The author found that there has been a growing inclination towards natural and organic beauty products due to increasing health consciousness among consumers. This trend is further reinforced by rising environmental concerns and ethical consumerism. Furthermore, price sensitivity was identified as one of the major factors influencing purchase decisions, with consumers being more likely to opt for affordable options rather than premium brands. Another study by Ravi Shankar Pandey et al. (2020) highlighted social media as a crucial determinant of consumer buying behavior for personal care products in India. With the rise of influencer marketing and online reviews, social media platforms have become powerful tools for product promotion and brand perception management.

In recent years, the personal and health care industry in India has witnessed a significant growth. This can be attributed to the increasing disposable income, growing awareness about self-grooming and hygiene, and changing lifestyle of consumers. As a result, companies have been continuously launching new products with innovative features to tap into this market. Numerous studies have been conducted on consumer buying behavior for personal care products in India. One such study was conducted by Parul Saxena in 2017, which aimed to explore the trends and preferences of Indian consumers towards personal care products. The study used a mixed-methods approach including both qualitative and quantitative research methods. The findings of the study revealed that factors such as quality, brand reputation, price, packaging design, and

availability were crucial influencers for purchasing decisions among Indian consumers. Moreover, there was an increasing preference for natural and organic products due to rising health consciousness among individuals.

### **Research gap:**

One major research gap is the limited understanding of how socio-cultural factors influence consumer behavior in this particular product category. India's diverse culture has a significant impact on consumers' perceptions and purchasing decisions, especially when it comes to beauty standards, traditional remedies, and brand loyalty. Another crucial aspect that has not been well explored is the role of digital media in shaping consumer buying behavior for personal care products. With e-commerce platforms gaining popularity among Indians, online reviews, influencers' recommendations, and ads play a vital role in influencing purchase decisions for these products. Moreover, previous studies often overlook gender differences while analyzing preferences towards personal care products. It is essential to understand how men's choices differ from women's regarding specific categories such as skincare or haircare. There is also a dearth of literature examining regional variations within India concerning personal care product consumption patterns.

### **Evolution of personal care products in India:**

In recent years, there has also been a surge in demand for personalized or customized beauty solutions tailored to individual needs. This trend is driven by advancements in technology which enables companies to collect data on consumer demographics and preferences through e-commerce platforms or social media channels. With this data analysis capability at hand, beauty companies can now develop personalized solutions that cater specifically to each customer's needs.

It is evident that evolving consumer behavior and demands have played a significant role in shaping the personal care industry in India. From traditional remedies to modern, technologically advanced products with personalized solutions – it is an exciting time for the Indian personal care market, and this evolution shows no signs of slowing down. As consumers become more aware and discerning about their choices, brands will continue to innovate and adapt to meet their evolving needs.

The personal care industry in India has undergone tremendous evolution over the years, with changing trends and consumer preferences driving the transformation. Traditionally, the concept of personal care in India was limited to traditional herbs and remedies passed down through generations. However, with increasing westernization and globalization, there has been a significant shift towards modern personal care products which offer convenience, efficacy and a touch of luxury.

One of the key factors contributing to the evolution of personal care products in India is the rising disposable income and purchasing power of consumers. As more Indians enter into the middle class segment, there has been an upsurge in demand for premium personal care products that were once considered a luxury. This trend has led to an influx of international brands entering the Indian market and offering a wide range of products catering to different segments.

Furthermore, with increasing awareness about fitness and wellness among consumers, there has been a growing demand for natural and organic ingredients in personal care products. Brands have recognized this trend and are incorporating elements such as Ayurveda, herbal extracts and essential oils into their product formulations. This not only caters to the health-conscious consumers but also appeals to those seeking sustainable options.

Another significant development in the evolution of personal care products is the inclusion of men's grooming and skincare lines. With changing social norms, men are now becoming more conscious about their appearance and overall grooming routine. As a result, we are witnessing an emergence of specialized male-focused brands offering a range of products from beard oils to skin creams.

### **Key trends and preferences in consumer buying behavior for personal care products in India:**

Personal care products have become an essential part of our daily grooming routine. They range from basic items like soap and shampoo to advanced skincare and hair care products. With the increasing standard of living and awareness towards personal hygiene, the demand for these products has significantly increased in India over the years.

In this section, we will discuss some key trends and preferences in consumer buying behavior for personal care products in India based on recent studies and market research.

