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## **A STUDY ON CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS**

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### **Abstract:**

*The cosmetic industry has experienced significant growth in recent years, driven by changes in lifestyle, increased focus on personal care, and the impact of digital media. Today, cosmetics are seen not just as luxury items but as everyday essentials. Consumers' choices regarding cosmetic products are shaped by factors such as product quality, pricing, brand reputation, advertising, and social influences. This study focuses on understanding consumer behaviour in terms of product preferences, brand selection, satisfaction levels, and the factors that influence their decisions. The research uses both primary and secondary data and aims to provide valuable insights for cosmetic brands and marketers.*

**Keywords:** Consumer Behaviour, Cosmetics, Brand Preference, Customer Satisfaction, Social Media Influence.

### **Introduction**

The cosmetic industry is one of the fastest-growing and most dynamic sectors worldwide, influenced by innovation, changing lifestyles, and increasing awareness of personal grooming. Cosmetics are no longer considered luxury products but have become an essential part of daily life, contributing not only to physical appearance but also to confidence and self-esteem. The rapid expansion of the cosmetic market is closely linked to evolving consumer preferences, social influences, and exposure to modern trends. Consumer behaviour in this industry is shaped by cultural, social, psychological, and economic factors, along with brand image, product quality, pricing, and promotional strategies. Online reviews and peer recommendations play a significant role in shaping consumer trust and satisfaction. Local market preferences and demographic factors also affect product choice. The study focuses on understanding consumer behaviour towards cosmetic products. It covers factors influencing purchase decisions, usage patterns, and attitudes towards cosmetics. The study mainly includes women consumers using skincare, haircare, and eye-care products. Therefore, continuous analysis of consumer behaviour is essential to adapt to changing market trends and expectations. The growing impact of advertising, social media, celebrity endorsements, and online platforms has further transformed purchasing decisions. Understanding consumer

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behaviour towards cosmetic products is therefore crucial for marketers to effectively meet consumer needs, develop competitive strategies, and sustain growth in an increasingly competitive market. The findings of this study can help cosmetic companies, retailers, and marketers to design better products, adopt innovative promotional strategies, and strengthen customer loyalty in a highly competitive marketplace.

## Review of literature

**Neha Gupta, Rita Prusty, Smita Dash, Sathya Swaroop Debasish(2025)** studied how social media influencers affect impulse buying of branded cosmetic products in India. The study found that consumer trust in influencers plays a major role in encouraging unplanned purchases. When consumers feel connected to an influencer and believe that the influencer genuinely matches the brand, they are more likely to buy cosmetic products. However, if influencers appear distant or less relatable, their impact on buying decisions reduces. The study suggests that cosmetic brands should work with influencers who are relatable and trustworthy rather than only popular ones.

**Mahalakshmi Venkataswamaiah, Sundardas Devadas, C Sharany(2025)** studied consumer awareness and perception of skincare cosmetic products in India. The study found that the growing cosmetics market is driven by increased interest in personal care and greater awareness of product ingredients and skin suitability. Consumers' buying decisions are influenced by factors such as brand image, price sensitivity, marketing efforts, and demographic characteristics. The study highlights that rising awareness has an important role in shaping preferences for skincare products.

**Annu Gupta, Dr. Chandra Dev Bhatt (2024)** studied consumer buying behaviour towards cosmetic products in Gurugram. The study found that product quality, brand trust, price, and media influence strongly affect purchasing decisions. Consumers showed a preference for natural or herbal products, and digital media played an important role in creating product awareness. The study also noted that affordability is a key concern, with many consumers spending a limited amount on cosmetics.

## Research Gap

Most previous studies focus on brand, price, quality, and advertising. There is limited research that combines product preference, brand choice, and consumer satisfaction at the city level. Very few studies focus on women consumers in Chennai using primary data. Emerging factors like online reviews and changing expectations are also not well studied. Hence, a focused study on cosmetic consumer behaviour in Chennai is needed.

## Objective

1. To determine the most purchased category of cosmetic products, such as skincare, haircare, makeup, or personal hygiene.
2. To study consumer brand preferences with emphasis on popular cosmetic brands like Lakme, Maybelline, L'Oréal, Himalaya, etc.
3. To measure the level of consumer satisfaction with product quality, price, packaging, and availability.
4. To evaluate the overall satisfaction of consumers towards cosmetic products in general.

