



ROLE OF INCOME AND GENDER ON PURCHASE INTENTION OF CONSUMERS: A STUDY CONDUCTED IN ROHTAK CITY

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Abstract: Having a healthy and beautiful body is a dream for everyone. There is a trend nowadays for using green/herbal/ayurvedic/organic products that are manufactured with the use of natural ingredients. This study is based on the Green Personal Care Products. The relationship between gender and income with the purchase intentions of consumers is seen. The study is conducted in the district Rohtak and an online questionnaire is sent to the consumers who are using green personal care products. A total of 102 responses were taken from all these people and the data were analyzed using SPSS and Pearson Correlation is used for finding the relationship between the variables. The results show that there is no relationship between the gender and income of consumers with their purchase intentions. But there is a relation between the skin concern of the consumers and the quality of the green personal care products to some extent.

Key Words: Green Products, Green Personal Care Products, Gender, Income, Skin Concern, Quality of Personal Care Products.

INTRODUCTION

The cosmetic industry is playing a major role in the market nowadays. Every person whether he/she is a man or woman is concerned for their body and looks. Everyone wants to look good and presentable and that is why companies in the cosmetic industries manufacture various types of beauty products. Among many beauty products personal care product is also a category in the market. Personal care products are those products that are used on the outer part of the body to keep the skin and the body of a human being good-looking and healthy. The cosmetic industry is leading the market nowadays and personal care products are part of cosmetics. Personal care products basically include moisturizers, face washes, soaps, oral care products (like toothpaste, brush, mouthwashes, etc.), sunscreen, hair oil, shampoos, nail polish, and many more in the category. Personal hygiene plays an important life in anyone's life, because if a person feels good, and looks good then it automatically enhances their inner

confidence. People demand personal care products because of this reason and companies also like to make them available for them so that they can also earn profits by selling the products to the consumers. But cosmetic products contain too much harmful chemicals that are harmful to the health of a person and it is also not safe for the environment as well. As time passes and the awareness among the people about these chemicals available in cosmetic products increases, people start demanding green cosmetic products.

Green cosmetics or green personal care products are those products that are made up of natural ingredients or no harmful chemical is used in making these products. Green personal care products are also safe for the environment and safe for the health of human beings and it is also not tested on animals. In simple words, we say that green personal care products are products that are made with components extracted from renewable resources, made with some environment-friendly manufacturing process, the packaging of the product is also environmentally safe, and any harmful chemicals like sulfates, paraben, artificial fragrance, colors, etc. are also not used in making them.

According to a report given in 2021 by Allied Market Research, the market share of Green Personal Care Products (GPCP) is \$50.8 Billion and this share is expected to grow and reach \$129.7 Billion by 2031. The increasing share of the industry and the increasing preference of the people towards GPCP make it necessary to understand the intentions of the consumers towards these products. So this study is basically conducted to see role of income and gender on the purchase intention of the consumers in district Rohtak of Haryana.

REVIEW OF LITERATURE

(Anwar Sadat Shimul, Isaac Cheah and Basheera Bibi Khan 2022) The authors conducted this research on females and their purchase intention is explained. The results indicate that females are too concerned about their personal care and they are buying green cosmetics to protect their bodies from the harmful effect of chemical products available in the market. The respondents are also concerned about the environment and want to protect it from harmful effects.

(Rambabu Lavuri et.al. 2022) The study was conducted using the convenience sampling method and the results indicate that the attitude of the respondents has a significant impact on the purchase intention. The belief of the people is not a significant factor affecting the purchase intention. But green advertisements are an important factor deciding the purchase intention of cosmetic products.

(S. V. Krishna Kishore, Prabha Kiran, Jayanta Banerjee and M. Vasudevan 2022) taking age and income as moderating factors the study revealed that the concern of people about their health and the adoption of new products by consumers are significant to the purchase intention of green cosmetic products. Income and age were also found to be important factors deciding the purchase behaviour of consumers under study.

(Tommy Setiawan Ruslim, Yeni Kartika, and Claudia Gita Hapsari 2022) The perspective of the people about the environmental effect, their attitude, and control on their decisions all these factors are positively impacting the purchase intention of the consumers but variables like ease to find and the effect of the societal factors don't impact the purchase intention of the respondents.

(Pooja Kumari, and Bhumika Bhateja, 2022) After Covid-19 people are too concerned about their health and want to buy products that help keep them healthy and hygienic. Their concern for their health and hygiene also affects the purchase intention for these products as well.

