

“A Study of the Impact of Self Image on Women Skin Care users In City of Gwalior.”

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ABSTRACT: *In the era of globalisation and digitization, improved employment access, high female literacy rate and exposure to advertisements have triggered a process of social comparison where an individual tries to evaluate his/her by the artificial depicted. This reflected self helps to shape the self concept which implies that an individual wish to see them and also how often people perceive them. This paper focuses on an effort to determine consumer buying behavior through the impact of self image on the purchase of skincare products by Women living in the city of Gwalior. Questionnaires were distributed and self administered to 125 respondents. Chi-square was used in the study. The sample size of 125 respondents includes only women skin care users both working & non working .The findings of the study skin care indicated that there is a positive relationship between the self image and the usage of skin care products. The limitation of the study was it was only done in Gwalior. Its practical implication suggests the marketers need to design their marketing strategies in order to tap the inner world of self concept of women consumers.*

KEYWORDS: *Self image, skincare products, women skincare users, consumer buying behavior.*

In the era of globalization, improvement in science, technology, increase in literacy levels, high increase of women joining the workforce have made people more aware and conscious towards hygiene and beauty. The world we are living in sets of stereotypes that become role models. Exposure to western culture, media, magazines, fashion shows, billboards have cultivated the concept of role models. No doubt, people wish to look like their role models. The growing concern for a perfect skin and a perfect body has become the goldmine for the skincare industry all over the world.

Skin Care Products

Skin care products refer to all products used for cleansing, massaging, moisturizing etc. of the skin especially the face or hands. The aim of such products is to maintain the body in good condition and protect it from the harmful effects of the environment. Skin care products also fall into the general category of cosmetics. Skin care products include cleanness facial masks, loners, moisturizers, sunscreen, tanning sets and lotions, skin lighteners, serums and exfoliants.

The Global Skin care Industry.

The skin care market consists of the retail sale of facial care, body care, sun care, hand care, depilatories and makeup remover products. The global markets consist of Africa and Middle East, Americans, Europe and Asia – Pacific. The global skin care market generated total revenues of \$78.1 billion in 2011, representing a compound annual growth (CAGR) of 4.5% for the period spanning 2007-2011. Facial care sales proved to be the most lucrative for the global skin care market in 2011, generating total revenues \$50.1 billion equivalent to 64.1% of the market's overall value. The body care segment accounts for a further 16.8% of the market sun care at 9.2%, Hand care at 5.9%, Depilatories at 2.0% and makeup remover at 1.9%. Market segmentation of the Global market Asia – Pacific accounts for 44% Europe at 33.7% of the global market, Americans at 20.4% and Africa and Middle East at 1.8%. The market share of the leading companies of the world shows that L’Oreal S.A. is the leading player in the global skin care market generating a 12% of the market's value. Beiersdorf AG accounts for a further of 9.2% of the market share. Unilever at 7.3% and other companies at 71.5%.

Indian Skincare Industry:-

The Indian skincare market is led by facial care (representing 70.9% of the total market value) followed by body care (representing 11.6%), depilatories (representing 7.4%), hand care (representing 5.1%), makeup remover (representing 2.6%) and sun care which makes up remaining 2.5% in 2011. The leading companies in the Indian market are Unilever, L’Oreal S.A., Emami limited, cavinkare Pvt. Ltd, Reckitt Benckiser Group Ltd., Oriflame Dabur India Limited, Procter and Gamble etc.

According to Malhotra (2003) describes the main reasons for boom in cosmetic industry as increasing fashion and beauty consciousness coupled with rising incomes and focus on health and fitness. To complement this, beauty culture or cosmetology has emerged as a major occupational avenue with significant commercial potential. Thus self image of consumer plays an important role determining his/her use of skincare product the focus of the study is based on the education ship that women have with self image and the use of skincare products.

The concept of “self” has a long history in Psychology (pervin 2 cou) in some care, “self has been defined as a person’s attitudes and feelings towards one self and in other’s as a set of psychological processes that rule human behavior (Hall and Gardner,1978). In other words,. it can also be defined as the beliefs a person holds about his/her own attributes and how he/she evaluates his own self on these quality. The extended part on the positive side of self concept is self esteem.

