

Perception and Behaviour of Youth Consumers towards Personal Care Products: A Study in the State of Chennai and Bangalore.

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Abstract

There is a high degree of correlation between perception and the behaviour of consumers. Anything that is positively or negatively perceived will have influence on consumer buying behaviour. Successful marketer has to use those stimuli (Perception) effectively to influence consumers. Purchasing decisions involve a wide range of goods and services, from consumer electronics and personal computers to yogurt and salad dressing. In U.S. for example teenagers spent \$ 4.3 billion on family purchases, mainly on groceries and personal care products. The personal care industry had an excellent growth rate in all the major markets of the world recently. Since the past few years, people have become more conscious about their appearance and look, leading to a huge demand for these products in the whole world. The present study focuses on Youth consumer's perception and buying behavior towards Personal care products. All data analysis is conducted using SPSS V-15; Sample means, standard deviation are presented in the analysis chapter for all the variables of the study. The data are analyzed using factor analysis and parametric 't' test. The results will help the marketers to understand this vibrant group in taking decisions.

Keywords: Youth Customers, Personal Care Products, Purchases

Introduction

There is a high degree of correlation between perception and the behaviour of consumers. Anything that is positively or negatively perceived will have influence on consumer buying behaviour. People's perception of something can vary greatly from person to person, with each one forming an individual opinion about the stimuli being received. Successful marketers use those stimuli effectively to influence consumers especially the youth consumers. India is one of the youngest countries in the world with 60% of

the population less than 24 years of age and is charted as the most prospective destination for the retail investment. (A.T. Kearney's Global Retail Opportunity Report, 2007). With the first ever non-socialistic generation's thriving aspiration and new found money power combined with steadily growing GDP, bubbling IT industry and increasing list of confident young entrepreneurs. The Indian youth segment roughly estimates close to 250 million (between the ages of fifteen and twenty – five). The young consumer or youth

consumer market consists of kids, tweenies', teenagers and young people up to 25 years. Youth consumers offer ideas, insights and information on key issues across the whole youth market. It offers a depth and breadth of knowledge and valuable data that is unobtainable elsewhere (Young consumer – quarterly research journal). According to Juliet. B. Schor, author of “Born to Buy”, nearly every sector of the market-place has a successful segment geared explicitly toward children and young people. One fifth of McDonalds business, for example comes from happy meal sales. Marketing and advertising experts have aimed their sights on young consumers because, young consumers have purchasing power. Schor writes, “Children aged 4 - 12 made \$6.1 Billion in purchases in 1989, \$23.4 Billion in 1997 and \$ 30 Billion in 2002; an increase of 400 prices” (Meg Campbell, May, 2010). Youth consumers preferences are influencing household consumption choices, purchase decisions, brand preferences and so on. Therefore marketers must begin to understand and address the unique needs of this younger group of consumers. Parents in U.S., Europe, Japan and India nowadays earn more today than in previous decades. Thus, teenagers receive more pocket money. In U.K. for example 14 – 16 years old enjoyed a 29% increase in their pocket money between 1988 and 1989. Also getting their pocket money through part time earnings has increased a lot. Almost a third of all 12 – 16 years old British youth supplemented their pocket money with

part time work. Purchasing decisions involve a wide range of goods and services, from consumer electronics and personal computers to yogurt and salad dressing. In U.S. for example teenagers spent \$ 4.3 billion on family purchases, mainly groceries. The personal care industry had an excellent growth rate in all the major markets of the world in 2005-2006. Since the past few years, people have become more conscious about their appearance and look, leading to a huge demand for these products in the whole world. New products are launched by the leading brands to attract consumers. The trends in all the leading personal care markets show that this industry is showing a massive potential for growth. The women’s beauty industry is growing at rate of approximately USD 202.254 billion every year where as the global market for cosmetics alone USD 30.33 billion.

