HOW HOUSEHOLDS GET INVOLVED IN THE PURCHASE OF PERSONAL CARE PRODUCTS

A survey conducted by ISRA Center exclusively for Piața magazine identifies buyer's, decision-maker's, and influencer's profiles for six segments from the category of personal care products.

EXCLUSIV EP Piața

Maria Vaschi

According to the research results, four of the six sub-categories analyzed, meaning toothpaste, soap, shampoo and shower gel, are products for the entire family and are usually purchased every month in almost half of the households.

The retail channel the most frequently used for shopping is the hypermarket (in over 50% of the cases for each product mentioned), and the most rarely used retail channel is the discount store (format which gathered only 3% or 4% of the purchase options mentioned by research participants).

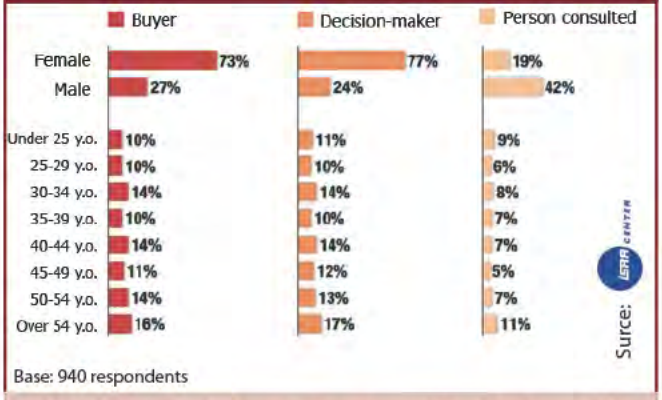
Taking the most recent shopping occasion into account, women are the buyers and decision-makers in over 70% of the cases.

In the case of soap and toothpaste, 90% of the buyers are also decision-makers, and 34% of them have not consulted a family member when purchasing these products. As far as shampoo and shower gel are concerned, 84%, 88% of the buyers respectively are also decision-makers, that is they decide the brand and product type to be purchased.

In four out of ten cases, the influencers are men, and in three out of ten cases, they are the main providers in the household.

Foto: dreamstime

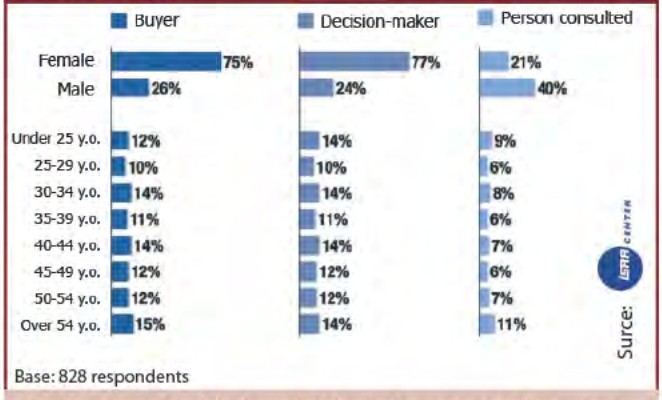
DESCRIPTION OF SOAP PURCHASE PARTICIPANTS



Base: 940 respondents

In 45% of the cases, the buyer is the main provider of the household, and in 88% of the cases, s/he makes decisions on all consumer goods purchases for the household. Nine in ten soap buyers also decide product type and brand.

DESCRIPTION OF SHAMPOO PURCHASE PARTICIPANTS

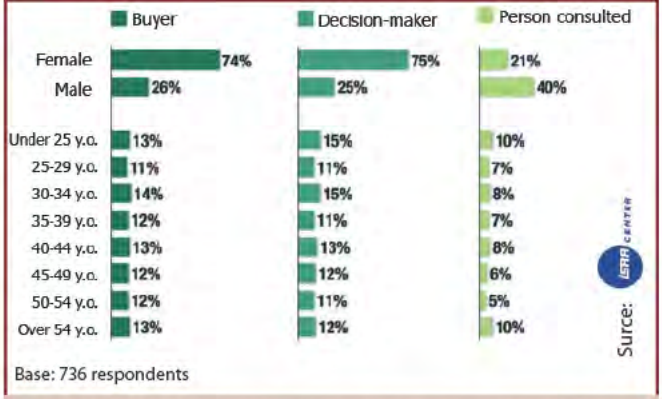


Base: 828 respondents

The main provider of the household is the buyer (42%), s/he making decisions for the goods necessary in the household in 86% of the cases. In the case of shampoo, 84% of the buyers are also decision-makers.

The purchase of personal care products for the entire family is to a great extent (between 50% and 70%) influenced by habit. For example, 74% of the Romanians in the urban area state to usually purchase toothpaste. Other rational criteria are related to product efficiency (34%), availability ("it is easily found in stores", stated 33% of the respondents), the trust the product suggests (32%) or the correct quality-price ratio (30%). Attributes such as "it is an innovative product", "it is different/ unique", "it is modern" gathered between 13% and 11% of the options. These criteria do not differ consistently from one sub-category to another. But in the case of shower gel, the emotional factors are quite important, such as "it is a product that makes me feel good" (25%) or "it is a product that represents me" (23%).
The identification of all these aspects pertaining to the purchase of personal care products generates certain marketing opportunities for retailers.

DESCRIPTION OF SHOWER GEL PURCHASE PARTICIPANTS



Base: 736 respondents

The main household provider is the buyer in 43% of the cases, the decision-maker in 41%, and the person consulted in 32% of the cases.

