



A Study on the Purchase Behavior and Consumption Pattern of Cosmetic Products among Female Customers with Special Reference to Alappuzha District

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ABSTARCT

The concept of beauty and cosmetics is as ancient as mankind and civilization women are obsessed with looking beautiful. So they use various beauty products that have herbs to look charm and young. Indian herbs and its significance are popular worldwide. Herbal cosmetics have growing demand in the nature. The Indian cosmetic market is defined as skin care, hair care, color cosmetics, fragrances and oral care segments. Today the awareness of beauty products, treatments, fashion and grooming are very high. This study mainly focused to analyze the reason for the purchase and use of cosmetics, study the effect of the media communication on the buying behavior of female customers, study the most preferred cosmetics brands by respondents. And to identify the factors motivating customer buying decisions towards cosmetics products

I. INTRODUCTION

The rapidly changing social situation in the latter parts of the 20th century, such as revolutionary movements for women's equal rights significantly affects the women consumer behavior as well as improves their social status. The awakening of the female consumers consciousness during the recent years lead to alternation of consumer behavior and influences the women's usual conception for pursuing fashion and cosmetic application, in fact , the makeup practices has already been regarded as a social politeness and necessary for interpersonal activities by employing the Means –End Theory, this study intends to explore the attributes, results and value attached importance by female consumers towards cosmetic products in order to realize consumer's cosmetic application process.

The word 'cosmetics' is derived from the Greek word "kosmetics" which means adornment and preparation. According to dictionary reference published on wed site, the word cosmetics is a noun and include powder, lotion, lipstick, rouge or

other preparation for beautifying the face, skin, hair, nail and the like.

The consumers demand and the power of retailers is tremendously growing due to competitive environments and changing business. It is vital to have a sustainable relationship with customers for the survival and success of producers. Nowadays in the market a tremendous growth is experienced by the beauty products and had become one of the leading industries in the world. In the Indian scenario too, the consumption and using of cosmetic products have increased rapidly. In our country, annually 15 %-20% of the cosmetic market is reportedly growing. Comparing to other beauty products, the demand for skin whitening is driving the trend. As consumer's awareness about their appearance and beauty results in the increasing demand of cosmetic and beauty products in the market. Consumers purchase products based on their preference, needs and buying power.

II. LITERATURE REVIEW

MU Subramanian [2011] attempted to analysis the buying behavior of women taking into consideration their demographic profile such as age, marital status, occupation and profession. It was found that there is no relation between ages, marital status on their buying behavior. The consumer sticks on to the quality. The study also revealed that regarding price, women were more choose about the product they buy. This tremendous change in their behavior was due to the prime reason that women are now employed and they have their own income to spend.

Fayaz [2011] attempted a study on the emotion behind women choosing certain cosmetic brands. T was understood from the study that the women buy cosmetics mainly for emotional reasons. The utility and the emotional factors had greater impact on the women's preference on cosmetic brands. The study also pointed out that success of cosmetic brands depends on whether it succeeded in making women



overcome the worry and guilt of not taking care of themselves by using the product being advertised.

Deviprasad Mukerjee [2012] has conducted a study entitled “impact of celebrity endorsement on brand image”. The purpose of this study is to show the positive effects of brand image and celebrity support to reinstall and endorse most prominent factors related to it. Research objective is to link between the brands and customers psycho to explore and to support any brand through a celebrity. Analysis done with the help of pie charts, bar charts and other forms of charts for easy interpretation. The questionnaire was complied with tables so that the analysis could be done easily. It was concluded that popularity do play a significant role in promoting and endorsing a brand of a company.

J .Vidhya Jawahar and Dr. K Tamizhjothi [2013] in their study entitled “consumer attitude towards cosmetic products”. The main objective of their study was to examine the influence of attitude on cosmetic buying behavior. Another objective was to identify the important factors that determine the buying behavior of customers. Mean and standard deviation statistical method were used for analysis the individual factors of data collected. As per the research, it was discovered that consumers are more conscious on the quality, value of money and branding of cosmetics products. Comparing different categories of respondents based on geographical location will yield better results for the

Desai .K [2014] studied “consumer buying behavior of cosmetics products. Another objective of the research was to study buying process for cosmetics products. Convenient sampling method was used as data collection method. Simple percentage and ranking techniques were used as statistical technique. He found out that major part of cosmetic market is covered with females. According to this research, quality is the most important factor influencing the consumer buying decisions. Television and referencing groups are other important factors influencing the consumer buying decisions.