Statement of the Problem

Today’s youth are not afraid of technologies, because it has been available and accessible in most of their lives. An improved technology means easier access to more information. Youth, therefore, are becoming more demanding consumers as more opportunities exist thoroughly explore all choices before making a purchase decisions. Also, with time all important, they have a strong sense of immediacy, demanding compressed lead times and “instant” high quality service. With the growing competition, understanding youth consumer’s perception and their behavior have become the basic marketing strategies.

Deficiencies in understanding these customers cause customer dissatisfaction and also affect profitability in the long run. The present study is aimed to understand this youth market behavior and perception on Personal Care Products (PCP) and their influence on purchase decision.

Review of Literature

As the youth consumers market expands and spending power increases, marketers are cognizant of the importance in understanding traditional and emerging media trends in reaching this new generation of consumers. Youth consumers preferences are influencing household consumption choices, purchase decisions and brand preferences early studies suggest that teenagers do not have much influence in household purchases. But, contemporary research indicates that teenagers constitute a major consumer market, with direct purchasing power on items such as personal care products or cosmetics, electronic items, sweets and snacks and indirect purchase influence on shopping for big-ticket items, such as automobiles, grocery and fast food etc.,. No doubt father and mother clearly dominate the decision process, but teenagers attribute more influence to father or mother than the better half. (Belch G, MA Belch and G Ceresino, 1985). In general, it is believed that adolescents tend to have more influence in the purchase of products that are less expensive and for their own use. Mothers and adolescents perceive their role similarly, but fathers feel that the adolescents have less

influence than the adolescents thought they possess. (Beatty, Sharon E and Salil Talpade, 1994). Adolescents have greater influence in a concept oriented environment where they are encouraged to develop their own ideas and express their views more openly. (Foxman, Ellen, Patriya S Tanushaj and Karin M Ekstrom, 1989). Adolescent children are also primed to assume a more active role in purchase discussions after years of listening to their parents' description why certain request can/cannot be honored. Attempts to influence them by adolescents are likely to be effective when they match to their parents' decision making styl. (Palan, Kay M and R E Wilkes, 1997). Teenagers are exposed to technologies and so they are found to have the greatest relative influence across two areas: suggesting price and learning the best way to buy. The responses for these are of two measures, which harmonize for parents as well as teenagers. Sometimes, growing children gather more favorable information for favorable product profiles and less information when cost versus benefit of acquiring information in high. (Paxton, Jennifer Greg an, and Deborah Redder John, 1995). Not only that younger children use few dimensions to compare and evaluate brands, relying on dominant perceptual features, rather than functional features, in gathering information and making choices. Presently, parents are encouraging children to participate in decision-making process. It may be that the age of the parents, fewer children, and working mother are the situations reporting

greater influence. (Capon N and D Kuhn, 1980). Teenagers are also effectively fitting into the consumer role owing to time pressures and income effects in dual career families. Moreover, exposure to mass media and discussions with parents ensure that teenagers are not only aware of the new brands available, but also know how to evaluate them on various parameters. While younger children clearly affect parental behavior and purchases, adolescents have full cognitive development and an understanding of the economic concepts required for processing information and selection. This aspect is developed through family life cycle stages. (John, D R, 1999) The studies have pointed out that when information on a given product is missing, consumers often have to utilize other product attributes as cues for making inferences about the missing information. (Ajzen and Fishben 1980) Another study has indicated that the shopping for non-medical products and services does not have a strong effect of rural medical shopping behavior. The study has also found that customer satisfaction with medical services is a major component of rural consumer health care shopping. (Andros and Kohour 1984) . Positive word of mouth to parties external to the transactions received even less attention, although it has been associated with both satisfaction and price for management. (Swan and Oliver 1989) . It is also established that when quality of the product is unclear, price is used by consumers as more than a simple measure of monetary sacrifice and is often

used as a proxy for product quality. Consumers may be more likely to rely on price as an information source for assessing price and quality. In such circumstances, accurate knowledge of price information may be perceived by consumers as a tool of information for decision-making.(Doddas et al., 1991). An empirical study identified that gender differences in processing reflect inherent characteristics that may be over ridden by situational factors, such as the nature of the advertisement stimulus (or) the motivational state of the subject.(Meyers and Maheswaran, 1991). Also a positive word of mouth has been repeatedly shown to have a major effect on purchase decisions.(Herr et al., 1991).

