

## AWARENESS AND ADAPTABILITY OF PERSONAL CARE PRODUCTS BY RURAL WOMEN CONSUMERS

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### ABSTRACT

Personal care products are used for personal health and hygiene. The rising disposable income and increasing awareness in rural areas increases the use of personal care products as per their purchasing power. Personal care product manufacturing companies are also launching smaller sachets with lower prices to match the affordability of the rural population.

The present research was conducted to achieve the objectives of finding out awareness and adaptability of rural women consumers towards personal care products as well as various factors which restricted rural women to use the personal care products. The research work is based on primary data collected from rural areas of the Jalgaon district in Maharashtra state. The primary data was collected from 140 women consumers of personal care products through a structured questionnaire. The collected data was analysed by SPSS tools. Various media play an important role in the awareness programme of personal care products, but there are still some factors that restrict rural women from using the personal care products.

**Keywords:** Rural women consumer, Personal care products, Personal hygiene, Affordability, Adoptability.

### Introduction

Every human being wanted to look and feel attractive from the earliest days of civilization. Today, in our image-obsessed world, taking care of one's personal appearance and demonstrating good hygiene are extremely important. The personal-care products are used by people to look better and feel better about them. It is observed that those who present a good personal image have a better chance of success in life ([www.vault.com](http://www.vault.com)). The main reason for boosting the Global Beauty & Personal Care Products Market is the desire to maintain youthfulness and look beautiful & smart amongst all. The fear of old age has created the demand for so many personal care products (Ink Wood Research, 2018).

In India the personal care category was valued at Rs. 54.6 billion and an average Indian spends 8% of his income on personal care products. The rising middle-class discretionary income and rising expectations of people to live well and look nice. To meet the needs of clients with varying purchasing power, businesses are releasing a selection of items at a range of price points. The rural population is integrating into society as roads, telecommunications, and businesses reaching out to residents of villages and small towns strengthen connections to the city. Due to increased awareness and a strong desire to appear well, young people's use of personal care products has significantly increased. Consumers of personal care products always expect quality and value for money ([ASSOCHAM.ORG](http:// ASSOCHAM.ORG), 2017).

The main growth drivers of personal care market are increase in disposable income and awareness of personal care products. People's increased access to disposable income is what motivates them to spend money on personal care items. The increased level of education, increased awareness of health and hygiene and penetration of media to the rural part leads the consumers to use of personal care products. ([INKWOODRESEARCH.COM](http://INKWOODRESEARCH.COM), 2018).

The increasing penetration and awareness programme of various personal care product brands increasing the use of personal care products. The companies are now launching personal care products in small sachets to suit the affordability and purchasing power of rural women consumers ([RURALMARKETING.IN](http://RURALMARKETING.IN), 2017).

### Personal Care Products

"Personal Care Products" are a wide variety of items that are commonly found in the health and beauty sections of drug and department stores. The term "Personal Care Product," is not defined by any law. The personal care products are divided in to two categories, which are defined by law. Those two categories defined by law are Cosmetics and Drugs. Under the of law cosmetics. "Personal Care Products" include moisturizers for the skin, toothpaste, deodorants, nail polish, lipstick, eye and face makeup, permanent waves, shampoo, and nail paint. Personal care items including lip balms, diaper ointments and skin protectants are prohibited under the Drugs

Act, as are antiperspirants, deodorants and treatments for dandruff. Some personal care products such as Shampoo come under both laws. It is a cosmetic product because it is meant to clean the hair, whereas it is a medicine because it is meant to treat dandruff. Some examples of these items include fluoride-containing toothpaste, antiperspirant-deodorants, moisturisers, and cosmetics that make sun protection claims. (U.S. Food and Drug Administration, FDA, 2017).

### Literature Review

Personal care products are not a new concept, but they are as ancient as mankind and civilization. Women want to look beautiful, so they use various personal care products. Indian herbs are very famous all over the world, which were used for beauty products. Most of the consumers are aware and prefer herbal cosmetics and personal care products because they have no side effects. Free from side effects is the main reason for customers to switch to herbal products. (Banu, 2015).

In earlier periods women were satisfied within the four walls of the house and taking care of their homes and children. They were busy with family work all the time. They did not have time to take care of their skin, hair, and appearance. They were not doing any work. But today, women are taking on the responsibilities of home and job efficiently. Now they are more conscious about their appearance, which increases the personal care market rapidly. All aged women use facial skin products for personal hygiene, medical effects, and improvement of the skin. Young and unmarried women are more brand loyal. (Choudhary, 2014).

Housewives and married people have a more positive attitude towards cosmetics and personal care goods in order to retain their status in the workplace. Customers pay more attention to the quality and brand of the product (Jawahar, 2013).

The personal care products are used to maintain health, hygiene, and youthfulness. Demographic and socio economic status influences the buying behaviour of the women consumers of personal care products. Majority of the people uses herbal personal care products (Nagananthi, 2016). Bohra, Nagansur and Anute, (2022) ITC Ltd, with a market capitalization of Rs.2.13 lakh crore, is the second largest FMCG Company after HUL. Both of these businesses are in direct competition with one another for personal care products.