Marketing communications are used to influence on the consumer’s self esteem. Exposure to advertisements and the frequency with which they are exposed triggers a process of social comparison where an individual tries to evaluate his/her by the artificial depicted. This is a basic human tendency and many marketers try to tap into our new by just showing these idealized images in which consumers are happy by using their products.

The reflected self helps to shape our self concept which implies that people wish to see themselves and also how other people perceive or see them. A person’s self could include do thing jewellery or the product he/she uses. A consumer’s possessions place him or her into a social role which helps him to answer question “who am I now”? Therefore the importance of self concept will be helpful in understanding the consumer motivation of the women skincare users in the city of Gwalior.

LITERATURE REVIEW

Jorge Lengler, Corlos Mello Moyano and Carlos Callegaro (2011) have tried to investigate a causal relationship among personal values, self concept and female consumer behavior in retail environment in Brazil. The Research Methology adopted was exploratory- descriptive research. A sample size of 204 respondents was taken. The results in the study provide an analysis of the impact of personal values over self concept and women’s ideals in life. The results indicate a significant relationship between personal values and women self concept. Self concept had a significant influence over female consumer’s behavior. The results here in have implications on the performance of executives who work for consumer products companies.

Bocock (1993) in his book described self image as an element which can enhance the confidence level of an individual. People try to become the being they desire to be by consuming the items that they imagine will help to create & sustain their idea of themselves, their image, and their identity.

Michael. R. Solomon (1983) in his paper has made an empirical work on product symbolism has paid relatively little attention to how products are used by consumers in everyday social life. This paper argues that the subjective experience imported by the consumption of many products substantially contributes to the consumers structuring of social reality, self concept and behavior. Moreover, the consumer also relies over the social meanings inherent in products as a guide to the performance of social roles, especially when role demands are novel. While marketing theory traditionally views products as post hoc responses to underlying needs, the focus is here on conditions under which products serve as prior stimuli to behaviors’. By integrating concepts adapted from symbolic interactions, this approach stresses the importance of product symbolism as a mediator of self definition and role performance.

Recent studies have analyzed the relationship between self and consumer behavior. A study of Oumil and Erdem (1997) assessed the differences between actual and ideal self on sample of male and female consumers. The results obtain show significant gender related differences regarding their actual and ideal self image and consumer shopping behavior. In another study, Mehta (1999) showed that advertisement performance generally shows a congruence between self and image which can influence consumer’s preference.

Research Methology:-

General objective of the study:-

The main objective of the study is to analyze the impact of self image on the women skincare users in Gwalior city.

Specific objectives of the study

- 1) To study why women skincare buyers in Gwalior use skincare products.
- 2) To study whether women skincare buyers in Gwalior are conscious to self image for skincare products or not.

SAMPLING DESIGN:

- Sample size : 125
- Sample frame: Gwalior city
- Sampling Method : convenient sampling
- Sampling error: response 102, Non-Response 23.
- Survey : questionnaire

HYPOTHESIS:

- Ho1; Women Buyers in the Gwalior city are not using skin care products for personal reasons.
- Sub-H1.1; Women Buyers in the Gwalior city are not using for improving the skin care.
- Sub- H1.2; Women Buyers in the Gwalior city are not using for personal hygiene.
- Sub- H1.3; Women Buyers in the Gwalior city are not using for medical reason.
- Sub- H1.4; Women Buyers in the Gwalior city are not using for look more attractive.
- Sub -H1.5; Women Buyers in the Gwalior city are not using for self confidence.
- Ho2 Women Buyers in the Gwalior city are not conscious to self image for using skin care products.
- Su -H2.1; Women Buyers in the Gwalior city are not purchasing skin care products to improve self image.
- Sub- Ho2.2; Women Buyers in the Gwalior city are not purchasing skin care products to improve self image that others have.

