

Personal Care Products: A Study on Women Consumer Buying Behaviour

Dr. Rambabu Lavuri¹, Dr. D. Sreeramulu²

¹Post Doctoral Fellow, Dept. of Business Management; Osmania University, Hyderabad,

²Professor, Dept. of Business Management; Osmania University, Hyderabad,

Corresponding Author: Dr. Rambabu Lavuri

ABSTRACT

The present paper focused on the buying behaviour of women consumers regarding personal care products. The study of consumer behaviour is the most important factor for marketing of any goods and services and it involved understanding the consumer mindset and their views on of personal care products. A survey of 172 respondents was carried out with structured questionnaire. The questionnaire included general demographic questions as well as some specific questions to study the consumer buying behaviour of personal care products consumers. The data was analysed by the descriptive statistics, percentages, ANOVA analysis and Correlation by using SPSS 23.0 Version. The results of ANOVA analysis reveal that demographical factors of respondents having significant mean difference with buying personal care products, products factors like Brand Name, quality, price, Brand Loyalty, Affordability, Recommendations of Sales People and Previous Usage Experiences are significant impact on consumer buying behaviour and influence factors like Brand Ambassadors and Family & Friend references are great impact on buying mode of women respondents and the results of correlation analysis indicates that marital status, education having strong association with buying of personal care products. Product factors like brand loyalty, brand name and quality of product having strong relation with respondents buying behaviour and Brand Ambassadors and Family & Friend references also show positive relation with buying personal care products.

Keywords: Personal care products, Brand Name, Quality, Price, Brand Loyalty, Buying behaviour.

I. INTRODUCTION

Generally, personal care products are these items which a purchaser utilizes for his own motivation. It incorporates various sorts of restorative and healthy skin items like powder, cold cream, decency cream, toothpaste, toothbrush, aroma, antiperspirant, hair oil, cleanser, cleanser, and all kind of infant care and magnificence care items. Any individual requirement for these items consistently. Here was when purchasers not spend an excess of sum on the individual consideration items. Yet, back then, they are not just anxious for spending more cash on the restorative items, and yet they are searching for a decent and lofty brand for the specific item. Present day

media and ad assumes a significant job in the expanding of interest of individual consideration products. Individuals of metro urban areas are an excessive amount of brand cognizant yet in the event that we take a gander at the general population of semi urban and country territories, they are likewise searching for a decent brand for the specific items.

Personal care market to touch US\$ 20 billion in India by 2025

The market quantity concerning India's beauty, beauty then grooming need pleasure reach \$ 20 billion with the aid of 2025 out of the current \$ 6.5 billion concerning the so on upward jab within removable earnings concerning middle

matriculation or increasing aspirations regarding human beings according to stay excellent existence and squint well. To suit bad wideness difference ranges on purchasing power, FMCG corporations are advent out including variety about merchandise into wonderful worth range.

The rural population too is becoming a member of the mainstream together with resurgence between linkages including the cities by means of roads, telecommunication or the corporations accomplishing abroad in accordance with the humans among villages and baby towns. The destruction pattern over cosmetics among teenagers went on substantially in 2005 yet 2015 thinking about regarding growing awareness then want according to squint good. In fact, this manufacture class is amongst the fastest flourishing segments because of the manufacturers about a measure about merchandise including soul sprays. Over 68% concerning younger adults feel that the use of grooming merchandise boost their confidence. About 62% regarding young buyers within giant cities prefer after buy on-line eyeful and grooming merchandise whereas, 45% of consumers tend after buy cosmetic, cloth cabinet gadgets beyond somebody store concerning their avail alternatively than a alone shop. Both virtue yet virtue because of money are entering sought by consumers. Brands such as like L'oreal, Lakme, Maybellene, Nivea or Color Bar are enter pushed as matter need merchandise or focal point over younger ladies yet female with decrease ownership power. While it are younger highly-priced products, the worth barriers are in addition stuff wrenched each by means of the consumers and the manufacturers.