STATEMENT OF THE PROBLEM

The study on the consumer behavior is becoming an increasingly important aspect in an organization. The recognition of the consumer behavior is the key to the marketing success. The study attempts to understand the behavioral pattern of the female customers and the marketing mix of the producers. The marketing potential of any

product is based on the consumer purchasing behavior. The cosmetics are becoming an essential part of every woman in their day t day life. The present study tries to examine the various reasons for the purchase of cosmetics, the preferential buying habit of consumers for the selected cosmetic manufacturers, the reason for the use of cosmetics and the level of satisfaction in the use of cosmetics.

NEED OF THE STUDY

The consumer behavior is an integral part human behavior and essential part of marketing activities in the world. The study on the behavior of female consumers in the purchase and use of cosmetics seems relevant from the perspective of manufacturers of different selected cosmetic brands, the marketers, the consumers and beauticians in Mullackal, Allappuzha. The study enquires about the major reasons for the purchase of cosmetic products. The present study depends on the deeply held values, attitudes, perspectives, psychology, culture, socio-economic factors and personality of the female customers. In a highly developed and technologically advanced society, the study of consumer behavior is relevant as the customer has a great deal of choice and opinion to decide on the type of product to be purchased. The concept of beauty has changed from beautiful face to beautiful hair, face and an intellectual mind. Hence, the study seeks to provide a source to know the different types of cosmetics and the available providers in Mullackal, Allappuzha.

OBJECTIVES OF THE STUDY

- To analyse the reason for the purchase and use of cosmetics.
- To analyse the effect of the media communication on the buying behavior of female customers.
- To identify the most preferred cosmetics brands by respondents.
- To identify the factors motivating customer buying decisions towards cosmetics products.



EVOLUTION OF CONSUMER BEHAVIOR

Evolution of consumer behavior started with manufacturing orientation followed by selling orientation and then it switched over to marketing orientation.

1. Manufacturing concept

In the mid 1800, manufacturing concept emerged and blooming during the U.S civil war. Manufacturers were given power from late 1800 in the latter part of the 20th century to sell whatever product they manufacture due to late of competitive pressure. This concept assumes that the consumers mostly prefer the products at low price. Consumer buy whatever product that is available in the market rather than what they really want. Manufacturers had the ability to decide the type of product, quality of product and the package of the product. The effect of depression had a great impact on consumers. It resulted in very little spending power of consumers, attributing it to the lack of interest in consumer behavior.

2. Product concept

Later consumers prefer high quality products which give them the best performance and numerous features. The manufacturers strive to improve the quality of products with new features that are technically feasible without finding out whether consumer really needs them or not. This concept led to "marketing myopia" that is focus on the product rather than on consumer needs it presumes to satisfy. It may cause a company to ignore crucial changes in the market place.

3. Selling concept

The Second World War contributed of the lack of interest the consumer behavior because during that period the product scarcely prevailed. In this concept, marketer's attempts to sell the product that are unilaterally decided to produce. The assumption of this concept was that the consumers were not willing to purchase products unless they were actively and aggressively persuaded to purchase. When consumers are induced to buy a product which they were not in need, they would no buy them again. This concept does not take care of consumer satisfaction. Advertising agencies emerged as an important institution and relied on the experience rather than the behavioral science to influence consumers.

4. Marketing concept

In the 1950 marketers realized that they could sell goods easily by producing goods which were preferred by the consumers. Various concerns conducted research to understand the consumer needs and manufactured goods accordingly.

Modern day manufacturers gave due consideration for quality, convenience, image and advertising, helping the transition of organizations to produce goods according to the preferences of the consumers. Motivation research has been derived from the psycho analytical theories of Sigmund Freud.

The aim of motivation was to uncover the hidden or non recognition motivations through guided interviewing. Quantitative research is descriptive in nature and is used by researchers to understand the effects of various promotional inputs on the consumers thus enabling marketers to "predict" the consumer behavior. This research approach is known as positivity. Thus, consumer behavior is predicted in this method. It consists of experiments, survey technique and observation.