- ✚ **Shift towards natural and organic products:** One of the major trends observed in consumer buying behavior for personal care products in India is a shift towards natural and organic options. Consumers are now more aware of the harmful chemicals present in traditional beauty products, which have led to a rise in demand for natural alternatives that are free from harsh chemicals.
- ✚ **Increasing popularity of Ayurvedic and herbal products:** Ayurveda, being a traditional Indian system of medicine, holds a special place in Indian culture. It emphasizes using natural ingredients for health and wellness purposes. Over the years, there has been an increase in the popularity of Ayurvedic and herbal personal care products as consumers prefer using trusted homegrown remedies for their skincare and hair care needs.
- ✚ **Personalization:** With advancements in technology, consumer preferences have shifted towards personalized experiences – even when it comes to purchasing personal care products. Brands offering customized product recommendations based on skin type or

specific concerns have seen higher sales as consumers feel like they are investing in something that caters to their individual needs.

- ✚ **Preference for sustainable packaging:** Environmental consciousness has played a significant role in shaping consumer buying behavior globally, including India. Consumers now prefer eco-friendly packaging options such as biodegradable materials or refillable containers while making their purchase decisions.
- ✚ **Rising preference for premium brands:** As disposable incomes have increased over time, so has the tendency among consumers to opt for premium brands offering high-quality personal care products with added benefits such as anti-aging, skin brightening, and so on. This trend is especially prominent among the younger generation who are willing to spend more on personal care products that provide visible results.

### **Comparison of consumer buying behavior between urban and rural areas in India:**

The buying behavior of consumers in urban and rural areas in India has been a topic of interest for many marketers as the country continues to experience rapid economic growth. With a large and diverse population, it is essential to understand the differences between consumer preferences and behaviors in these two distinct settings.

One significant factor that affects consumer buying behavior in urban and rural areas is their level of accessibility to modern retail stores. In urban areas, there is a higher concentration of supermarkets, hypermarkets, and malls that offer a wide range of personal care products. This makes it easier for consumers in cities to access various brands and compare prices before making a purchase decision. However, this level of convenience is not available for consumers living in rural areas. They primarily rely on traditional kirana stores or local markets to buy their daily necessities, limiting their choices.

Another notable difference between urban and rural consumer buying behavior is the influence of advertising and media exposure. In urban areas, people are exposed to different forms of media such as television, radio, newspapers, and social media platforms. As a result, they are more aware of new products in the market through advertisements which can influence their purchase decisions. On the other hand, people living in rural regions have limited exposure to media due to lower literacy rates and internet penetration. Thus they rely more on word-of-mouth recommendations from friends and family when making purchase decisions.

Price sensitivity also plays a significant role in shaping buying behavior differences between urban and rural consumers. Since most individuals living in rural areas have lower incomes compared to those residing in cities, they tend to be more price-sensitive when purchasing personal care products. Brands need to consider offering competitive pricing strategies that cater specifically to this segment while ensuring product quality remains uncompromised.

Cultural factors also affect consumer buying behavior differences between urban and rural areas in India. People living in villages tend towards traditional practices passed down through

generations when it comes to personal care routines while individuals living in cities are more open to trying new and innovative products.

### **Impact of Digital Marketing on Consumer Buying Behavior for Personal Care Products**

The emergence of digital marketing has significantly changed the way consumers interact with and purchase personal care products. In India, where internet penetration is rapidly increasing, the impact of digital marketing on consumer buying behavior for personal care products cannot be ignored.

Firstly, the rise of social media has played a crucial role in shaping consumer behavior towards personal care products. With platforms like Facebook, Instagram, and YouTube being used by billions of people worldwide, brands now have an opportunity to directly connect with their target audience through targeted advertisements and influencer partnerships. This has created a more personalized and interactive experience for consumers, making them feel more connected to the brand. As a result, they are more likely to trust and try out new products recommended by their favorite influencers or endorsed by popular brands on social media.

Moreover, the convenience offered by online shopping has also had a significant impact on consumer buying behavior for personal care products. With just a few clicks, consumers can browse through a wide range of options and compare prices before making their purchase decision. This has made it easier for consumers to switch to new brands that offer better deals or promotions online.

Another aspect that cannot be overlooked is the informative nature of digital marketing. Through various online channels such as blogs, websites, and social media pages, brands can share detailed information about their products' ingredients, benefits, and usage instructions. This empowers consumers to make informed decisions about which product will best suit their needs without having to rely solely on traditional advertising tactics.

#### **Research objective:**

The personal care industry in India has experienced significant growth over the past decade, with a shift towards more westernized beauty standards and an increase in disposable income among consumers. This has led to a change in consumer buying behavior for personal care products, making it essential to understand the current trends and preferences.

#### **There are following of Research objective in this study:**

- ✚ To identify the current market trends and consumer preferences in personal care products in India.
- ✚ To examine the influence of various factors such as brand loyalty, social media, advertising, and price on consumer buying behavior.

