

# Factors of Purchase Intention for Cosmetic Product-An Empirical Evidence among Indian Consumers

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**Abstract:** In a tropical dry country like India the use of cosmetic product like deodorant is indispensable. Though deodorant is one of the important cosmetic product not many studies have been conducted so far to explore the factors that leads to a purchase of deodorant. The current study aims at finding what the customers look for while purchasing a cosmetic product such as deodorant. Further, analyses the relationship between socio economic factors and purchase intention of cosmetics. A structured online survey is carried out and 304 responses were received. The data set is analyzed using SPSS 21. Exploratory factor analysis is conducted to identify the key factors that culminate in a purchase of deodorant. An ordinal logistic regression is conducted to analyze relationship between socio-economic factors and purchase intention factors. The findings indicate that product quality, price and promotional variables play significant impact in purchase decision. Age and Education are the main contributors among socio economic factors that influence the purchase of deodorant.

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## 1.0 Introduction

The cultural fabric of India has seen a change from being a collectivist society to a liberal society (Ahuja & Sahni, 2017). The taste and preference of the consumers are changing in the domain of consumer goods and services. One such is cosmetics purchases. Deodorants are classified as cosmetics by FDA (US Food and Drug Administration). Cosmetics are substances which are defined under the Drugs and

Cosmetics Act 1940 and Rules 1945 as “Articles which are meant to be rubbed, poured, sprinkled, or sprayed on or introduced into or otherwise applied to the human body for the purpose of cleansing, beautifying, promoting attractiveness or altering the appearance”. India has seen a marvelous and sea change growth in the cosmetics industry in the recent years (Ahuja & Sahni, 2017). The beauty business in India is growing phenomenally with the cosmetics

market growing at 15 - 20 per cent annually, twice as fast as that of the United States and the European markets (Nanda et. al., 2005). The retail beauty and cosmetics market in India currently estimated at USD 950 million is pegged at USD 2.68 billion by the year 2020 (Nanda et. al., 2005). Deodorants are products that contain anti-bacterial properties that reduces the odor caused by sweat. In India deodorants are available as aerosol /sprays, stick and roll-ons. The deodorant market in India is worth Rs.2300 crores and is fast growing with a CAGR of 15%. Increase in affluent middle class, improvement in quality of life and a sense of personal grooming are some reasons for the growth of deodorant market. There are more than 500 brands of deodorants in the market and the rural segment is also contributing to the growth of this market to a great extent. The previous research in the context of India has rarely studied the purchase intention with respect to cosmetics and more so on deodorants (Ajai et al., 2013; Neetu, 2012). Under these circumstances it is imperative that the companies understand the consumer better so that value can be delivered. This study identifies and analyses the factors that affects the purchase of deodorants in Indian market. This paper is divided into the following sections: introduction, review of the literature, research design, results and discussion, marketing implication and conclusion.

## 2.0 Review of Literature

Marketing Mix plays a vital role in the customer decision making process. Many studies have proved that effective combination of product, price, place and promotion will influence purchase decisions of a consumer (Kotler & Armstrong, 1989). Russel & Taylor (2006) emphasized the importance of product quality and it's utility to satisfy a need as a main reason for a purchase decision. Shahzad (2011) too emphasized on the importance of quality to

achieve customer satisfaction. Quality of the product is inherent in all those attributes that a customer look for in a product. The product will be successful if it satisfies the customer's needs. The knowledge of the consumers about the product influences purchase decision to a great extent (Satish & Peter, 2004). Schiffman and Kanuk(2009) opined that consumers purchasing certain category of products can be determined by their intention to purchase product based on certain factors that influence them. Further, they assert that as the intention to purchase increases higher is the possibility to purchase the product. Previous research concludes that the demographic factors have a positive impact on purchase intention and behavior of the consumer (Peter and Olson, 2008; Schiffman & Kanuk, 2007). Literature suggests that gender has a substantial influence on the purchase decisions and females greatly influence the purchase decisions (Atkin, 1978; Moschis & Mitchell, 1986).