TYPES OF CONSUMER BEHAVIOR

Consumer behavior differs in all types of products. they are classified into four important types namely, complex buying behavior, dissonance- reducing buying behavior, variety seeking buying behavior and habitual buying behavior.

1. Complex buying behavior

Complex consumer behavior is undertaken by the consumers when they are highly involved in a purchase and perceives a significant difference among brands. Consumers are highly involved when they purchase expensive goods which are purchased daily. The consumers have to learn about the product category and develop beliefs about the product before making choice in his/ her purchase.

2. Dissonance- reducing buying behavior

This behavior occurs when consumers are highly involved in an expensive, infrequent and risky purchase but have a little difference among brands. After purchasing the goods, consumers may experience post purchase dissonance (after sale discomfort). After sale communication provides support to consumers to feel good and better about their brand choose.

3. Variety seeking buying behavior

Variety seeking buying behavior is followed by a consumer who is characteristics by low involvements but significant perceived brand difference. Consumers are the brand switchers who seek a variety of products rather than dissatisfaction towards the products.

4. Habitual buying behavior

Habitual buying behavior happens during low consumer involvement and little significant brands difference. Consumer buys the same brands



due to habit rather than strong brand loyalty. Consumer has low involvement towards those products which are low cost and are frequently purchased. Consumers passively receive the information about the brands and form strong attitudes towards a brand buying process involves brand beliefs formed by passive learning followed without evaluating the products.

FACTORS AFFECTING CONSUMER BEHAVIOR

Consumer behavior is influenced by cultural, social, personal and psychological characters. Marketers cannot control several factors but they can take them into account.

1. Cultural factors

- **Culture:** culture is the root cause of consumer behavior. Human behavior is a learned behavior. Family and other institutions teach a child the basic values, perceptions, wants and needs.
- **Subculture:** each class contains subculture or group of people with shared value system based on common life experiences and situations. Subculture includes nationalities, religions, racial groups and geographical regions.
- **Social class:** social groups are society's relatively permanent and ordered division whose members share similar value interest and behaviors. Social class is measured as a combination of occupation, income, wealth other variables.

2. Social factors

- **Groups:** Groups have a direct influence and to which a member belong to are called a membership groups. Reference groups have a direct point of reference or comparing in forming a person's attitude and behavior. Aspirational group is a group to which the individual wishes to belong.
- **Family:** Family members can influence consumer behavior. Marketers are interested in roles and influence the parents, husbands, wife, children on the purchase of different goods and services.

3. Personal factors

- **Age and lifestyle stages:** During their lifetime, the individuals change the type of goods and services they buy. Tastes in food, clothes, furniture, and recreation change according to their age. Buying is done according to the stage of the family.
- **Occupation:** An individual's occupation affects the goods and services purchase by them.

The purchase activity is determined by the type and nature of occupation of the consumers.

- **Economic situation:** consumer behavior is much influenced by the economic situations of the consumers. Financial backgrounds such as income, savings, or borrowing power determine the choice of the products.

4. Psychological factors

- **Motivation:** Motivation is an integral force that drives a person towards those activities which satisfies his needs or helps him to achieve the goals. Motive is a need that drives the person to seek satisfaction. An individual tries to satisfy their most important needs first. The real intention of the consumer can be identified by analyses the perceptual process of the consumer.
- **Perception:** the process by which people select, organize and interpret information to form a meaningful picture of the world. Individual can have different perceptions of the same stimulus.
- **Learning:** Learning is a change in an individual's behavior which arises from his experience. It occurs through the interplay the drives, stimuli, cues, response and reinforcement. A drive is a strong internal stimulus that calls for an action. It becomes a motive when it is directed towards a particular stimulus object.
- **Beliefs and attitudes:** A belief is a descriptive thought that a person has about something. These beliefs may be based on the real knowledge, opinion or faith and may or may not carry an emotional change. An attitude is the psychological response to a person, an object, to a situation, to society and to life itself that generally influence our behavioral pattern and actions.