The natural cosmetics enterprise is in addition using increase in the eyeful merchant into India or is anticipated in imitation of grow at a quantity concerning 12%. The Indian cosmetics enterprise has a plethora of natural beauty brands like Forest Essentials, Boutique, Himalaya, Blossom Kochhar, VLCC, Dabur or Lotus then deep more. There is a developing aspiration

among Indian men after squint largest groomed, as has born after the Indian men's grooming market's speedy increase on more and more than 42% within the remaining 5 years. The lesson remoter showed so much this increase is quicker than the increase rate about the amount non-public superintendence yet eyeful enterprise into India. Additionally, as like more and more Indian men are looking in conformity with continue to be aggressive between the workforces, she are searching for merchandise in accordance with assist them keep a young look. "Interestingly, guys any peruse within the age team of 18 to 25, spend increasingly cash of grooming or personal superintendence products than ladies into India. The aspirations yet requirements concerning today's younger Indian guys are hastily evolving. With a vibration into removable income, guys are an increasing number of discerning or indulgent. In an evolving vogue into India, men are such to squint at progressive grooming then non-public superintendence products made mainly because them. There has been sharp increase between quantity concerning eyeful salon yet spa between the countries. It is unscientific so essentially 25-30% regarding quantity salon merchant enter beyond men's treatment.

II. LITERATURE REVIEW

Rajarajan.M, Birundha. G (2016) firmly trusts that if proposals offered in the investigation are appropriately considered and vital moves are hence made by the concerned people, the desires called attention to by the respondents may work out as expected and both the customers and producers will feel glad, placated and act naturally sure.

Anu Jose, Sumesh.R (2016) considers that similar investigation of recognition and buyer purchasing conduct with respect to individual consideration items. It uncovers that buyer conduct is the most significant factor for showcasing of any merchandise and enterprises. The buyer conduct propose how individual, gatherings

and association select, purchase, use and discard products, administrations, thoughts or experience to fulfil their necessities and needs. The outcomes inferred that the expanding pattern of various restorative items, excellence care items, healthy skin items, hair care items and so on powers the market developing open door for corrective items.

Suganya S and Beena Joice M (2016) contemplate makes an endeavour to comprehend the ladies' buy conduct alongside an endeavour to recognize what factors assume a critical job in her buy conduct. A poll was created and dispersed to ladies buyers by utilizing comfort inspecting strategy. The absolute example comprises of 150 respondents. The examination gives proof and bits of knowledge on different factors utilized for investigation and uncover that brand devotion, disposition, qualities and conviction have given more centrality on drive ladies obtaining. The outcomes have indicated positive effect on motivation purchasing conduct.

Vandana Sabharwal, Savita Maan and Sanjeev Kumar (2014) contemplate concentrated on the use example, factors and brand ownership of beauty care products among ladies. It likewise investigates that the variables influencing ladies' buy choice for makeup item. Brand turned out as a main consideration considered by all ladies while buying. Quality, expectation and reasonableness to skin type are different components which influence buy of healthy skin items. The examination uncovers that cream was observed to be most pervasively utilized by all age gathering. Hostile to maturing and toners was observed to be favoured by the matured ladies.

Siddhartha shriram shimpi; Dr. D.K. Sinha (2012) examined and assessed disposition, brands, values which made a drive towards ladies purchasing conduct. The examination gives proof and an understanding on different factors utilized for investigation and uncovers that confidence, self-introduction and congruity

have given more noteworthiness on ladies obtaining. Every individual has her very own conduct towards the obtaining procedure; anyway they are impacted by specific elements.

Dr. Sushil Mohan (2012) Status marking, brand frame of mind, paying premium for marked dressing, self-idea and reference bunches were found to perfectly affect female buyer purchasing conduct while expanding customer inclusion in style apparel Hareem Zeb, Kashif Rashid, and M. Bilal Javeed (2011). Client practices are affected by various factors, for example, culture, social class, references bunch connection, family, pay level and pay independency, age, and so on thus they show diverse client practices. 88% of motivation purchasing was represented the blend of buyers' statistic attributes. The quality of the indicator factors uncovered that however instruction was irrelevant, yet it applied the most effect on drive purchasing among buyers. Personality plays a significant role in the consumer buying behaviour since different consumers have different personality traits which reflect their buying behaviour Agbo J. C. Onu (2014).

Vinith Kumar Nair. Prakash Pillai R (2007) saw that male and female shoppers for the most part want to buy and make the brand choice of beauty care products separately. Quality is the central point impacting the buy choice of male buyers. It likewise uncovers that one of the fundamental wellsprings of data among the females about various brands of beauty care products is companions gathering.