The factors that influence customers to purchase and consume herbal skin care products are natural ingredients, quality of the product, celebrity endorsement, and environment friendly (Huda, 2013). The cosmetic industry is growing due to two main reasons. First is cost effective products demand increases, and second is an average Indian's purchasing power increases. The other reasons for growth are television which is in every home and number of channels as well as internet. Consumers get product information on television from numbers of advertisements (Desai, 2014)

In India more than half the population of India lives in the rural area. The rise in a rural economy became a golden chance for personal care industries to develop their market in India. There is an impact of celebrity and advertisement on women consumers in their buying decision (Choudhary, Mukherjee, 2014).

The personal care products have a good scope in a rural area because a major portion of Indian population is a rural population. Rural consumers have diversity in their socio-economic background. This socio-economic background brings diversity among rural consumers and markets. These are different in different parts of the country (Sharma, 2014).

The brand name, quality, and advantages of personal care goods are more important to rural consumers. When rural customers get suitable brand for them, then they do not divert to other brand by any influencing factor. If they found particular satisfactory brand for them, they stick with it (Priyalatha, 2011).

Today people are ready to pay more for quality personal care products. The price is not the only factors which influence consumer decision-making. Customers are influenced by price, packaging and promotion. Consumer's purchase decision making depends on various factors such as price, quality, ingredients, storage, advertisement and promotional activities (Latha, 2017).

Modern media and advertisements increase the popularity of personal care products among consumers. The awareness about the personal care products created by electronic and print media increases demand for the personal care products. Due to this many local and international brands introduce their new products in the market (Jose, 2016).

Newspapers and road shows are used to raise awareness among people about personal care products. But advertising is the useful tool to attract the consumers. Indian consumers are brand conscious while purchasing personal care products. Word of mouth promotion is a very useful factor for the price conscious economy. Consumers' attitudes, perceptions and beliefs are key factors in their purchase decisions for personal care products. There are some factors which influence the consumer to accept or reject personal care products and Cosmetics. Consumer decision about personal care products depend on sensory properties, physical status, previous knowledge, previous experience and consumer attitude and beliefs (Rao, 2015).

**Objectives of the study**

1. To study the awareness of Rural women consumer towards Personal Care products.
2. To study the adoptability level of Rural women consumer in Personal Care products.
3. To study the factors affecting adoptability of Personal care product for Rural women consumers.

**Hypothesis of the study**

H1: Rural women consumers are aware about all categories of Personal Care products.

H2: Rural women consumers are using all categories of Personal care products.

H3: Various factors affects the adoptability of Personal care products in Rural women consumers.

**Materials and Methods**

The present study is a descriptive research based on primary data only. The primary data has been collected from the women of rural part of the Jalgaon district of Maharashtra state. A structured questionnaire was developed to collect data from women of a rural area. Total 140 women are selected by simple random sampling technique from selected rural area and those are ready to give response. Data collect from these 140 women respondent was in the form of personal data as well as personal care products consumption data of their family. The collected data was analyzed by SPSS software.

**Data Analysis**

Sr. No.	Variable	Response	Frequency	Percentage
1	Age	Up to 20 years	56	40.0
		20 – 30 years	77	55.0
		30 – 40 years	7	5.0
2	Marital Status	Unmarried	84	60.0
		Married	50	35.7
		Widow	6	4.3
3	Education Level	Primary (up to IV std.)	22	15.7
		Secondary (V to X)	37	26.4
		Higher Secondary (XI& XII)	43	30.7
		Graduate	29	20.7
		Post Graduate	9	6.4
4	Profession	Student	34	24.3
		Housewife	63	45.0
		Service	22	15.7
		Self Employed	21	15.0
5	Monthly income	Less than 10,000	63	45.0
		10,000 to 20,000	42	30.0
		20,000 to 30,000	35	25.0

Table No.01, Results of personal data of rural women consumers of personal care products.

Sr. No.	Variable	Response	Frequency	Percentage
1	Awareness about Personal Care Products	Yes	112	80.0
		No	28	20.0
2	Awareness about Haircare products	Yes	105	75.0
		No	35	25.0
3	Awareness about Skincare products	Yes	63	45.0
		No	77	55.0

4	Awareness about Oral care products	Yes	98	70.0
		No	42	30.0
5	Awareness about Personal hygiene products (Body)	Yes	42	30.0
		No	98	70.0
6	Using Hair care Products	yes	112	80.0
		No	28	20.0
7	Using Skin care products	Yes	84	60.0
		No	56	40.0
8	Using Oral care products	Yes	42	30.0
		No	98	70.0
9	Using Personal Hygiene (body) care products	Yes	42	30.0
		No	98	70.0
10	Personal Care Products not using due to Medical/Allergy reason	Yes	84	60.0
		No	56	40.0
11	Personal Care Products not using due to Fear of side effect	Yes	70	50.0
		No	70	50.0
12	Personal Care Products not using due to No trust on quality	Yes	91	65.0
		No	49	35.0
13	Personal Care Products not using due to Not affordable	Yes	98	70.0
		No	42	30.0
14	Personal Care Products not using due to Not necessity	Yes	28	20.0
		No	112	80.0

Table No.02, Results of Personal care products usage by rural women consumers

### Hypothesis Testing:

All three Hypothesis are tested with One Sample t test at 5% level of significance i.e.  $\alpha = 0.05$ .