Scope of the Study

The present study has obtained its moment of its scope of exploring perception of youth consumers as well as their buying behavior aspects. It establishes a parametric relationship between perception impact as well as meticulous care of youth in purchasing the product they need. A panoptic view of youth consumers' behavior towards personal care products needs to analyze the marketing strategy of personal care products focusing towards youth population. The study takes into account the Personal care products usage, Purpose of using the Personal care products, Personal care products purchase influencer of both the metros(Chennai and Bangalore) and also focusing on Gender difference in

purchase of various products including Personal care products.

Objectives

1. To examine the Personal care Products (PCP) usage by the Youth consumers.
2. To identify the importance of Personal care products (PCP) purchase among other various purchases.
3. To study the Personal care products (PCP) purpose of usage and purchase influencer in both metros.
4. To study the importance of non-advertisement purchase decision factors for PCP in both metros
5. To understand the significance of difference between male and female groups in purpose of using PCP and media influencer in both metros.

Research Methodology

The data was collected by using a structured questionnaire in the state of Chennai and Bangalore Youth consumers of college students. Convenient Random sampling was adopted and selected ten colleges (5 colleges from Chennai and Five colleges from Bangalore). The total sample constitute of 800 respondents from all the Ten colleges, 400 respondents from Chennai and 400 respondents from Bangalore. The secondary data are collected from journals, magazines, research papers and websites. All data analysis

is conducted using SPSS V-15, Sample means; standard deviation and N are presented in the analysis chapter for all the variables of the study. The data are analyzed using Factor analysis and parametric 't' test. The study relates to fifteen selected PCPs namely Shampoo, shampoo- conditioners, hair oil, bath soaps, sun cream lotions, moisturising creams, face creams, body care products, perfumes, deodorant, shaving creams, after shave lotions, cosmetics exclusively for men and exclusively for women .

Results and Discussion

Personal Care Products Usage:

Usage of PCP is influenced by need for those products and accordingly the study seeks to analyze mode of transport used by the youth consumers of both metros, radiation exposed to sun every day, number of visit to parlour or saloon and cosmetic content in PCP.

Mode of Transport by the Youth Consumers:

Mode of transport and the number times they expose to sunlight will influence the demand for their personal care products. To simplify the analysis the classification has been classified into two significant transport groups namely, exposed transport and covered transport. The exposed mode of transport includes cycle, two wheeler and others which are exposed to sunlight. The covered mode of transport includes auto, car, bus, etc.

Table 1. Mode of Transport by the Youth Consumers

Classification	Chennai		Bangalore		Overall	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Exposed transport	186	46.5	112	28	282	35.3
Covered transport	214	53.5	288	72.0	518	64.7
Total	400	100	400	100	800	100

From Table 1 overall frequency distribution is 64.7 percent in covered transport and 35.3 percent in exposed transport. Majority of youth consumers use covered transport.

Radiation Exposure-Hours:

Radiation exposure hours or time exposed to sun everyday will influence the demand for skin care products.

Table 2: Radiation Exposure –Time of Youth Consumers

Radiation Exposure Time	Chennai		Bangalore		Both Metros	
	Number of Youth Consumers	Percentage	Number of Youth Consumers	Percentage	Number of Youth Consumers	Percentage
Minimum exposure time. (Less than 2 hrs a day)	260	65.0	262	65.6	522	65.3
Medium exposure time. (2 to 4 hrs a day)	83	20.8	98	24.6	181	22.6
Maximum Exposure time (> 4 hours a day)	57	14.2	40	9.8	97	12.1
Total	400	100	400	100	800	100

The results indicated from table 2 states that the majority of youth consumers have minimum radiation exposure of less than 2 hours a day in Chennai, Bangalore and both metros (65.3%).