III. OBJECTIVE

- To examine the correlation between buying the personal care products and demographical variables of customers;
- To find out the most influencing purchasing factors while buying the personal care products;
- To examine the impact of decision influencers while buying personal care products.

III. HYPOTHESIS

- HO1: There is no significant mean difference in the demographical groups of women towards buying the personal care products;
- HO2: there is no significant influence of purchasing factors on women buying towards personal care products;
- HO3: There is no significant impact of decision influencers while buying personal care products.

IV. RESEARCH DESIGN

- **Research Design:** Descriptive research
- **Source of the Data:** Primary data has been collected by conducting survey of target women customers/individuals. Secondary data has been collected by the referring various Journals, Periodicals such as Magazines, Business newspapers research papers, social networking site and online blogs/articles.
- **Data Collection Methods:** Data has been collected using structured questionnaire through Survey and personal interview methods

- **Sample Area:** Hyderabad city
- **Sampling Method:** Convenience sampling method has been used to collect sample of 172 respondents.
- **Statistical Tools Used:** Descriptive Analysis, ANOVAs, Correlations using SPSS 23.0 Version

V. RESULTS AND DISCUSSIONS

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.811	17

From the Table 1, it shown that the questionnaire is tested for its reliability and presented the results here under. The questionnaire developed is pretested and validated through face validity as it was sent to a carefully selected sample of experts and it also has a sufficiently good reliability score. The result of alpha value is 0.811. It indicates that, the data has a high reliability and validity.

General profile of Respondents: The frequency distribution of demographic variables is presented in the following table.

Table 2: Profile of Respondents

Particulars	Classification	No of Responses	Percentage
Age	Below 25	35	20.3
	26-30	49	28.5
	31-35	49	28.5
	36-40	29	16.9
	41 and above	10	5.8
Education	Below Graduation	18	10.4
	Graduation	56	32.6
	Post Graduation	67	39.0
	Above PG	31	18.0
Occupation	Govt Employee	21	12.2
	Private Employee	46	26.7
	Business	16	9.3
	Home Maker	22	12.8
	Student	67	39.0
Monthly income (in rupees)	Below 20,000	15	8.7
	20,001-30,000	97	56.4
	30,001 - 40,000	19	11.0
	40,001-50,000	23	13.4
	50,001 and above	18	10.5
Marital Status	Un married	137	79.7
	Married	35	20.3
Total		n = 172	100%

Age: More than 28.5% candidates belongs the age group of 26-30 years and above, and 28.5%, 20.3%, 16.9% and 5.8% by the age

of 31-35 years, below 25 years, 36-40 years and 41 and above years respectively.

Education: It is found from above table, that extra than 39.0% of the respondents Post Graduation, and followed with 32.6%, 18.0%, 10.4% belongs to Graduation, Above PG, Below Graduation respectively.

Occupation: It is evident from above table, that more than 39.0% of the respondents are belongs to Student, and it are observed that 26.7%, 12.8%, 12.2% and 9.3% working as Private Employee, Home Maker, Govt Employee and Business respectively.

Income in rupees: 56.4% of family have an income between 20,001-30,000 followed by 13.4%, 11.0%, 10.5% and 8.7% with the income of 40,001-50,000, 30,001-40,000, and 50,001 and above and below 20,000 have family income level of respondents.

Marital Status: From the above desk it is evident that 79.7% of the whole respondents belong to Unmarried accompanied by 20.3% through Married respective.

Table 3: Women respondent's opinion on buying personal care products

Particulars	Classification	No of Responses	Percentage
Frequencies of buying personal care products	Occupationally	14	8.1
	Every a month	50	29.1
	Every three months	76	44.2
	Every five months	25	14.5
	Once a year	7	4.1
Favourite personal care	Fair & lovely	62	36.1
	Pounds	16	9.3
	Vaseline	12	6.9
	Olay	32	18.7
	Lakme	37	21.5
	Garnier	13	7.5
Brand Consciousness	Yes	138	80.2
	No	34	19.8
Preference of Brands	National Brands	125	72.7
	International Brands	47	27.3

- It is evident from table-3, the majority of the women respondents buying personal care products in every three months, followed with 29.1% of respondents buying in Every a month, 14.5% of respondents buying in Every five months, 8.1% of respondents buying Occupationally and 4.1% of women customer buying personal care in once a year.
- Above disk reveals that 36.1% respondents buying Fair & lovely cosmetic, followed with 21.5%, 18.7%, 9.3%, 7.5%, 6.9% respondents are buying Lakme, Olay, Pounds, Garnier and Vaseline.
- More than 80% women respondents having Brand Consciousness towards their personal care products and 20% of women/female respondents are not conscious about their personal care brand products.
- Majority of the women respondents from the selected sample accounted for a higher percentage 72.7% they are

buying and using national brands and 27.3% of respondents are using international brands towards their personal care products.