(Lim Sanny, et.al. 2020) Social media is a strong means to shape the behavior of consumers nowadays. In this study, the authors have taken social media as a moderate factor and found that the image of the company products and their trust in these products are significant in deciding the purchase intention of male consumers.

(Jui-Lung Chen and Apritika Dermawan 2020) Nowadays people prefer social media to get information about cosmetic products. On social media Youtube, Instagram, and Facebook are the most viewed platforms where various beauty bloggers post their videos and share their experiences and reviews about beauty products and the consumer believe in their information and purchase the product. So social media plays an important role in deciding the purchase behavior of consumers.

A study conducted by (Donata Tania Vergura - Cristina Zerbini - Beatrice Luceri 2019) says that the attitude of consumers towards personal care products is directly affecting their purchase intentions towards these products and if show some positive attitude then this is possible that they are going to buy them as well. The knowledge about the harmful effect on the environment is not a significant factor in the study because consumers are not considering the environment to be an important factor when purchasing green personal care products. Past experience of the consumers is also found as an important factor influencing the purchase intentions of the consumers.

(Janany, E and Shivany, S 2018) had conducted research on beauty products and they found some factors that are directly impacting the purchase intentions of the consumers in the study. Among the various variables brand of the product was found to be the most important factor affecting the purchase intention, then the educational qualification, cost of the product to consumers, and residential status of the respondents.

RESEARCH METHODOLOGY

A non-experimental research design is used in the study to investigate the relationship between purchase intention and gender and income of the consumers. District Rohtak was selected to conduct this research and a total of 130 sample size is taken and from that 99 questionnaire were correct that are included for the research. By using the convenience sampling method data was collected. To collect the data online Google Forms are used and the online link is sent to various students and to the people visiting salons are targeted to conduct this research. To analyze and draw conclusions from the data SPSS software has been used and Regression analysis is used to analyze the data.

OBJECTIVES OF THE STUDY:

1. To find the relationship between the gender of the consumers and purchase intentions towards the Green Personal Care Products.
2. To study the relationship between purchase intention and income of the consumers using Green Personal Care Products.
3. To find the relationship between the concern for the skin and quality of the Green Personal Care Products.

ANALYSIS AND INTERPRETATION

By analysing the data using SPSS following results are found:

1. Demographic Information of the respondents:
 - a. The first finding of the research includes the demographic information of the respondents. In Table no. 1 information about the age, gender, income, and educational qualification is given. Category 1 includes the age of the consumers and the data represents that 90% of the respondents belong to the age group of less than 25, and only 6% are of 26-35, only 1% is of 36-45 and 2% belong to more than 45 age group.
 - b. The second finding includes the gender of the respondents and in Table No. 1 category 2 shows that 65.7% of respondents are females and 34.3% are male.
 - c. Category 3 represents the income of the consumers and in this table, different income groups are taken and including that 37.4% of respondents are having less than 10000 family income, then 22.5% are in between 10000-25000, 13.1% are in 25000-40000, 9.1% are 40000-60000, 11.1% are 60000-100000 and 7.1% belong to the income group of more than 1 Lakh.
 - d. The last category in this table includes the educational qualification of the respondents which shows that 58.6% of respondents have a minimum Post-Graduation degree, and then 35.4% of respondents are graduates.

(Table No. -1)

Category	Sub-Category	Frequency	Percentage
Age	>25	90	90.9%
	26-35	6	6.1%
	36-45	1	1%
	<45	2	2%
Gender	Male	34	34.3%
	Female	65	65.7%

Income	>10000	37	37.4%
	10000-25000	22	22.5%
	25000-40000	13	13.1%
	40000-60000	9	9.1%
	60000-100000	11	11.1%
	<100000	7	7.1%
Educational Qualification	12 th	3	3%
	Graduation	35	35.4%
	Post-Graduation	58	58.6%
	Certificate/Diploma	3	3%

2. The first objective of the study is to find the relationship between the gender of the consumers and their purchase intention for the Green Personal Care products. To find this relationship Bivariate correlation is used and by applying the test following inferences were drawn in the study:

In the table below the relationship between gender and the purchase intention of the respondents about green personal care products is given. The different factors of Purchase Intention (PI) taken in the data are the Knowledge about the green personal care products (KN1, K2, K3, KN4), Skin Concern of the respondents (SC1, SC2, SC3), Quality of the products (Q1, Q2, Q3), Price of Personal Care products (P1, P2), and the ease of availability and accesibility of the products (ACC1, ACC2, ACC3). By applying correlation to the data it was found that there is no correlation or negative relation between the gender of the respondents and the factors i.e. Knowledge of the PCP, Skin Concern of the respondents, Quality of Green PCP, Price, and the easy availability of the products. The relation among the variables is found insignificant in the table below.