Price of the product is another important factor as this gives a perception about the brand in the minds of the consumer. Many consumers opine that if the price is more the product quality will be better (Nilson, 1992). Ajai et al.(2013) conducted a study in Ernakulam city in Kerala, Southern part of India and observed that price plays a significant role in choosing a particular brand of grooming product by men and opines that the buyer of this category is not the same as the user. Sulu et al.(2016) found that consumers preferred US based cosmetics than other countries and also highlighted that price contributes the most when it comes to choosing a cosmetic product. The importance of price and its effect on brand loyalty and how it varies with gender differences formed the crux of the study conducted by Sohail et al., (2017).

Al-Ashban and Burney (2001) concluded that education and social status played an important role in purchase decision of cosmetics among women in Saudi Arabia. Cosmetics are marketed in attractive packages and this gives a good impression about the brand and influences consumers to purchase the product (Fung et al. 2004). In today's context promotional strategies are too very important for a brand's success. Many researchers have stressed the importance of promotional strategies for effective marketing. Clow (2011) opine that promotional strategies are crucial for the success of a product. Consumers are very likely to be influenced by word of mouth than other forms of advertising and reference groups play a vital role in decision making process (Stanton, 1991). Deodorant being a high involvement product needs to be promoted in non-monetary terms to increase its' brand loyalty. In case of low involvement products price discounts may help (Mendez et al., 2015).

Duff (2007) concluded that women are becoming fashion conscious towards cosmetic products and look for products with attractive design. Agariya et al. (2012) reinforced the importance of innovative and attractive packaging for effective brand communication. Also, suggested that creativity in package designing played a substantial role in the selection of brand, because consumers could use it with ease.

Lieven et.al (2015) compares smart phones and deodorants and suggests that products like deodorants can position itself anywhere in masculinity/femininity continuum so as to appeal to a desired target segment. Further opine that gender plays a vital role in choosing a particular brand of deodorant. Khan and Noor (2012) concludes that quality, brand image and personality had a substantial impact on purchase decisions of cosmetics among women customers

in Peshawar. Neetu (2012) opines that consumers give more importance to price than other attributes such as design, sales and service.

Vera and Trujillo (2017) are of the opinion that brand name of the product enhances the loyalty and is a prime factor towards purchase of any product. They conducted study across product portfolio comprising of apparels, laptops, shoes, cosmetic product such as lipstick, canned soda and bottled water. Brand awareness or Brand name is an essential factor regarding purchase intention as consumers are inclined towards buying products that are familiar (Keller et al, 1998; Macdonald & Sharp, 2000). Teoh Khar Chin, and Harizan (2017) concluded that price of the product has an influence on purchase of cosmetic products among Malaysian consumers.

With digital marketing and social media campaign taking the forefront of marketing, it is imperative for managers to monitor social marketing as well as conventional media. Erdoğmuş and Cicek (2012) opine that in the digital space brand loyalty is the major influencing factor to purchase the product. Zheng et al., (2015) Cosmetics being personal grooming products can be effectively promoted on social media. Developing an online brand community will help to develop brand loyalty over a period of time. Hans van der Heijden et al., (2003) opine that ease of use is an important intention factor that influence to purchase products online. The factors to purchase products through online can be classified into four factors namely transaction/cost; incentive programs; site design; and interactivity (Kim and Kim, 2004).

Socio-economic factors such as age, gender, occupation, monthly income have a significant influence on purchase intention of facial cosmetics in China (Huang & Foosiri, 2017).

Further, Nai, et al., (2018) suggested that there is a need to find out whether socio economic factors such as age, gender, monthly income and education has an influence on the purchase intention factors to purchase the product .

The literature review reveals that earlier researchers focused more on the marketing mix in brand's life cycle. There are numerous studies on the chemical composition of deodorants and their effects on human body(Wongchoosuk, Lutz, & Kerdcharoen, 2009; Gautschi, Natsch, & Schröder, 2007). However, literature is limited in the area of marketing of deodorants and purchase decisions. Hence there is a definitive need to study the factors that influence the intention to purchase cosmetics and particularly deodorants. Also, does socio – economic factors influence the identified factors of purchase intention needs to be studied. Thus the study proposes following questions to be investigated:

1. What are the factors that influence the purchase of deodorant product by Indian consumers?
2. Does socio-economic factors like Age, Educational Qualification, Gender, Monthly income influences the purchase intention factors.