Results of ANOVAs: It is used to analyse for any significant mean difference of selected variable within the samples, those are Demographic factors of women respondents and buying behaviour.

HO1: there is no significant mean difference in the demographical groups of women towards buying the personal care products.

The above disk reveals the opinion of the women respondents towards buying personal care products, with respect to the socioeconomically factors i.e. Age, Gender, Education, Occupation and Income in rupees. It reveals that, the mean difference of the female respondents from the population and their sum of the square difference between the groups. Followed by, Age group in years shows that 38.391 is the between-group variation the population. If the value is very small it indicates that the

mean of the sample is very close to each other in the between groups. 191.120 is the variation of within groups of age group respondents. The disk also shows that F-distribution and its value 1.120. Finally, the age group significance value 0.006 is less than 0.05. Which is indicating that the null hypothesis can be rejected? So age of women respondents having mean difference with the buying personal care products. And followed with socioeconomic factors like Education, Occupation, income in rupees and marital status of between groups variations are 5.006, 32.127, 32.350,

53.137 and they're within group variations are 33.436, 168.292, 176.929, 171.980. F-Statistic values are .835, 1.065, 1.020 and 1.723 followed with a significant level are 0.00, 0.00, 0.000 and 0.004, all significance values of demographic factors of respondents are less than 0.05. So it's indicating that the alternative hypothesis accepted due to the null hypothesis can be rejected. Therefore, demographics factors of women respondents are having mean difference with buying of personal care products.

Table 4. ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Age (in years)	Between Groups	38.391	26	1.477	1.120	.006
	Within Groups	191.120	145	1.318		
	Total	229.512	171			
Education	Between Groups	5.006	26	.193	.835	.000
	Within Groups	33.436	145	.231		
	Total	38.442	171			
Occupation	Between Groups	32.127	26	1.236	1.065	.000
	Within Groups	168.292	145	1.161		
	Total	200.419	171			
Income (in rupees)	Between Groups	32.350	26	1.244	1.020	.000
	Within Groups	176.929	145	1.220		
	Total	209.279	171			
Marital Status	Between Groups	53.137	26	2.044	1.723	.004
	Within Groups	171.980	145	1.186		
	Total	225.116	171			

HO2: there is no significant influence of purchasing factors on women buying towards personal care products.

Table 5: Anova

		Sum Of Squares	Df	Mean Square	F	Sig.
Brand Name	Between Groups	19.312	26	.743	1.769	.000
	Within Groups	60.874	145	.420		
	Total	80.186	171			
Product Quality	Between Groups	10.299	26	.396	1.361	.000
	Within Groups	42.213	145	.291		
	Total	52.512	171			
Product Price	Between Groups	8.823	26	.339	1.161	.003
	Within Groups	42.363	145	.292		
	Total	51.186	171			
Brand Loyalty	Between Groups	16.211	26	.623	2.758	.000
	Within Groups	32.784	145	.226		
	Total	48.994	171			
Affordability	Between Groups	28.898	26	1.111	1.875	.001
	Within Groups	85.957	145	.593		
	Total	114.855	171			
Recommendations of Sales People	Between Groups	19.622	26	.755	1.722	.004
	Within Groups	63.541	145	.438		
	Total	83.163	171			
Previous Usage Experiences	Between Groups	15.788	26	.607	1.677	.000
	Within Groups	52.509	145	.362		
	Total	68.297	171			

It is observed from the above table, product factors like Brand Name, quality, price, Brand Loyalty, Affordability, Recommendations of Sales People and

Previous Usage Experiences and their F values found to be statistically significant, meaning there by there is significant influence of product factors on women

customers while purchasing personal care products, those are, Brand name $F(26,145)=1.769$, $p < .05$, quality $F(26,145)=1.361$, $p < .05$, price $F(26,145)=1.161$, $p < .05$, Brand Loyalty $F(26,145)=2.758$, $p < .05$, Affordability $F(26,145)=2.758$, $p < .05$, Recommendations of Sales People

$F(26,145)=1.722$, $p < .05$ and Previous Usage Experiences $F(26,145)=1.677$, $p < .05$. So null hypothesis rejected, there is significant influence of the product factors on women customers towards buying personal care products.