Visit to Beauty Parlor/ Saloon by the Youth Consumers:

Some of the PCP are available and have to be applied in the parlor/ saloon only. Visiting parlor or saloon has become quite common for both male and females, especially the youth consumers.

Table 3 a: Incidence of Visit to Parlor/ Saloon by Youth Consumers

Incidence of visit	Chennai		Bangalore		Both Metros	
	Number of Youth Consumers	Percentage	Number of Youth Consumers	Percentage	Number of Youth Consumers	Percentage
Present	297	74.2	295	73.8	592	74.0
Absent	103	25.8	105	26.2	208	26.0
Total	400	100	400	100	800	100

Table 3 indicates that most of youth consumers visit parlor in both metros (74%).

Table 3 b: Beauty Parlor / Saloon Visit Frequency

Visit	Chennai		Bangalore		Both Metros	
	Number of Youth Consumers	Percentage	Number of Youth Consumers	Percentage	Number of Youth Consumers	Percentage
Daily	2	0.68	5	1.69	7	1.18
Weekly	7	2.36	13	4.41	20	3.37
Fortnightly	7	2.36	21	7.12	28	4.78
Monthly	241	81.14	162	54.92	403	68.07
Important occasions	40	13.47	94	31.86	134	22.64
Total	297	100	295	100	592	100

A considerable number of the respondents visit the parlor on important occasions.

Cosmetic Contents in PCP:

Variations of cosmetic ingredients contained in personal care products have

the influence on purchase of personal care products. The major prominent contents of ingredients are classified into six categories, namely, turmeric, sandal, fragrance, photosensitivity, oily and less moisturizing cream.

Table 4: Cosmetic Contents in PCP

Cosmetic Contents	Chennai		Bangalore		Both Metros	
	Number of Youth Consumers	Percentage	Number of Youth Consumers	Percentage	Number of Youth Consumers	Percentage
Turmeric	31	7.8	45	11.3	76	9.5
Sandal	109	27.3	105	26.3	264	33.0
Fragrance	169	42.3	155	38.8	274	34.3
Photo sensitivity	13	3.3	36	9.0	49	6.1
More oil	16	4.0	13	3.5	29	3.6
Less moisturizer	62	15	46	11.5	108	13.5
Total	400	100	400	100	800	100

The results reveals from Table 4 that the fragrance is the most important content in the PCP influencing the PCP purchase by the youth consumers in Chennai, Bangalore and both metros.

Importance of Personal care products (PCP) purchase among other various purchases:

From table 5a & 5b there are many factors responsible for buying a product, especially for PCP other than the advertisements. The study considers the following selected items namely PCP products, clothes, Entertainments, Eatables, Jewels /ornaments and accessories. Ranking analysis was made and the results indicate.

Table 5 a: Ranking of Importance of various Purchases by Youth Consumers of Both Metros:

Various purchases	Number of youth consumers						Total
	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	
Personal care products	34	78	113	154	218	203	800
Clothes	354	219	127	47	29	24	800
Entertainments	131	184	162	126	96	101	800
Eatables	198	166	156	123	104	55	800
Jewels /Ornaments	52	43	59	100	198	348	800
Accessories	31	110	183	250	155	71	800
Total	800	800	800	800	800	800	

Table 5 b: Relative Importance of PCP Purchase by the Youth Consumers of Both Metros

Activity	Rank	Mean	Standard deviation	Sum
PCP	5	41.6413	14.97457	33313.00
Clothes	1	64.8625	13.71254	51890.00
Entertainments	3	52.7325	16.69287	42186.00
Eatables/Provisions	2	56.1438	16.21841	44915.00
Jewels/ Artificial Ornaments	6	37.0925	16.13837	29674.00
Accessories (Hand Bag, wallet, foot wear)	4	47.5275	12.67360	38022.00

Table 6 a: KMO and Bartlett’s Test of Factorization of PCP Usage Purposes.