To answer the above questions following objectives are framed:

1. To identify the factors influencing the purchase of deodorant products by consumers.
2. To find out the difference among the socio-economic groups towards purchase intention factors

#### a. Conceptual Frame Work

A conceptual framework is developed to find the influence of socio-economic factors on purchase intention factors, wherein the purchase intention

factors are the dependent variable(Y) which is measured through the factors such as : . brand name (Y<sub>1</sub>), good feel(Y<sub>2</sub>), suitable for skin(Y<sub>3</sub>), increase personality(Y<sub>4</sub>) fragrance(Y<sub>5</sub>), naturalness(Y<sub>6</sub>) , content(Y<sub>7</sub>), value for money(Y<sub>8</sub>), price of product(Y<sub>9</sub>), easy availability of product(Y<sub>10</sub>), easy to use(Y<sub>11</sub>), attractive Package(Y<sub>12</sub>), advertisement(Y<sub>13</sub>) and friends recommendation(Y<sub>14</sub>) and the socio-economic factors such as Age(X<sub>1</sub>), Education Qualification( X<sub>2</sub>), Gender(X<sub>3</sub>) and Monthly Income(X<sub>4</sub>) are the independent variables.

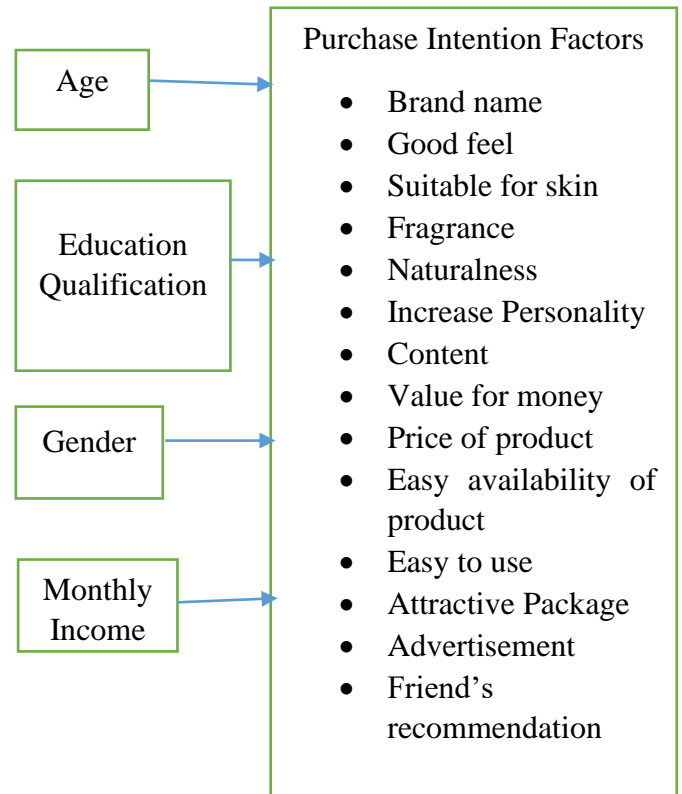


Figure 1 Conceptual Frame work

### 3.0 Research Design

The study explores the grey area of purchase intention factors of deodorants through a quantitative approach. In the current study the dependent variables are the factors that affect the purchase intention i.e. brand name (Y<sub>1</sub>)(