RESEARCH METHIDODOLOGY:

A descriptive research was arrived out by applying the survey method. Data was collected from women skincare users living in Gwalior. The data collected covered the demographic profile of the consumers. The consumption and spending pattern, reasons for using skincare product and self image towards the skincare products.

PRIMARY DATA ANALYSIS

- I. ANALYSIS OF USAGE OF SKIN CARE PRODUCTS IN THE GWALIOR CITY.
- ANALYSING WHY WOMEN SKINCARE BUYERS/ CONSUMERS IN THE GWALIOR USE SKIN CARE PRODUCTS.

The hypotheses are:

- Ho1; Women Buyers in the Gwalior city are not using skin care products for personal reasons.
- Sub-H1.1; Women Buyers in the Gwalior city are not using for improving the skin care.
- Sub- H1.2; Women Buyers in the Gwalior city are not using for personal hygiene.
- Sub- H1.3; Women Buyers in the Gwalior city are not using for medical reason.
- Sub- H1.4; Women Buyers in the Gwalior city are not using for look more attractive.
- Sub -H1.5; Women Buyers in the Gwalior city are not using for self confidence.

Table 1.1 usage of skin care product.

Use of Skincare	no. of case	Very Imp	Fairly Imp	Somewhat Imp	Fairly little Imp	Not At All	Table value of chi-square (x ²)	Calculated Value of chi-square (x ²)	Significance (-05 level)
For Improving the Skin	104	53	16	6	20	9	9.48	68.21	Significant
Personal Hygiene	104	40	12	7	25	20	9.48	30.48	Significant
Medical Reason	104	12	10	15	45	22	9.48	37.05	Significant

look More Attractive	104	35	11	5	35	18	9.48	37.15	Significant
Self Esteem/Self Confident	104	25	12	15	40	12	9.48	27.73	Significant

- The hypothesis of this research is determining that skincare consumer in the Gwalior are not using **skin care products** for **improving the skin care**. Table1.1 presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 68.21 is more than its table value 9.48. (68.21>9.48).
- Therefore, the Sub- Hypothesis1.1 that Women Buyers in the Gwalior city are not using skin care products for improving the skin is Rejected and the Alternate hypothesis that Women Buyers in the Gwalior city are using skin care products for improving the skin.
- The hypothesis of this research is determining that skincare consumer in the Gwalior are not using skin care products for personal hygiene. Table-1.1 presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 30.48 is more than its table value 9.48. (30.48>9.48).
- Therefore, the Sub- Hypothesis1.2 that Women Buyers in the Gwalior city are not use skin care products for personal hygiene is Rejected and the Alternate hypothesis that Women Buyers in the Gwalior city are using skin care products for personal hygiene.
- The hypothesis of this research is determining that skincare consumer in the Gwalior are not using skin care products for medical reason. Table-1.1 presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 37.05 is more than its table value 9.48. (37.05>9.48).
- Therefore, the Sub- Hypothesis1.3 that Women Buyers in the Gwalior city are not using for medical reason is Rejected and the Alternate hypothesis that Women Buyers in the Gwalior city are using skin care products for medical reason. The hypothesis of this research is determining that skincare consumer in the Gwalior are not using skin care products to look more attractive. Table-1.1 presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 37.15 is more than its table value 9.48. (37.15>9.48).
- Therefore, the Sub- Hypothesis1.4 that Women Buyers in the Gwalior city are not using to look more attractive is Rejected and the Alternate hypothesis that Women Buyers in the Gwalior city are using to look more attractive. The hypothesis of this research is determining that skincare consumer in the Gwalior are not using skin care products for self confidence. Table-1.1 presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 27.73 is more than its table value 9.48. (27.73>9.48).
- Therefore, the Sub- Hypothesis1.5that Women Buyers in the Gwalior city are not using skin care products for self confidence is Rejected and the Alternate hypothesis that Women Buyers in the Gwalior city using for self confidence.