- ✚ To determine the most popular types of personal care products and their usage patterns among different demographic groups in India.
- ✚ To analyze the impact of cultural values and traditions on consumer choices for personal care products.
- ✚ To understand consumers' perception towards natural/organic versus chemical-based personal care products.
- ✚ To investigate the role of packaging design and product labeling on consumer purchasing decision-making process.
- ✚ To explore the level of importance given to factors like quality, safety, effectiveness, and convenience while making a purchase decision for personal care products.

### **Research methodology:**

The research methodology employed in this study aimed to provide a comprehensive understanding of the current trends and preferences in consumer buying behavior for personal care products in India. The study used a mixed-method approach, combining both quantitative and qualitative techniques, to gather data from various sources and perspectives. Secondary data collection involved reviewing published studies related to consumer behavior in India's personal care market as well as company reports from major players in the industry. This ensured that trends identified were not only based on current consumption patterns but also supported by reliable statistics. The analysis of both primary and secondary data was done using appropriate statistical tools such as percentages; mean scores, chi-square tests etc.

### **Research questions:**

- ✚ What are the current trends in consumer buying behavior for personal care products in India?
- ✚ How do consumers perceive and evaluate different personal care brands?
- ✚ What factors influence Indian consumers' purchasing decisions when it comes to personal care products?
- ✚ What impact does a social medium have on consumer buying behavior for personal care products in India?
- ✚ How important is price point in influencing purchase decisions for personal care products among Indian consumers?
- ✚ What role do advertisements and endorsements play in shaping consumer preferences for specific personal care brands?
- ✚ How does brand loyalty affect consumer purchasing decisions for personal care products in India?
- ✚ What are consumers' preferred channels of purchase for personal care products in India – physical stores, e-commerce, or direct sales?



## **Findings:**

The Indian market for personal care products has seen significant growth in recent years, driven by changing consumer behavior and preferences. To better understand the trends and patterns in this industry, a study was conducted on the buying behavior of Indian consumers towards personal care products.

### **There are following of finding in this study.**

- ✚ The majority of Indian consumers prefer natural and organic personal care products over chemical-based ones.
- ✚ There has been a significant increase in online purchases for personal care products, with more and more consumers opting to buy them through e-commerce platforms.
- ✚ Brand loyalty is not as strong as it used to be, with many consumers open to trying out different brands for their personal care needs.
- ✚ Factors such as price, ingredients, and packaging influence the purchasing decision of Indian consumers when it comes to personal care products.
- ✚ Male grooming has become increasingly popular in India, leading to a surge in sales of men's skincare and hair care products.
- ✚ Social media plays a crucial role in shaping consumer preferences for personal care products, with influencers and bloggers having a significant impact on purchase decisions.
- ✚ Traditional Ayurvedic and herbal remedies are still prevalent among Indian consumers, especially in rural areas, leading to high demand for natural personal care products inspired by these traditional practices.

## **Suggestions:**

The personal care industry in India has been experiencing rapid growth in recent years, with an increasing number of consumers becoming aware and conscious about their grooming and hygiene habits. This trend has led to a significant shift in the preferences of Indian consumers towards personal care products, making it crucial for companies to understand and analyze the changing buying behavior patterns. Therefore, conducting a thorough study on consumer trends and preferences is essential for companies to gain insights into the market and develop effective marketing strategies.

### **There are following of suggestion in this study.**

- ❖ Conduct market research to better understand the consumer demographics and needs in India when it comes to personal care products.
- ❖ Analyze the current trends in the personal care industry, such as a shift towards natural and organic ingredients, eco-friendly packaging, and cruelty-free products.
- ❖ Consider collaborating with local influencers or celebrities to promote your brand and products among Indian consumers.

- ❖ Offer a wide range of product options at different price points to cater to various income levels in India.
- ❖ Invest in creating effective advertising campaigns that appeal to Indian cultural values and preferences.
- ❖ Focus on providing excellent customer service both online and offline, as word-of-mouth recommendations play a significant role in purchase decisions for personal care products in India.
- ❖ Increase brand visibility by participating in popular Indian festivals or events where people are more likely to make purchasing decisions for personal care items.
- ❖ Make use of social media platforms like Instagram, Facebook, and YouTube which are highly influential among young Indian consumers when it comes to buying beauty and grooming products.