Kaiser – Merex – Olkin Measure of sampling adequacy		0.679
Bartlett’s test of Sphericity	Approx. Chi Square	541.914
	Df	15
	Sig.	0.000

It is revealed (Table 5a and 5b) the relative importance for PCP Purchase is fifth place followed by eatables/provisions, entertainment

and accessories as far as youth consumers are concerned in both metros. The least importance is given to jewellery or artificial ornaments while purchasing.

The Personal care Products (PCP) Purpose of using and Purchase influencer in both metros.

Purpose of using Personal Care Products in Both Metros

The purposes of sing personal care products are ascertained through 6 variables, namely, Pleasing Appearance, Protection of complexion, Acceptance among peer groups, Enhancing Beauty, Attracting Opposite Gender and Enhancing Social status. The highly inter correlated variables are grouped and expressed in the form of factors.

Factor analysis by principle component method is adopted to study the Purpose of using personal care products.

The application factor analysis reveals that KMO measure of sampling adequacy is 0.679. In Bartlett’s test of Sphericity the approximate chi-square value is 541.914 which are statistically significant at 5 percent level. It designates the usage of factor analysis for grouping the variables within the bounded conditions of normality. The sample size is adequate to exhibit the characteristic features of the variables pertains to the purpose of personal care products. The communalities table (Table 6 b) presents the variance of the six variables in the analysis.

Table 6 b: Communalities of PCP Usage Purposes

PCP Usage Purposes	Initial	Extraction
Presentation of pleasing appearance	1.000	0.600
Protection/improvement of complexion	1.000	0.688
Acceptance among peer group	1.000	0.413
Enhancement of beauty/handsomeness	1.000	0.520
Attraction of opposite gender	1.000	0.538
Enhancement of social status	1.000	0.493

The results of factor analysis in Table 6 a, compose of six variables possessing the variance ranging from 41.3 percent to 68.8 percent. This proves that the variance is adequate in exhibiting predominant factors. It promises that the factors emerged would represent the underlying dimensions of the variables.

The table 6 c showing variance explained confirms the number of factors evolved out of the six variables for purpose of personal care products.

Table 6 c: Variance explained by PCP usage Purpose Factors

Component	Initial Eigen Values			Rotation sums of squared loading		
	Total	Percentage of variance	Cumulative percentage	Total	Percentage of variance	Cumulative percentage
1	2.092	34.868	34.868	1.769	29.491	29.491
2	1.161	19.345	54.213	1.483	24.722	54.213
3	0.824	13.728	67.941			
4	0.781	13.023	80.964			
5	0.618	10.297	91.261			
6	0.524	8.739	100.00			

Factor analysis, results in six variables, converted into two predominant factors with Eigen values of 1.769 for factor1 and 1.483 for factor2 and individual variances 29.491% and 24.722% factor1 and factor2 respectively. The total variance explained by the two factors is 54.213%.

The variables with factor loadings in each factor are presented in the Table 6 d

Table 6 d: Rotated Factor Matrix of Factor Loading of PCP Usage Purpose Variables and Factors

PCP Usage Purposes	Factor	
	1	2
Protection/improvement of complexion	0.827	
Giving pleasing appearance	0.768	
Enhancement of beauty/handsomeness	0.628	
Attraction of opposite gender		0.728
Enhancement of social status		0.700
Acceptance among peer group		0.568

Table 6d indicates the first factor comprises of three variables of protecting/improving complexion, presentation of pleasing appearance and enhancement of beauty/handsomeness. And this factor is labeled as *“Attractive appearance”*.

The second factor is composed of three variables, namely attracting opposite gender, enhancement of social status and leading to peer group acceptance. And this factor is named as *“Social Acceptance Factor”*.