## Methodology

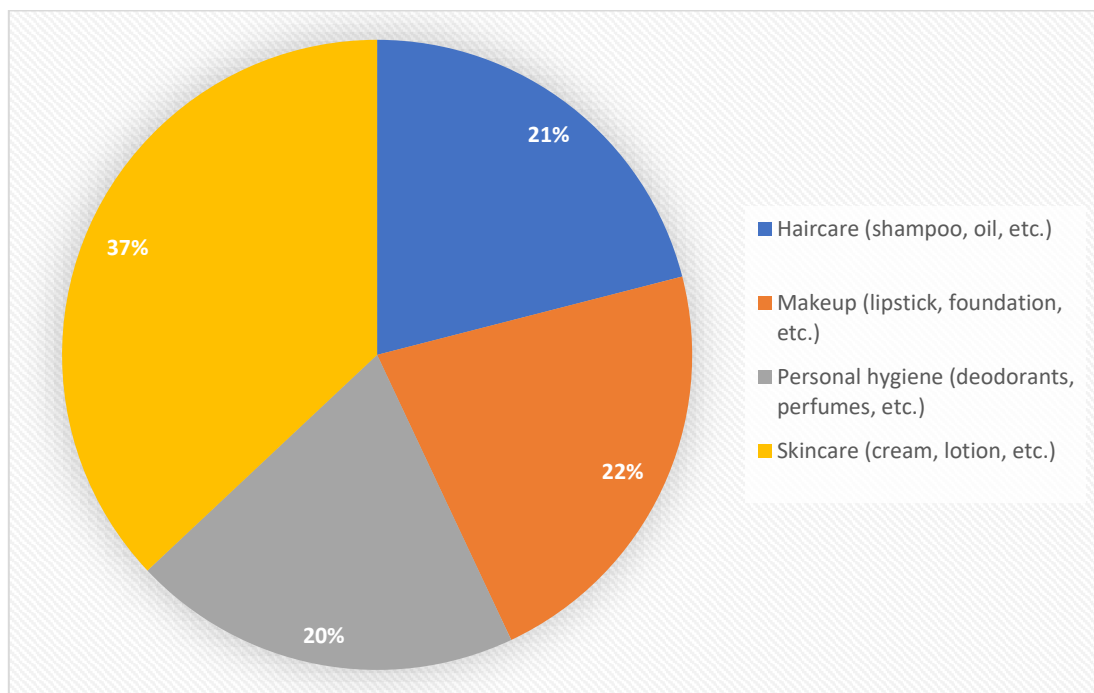
The research methodology provides a systematic approach to study the problem clearly and effectively. The present study follows a descriptive and analytical research design and is based on both primary and secondary data. Primary data were collected through a structured questionnaire prepared using Google Forms and shared with respondents through email, while secondary data were gathered from online articles and websites. The sample consists of 100 cosmetic product users from Chennai city, selected using convenience sampling. The collected data were analysed using percentage analysis and presented through tables and pie charts.

## Analysis and Interpretation:

The analysis shows that skincare products are the most purchased cosmetic items, as a higher number of respondents prefer creams and lotions compared to other products. In terms of brand preference, many respondents choose other brands, followed by Lakme and Himalaya, indicating diverse brand choices among consumers. The satisfaction level with product quality is generally positive, with most respondents reporting that they are satisfied or highly satisfied. Overall satisfaction with cosmetic products is also high, which suggests that consumers are happy with the quality and performance of cosmetic products available in the market.