Erdoğan & Cicek ,2012; Keller et al, 1998; Macdonald & Sharp, 2000), good feel( $Y_2$ )(Vigneron & Johnson, 1999), suitable for skin( $Y_3$ )(Sukat, 2008), increase personality( $Y_4$ )(Khan & Noor (2012)), fragrance( $Y_5$ )(Yang & Chen,2015), naturalness( $Y_6$ )( Fung et. al., 2004) , content( $Y_7$ )(Russell& Taylor, 2006), value for money( $Y_8$ )(Nilson, 1992), price of product( $Y_9$ )(Neetu, 2012), Heitmann et. al., 2007, Nilson, 1992), easy availability of product( $Y_{10}$ )(Cho& Sagynov, 2015), easy to use( $Y_{11}$ )( Hans van der Heijden et al., 2003), attractive Package( $Y_{12}$ )(Hameed& Kanwal, 2018; Fung et. al., 2004), advertisement( $Y_{13}$ )(Zheng et al., 2015 ) and friends recommendation( $Y_{14}$ )( Zheng et al., 2015 ). These factors are identified through literature further validated using exploratory factor analysis. The independent variables are the socio economic factors such as age( $X_1$ )( Al-Ashban & Burney,2001), educational qualification ( $X_2$ )( Al-Ashban & Burney, 2001), gender( $X_3$ )( Amin, Rezaei, & Tavana, 2015) and income ( $X_4$ )( Al-Ashban and Burney, 2001). These factors were identified by literature.

The data for the study is collected through a structured online survey between a period July 2019 to October 2019. The target participants of the study were users of deodorant irrespective of any brand in India. Since the target respondents are users of consumer product, a probability sampling would be more appropriate. But since it is difficult to arrive at population size. Further, the sampling frame consists of all individuals who use deodorants across India. It is difficult to list all the members of sampling frame. Hence, a snowball sampling was found to be more appropriate to be adopted to collect responses. The data was collected over a period of eight months. The survey link was shared in social media platforms like face book, WhatsApp and LinkedIn. A total of 304 filled in survey

responses were received through Google documents. IBM SPSS 21 is the statistical tool used to analyse the dataset . Exploratory factor analysis was used as statistical tool to identify the purchase intention factors of deodorant among the variables and the extraction method used is principal component and rotation method is Promax with Kaiser Normalization. Also, a robust statistical technique such as ordinal regression is performed to analyze the influence of socio economic factors of the consumer on purchase intention factors of deodorants.

### 3.1 Factor Analysis

The purpose of factor analysis is data reduction (Robinson et al., 1992). Factor analysis is used to get small set of variables (preferably uncorrelated) from a large set of variables (most of which are correlated to each other). Factor analysis create indexes with variables that measures similar things and it identifies correlation between and among variables to bind them into one underlying factor driving their values. Since, the factors for purchase intentions were not clearly defined in the literature, an exploratory factor analysis is conducted to validate the factors identified through literature. The Kaiser-Meyer-Olkin (KMO) and Bartlett's test is done and is applied to resultant correlation matrix to test whether sample adequacy and measure the predicted values narrow. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy test is based on the correlation and partial correlation of the variables. Use of factor analysis is significant when the test value in KMO measure is closer to one, if KMO is closer to zero then factor analysis is insignificant for the variables and the data. Table: 2 shows the value of test statistic as 0.887 that means the factor analysis for the selected variables is found to be appropriated to the data.



### 3.2 Ordinal Logistic Regression:

Ordinal logistic regression (often just called 'ordinal regression') is used to predict an ordinal dependent variable given one or more independent variables. It can be considered as either a generalization of multiple linear regression or as a generalization of binomial logistic regression. Ordinal logistic regression describes data and explains the relationship between one dependent variable and two or more independent variables. In ordinal logistic regression analysis, the dependent variable is ordinal and the independent variables are categorical or continuous-level.

The general form of an ordinal logistic model is represented as follows:

$$\ln(Y') = \alpha_j - (\beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n) + \epsilon \dots \dots \dots (1)$$

Where  $\beta_1, \beta_2, \beta_3 \dots \beta_n$  are logit coefficients. When there are  $j$  categories, the Proportional Odds model estimates  $J-1$  cut points and  $\epsilon$  is the residual.

## 4.0 Results and Discussion

### 4.1 Reliability and Validity

The research instrument is tested for reliability and the Cronbach's alpha for overall reliability is 0.924 for all standardized items of the instrument. The reliability of the construct i.e. purchase intention factors is found to be 0.898. The reliability values of the instrument and the construct are found to be accepted since the values are more than 0.6 (Hair et al., 2010). Validity can be referred to as how well a test measures what it is supposed to measure. In order to ascertain convergent validity, exploratory factor analysis is conducted and the factor loading of the item is examined (Hair et al., 2010). All the item loadings are presented in Table 1, which shows that items are significantly related to their corresponding factors. Further, the results suggest adequate fit with respect to convergent validity (Table 3).