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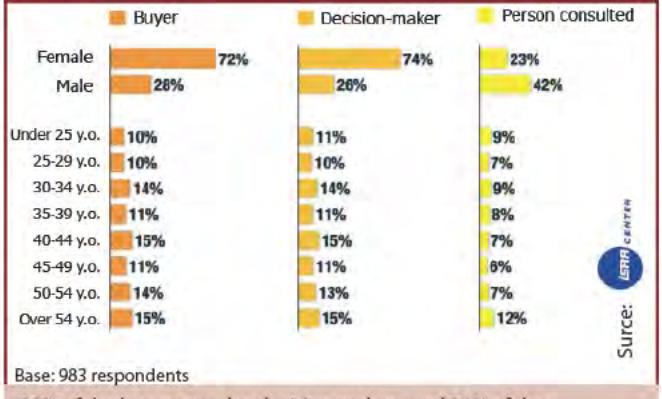
- description of participants to the purchase of personal care products
- purchase frequency
- favorite retail formats
- products users (entire family vs. a part of the family)
- reasons for purchasing the respective product
- marketing opportunities generated for retailers and manufacturers identification of the profiles of purchase participants and of their consumption habits

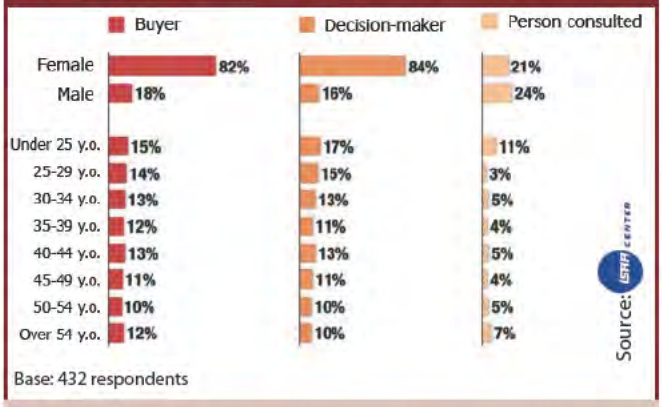
DESCRIPTION OF TOOTHPASTE PURCHASE PARTICIPANTS



Base: 983 respondents

90% of the buyers are also decision-makers, and 34% of the decision- makers have not consulted any family member.

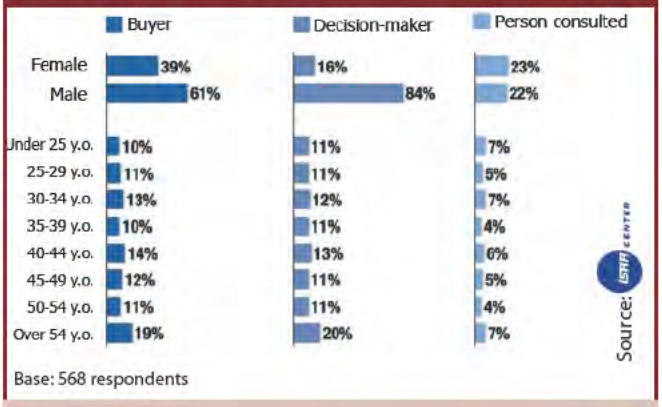
DESCRIPTION OF BODY LOTION/ CREAM PURCHASE PARTICIPANTS



Base: 432 respondents

In 36% of the cases, body cream is used by the entire family. Women are to a greater extent the buyers of this type of product (82%), also largely being the decision-makers (89%); most of the times, they do not consult any family member regarding the brand (57%).

DESCRIPTION OF SHAVING FOAM/ CREAM PURCHASE PARTICIPANTS



Base: 568 respondents

In more than half of the cases, decision-makers do not consult anyone else when choosing the shaving foam/ cream (54%). Women influence the purchase decision in 23% of the cases.

Unlike basic products, body lotion is purchased more rarely, 30% of the interviewees stating to buy it once every two or three months, and 17% - not at all. Women are those to purchase creams and body lotions to a greater extent (82%), also being the decision-makers in most cases (89%); more often than not, they do not consult a family member regarding the brand or product type (57%). In 36% of the cases, cream/ lotion is used by the entire family. Habit (48%), product quality (31%) and the fact that the product fits the needs of its users are ranked in the top of the choice criteria.

Shaving foam is purchased, on average, every month and a half, especially by men (61%), sometimes by women as well (39%). The buyer is also the decision-maker in 73% of the cases; in the rest of the cases, the category is purchased by someone other than the person making the decision on the brand and product type. Only eight in ten men are decision-makers, which means that they are not always the ones to choose. As purchase reasons, research participants mentioned habit (52%), correct quality-price ratio (29%) and product fit with their needs (28%).

ISRA CENTER RESEARCH METHODOLOGY

Main objectives:

- Identification of buyer's and decision-maker's profiles for personal care products;
- Probing of the influence sources for the purchase decision related to personal care products

Sample:

- 1,111 respondents from the urban area (cities with over 50,000 inhabitants), aged 20 to 60.

Data collection method:

- Face-to-face interviews on the basis of a questionnaire. Questionnaire was designed by ISRA Center in accordance with Piața magazine objectives.

Data collection time frame: November 7 – 19, 2011.

CONSUMER GOODS BUYERS VS. INFLUENCERS

- According to ShopperTrends 2011 survey conducted by Nielsen, the general ratio between the main consumer goods buyers (57%) and influencers (43%) has maintained in the past two years, but the percentages in the age and gender categories have changed.
- The percentage of women as main buyers has increased from 79% to 83%. Most of them fit in the 35 – 49 age range.
- Teenager and young women aged 15 to 24 hold the highest percentage when it comes to influencing consumer goods p urchase decisions (54%).

Source nielsen

Foto: dreamstime