It is found that Attractive appearance is the most dominant factor followed by Social acceptance as the main purposes of using

personal care products by the youth consumers of both metros.

Personal Care Products (PCP) Purchase Influencers in both Metros

The purchase decisions with respect to personal care products influenced by advertisements and other factors are classified into Nine variables, namely T.V. Advertisement, newspaper advertisement, magazine advertisement, radio advertisement, bill board advertisement, peer group, relatives, beauty parlors and celebrities in both metros.

The factor analysis by the principle component method is adopted for the nine variables that affect the purchase decision of personal care products influenced by advertisements and others.

Table 7 a: KMO and Bartlett’s Test of Factorization of PCP Purchase Influencers

Kaiser – Merex – Olkin Measure of sampling adequacy		0.792
Bartlett’s test of Sphericity	Approx. Chi Square	1742.331
	df	36
	Sig.	0.000

The results found that KMO measure of sampling adequacy is 0.792. In Bartlett’s test of sphericity, the approximate chi-square value is 1742.331 which are statistically significant at 5% level. It allows the application of factor analysis for grouping the variables within the boundary conditions of normality.

Table 7 b: Communalities of PCP Purchase Influencers

PCP Purchase Influencers	Initial	Extraction
T.V Advertisement	1.000	0.548
Newspaper Advertisement	1.000	0.706
Magazine Advertisement	1.000	0.477
Radio Advertisement	1.000	0.534
Bill board Advertisement	1.000	0.356
Peer group	1.000	0.485
Relatives	1.000	0.595
Beauty parlors	1.000	0.565
Celebrities	1.000	0.375

It is identified that the nine variables possess the variance ranging from 35.6% to 70.6%.

This proves the variance is adequate in exhibiting the predominant factors.

Table 7 c: Variance Explained By PCP Purchase Influencer Factors

Component	Initial Eigen Values			Rotation sums of squared loadings		
	Total	% of variance	Cumulative Percentage	Total	% of variance	Cumulative Percentage
1	3.349	37.206	37.206	2.643	29.363	29.363
2	1.293	14.370	51.576	1.999	22.214	51.576
3	0.929	10.319	61.895			
4	0.766	8.512	70.407			
5	0.700	7.773	78.181			
6	0.625	6.946	85.127			
7	0.528	5.862	90.989			
8	0.490	5.448	96.437			
9	0.321	3.563	100.000			

It is found that nine variables are converted into two predominant factors with Eigen values 2.643 and 1.999 and individual variances 29.363 and 22.214 for factor 1 and factor 2 respectively. The total variance explained by two factors is 51.576.

Table 7 d: Rotated Factor Matrix of Factor

PCP Purchase Influencer	Factors	
	Factor 1	Factor 2
T.V Advertisement	0.832	
Newspaper Advertisement	0.731	
Magazine Advertisement	0.690	
Radio Advertisement	0.646	
Bill board Advertisement	0.574	
Peer group		0.764
Relatives		0.747
Beauty parlors		0.674
Celebrities		0.480

Loading of PCP Purchase Influencers

It is observed that the first factor comprises of five variables, namely News paper advertisement, Radio advertisement, T.V advertisement, Magazine advertisement and Bill board advertisement. Hence, this factor is known as *“Media influencer”*.

The second factor is a composition of Relatives influence, Beauty parlors, Peer group influence and Celebrities. And this factor is named as *“Social influencer”*.

Importance of Non-Advertisement Purchase Decision factors for PCP in Both Metros

From table 8a and table 8b present research encounters how the other factors (or) elements create a favorable situation in the minds of the consumers to buy a particular product. On this case, there are six factors other than advertisement are identified. They are namely, price, quality, performance, design (style), safety/health and finally packing.

The relative importance attributed to non advertisement purchase decision factors of PCP by youth consumers are analyzed.