WOMEN AND COSMETICS

Women are using cosmetics since the dawn of human for enhancing their attractiveness. Today cosmetic play a greater role in everyday life. Indian women are becoming financially and joining corporate world. Women in general attach great importance to cosmetics and fashion. Women began wearing cosmetics at different periods in their life. During childhood or adolescence women consider wearing cosmetics as a magic that enhance their beauty and self confidence. Now-a-day they consider personal appearance to be very significant and they prefer to be presentable, glamorous, acceptable and attractive in the society. Women are becoming a psychological need. It is understood that women make use of cosmetics to manipulate their appearance. Women today are



constantly being reminded of what is considered beautiful. Cosmetics are becoming increasingly essential item for women. Make-up is used differently in different occasions. The cosmetics brings a feeling of self confidence to the individual. Women now a day's spend a lot of money for beautify their lip, eyes, nail and face. Beauty product and service promote a sense of emotional well being in women.

The people who used cosmetics felt more satisfied, powerful and reported lower level of stress. The women make use of different variety of cosmetics like lip care, eye care, nail care and skin care to enhance their beauty. They are also considered to be more conscious in purchase of cosmetic product. The female consumers have many options in purchase of product depending on the brand type, price, quantity, quality design and so on. The study by global consulting and research firm Kline and company director (consumer product practice) said, "Indian women have officially joined the search for the fountain of youth, driving up sale of both anti-ageing and whitening product to help them develop a younger fairer complexion".

Women in recent years love wearing make-up as they feel that the use of the make-up enhances the beauty looks and look more attractive and gorgeous. The buying behaviour has prompted marketing experts to propound certain models for explaining buying behaviour. It includes the Nicosia model, The Howard-Sheth model and Engel model, Kollat-Blackwell model. These models focus on individual consumer decision making. Buying decisions are strongly influenced by variables like psychological, economic, social and personal factors. The study of consumer buying behaviour helps the executives to be aware of the requirement of the consumer and their reaction to product or service of different manufactures. By understanding the behaviour, the marketers can design the marketing strategies and bring a considerable benefit of understanding marketing behaviour in depth. It is also useful in exploiting marketing opportunities and in meeting the challenges that the Indian market offers.

HISTORY OF COSMETICS

Cosmetics have been in use for thousands of year. The absence of regulation of the manufacture and use of cosmetics has led to negative side effects, deformities, blindness, and even death through the ages. Examples are the prevalent use of ceruse to cover the face during the

renaissance and blindness caused by the mascara lash lure during the early 20th century.

Egyptian men and women used makeup to enhance their appearance. They were very fond of eyeliner and eye-shadows in dark colours including blue, red, and black. Ancient Sumerian men and women were possibly the first to invent and wear lipstick, about 5000 years ago. They crushed gemstones and used them to decorate their faces, mainly on the lips and around the eyes.

Also around 3000BC to 1500BC, women in the ancient Indus valley civilization applied red tinted lipstick to their lips for face decoration. Ancient Egyptians extracted red dye from focus-align, 0.01% iodine, and some bromine minute, but this dye resulted in serious illness. Lipsticks with shimmering effects were initially made using a pearlescent substance found in fish scales, which are still used extensively today. Six thousand year old relics of the hollowed out tombs of the ancient Egyptian pharaohs are discovered.

According to one source early major development include:

- Kohl used by ancient Egypt as a protectant of the eye.
- Castor oil used by ancient Egypt as a protective balm.
- Skin cream made of beeswax, olive oil, and rose water, described by Romans.
- Vaseline and lanolin in the nineteenth century.

The ancient Greeks also used cosmetics as the ancient Romans did. Cosmetics are mentioned in the old testament, such as in 2 kings 9.30, where Jezebel painted her eyelids- approximately 840BC- and in the book of Esther, where beauty treatments are described.

One of the most popular traditional Chinese medicines is the fungus *Tremella fuciformis*, used as a beauty product by women in China and Japan. The fungus reportedly increases moisture retention in the skin and prevents senile degradation of micro-blood vessels in the skin, reducing wrinkles and smoothing fine lines. Other anti-aging effects come from increasing the presence of superoxide dismutase in the brain and liver; it is an enzyme that acts as a potent antioxidant throughout the body, particularly in the skin. *Tremella fuciformis* is also known in Chinese medicine for nourishing the lungs.