According to Hair et al. (2010), discriminant validity can be evaluated based on factor correlations. The correlation between the factors is found to be less than 0.6. Therefore, all the latent construct has cleared the discriminant validity. Passing of these tests is a prerequisite for further analysis (Nunally, 1967).

Table1: Demographic Profile of the respondents

Demographic characteristics	Categories	% of respondents
Age	Less than 25	16.4%
	26-35	41.8%
	36-45	33.2%
	46-55	6.6%
	Above 55	2.0%
Gender	Female	33.2%
	Male	66.8%
Monthly Income	Less than 25000	26.3%
	25001-50000	24.7%
	50001-75000	16.8%
	Above 75000	32.2%
	Graduation	28.6%
Education Qualification	Post-Graduation	50.0%
	Doctoral	21.4%

Source: Survey Output

The table 1 provides the demographic profile of the respondents. The study takes into account the key demographic features such as Age, Gender, Monthly Income and Education qualification. The results indicate that male respondents (66.8%) was significantly higher than the female respondents (33.2%). The majority respondents belonged to the age group of 26-45 years (75%).

The income level of the respondents is distributed, the highest being above 75,000 (32.2%). The education qualification also follows similar pattern.

Table 2: Results of KMO and Bartlett's Test

Kaiser-Meyer-Olkin		0.887
Bartlett's Test	Approx. Chi-Square	2358.883
Sphericity	df	105
	Sig.	.000

Source: Survey output

The adequacy of sample was checked using Kaiser-Meyer-Olkin(KMO) measure and suitability of the data for factor analysis was checked with Bartlett's test of sphericity. The table 2 indicates the values for KMO test and Bartlett's test. Both the measures show favorable values (Hair et al.2010).

Table 3: Factor loadings of Pattern Matrix

Attributes	1	2	3
Brand Name	<b>.639</b>	-.028	.219
Good Feel	<b>.692</b>	.266	-.032
Suitable for Skin	<b>.783</b>	.177	-.192
Increase Personality	<b>.784</b>	-.307	.319
Fragrance	<b>.752</b>	-.026	.066
Naturalness	<b>.803</b>	.048	-.086
Content	<b>.727</b>	-.062	.078

Source: Survey Output

Value for Money	.425	<b>.548</b>	-.222
Price of Product	.200	<b>.730</b>	-.075
Easy Availability of Product	-.191	<b>.862</b>	.215
Easy to Use the Product	-.058	<b>.797</b>	.274
Attractive Package	-.019	.224	<b>.788</b>
Advertisement	.003	.020	<b>.850</b>
Friends Recommendation	.215	.046	<b>.582</b>

The table 3 provides the results of the exploratory factor analysis. From the table it is inferred that the purchase intention factors are classified into three categories. The values above 0.5 were considered for grouping (Hair et al, 2010). The first category is related to product attributes and named as Wholesomeness, second category is related to place & price attributes which is named as Value and third category is of promotional attributes and is named as Popularity. In the "Wholesomeness" the purchase intention factors are Brand Name, Good Feel, Suitable for Skin, Increase Personality, Fragrance, Naturalness and Content. The purchase intention factors such as Value for Money, Price of Product, Easy Availability of Product and Easy to Use the Product form the "Value" attributes. The third category "Popularity" attribute, consists of Attractive Package, Advertisement and Friends Recommendation.