Table 8 a: Ranking Importance of Non – Advertisement Purchase Decision Factors for PCP

Non – advertisement purchase decision factors	Number of youth consumers						Total
	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	
Price	152	128	167	196	82	75	800
Quality	314	285	107	44	20	30	800
Performance	60	157	258	206	94	25	800
Design (Style)	29	44	88	153	339	147	800
Safety/health	221	152	146	139	93	49	800
Packing	24	34	34	62	172	474	800
Total	800	800	800	800	800	800	

Table 8 b: Relative Importance of Non-Advertisement Purchase Decision factors for PCP

Non-Advertisement purchase decision Factors	Rank	Mean	Standard deviation	Sum
Price	3	53.2588	15.97696	42607.00
Quality	1	64.5375	13.42018	51630.00
Performance	4	52.5438	11.91377	42035.00
Design (style)	5	40.5300	13.02175	32424.00
Safety / Health	2	56.8725	16.27459	45498.00
Packing	6	32.2575	13.84326	25806.00

The results reveal the youth consumers have the most consideration for quality factor for PCP other than advertisement.

Significance of difference between male and female groups in purpose of using PCP and Media influencer in both metros.

Table 9: Significance of Difference between Gender Groups in Purpose of Using PCP

Purpose of using PCP	Gender	Mean	Standard deviation	t – value	Df	P-value	Inference
Attractive appearance	Male	10.2447	2.24661	-1.561	595.336	0.119	Not Significant
	Female	10.4946	2.10352				
Social acceptance	Male	9.3996	2.27323	3.347	587.202	0.001	Significant
	Female	8.8520	2.16270				

A parametric ‘t’ test is applied to study the gender bias influence on the purpose of using PCP and to know the significance of difference between male and female respondents.

From table 9 shows there is a significant difference between the male and female respondents of youth consumers with respect

to the factor of “social acceptance”. Among the male and female respondents, male respondents have significantly higher social acceptance perception than female respondents. On the other hand, there is no significant difference among the male and female respondents for the factor “attractive acceptance”.

Table 10: Significance of Difference between Gender Groups in their PCP Purchase Influencers

Influence	Gender	Mean	Standard deviation	t – value	Df	P-value	Inference
Media influences	Male	11.6157	4.33018	4.335	613.583	0.000	Significant
	Female	10.3069	3.91343				
Social Influences	Male	8.4665	3.39601	-3.008	540.527	0.003	Significant
	Female	9.2491	3.55486				

Results indicate in Table 10 that there is a significant difference between male and female respondents of youth consumers with respect to Media Influencer and Social Influencer

Conclusion

The purpose of this study is to identify the critical perception factors that determine the buying behaviour of Youth consumers of Chennai and Bangalore. The study results indicated that visiting parlor or saloon has

become quite common for both male and females, especially the youth consumers due to changed life pattern. It is also revealed that the relative importance for PCP purchase is fifth place followed by eatables/provisions, entertainment and accessories and least importance are given to jewellery or artificial ornaments while purchasing. It is found that attractive appearance is the most dominant factor for PCP Purpose of usage and Media influencer is the prime factor influencing the youth to buy PCP products. And there is a significant of difference between male and

female respondents with respect to purchase influencer variable. It is important to conclude that marketers cannot ignore these aspects while taking strategic decision and a need to understand this vibrant group in the long run.

Limitations

1. Youth consumers occupies more than 40% of total population, and the study is restricted to only Chennai and Bangalore, it is difficult to generalize the whole population
2. The study is concerned with youth consumers of college students and not concerned with youth consumers of different occupations.
3. The study has not concerned with medical influence on PCP products.
4. The study is concerned with Urban Youth population only.

Scope for further Research

1. The study can be extended to identify the significance of branded products.
2. More scope of Rural Youth consumers.
3. A separate study can be carried out to identify the Transitional structure influencing purchase decision from dependency to Earning class, from single to Married class and individual decision making to family as a whole.

4. Study can be extended to advertising impact and role of advertising agency.

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