In the middle ages, it seemed completely natural that the face should be whitened and the cheeks rouged. During the sixteenth century, the personal attributes of the women who used makeup



create a demand for the product among the upper class. Cosmetic use was frowned upon to many points in western history. For example in the 19th century, queen Victoria publicly declared makeup improper, vulgar, and acceptable only for use by actors.

Many women in the 19th century liked to be thought of as fragile ladies. They compared themselves to delicate flowers and emphasized their delicacy and felinity. They aimed always to look pale and interesting. Sometimes ladies discreetly used “belladonna” to dilate their eyes so it would make them stand out more. Makeup was frowned upon in general, especially during the 1870s when social etiquette became specifically forbidden from the use of cosmetic products.

During the 19th century there was a high number of incidences of lead-poisoning because of the fashion for red and white lead makeup and powder. This led to swelling and inflammation of the eyes, weakened tooth enamel, and caused the skin to blacken. Heavy use was known to lead to death

By the middle of the 20th century cosmetics were in widespread use by women in nearly all industrial societies around the world. The cosmetic industry became a multibillion-dollar enterprise by the beginning of the 21st century.

As of 2016, the world’s largest cosmetics company is L’Oreal, which was founded by Eugene Schueller in 1909 as the French harmless hair colouring company. The market was developed in the US during the 1910s by Elizabeth Arden, Helena Rubinstein, and Max Factor. These firms were Rubinstein, and Max Factor. These firms were joined by Revlon just before World War II and Estee Lauder just after.

Although modern makeup had been traditionally used mainly by women, an increasing number of men are using cosmetics usually associated to women to enhance or cover their own facial features such as blemishes, dark circles and so on. Cosmetics brands release products specially tailored for men and are increasingly using them.

Most notable, though, was the ancient Egyptians use of kohl. Both men and women would paint the kohl, a mixture of metal, lead, copper, ash and burnt almonds, all around their eyes—picture a football player with grease paint under his eye combined with Tammy Faye Baker and her excessive use of mascara. The circles of kohl were meant to ward off the evil eye and dangerous spirits and were also handy in deflecting the harsh desert sun. In recent years, scientists have determined that the kohl makeup may have inadvertently

helped the Egyptians ward off infectious diseases; the lead would kill off bacteria, though if the Egyptians had longer life spans, the lead might have eventually killed them off as well.

TYPES OF COSMETIC PRODUCTS

The different types of cosmetic products considered for the study include lip care product, eye care product, nail care product and skin care products. A brief description of cosmetic product considered for the present study is given below:

LIP CARE COSMETIC PRODUCTS

Lip care products are a cosmetic formulation used for beautification of lip. It provides a convenient means of freshening, protecting or colouring of lip. It also protects the lips from the effect of cold, dry weather, ultra violet rays and wind. It is perfumed, flavoured and available in the form of sticks.

For fulfilling the consumers’ expectations. The lip care cosmetics are available in good colour and it is designed in such a way that it is easy to apply and give a colourful and a beautiful look to the lips.

Lipstick, lip gloss, lip liner, lip pencil come in a variety of forms and can be applied with a round and sloped applicator, lip brush or small cylindrical bottle and can be applied with a round and sloped applicator, lip brush or small tube designed for application with finger tips. Lip gloss is used when person wants some colour in her lips. Lip liner is a cosmetic product which is intended to fill uneven area on the outer edge of the lip. Therefore it is able to give a good shape to the lip. Lip stick is a cosmetic product containing pigments, oil, waxes and texture to the lips.

Lip glosses are a product used primarily to give lips a glossy lustre. It is distributed as a liquid or a soft solid. It adds basic shine to lips without colour and with an additional flavour. It is available in different flavours like cherry, strawberry, vanilla. Lip gloss is used mostly for all women who would only like to have a shiny appearance on the lips.

Lip liner is a type of lip cosmetic which is intended to fill uneven area on outer edge of the lips, after applying lipstick. Therefore giving a smooth shape it is used to outline the lips. It also prevents the lips from spreading of lipstick.

Lip pencil is also used for lining the lips which add extra definition provides a long lasting effect on the colour of the lip stick.