Table 4: Ordinal LogisticRegression results

Purchase intention factors (dv)	Social economic status(iv)								Model fit	
	Age		Educational Qualification		Gender		Monthly Income		Chi	Sig
	B	Sig	B	Sig	B	Sig	B	Sig		
Brand Name	<b>-.356</b>	<b>.010*</b>	<b>.257</b>	<b>.083*</b>	.005	.983	.081	.411	<b>8.256</b>	<b>0.083*</b>
Value for Money	.115	.412	.238	.111	-.021	.922	-.043	.666	3.761	0.439
Good Feel	.117	.422	<b>-.299</b>	<b>.054*</b>	-.074	.744	.155	.134	<b>8.776</b>	<b>0.067*</b>
Suitable for Skin	.124	.410	-.164	.305	-.218	.359	.119	.264	5.273	.260
Increase Personality	<b>-.230</b>	<b>.098*</b>	-.232	.116	-.290	.183	<b>.217</b>	<b>.028</b>	<b>9.840</b>	<b>.043**</b>
Fragrance	<b>-.320</b>	<b>.027*</b>	<b>-.406</b>	<b>.008***</b>	-.024	.916	<b>.202</b>	<b>.050</b>	<b>14.981</b>	<b>.005**</b>
Naturalness	-.087	.535	-.087	.567	-.222	.314	.080	.422	2.020	.732
Content	-.003	.986	-.161	.279	-.188	.390	.179	.072	5.843	.211
Price	.071	.607	.075	.610	-.237	.277	-.044	.655	1.956	.744
Easy Availability	.266	.060	-.048	.746	-.072	.741	-.132	.184	3.997	.406
Easy to Use	.165	.241	-.077	.604	-.049	.823	.026	.794	2.571	.632
Attractive Package	-.144	.297	-.158	.281	-.300	.165	.112	.254	4.735	.316
Advertisement	<b>-.344</b>	<b>.014</b>	-.197	.180	-.095	.661	.151	.180	<b>9.360</b>	<b>.053*</b>
Friends Recommendation	-.242	.080	.007	.964	.193	.372	.050	.611	4.314	.365

Source: survey output

\*Significant at 90% level, \*\* Significant at 95% level, \*\*\* Significant at 99% level

Table 4 indicates the results of ordinal logistic regression. The result indicate that regression model is found to be fit for purchase intention factors such as brand name, good feel, fragrance, increase personality, and advertisement. This indicates that social economic factors influences the purchase intention factors such as brand name, good feel, increase personality, and advertisement for deodorants. Furtherfor other factors such as packaging, friends recommendation, easy to use, availability, price, content and naturalness the model was found not to be fit. This indicates that the socio economic

factors have no influence on purchase intention factors such as packaging, friends recommendation, easy to use, availability, price, content and naturalness.

The socio-economic factors such as age and educational qualification influences the purchase intention factor brand name. The age of the respondents has negative influence on the purchase intention factor brand name. This means as age of the respondent increases their preference to purchase deodorant based on brand name decreases. The educational qualification of



the respondent positively influences the purchase intention factor brand name. This means respondents with higher academic qualification prefer to purchase deodorant based on its brand name. The study results concur with the results of earlier researchers that age of the respondent influences the purchase intention factor such as brand name (Ajai et al., 2013; Vera & Trujilo, 2017). The other two socio-economic characteristics i.e. gender and monthly income do not have any significant influence on purchase intention factor brand name. The study results with respect to gender and monthly income do not concur with the results of prior studies (Ajai et al., 2013; Sohail et al., 2017; Khan & Noor, 2012; Lievan et al., 2015). This indicates that with respect to gender and income brand name of deodorant is not an important factor to purchase.

The socio-economic characteristics such as age and monthly income influences the purchase intention factor 'increase personality'. The age of the respondents negatively influences the purchase intention factor 'increase personality'. This means as age of the respondent increases, the purchase of deodorant is not based on the factor 'increase personality'. The monthly income of the respondents positively influences the purchase intention factor 'increase personality' to purchase deodorant. This implies people with higher income prefer to purchase deodorant as they perceive that it increases their personality. The other two socio-economic characteristics i.e. gender and educational qualification do not have significant influence on purchase intention factor increase personality. This indicates that irrespective of gender the respondent opinion is that deodorant's usage does not increase personality and the same can be inferred with educational qualification.