Analysing Whether Women Skincare Buyers/ Consumers In Gwalior Are Conscious To Self Image For Skin Care Products or Not –

The hypotheses are:

- Ho2 Women Buyers in the Gwalior city are not conscious to self image for using skin care products.
- Sub -H2.1; Women Buyers in the Gwalior city are not purchasing skin care products to improve self image.
- Sub- Ho2.2 ;Women Buyers in the Gwalior city are not purchasing skin care products to
- Improve self image that others have.

Table 1.2. Impact of self image on Women skin care Buyers.

Self Image	no. of case	Very Imp	Fairly Imp	Somewhat Imp	Fairly little Imp	Not At All	Table value (x ²)	Calculated value (x ²)	Significance (-05 level)
I improve myself	104	57	11	14	16	6	9.84	81.48	Significant
Improve	104	20	12	20	26	26	9.84	6.38	Not Significant

the image others have of you.									
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- The hypothesis of this research is determining that skincare consumer in the Gwalior are not purchasing skin care products to improve self image. Table-1.2 presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 81.48 is more than its table value 9.48. (81.48>9.48).
- Therefore, the Sub- Hypothesis2.1 that Women Buyers in the Gwalior city are not purchasing skin care products to improve self image, is Rejected and the Alternate hypothesis that Women Buyers in the Gwalior city are purchasing skin care researcher products to improve self image. This analysis thus leads to conclude that Women Consumers in the Gwalior city are purchasing skin care products to improve self image.
- The hypothesis of this research is determining that skincare consumer in the Gwalior are not purchasing skin care products to improve the self image that other have. Table-4.2 presents the result of the analysis of the hypothesis. It was observed that, four degree of freedom (df-4) and .05 level of significance, the calculated value of chi-square 6.38 is less than its table value 9.48. (6.38<9.48).
- Therefore, the Sub- Hypothesis2.2that Women Buyers in the Gwalior city are not purchase skin care products to improve the self image that other have, is accepted and the hypothesis that Women Buyers in the Gwalior city are not purchasing skin care products to improve the self image that other have.

FINDINGS:-

- Analysis of the Sub- Hypothesis 1.1 leads the researcher to conclude that Women Consumers in the Gwalior city are using skin care products for improving the skin.
- Analysis of the Sub Hypothesis 1.2 leads the researcher to conclude that Women Consumers in the Gwalior city are using skin care products for personal hygiene.
- Analysis of the Sub Hypothesis 1.3 leads the researcher to conclude that Women Consumers in the Gwalior city are using skin care products for medical reason.
- Analysis of the Sub Hypothesis 1.4 leads the researcher to conclude that Women Consumers in the Gwalior city are using skin care products to look more attractive.
- Analysis of the Sub Hypothesis 1.5 leads the researcher to conclude that Women Consumers in the Gwalior city use skin care products for self confidence.
- Analysis of the Sub Hypothesis 2.1 leads to conclude that Women Consumers in the Gwalior city are purchasing skin care products to improve self image.
- Analysis of the Sub Hypothesis 2.2 leads the researcher to conclude that Women Consumers in the Gwalior city are not purchasing skin care products to improve the self image that other have.

The findings obtained from the data collected shows that there is a substantial usage of skincare products by the women users in the city of Gwalior. The women buyers are using skincare products for different reasons. The different reasons are improving the skin , Personal hygiene, to look more attractive, self confidence and medical reason. The other main finding of the study is the purpose of every consumer buying skincare product is to improve their self image rather improving the self image others having her.

CONCLUSION

Thus the purpose of the research was to analyze **Consumer Buying Behavior** through Self image as one of the factors. Each of us has a Self Image and people who are happy with their self image are happy and confident, effective in work and social situations while, those are dissatisfied tend to be unhappy and less effective in work and social situations.

Cosmetics help to encourage our self image. A small change from outside can extraordinarily can change from inside and strength our self image. Marketers should design their advertisements by sending right messages to the target consumers and tapping the inner world of consumers of self image. Managers need to design their products and communication strategies to benefit the women consumers and bring a meaningful change in their personalities.

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