HO3: there is no significant impact of decision influencers while buying personal care products

		Sum of Squares	df	Mean Square	F	Sig.
Media Vehicles	Between Groups	8.194	13	.630	2.021	.002
	Within Groups	49.271	158	.312		
	Total	57.465	171			
Brand Ambassadors	Between Groups	10.545	13	.811	2.340	.000
	Within Groups	54.775	158	.347		
	Total	65.320	171			
Family & Friend references	Between Groups	10.694	13	.823	2.355	.000
	Within Groups	55.184	158	.349		
	Total	65.878	171			

It is observed from the above table, decision influencer's factors like Media Vehicles, Brand Ambassadors and Family & Friend references and their F values found to be statistically significant, meaning there by there is significant influence by influencers on women customers decisions while buying personal care products, those are Media Vehicles: $F(13,158)=2.021$, $p < .05$; Brand Ambassadors $F(13,158)=2.340$, $p < .05$; Family & Friend references: $F(13,158)=2.355$, $p < .05$. Hence, null hypothesis rejected and it indicates that there is a significant influence by influencers on women customer's decisions while buying personal care products.

Results of Correlations: Correlation is applied for the finding the degree of relationship between two selected variables and it also help identify the strength of association between the selected variables followed by it is describing linear relationship between two variables.

Table 7: Correlations between the demographic factors of women customers and Buying Personal care products

S.No	Demographic factors of consumers	Pearson Correlations (r)
1	Age in years	.524*
2	Education	.714**
3	Occupation	.503*
4	Income in rupees	.555**
5	Marital status	.581**

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

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

Table 7 reveals that the demographic factors like education ($r=.714^{**}$), Marital status ($r=.581^*$) and Income in rupees ($r=.555^{**}$) are having strongly correlations with the Buying Personal care products at the 0.01 and 0.05 level significant level.

S.No	Purchasing factors	r
1	Brand Name	.592**
2	Product Quality	.564**
3	Product Price	.511**
4	Brand Loyalty	.621*
5	Affordability	-.508**
6	Recommendations of Sales People	.439**
7	Previous Usage Experiences	-.542*

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

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

Table 8 indicates that product factors like Brand Loyalty ($r=.621^*$), Brand Name ($r=.592^{**}$) and Product Quality ($r=.564^*$) are having strong association between the product factors and women buying behaviour at the 0.01 and 0.05 level significant level and factors like Affordability ($r=-.508^{**}$) and Previous Usage Experiences ($r=-.542^*$) are having negative linear ship with buying behaviour of the women customers.

Table 9: Correlations between the Decision influence factors and women buying mode

S.No	Decision influencers	r
1	Media Vehicles	.404*
2	Brand Ambassadors	.686**
3	Family & Friend references	.652**

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

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

Disk 9 indicates Correlations between the Decision influence factors and women buying mode, like Brand Ambassadors ($r=.686^{**}$), Family & Friend references ($r=.652^{**}$) and Media Vehicles ($r=.404^*$) are having strong association with women buying behaviour at the 0.01 and 0.05 level significant levels.

VI. CONCLUSION AND IMPLICATIONS

The personal care industry is one of the quickest developing purchaser items divisions in India with a solid potential for outside organizations. The personal care and beauty care products area in India has appeared solid development, with expanding rack space in retail locations and boutiques in India, stocking beautifiers from around the globe. The present study explored that woman consumer buying behaviour regarding personal care products, the results reveals that the majority of the respondents buys personal care products in every month with higher brand Consciousness and majority of them buying national brand towards their personal care products. Demographical factors of respondents are having significant mean difference with the buying of personal care products and product factors and decision influencers were having significant impact on buying behaviour of women respondents and there is a strong correlation of education, marital status with buying the personal items, followed by product factors like brand loyalty, brand name and quality of product having positively association with the women buying behaviour. Brand Ambassadors and Family & Friend references influence positively on respondent's buying mode towards personal care products. The Indian personal care industry is fastest growing sector. Since