The socio-economic characteristics such as age, educational qualification and monthly income significantly influences the purchase intention factor fragrance. The age of the respondents has negative influence on the purchase intention factor fragrance. This means as age of the respondent increases their preference to purchase deodorant based on fragrance decreases. The purchase intention factor 'fragrance' is negatively influenced by educational qualification of the respondent. This indicates that as the educational qualification of the respondent changes his liking for fragrance decreases. Further, more the educational qualification of an individual lesser is the influence of 'fragrance' as a purchase intention factor. The monthly income of the respondents positively influences the purchase intention factor 'fragrance' to purchase deodorant. This implies people with higher income prefer to purchase deodorant due its fragrance appeal. Also, the gender doesn't has any influence on purchase intention factor fragrance.

The socio economic factor age has a significant influence on the purchase intention factor advertisements. The socio-economic factor age is negatively influenced by the advertisement to purchase deodorant. As age increases they are less influenced by advertisement to purchase deodorant. These results when compared with general cosmetic study found to concur with prior studies (Clow, 2011; Stanton, 1991). The results with respect to education did not concur with Al-ashban and Burney (2001). Whereas other three socio economic factors i.e. gender, education and income are found to be not influencing purchases through advertisements. The purchase intention factor 'good feel' is negatively influenced by educational qualification of the respondent. This indicates that more the educational qualification of an individual lesser is the influence of 'good feel'

as a purchase intention factor. Whereas other socio economic factors such as age, gender and monthly income do not influence the purchase intention factor feel good.

The study results with respect to packaging, friends recommendation, easy to use, availability, price, content and naturalness did not concur with previous studies (Agariya et al., 2012; Mendez et al., 2015; Duff, 2007; Hans van der Heijden et al., 2003; Neetu, 2012).

Table 5: Type of Influence of socio economic characteristics on purchase intention factor

Socio-economic group	Purchase Intention Factor	Type of Influence
Age	Brand Name	Negative
	Increase	Negative
	Personality	
	Fragrance	Negative
Monthly income	Advertisement	Negative
	Increase	Positive
	Personality	
Educational Qualification	Fragrance	
	Brand Name	Negative
	Good Feel	Negative
	Fragrance	

Source: Survey Result

### 5.0 Marketing Implications of the Study:

When it comes to marketing deodorants most of the promotions promises the product to be offering good fragrance. This study reinforces the fact that fragrance is indeed one of the main factors that influence purchase decision of deodorants. But as the age and educational qualification increases the factor fragrance seems to losing its charm. The economic status

however has a positive association on fragrance. This opens up a debate whether the promotions should be customized based on the customer profile. With the opening up of intelligent marketing through online customization is possible and promotions can be more focused. This study also indicates that brand name, good feel, personality and advertisement are influencing the purchase decision more than other factors. Marketing mix decisions can be taken effectively if the strategists use these factors to identify their product. The study also reveals that more the monthly income the customer tends to concentrate more on his personality thereby looks for products that will satisfy his need. The success and failure of a brand depends on how a marketing strategy is implemented through its life cycle. Consistent and sustained marketing efforts are important for a successful brand. Often it is difficult for managers to decide on what type of strategy to choose, attributes to be stressed upon in a campaign and what the consumers look for in the brand. This study bridges the gap by showcasing the important factors to market a deodorant. The study has identified Wholesomeness, Value and Popularity as the three main factors that contribute to purchase of deodorant. Since the market for deodorants is nascent and is fast growing there is a huge opportunity for companies to consolidate and take the leadership position in the market. The growing Indian consumerism throws open plenty of opportunities in the market to try out various combinations and strategies to suit the consumer needs.

### 6.0 Conclusion and Future Scope

The study identifies the purchase intention factors that influence Indian consumers to purchase deodorant. The purchase intention factors are classified into three categories Wholesomeness, Value and

Popularity. The key purchase intention factors that influence to buy are Wholesomeness and Popularity of the product than Value attributes. The purchase intention factors for deodorant are more product centric than pricing and promotion. Hence the marketers should advocate more for product attributes. The manufactures should concentrate more on the Safety (Suitability to Skin), Content, and Naturalness of the product so that the product can be positioned better in the minds of the customer. The socio economic factors such as respondent's age and educational qualification are significantly influenced by these intention factors. There is a growing trend towards herbal and organic products hence a study to compare the purchase intention of organic versus chemical deodorants is in the offing. A comparative study between male and female customers on purchase intention could throw more light on brand positioning strategy

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