H1: Rural women consumers are aware about all categories of Personal Care products.

H0: Rural women consumers are not aware about all categories of Personal Care products.

One-Sample Test				
	Test Value = 0			
	t	df	Sig. (2-tailed)	Mean Difference
Awareness about Haircare products	34.034	139	.000	1.250
Awareness about Skincare products	36.733	139	.000	1.550
Awareness about Oral care products	33.446	139	.000	1.300
Awareness about Personal hygiene products (Body)	43.737	139	.000	1.700
Awareness about Cosmetic products	43.737	139	.000	1.700

Table No.03, One sample test of hypothesis

We reject the null hypothesis since the test's significance value, "p," is less than  $\alpha$  level 0.05, and we infer that Rural women consumers are not aware about all categories of Personal Care products.

According to the test's mean difference, Rural women consumers are mostly aware about haircare products and Oral care products. Rural women consumers are moderately aware about skincare products and less aware about the personal hygiene (body) & cosmetic products.

H2: Rural women consumers are using all categories of Personal care products.

H0: Rural women consumers are not using all categories of Personal care products.

<b>One-Sample Test</b>				
	Test Value = 0			
	t	df	Sig. (2-tailed)	Mean Difference
Using Haircare products	35.369	139	.000	1.200
Using Skincare products	33.692	139	.000	1.400
Using Oral care products	43.737	139	.000	1.700
Using Personal Hygiene (Body care)	43.737	139	.000	1.700
Using Cosmetic products	43.737	139	.000	1.700

Table No.04, One sample test of hypothesis

We reject the null hypothesis since the test's significance value, "p," is less than  $\alpha$  level 0.05, and we infer that Rural women consumers are not using all categories of Personal Care products.

According to the test's mean difference, Rural women consumers are mostly using haircare products and moderately using skin care products. Rural women consumers are using oral care products, personal hygiene (body) care products and cosmetics products categories are using very less.

H3: Various factors affects the adoptability of Personal care products in Rural women consumers.

H0: Various factors not affects the adoptability of Personal care products in Rural women consumers.

<b>One-Sample Test</b>				
	Test Value = 0			
	t	df	Sig. (2-tailed)	Mean Difference
Personal Care Products not using due to Medical/Allergy reason	33.692	139	.000	1.400
Personal Care Products not using due to Fear of side effect	35.369	139	.000	1.500
Personal Care Products not using due to No trust on quality	33.370	139	.000	1.350
Personal Care Products not using due to Not affordable	33.446	139	.000	1.300
Personal Care Products not using due to Not necessity	53.054	139	.000	1.800

Table No.05, One sample test of hypothesis

We reject the null hypothesis since the test's significance value, "p," is less than  $\alpha$  level 0.05, and we infer that various factors not affect the adoptability of Personal Care products.

According to the test's mean difference, 'Not affordable' and 'no trust on the quality of personal care products' affect the use (adoptability) of personal care products. Medical reason or Allergy of personal care products as well as fear of side effects of personal care products moderately affects the use (adoptability) of personal care products. While not necessity of personal care products rarely affects the adoptability of personal care products.

**Findings**

- 80% women consumers are aware of selective personal care products. Maximum 75% and 70% women consumers are aware of Hair care and Oral care products. They are less aware of personal hygiene products and Skin care products.
- The uses of personal care products are in variation according to categories of personal care products. The maximum 80% rural women consumes are using Hair care products and minimum 30% women

are using Personal hygiene (Body) care and Oral care products. While 60% are using Skin care products.

- Not affordable (high price), 70% and No trust on the quality of personal care products, 65% are the main factors affecting the use (adoptability) of personal care products. While Medical reason or Allergy of personal care products, 60% as well as fear of side effects of personal care products, 50% are moderately affects the use (adoptability) of personal care products. While not necessity of personal care products, 20% is rarely affects the adoptability of personal care products.

### Conclusion

The rural women consumers are well aware about personal care products with 80 percent awareness level. But they are not well aware about all categories of personal care products. They are maximum aware about haircare products and minimum aware about personal hygiene (Body care). From the hypothesis testing, it is proved that Rural women consumers are mostly aware about haircare products and Oral care products. Rural women consumers are moderately aware about skincare products and less aware about personal hygiene (body) & cosmetic products. They are adopting (using) all categories of personal care products in different percentage. The hypothesis testing also proved that Rural women consumers are mostly using haircare products and moderately using skin care products. Rural women consumers are using oral care products, personal hygiene (body) care products and cosmetic product categories are using very less. The main factors affecting the adoptability of personal care products of rural women are “Not affordable to purchase” and “No trust on the quality of personal care products”. The hypothesis testing also proved that these two factors restrict rural women for using personal care products.

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