Lip balm is a wax like structure applied topically to the lips to moisturize and relieve chapped or dry lips, cold sores. Lip balm can be



applied where a finger is used to apply it to the lips stick style tube from which it can be applied directly.

EYE CARE COSMETIC PRODUCTS

Eyes are considered to be the window to the soul. People always wanted to make their eyes and lashes more beautiful. Eyes are the part of our face which is more susceptible to cosmetic changes. It is said that a slight change in colour or small changes made on the eyes can dramatically enhance our appearance and helps to boost our self confidence. Eye care products are mainly used for keeping the eyes beautiful and glowing. Eyes are one of the important organs of the human body.

There are number of problems concerning eyes, like dark circles, deep sunken eyes and puffy eyes. For the purpose of the present study, the eye care products include mascara, eyeliner, eye brow pencil and eye lashes.

Eye liner is a cosmetic used to define the eyes. It is applied around the eyes to create a variety of aesthetic effect. Eye liner is drawn along the top and bottom eyelids to define and accentuate the eyes. Black eyeliner is particularly classic. It was over 12 thousand year ago in early 10000 BC, eye liner first appeared in ancient Egypt and Mesopotamia. During those periods both men and women of higher status used eye liner to define their eyes better and to protect the eyes in a better manner. Eye liner like other cosmetics, was first used in ancient Egypt and Mesopotamia as a dark black line around the eye. It is commonly used in daily make up routine to define the eyes or create a look of a wider or smaller eye.

Eye liner can be used as a tool to create different looks as well as for highlighting different features of eyes. It can be drawn above the lashes or below the lashes. They are available in opaque and dark liquid form.

Eye brow pencil is generally used to shape the eye brow. It is generally used by children to create attraction. Eyebrow pencils are applied to colour eyebrows and also to shape them according to our requirement. Many women find the eye brows to be imperfectly shape. The desired shape can be achieved by stencilling the eye brows with eye brow pencil.

Eye lashes are designed to use around the eyes and on the natural lashes, but not on the skin which can cause irritation. Eye lashes extensions give the appearance of having mascara on without the messy clumps and smudging of makeup. Generally, a single lash is applied to each natural lash.

Mascara is a cosmetic product commonly used to enhance the eyelashes. It may darken, thicken, lengthen and/or define the eyelashes. The most common form of mascara is a liquid in a tube.

Eye cream are formulated specially for the delicate skin around the eye, so that they tend to be thicker. They contain more oils than regular facial lotions and they have a lot of active ingredients aimed at the problems people face around the eyes.

NAIL CARE COSMETICS PRODUCTS

Women usually are much fond of nail care products. A nail is a horn like envelop covering the tip of the finger and toe in human beings. Nail polish is mainly applied in finger nail and toe nails to decorate and to protect the nail plate. Nail polish will act as an agent to prevent nail problems. The different nail care products considered for the study are nail polish, nail polish and nail designer.

Nail polishes also known as nail varnish. It is applied to human finger nail or toe nail. It is applied to decorate and protect nail plates. Nail polish was first originated in china and its uses dates back to 3000BC in Egypt. In those days, the lower class wore pale colors and high class painted their nail reddish brown. There are different kinds of nail polish like base coat, top coat and gel mate.

Nail polish remover is an organic solvent. It contains oil scent and color. It is used by the consumers to remove the nail paint applied.

Nail designer is generally used to give a particular design effect to the nail. It is colorful and mainly used to decorate the nail. It provides more attraction. It is usually used by elite class people.

SKIN CARE COSMETIC PRODUCTS

Skin is the most amazing and largest part of the body. It protects the body from bacteria, virus and environmental damages. So it is rather the duty of every one to protect the largest organs in the body. The use of skin care products depends upon the type of skin which can be normal, dry or oily. The variables considered for the purpose of study includes face wash, foundation, cleanser and moisturizer.

Face wash provides clear and fairer look to the face. As the face is the first part which is usually noticed in our body, people always want it to look better. So the consumers will have a tendency to purchase products like face wash, foundation, cleanser and other facial products which is taken for the study. It helps to change the dark complexion to fair complexion. It provides



freshness to the skin and creates a glowing effect to the skin.