liberalization 100% FDI is permitted in India. This has pulled in remote organizations to infiltrate the Indian market. The advertisers dependably search for emergent patterns that propose new promoting chances and here in India a great deal of chances are accessible. The personal care sector is a standout amongst the best and significant segments right now. There is a ton of future open door in this part and they should give more importance on media advertising to create market awareness and to make a brand image in the mind of customers, followed with and company people always come with better strategies for catching new and existed customers towards their market segment and they should regularly watch out the competitor strategy because customers attitude and perception will change and they always look for extra buying benefits. Customers prefer best quality items with the best price. Hence, Company people keep it mind, and they need to come out with innovative technology and best features towards the products. Because, consumers are attracting with more brand conscious and they are dissatisfied with the variety items offered.

REFERENCE

- Agbo JC Onu. Assessing the relationship between personality factors and consumer buying behaviour in south eastern Nigeria. International Journal of Business and Social Science. 2014; Vol. 5: No. 11(1).
- Anu Jose, Sumesh.R. Perception and Buying Behaviour of Modern Women towards Personal Care Products. International Journal of Advance Research and Innovative Ideas in Education. 2016; Vol-1: Issue-4.
- Dr. Sushil Mohan. International consumer markets influencing buying behaviour. University of Dundee. 2012.
- Hareem Zeb, Kashif Rashid, and M. Bilal Javeed. Influence of Brands on Female Consumer's Buying Behaviour in Pakistan. International Journal of

- Trade, Economics and Finance.2011;Vol.2 (3): 225-231.
- Rajarajan.M, Birundha. G. Female Students Buying Behaviour Relating to Cosmetic Products in Annamalai University. Asia Pacific Journal of Research. 2016; Vol: I:Issue XXXVI.
 - Siddharth Shriram Shimpi, Dr. Sinha DK. A Factor Analysis on Attitude Characteristics of Consumer Buying Behaviour for Male Cosmetics Products in Pune City. International Journal of Marketing, Financial Services & Management Research. 2012; Vol.1: Issue 11.
 - Suganya S and Beena Joice M. A study on factors influencing impulsive on buying behaviour among women in Thanjavur district, International Journal of Applied Research. 2016; (1): 35-37.
 - Vandana Sabharwal, Savita Maan and Sanjeev Kumar. Women Buying Behaviour and Consumption Pattern of Facial Skin Care Products. International Journal of Management and Social Sciences Research (IJMSSR). 2014; Volume 3:No. 9.
 - Vinith Kumar Nair. Prakash Pillai R. A Study on Purchase Pattern of Cosmetics among Consumers in Kerala. International Marketing Conference on Marketing & Society. 2017; 8-10.
 - IBEF-Indian brand equity foundation. Personal care market to touch US\$ 20 billion in India by 2025.2016.

- www.ibef.org/news/personal-care-market-to-touch-us-20-billion-in-india-by-2025



Dr. RAMBABU LAVURI is a Post-Doctoral Fellow in the Dept. Business Management, Osmania university, Hyderabad. He is passionate academician and researcher in the field of Management & Social work studies with more than 8 years of accomplished experience in teaching and research. He received his Ph.D from Dept. of Business Management, Osmania University; he qualified UGC-JRF & NET. He has published a number of papers in Web of Science, Refereed Journals, Peer Reviewed Journal and UGC Approved Journals. He is an Editorial member of American Research Journal Of Business and Management, USA.



Dr. D. SREERAMULU is Professor in the Dept. Business Management, Osmania university, Hyderabad. He is an academician, Research Supervisor in Business Management, with more than 24 years of accomplished experience in Teaching. He has published over 59 articles in national, international referred and Scopus journals. He has edited and writer 10 books. There are 21 Ph.D & M.phil research scholar who are awarded under his guidance. He is a well known Resource Person/Ph.D/M.Phil Valuation and VIVA approx. 100 Indian Universities. He completed 2 AICTE&UGC Research project and he is a member of Indian Society for Technical Education (New Delhi), All Indian Management Association and Global Association for Continuum of Business Management-GACBM. His area of interest is the field of Marketing Management & general Management.

How to cite this article: Lavuri R, Sreeramulu D. Personal care products: a study on women consumer buying behaviour. International Journal of Research and Review. 2019; 6(6):271-279.