Table No.-2
Correlations Between Gender and Purchase Intention

		Gender	KN1	KN2	KN3	KN4	SKC 1	SKC 2	SKC 3	Q1	Q2	Q3	P1	P2	ACC 1	ACC 2	ACC 3
Gender	P Corr.	1	-.024	.104	.070	.086	.114	.078	.156	.157	- .10 8	.021	-.122	-.040	.127	.032	-.168
	Sig. (2-tail)		.816	.305	.493	.395	.263	.442	.123	.121	.28 9	.839	.228	.697	.212	.754	.096
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

3. Now the other objective of this research is to find the relation between the income of the respondents and the Purchase Intentions of the consumers. The same method is used here also for analyzing the data i.e. Pearson Correlation is used and the required inferences were drawn using the data. Here the table shows that there is an insignificant or there is no correlation between the income of the respondents and their purchase intention and some variables were showing a negative relationship with income.

Table No-3

Correlations Between Income and Purchase Intention

		MFI	KN1	KN2	KN3	KN4	SKC 1	SKC 2	SKC 3	Q1	Q2	Q3	P1	P2	ACC 1	ACC 2	ACC3
MFI	P Corr.	1	.030	.047	.048	.031	-.040	.044	.001	-.025	-.018	-.030	.175	.115	.080	.147	-.043
	Sig. (2-tailed)		.767	.644	.634	.757	.693	.666	.993	.809	.857	.771	.084	.255	.431	.147	.675
	N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

4. The last objective of the research is to find the correlation between the skin concern and the consideration of the consumers that the Green PCP are of good quality. The results shown in the table below show that there is a significant relation between both the variables as the P-value is 0.00 in 2 Statements i.e. Q1 and Q3 with SC1, SC2 and S3 Statement of skin concern of the consumers.

Table No-4
Correlations Between Skin Concern and Quality of Green Personal Care Products

	SKC1	SKC2	SKC3	Q1	Q2	Q3
SKC1						
P Corr.	1					
Sig. (2-tail)						
N	99					
SKC2						
P Corr.	.770**	1				
Sig. (2-tail)	.000					
N	99	99				
SKC3						
P Corr.	.696**	.762**	1			
Sig. (2-tail)	.000	.000				
N	99	99	99			
Q1						
P Corr.	.706**	.729**	.641**	1		
Sig. (2-tail)	.000	.000	.000			
N	99	99	99	99		
Q2						
P Corr.	.200*	.214*	.056	.217*	1	
Sig. (2-tail)	.047	.033	.580	.031		
N	99	99	99	99	99	
Q3						
P Corr.	.381**	.387**	.373**	.360**	.550**	1
Sig. (2-tail)	.000	.000	.000	.000	.000	
N	99	99	99	99	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

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CONCLUSION:

People are too much concerned for their health and skin because various chemicals are used in making cosmetic products. So people start buying Green Personal Care Products that are safe for the body and the environment as well. In this paper, the main objective is to find a relationship between the variables of Purchase Intention and Income of the respondents and Between Gender and Purchase Intention. The results show that there is no correlation among the variables of the study that are studied on the basis of gender and income. In simple words, we can say that the gender of the respondents and the Purchase Intentions are negatively related or not related to each other. The relation between the Income of the respondents and Purchase Intention is also not Significant. These results are different from the previous studies conducted on the same topic where the PI and gender or income affect the purchase intentions of the consumers. But the results of this study indicate that people nowadays are not considering income as a factor that impacts their purchase intentions, if they like to buy something then they can buy them. Gender is also not a significant factor that can affect the purchase intentions of consumers. The consumers whether they are male or female, both are equally preferring to buy the products. The paper also concludes that if consumers are concerned for their skin then will also consider the quality as an important factor while buying a Green PCP, because the results show a correlation between the two variables i.e. the Quality of the GPCP and the concern of the consumers for their skin.

LIMITATION AND SUGGESTIONS FOR FUTURE RESEARCH

This study is conducted by taking one city of Haryana and the sample were drawn from the population of Rohtak district only. The sample size of this paper is 102 only that is very small and only one district is taken for sample selection which represents the view of a small portion of the population. So the results of this paper cannot be applicable to the other places. A non-probability sampling method is used in this study, which means that the samples were not drawn on a random basis and some kind of biasness is also available while selecting the samples from the population. So the researcher who wants to conduct the research on the same topic can take this in consideration to take a large size of sample and select it on a random basis for making the results more favourable.

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