Foundation is a skin colored makeup item applied to the face to create an even, uniform color to the complexion to cover the flaws and sometimes to change the natural skin tone. The foundations also function as a moisturizer, sunscreen, a stringent or a base which usually last for a long time.

Cleanser is substance that cleans the face, especially manufactured for a cosmetic product applied on the skin. A cleanser is a facial care product that is used to remove makeup and dead skin cells. It helps to protect the skin. The commonly used facial cleansers are active cleanser and creamy lotions.

Moisturizer is required to protect the skin in cold and dry environment. It serves the purpose of customers with normal skin, dry skin, oily skin and sensitive skin.

Skin creams are products that are intended to moisturize and soften the body and hands. They are often semi- solid emulsions of oil and water. These helps to protect against the loss of moisture from the skin.

HAIR CARE COSMETIC PRODUCTS

Hair care products are those that help to control the properties and behavior of the hair so that it can be maintained in a controlled and a desirable manner. This can include hair conditioners, hair sprays, hair straighteners and relaxers, permanent waves, shampoos and tonics.

Hair conditioners are used to make hair smooth and silky. They help to replace materials such as natural oil lost during washing. Hair conditioners are assessed for their potential to cause scalp and eye irritation. Product safety is also ensured through strict adherence to the principles of the quality and good manufacturing process.

Hair sprays products are quick drying liquids sprayed on the hair to keep it in place. They contain ingredients that stick to the hair and hold it in place for a short period of time. The safety of hair sprays is established by selection of ingredients that are safe and suitable for this purpose.

Tonics are the products that are intended to facilitate combing and styling of the hair they can be applied directly to the hair or by application to the brush or to the comb. Shampoos are products that are intended to cleanse the hair. Safety of such products is ensured through the careful selection of the ingredients

Hair dyes are the chemicals used to change the hair color. Basically, there are three types of hair colors; temporary dyes, semi permanent dyes and permanent dyes.

Hair oil is the oil applied to the hair as a cosmetic, conditioner, styling aid, restorative or tonic. Mineral and vegetable oils are used to make a variety of commercial and traditional hair oils. Coconut oil is a common ingredient and brands which used this include Macassa oil and parachutes.

Shampoos are a hair care product typically in the form of a liquid that is used for cleaning hair. Shampoos are used by applying it to wet hair, massaging the product into the scalp and then rinsing it out.

VARIANT PRODUCTS OR TOOLS

Cleaning is a standard step in skin care routines. Skin cleaning including some or all of these steps or cosmetics:

- *Cleansers or foaming washes* are used to remove excess dirt, oil, and makeup left on the skin. Different cleaning products are aimed at various types of skin, such as sulphate-free cleaning and spin brushes.
- *Cleaning oil or oil cleanser* is an oil-based solution that gently emulsifies the skin's natural oils. Cleaning oils are not recommended to individuals with blemish-prone skin.
- *Toners* are used after cleansing the skin to freshen it up, boost the appearance of one's complexion, and remove any traces of cleanser, mask, or makeup, as well to help restore the skin's natural PH. They are usually applied to a cotton pad and wiped over the skin, but can be sprayed onto the skin from a spray bottle. Toners typically contain alcohol, water, and herbal extracts or other chemicals depending on skin type whether oily, dry, or combination. Toners containing alcohol are quite astringent, and usually targeted at oily skin. Dry or normal skin should be treated with alcohol-free toners. Witch hazel solution is a popular toner for all skin types, but many other products are available. Many toners contain salicylic acid and benzoyl peroxide.
- *Facial masks* are treatments applied to the skin and then removed. Typically, they are applied to a dry, cleansed face, avoiding the eyes and lips.
 - *Clay-based masks* use kaolin clay or fuller's earth to transport essential oils and chemicals to the skin, and are typically left on until completely dry. As the clay dries, it absorbs excess



oil and dirt from the surface of the skin and may help to clear blocked pores or draw comedones to the surface. Because of its drying actions, clay-based masks should only be used on oily skins.

○ *Peel off masks* are typically gel-like in consistency, and contain acids or exfoliate the skin, along with other ingredients to hydrate, discourage wrinkles, or treat uneven skin tone. They are left on to dry or sensitive skin, as they tend to be very drying.