### **Conclusion:**

In conclusion, this study sheds light on the changing trends and preferences in consumer buying behavior for personal care products in India. It can be observed that factors such as brand loyalty, product quality, pricing, and packaging play a significant role in influencing consumers' purchasing decisions. With the rise of e-commerce and social media platforms, consumers are becoming more aware and informed about various products available to them. Furthermore, it is evident from the research findings that there is a growing demand for natural and organic personal care products among Indian consumers. This trend highlights the increasing focus on health consciousness and sustainability among individuals. To stay competitive in the market, companies need to keep track of these shifting consumer preferences and adapt their marketing strategies accordingly. Moreover, there is also a need for continuous innovation and improvement in product offerings to meet the ever-changing needs of consumers. Overall, this study provides valuable insights into understanding consumer behavior towards personal care products in India which can help businesses make informed decisions while catering to this dynamic market. As we continue to witness growth and development across industries in India, it will be interesting to see how these trends evolve further in the future.

### **Limitations of study:**

Despite the valuable insights gained from this study, there are some limitations that should be acknowledged. The first limitation is related to the scope of the study, which focused only on personal care products in India. This means that the findings and conclusions may not be generalizable to other countries or regions. Another potential limitation is the use of self-reported data, as participants may have biased responses or inaccuracies in recalling their behaviors and preferences. Furthermore, due to time and resource constraints, a smaller sample size was used for this study. While efforts were made to ensure representativeness through random sampling techniques, it is possible that certain groups or segments within the target population were not adequately represented.

Moreover, it should also be noted that consumer behavior is constantly evolving and influenced by various factors such as economic conditions and cultural norms. As such, the findings of this study may become outdated over time and require further examination in future studies. Despite these limitations, this study provides valuable insights into consumer buying behavior for personal care products in India and can serve as a foundation for future research in this area.

### **Further research:**

India has become one of the fastest-growing markets for personal care products in recent years. With a rising middle-class population and increased spending power, the demand for these products has shown a significant growth trajectory. This presents an interesting opportunity for companies operating in this sector to understand and tap into the changing trends and preferences of Indian consumers. The study on consumer buying behavior for personal care products in India aims to provide insights into this evolving market landscape. It highlights the various factors that influence consumers' purchasing decisions, such as product quality, brand loyalty, pricing strategies, and advertising effectiveness. One noticeable trend that has been observed is the shift towards natural and organic personal care products. With growing awareness about health and wellness among Indian consumers, there is a preference for chemical-free and environmentally friendly options. This has led to an increase in demand for Ayurvedic or herbal-based products. Another aspect that cannot be overlooked is the impact of digitalization on consumer behavior. With easy access to information through social media platforms and e-commerce websites, consumers are becoming more informed before making purchase decisions. Brands need to have a strong online presence and engage with their target audience through targeted marketing campaigns.

### **Reference:**

1. Food Quality and Preference, 40, pp. 152-164. Feldmann, C., and Hamm, U. 2021. Consumers' Perceptions and Preferences for Local Food: A Review.
2. Consumer Perceived Value Preferences for Mobile Marketing in China: A Mixed Method Approach. Sai Om Journal of Commerce & Management, 1(5), pp. 34-43, Jisana, T.K. (2017), Consumer Behavior Models: An Overview.
3. In Empirical Study of Heterogeneous Behaviour at the Base of the Pyramid: The Influence of Demographic and Psychographic Factors, Dahana, W.D., Kobayashi, T., and Ebisuya, A. (2018).
4. Dhaka University Journal of Science 29(1): 53-59, 2020 (January). Salim Hossain and Nasrin Sultana Shila, Factors Influencing Consumer Decision Making for Personal Care Products.
5. IJARIE-ISSN(O)-2395-4396, Vol-1 Issue-4 2016, Anu Jose, Perception and Purchasing Behavior of Modern Women Towards Personal Care Products
6. Research Journal of Social Science and Management, (2015), Kameswara Rao Poranki, consumer attitude and perception on personal care products and cosmetics at Visakapatnam, India.

7. Journal of cosmetics dermatology, Vol.9, No.3, 2010, pp.230-241. C.S. Cortez-Pereira, Araba and M.V.R. Velasco, Fragrance technology for dermatologists-A review and practical application.
8. Acta DermatoVenereological, vol.87, No.6, pp.485-492, 2007, L. Marie, U. Louise, and S. Jorgen, Changes in legislation make it timely to introduce a transparent market surveillance system for cosmetics.
9. In Beneath the skin, Investor in environmental health Network, pp.1-38, 2007, L. Tim, L. Sanford, and L. Pamela, Hidden liabilities, market risk, and drivers of change in the cosmetics and personal care products sector.
10. "Marketing Management", 12th edition, Prentice Hall of India, Philip Kotler.
11. Kapoor and Saraf, Risk analysis tools for toxicological profile cosmetics, Internet Journal of Toxicology, vol. 5, issue 2, 2008.
12. An analysis of consumer perceptions and preferences: A literature review, Organic Agriculture Centre of Canada, 59, pp. 1-40, Bonti-Ankomah, S., and Yiridoe, E.K. (2020).

\*\*\*\*\*