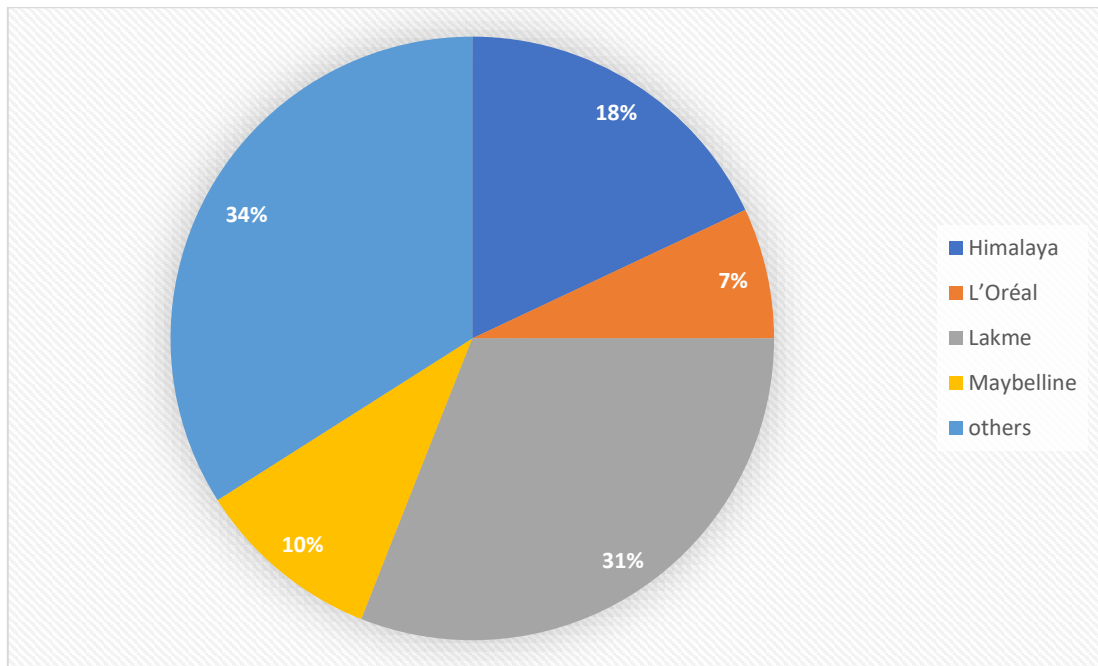
These findings are further illustrated in the figures,

**Figure 1:**



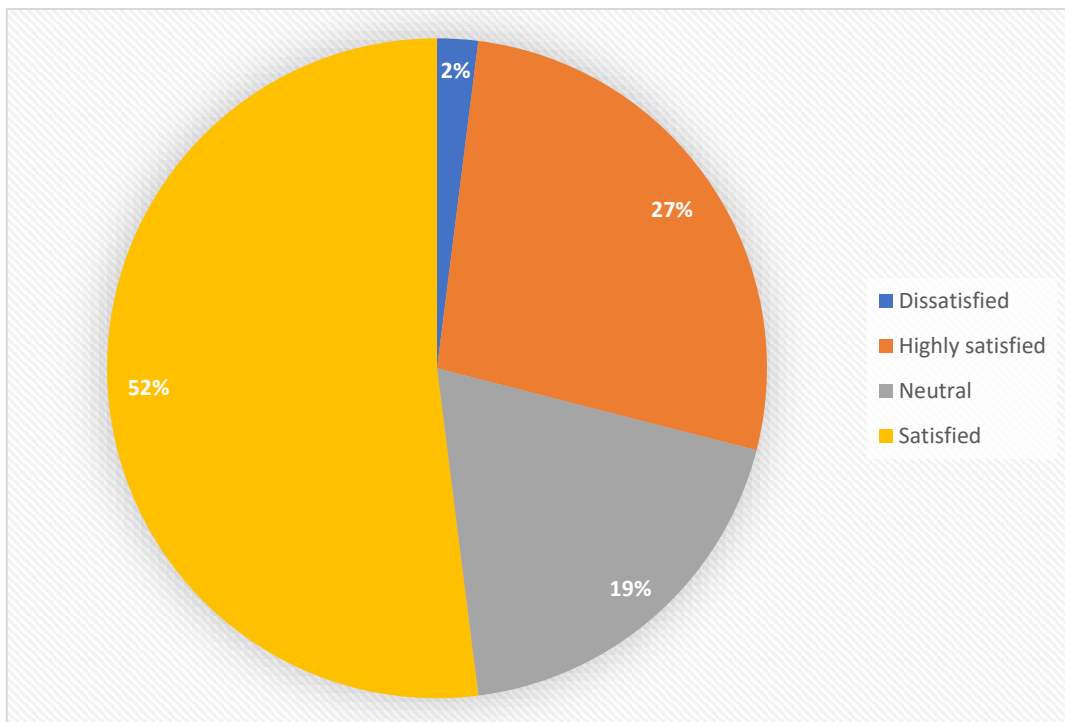
The Figure Shows About Which Type Of Cosmetic Products Do You Purchase Most?