○ *Face masks* are a relatively new product that is becoming extremely popular in Asia. Sheet masks consist of a thin cotton or fibre sheet with holes cut out for the eyes and lips and cut to fit the contours of the face, onto which serums and skin treatments are brushed in a thin layer; the sheets may be soaked in the treatment. Masks are available to suit almost all skin types and skin complaints. Sheet masks are quicker, less messy, and require no specialized knowledge or equipment for their use compared to other types of face masks, but may be difficult to find and purchase outside Asia.

III. FINDINGS

1. According to the study, 68 percent of the respondents are of the age group between 15 -29 years and there is no respondents below 15 years.
2. Here , 57 percent of the respondents are degree graduates, 20 percent of the respondents are PG graduates and 7 percent of the respondents are metrics passed.
3. Here most of the respondents i.e,60 percent of the respondents are students ,30 percent of the respondents are private employees and about 3 percent of the respondents are business person.
4. Here we found out that about 58 percent of the respondents have a monthly income below 10000 and there are no respondent having monthly income above 50000.
5. As per the study 43 percent of the respondents use cosmetic products for being fashionable, 27 percent use them for occupational requirements and the 20 for facial care purpose.
6. About 50 percent of the respondents use ayurvedic products and about 40 percent of the respondents use organic cosmetic products.
7. About 40 percent of the respondents have been using the products for about 1- 3years and only 10 percent have been used a cosmetic products until the time being.
8. About 57 percent of the respondent prefer to purchase a cosmetic product once every month a whereas 6 percent of the respondents do not

purchase at all. 4 percent said they would not recommend their brand 16.

9. As per the study, 35 percent of the respondents are influenced by the opinions of the friends, 20 are influenced by advertisements provided to them through different means where as 10 percent are influenced by other factors.

10. About 30 percent of the respondents feels confident after using cosmetic product, 27 percent of the respondents feels stylish where as 17 percent of the respondents have no opinions regarding such a question.

11. the advertisements may or may not have an effect on 54 percent of the respondents , 47 percent change their brand based on advertisements and 14 percent face no influence.

13. About 60 percent of the respondent sometimes collect information before purchasing a brand, 30 percent of the respondents always collect information before purchasing but about 3 percent of the respondents never collect any information before purchasing a brand.

IV. SUGGESTION

- As the type of cosmetic product purchased differ according to the demographic factors, the cosmetic product can be placed in the consumer stores, shopping malls and more at online stores.
- Since the number of cosmetic users are more at urban area then in rural areas, marketing awareness programs regarding the cosmetic products can be conducted at selected rural areas by distributing free samples.
- Since the socio- economic factors such as age, income, area, occupation, family size, and family type are found influencing the buying decision. The manufacturers may conduct survey on the consumers to understand their preference and attitude towards the purchase of cosmetic product.
- The preference of consumers regarding the cosmetic product keep changing from time to time with regards to color, fragrance and packaging the manufacturers need to know the changes in trends through marketing survey in major cities.

V. CONCLUSIONS

The female behavior is complex and dynamic as the aspiration of every female community is to look beautiful and attractive. The cosmetic is considered as a powerful weapon with which the women would transform their normal look to an attractive and in a presentable way. It is believed that beauty products promotes a sense of emotional well being of the women. Women adorn



themselves with cosmetic products like lip care, eye care, nail care, skin care and hair care products. they find themselves incomplete without these artificial beautification items. The cosmetic products in the present era have moved from luxury products to essential category. Hence, the marketers of cosmetic products have to be more vigilant and should be able to realize the need of the present day cosmetic users. They should be thoroughly studied about the different behavior pattern of the consumers towards the purchase use of cosmetics. The different socio- economic factors like income, age, education were found influencing the buying decision of cosmetic consumers. Women are of today are having better education, employed and financially stable, have a greater mobility and better decision making ability. It could be observed that women purchase and use cosmetic products because of different reasons. Apart from being used as a product which make them beautiful and presentable, women believe that the use of cosmetics would help them in building confidence. The analysis of different elements of marketing mix of selected cosmetic manufacturers and the analysis of satisfaction of consumers would help the manufacturers to develop a sound marketing mix.

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