**Figure 2**



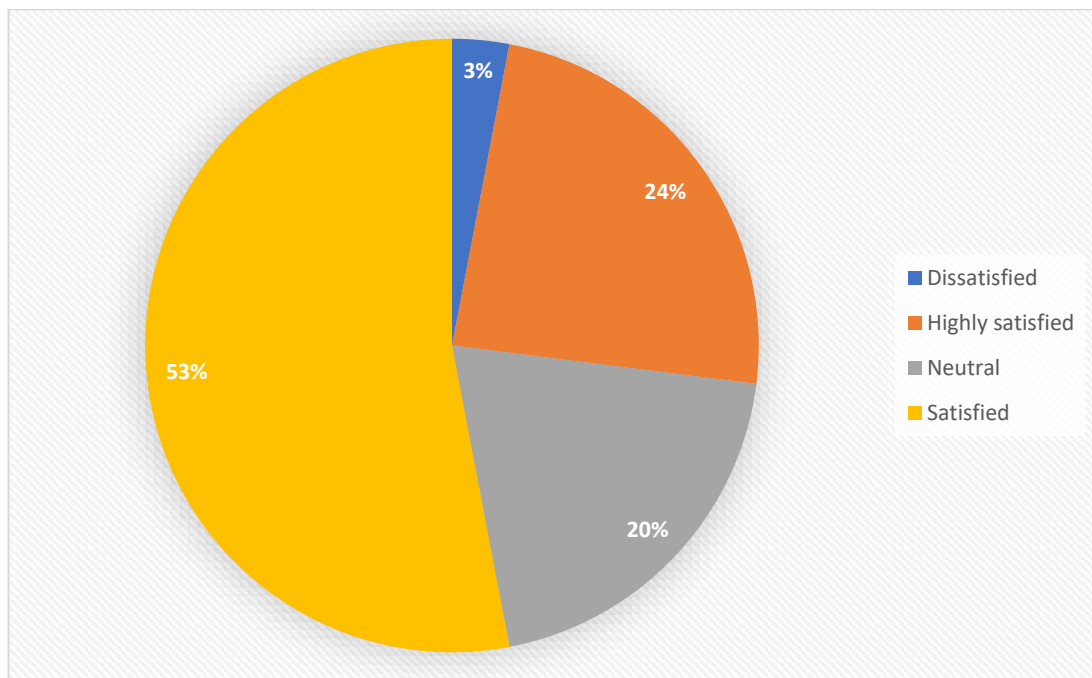
The Figure Shows About Which Brand of Cosmetic Products Do You Prefer Most?

**Figure 3**



The Figure Shows About How Satisfied Are You With Product Quality?

**Figure 4**



The Figure Shows the Overall, How Satisfied Are You with Cosmetic Products in General?

### **Discussion**

Cosmetic companies should focus on improving product quality and clearly mentioning ingredient details to build consumer trust. Brands can use digital media and social platforms more effectively to create awareness and reach target customers. Offering products at reasonable prices and introducing natural or herbal variants can attract more consumers. Regular feedback from customers can help companies understand changing preferences and improve their products and services.

### **Scope for Future Research**

The scope of the study is limited to understanding the consumer behaviour towards cosmetic products. It focuses on the factors influencing consumers, their attitudes, and the reasons for using cosmetic products. The study covers women consumers using eye care, skin care, and hair care products and examines their purchasing behaviour.

### **Conclusion**

The study concludes that consumer behaviour towards cosmetic products is influenced by factors such as quality, brand image, price, and media exposure. Increasing awareness and access to information have made consumers more conscious when choosing cosmetic products. The findings highlight the importance of trust, affordability, and effective marketing in influencing purchase decisions. Overall, understanding consumer needs can help cosmetic companies strengthen their market position and customer satisfaction.

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3. Gupta, A., & Bhatt, C. D. (2024). Consumer buying behaviour towards cosmetic products. *International Journal of Education, Modern Management, Applied Science & Social Science (IJEMMASSS)*, 6(4), 19–27.

## Supportive links

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