

# **A STUDY ON CONSUMER BEHAVIOUR BEFORE BUYING COSMETIC PRODUCTS**

## **Project Report**

Submitted by

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Under the guidance of

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In partial fulfilment of the requirements for award of the degree of  
Bachelor of Management Studies (International Business)



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Nationally Re-Accredited at 'A++' Level (NAAC Fourth Cycle)

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### **CERTIFICATE**

*This is to certify that the project report entitled, “A Study on Consumer behaviour before buying cosmetic products”, has been successfully completed by Ms. Avandhika Jerome , Reg. No.SB21BMS005, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic years 2021 -2024.*

DATE:

FACULTY GUIDE

DR SHOBITA PS

### **DECLARATION**

*I, Avandhika Jerome, Reg. No.SB21BMS005, hereby declare that this project work entitled “A Study on Consumer behaviour before buying cosmetic products “is my original work.*

*I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.*

DATE:

AVANDHIKA JEROME

REG NO: SB21BMS005

## **ACKNOWLEDGEMENT**

I would like to place on Project Report my debt of gratitude to those who helped me in the preparation of this project.

I thank Dr Alphonsa Vijaya , Principal and Dr. Sr.Vineetha, Director of St. Teresa's College, Ernakulam for permitting me to take up this opportunity of doing an in-depth study on Consumer behaviour before buying cosmetic products.

I take this opportunity to express my deep sense of gratitude and whole hearted thanks to Dr.Anu Raj, Head of the department of Management Studies for guiding me in all stages of this project, without whom this project would have been a distant reality.

I also thank my guide, Dr. Shobitha P.S for her constant support throughout the project.

Last but not the least; I extend my heartfelt thanks to my family and friends for their valuable and proficient guidance and enormous support bestowed during the tenure of this exertion.

**AVANDHIKA JEROME**

## **EXECUTIVE SUMMARY**

The cosmetics industry is a dynamic, constantly changing field that is greatly impacted by customer behavior. We explore the complex variables influencing consumers' choices before they buy cosmetics in this essay. Through an examination of the interactions between psychological, social, and environmental factors, we hope to offer insightful information to companies in this industry. Numerous factors impact consumer behavior in the cosmetics sector. The most important ones are packaging, price, product quality, and brand reputation. Customers frequently rely on well-known brands that are reputable and effective. Furthermore, ingredients are important, with a growing focus on natural and organic formulations in cosmetic goods. Furthermore, internet evaluations and peer recommendations have a significant impact, underscoring the significance of social validation in the decision-making process of consumers. The cosmetic industry's consumer behavior is largely influenced by psychological considerations. Crucial roles are played by people's perceptions of their own worth, their feelings, and the advantages of items. Trust and brand loyalty appear as important psychological factors, with customers being drawn to brands that share their goals and beliefs. Additionally, the symbolism associated with cosmetics—such as enhancing beauty or boosting self-confidence—resonates powerfully with the psychological needs and wants of customers. There are significant differences in consumer behavior throughout demographic groups. Millennials and Gen Z consumers, in contrast to older generations, place a higher value on diversity, sustainability, and authenticity when making purchases. In addition, customer behavior is influenced by cultural norms, financial level, and geography, which emphasizes the necessity for customized marketing techniques to reach a variety of consumer groups. Consumers' growing awareness of environmental issues has prompted a move toward eco-friendly and sustainable cosmetics. Ethical factors, such as cruelty-free procedures and recyclable packaging, are becoming more and more important when making purchases. Prioritizing environmental sustainability helps brands gain trust and reputation among consumers who are becoming more environmentally sensitive. The manner that people buy cosmetics has changed dramatically with the introduction of e-commerce. A large percentage of cosmetic sales are driven by online platforms because they provide unmatched convenience, a wide selection of products, and individualized recommendations. Personalized customer attention, rapid gratification, and tactile encounters are still what make traditional brick-and-mortar establishments valuable. To maximize customer reach and engagement, a multi-channel

strategy that incorporates online and offline channels is therefore necessary. In the cosmetics sector, influencer marketing has become a powerful technique for influencing consumer behavior. By utilising influencers' extensive reach and reliable reputation, brands can successfully interact with their target audiences and establish genuine connections. However, elements like influencer relatability, authenticity, and brand alignment are critical to the success of influencer marketing initiatives. The cosmetics sector is characterized by complex and multifaceted consumer behavior that is influenced by a wide range of elements, including socio-cultural trends and psychological reasons. Cosmetic companies can create innovative product offerings, sustainable practices, and focused marketing tactics that appeal to their target audience by comprehending and adjusting to these consumer dynamics. In the end, attaining long-term success and competitiveness in the fast-paced cosmetics business ultimately depends on one's capacity to predict and adapt to changing consumer tastes.

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# **CHAPTER – 1**

## **INTRODUCTION**

# **CHAPTER -1**

## **INTRODUCTION**

### **1.1 INTRODUCTION TO THE STUDY**

Consumer behaviour is a process in its early stages of development, the field was often referred to as buyer behavior, reflecting an emphasis on the interaction between consumers and producers at the time of purchase. Marketers now recognize that consumer behaviour is an ongoing process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or service. If marketer wants concrete positioning than the priority is to identify the consumers' buying behavior and marketer will be in better position to target that products and services to consumer. Buying behavior is focused towards the needs of individual, group and organization.

So, requirement is to have proper understanding related to relevance of those needs with consumers buying behavior. It is important to determine the interaction of consumer with the marketing mix to understand the consumer buying behavior. The reason behind that is the psychology of each individual towards products and services differ according to the culture, attitude, past learning and perception. On the basis of that consumers make further decision regarding whether to purchase or not and from where to buy the product that the consumer prefers. Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service.

The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. If marketer wants concrete positioning than the priority is to identify the consumers' buying behavior and marketer will be in better position to target that products and services to consumer. Buying behavior is focused towards the needs of

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## **1.2 STATEMENT OF THE PROBLEM**

Consumer behaviour refers to the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect to satisfy their needs. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. It is the fundamental ingredient in the modern marketing methodology. The behavioural aspect of a human being is linked with many factors like personal thinking, social expectations, constraints, motivations and so on. Since the parameters are very wide, the buying behaviour keeps on changing.

## **1.3 LITERATURE REVIEW**

### **1.QUALITY**

Kumar, S. (2003) revealed that the majority of the consumers were highly enlightened and were concerned about the quality of the products. He also revealed that the consumers, uniformly in urban and rural areas, desired to have quality products at reasonable prices and trusted more on the advice of the retailers. Kotler and Keller (2014:131) explained quality is a totality of the feature and characteristic of the product or service which are able to satisfy the needs. Next, according to Goetsch & Davis (1994) and Tjiptono & Diana (2003), the definition of quality is a dynamic condition associated with product, service, human, and environment which is fulfilling or exceeding the expectation. Moreover, quality is an ever-changing condition for example what is considered the current quality is considered less qualified in the future (Tjiptono dan Diana, 2003).

## 2. ELECTRONICS WORDS OF MOUTH

As stated by Livin et al. (2008) in Jeong and Jang (2011), electronic words of mouth (EWOM) is the information of communication leads to the customers through the internet-based technology affiliated with the utilization or the characteristic of a certain product or service. Furthermore, Henning–Thurau, et al. (2004) postulated in their research, EWOM is a positive or negative statement made by the potential customers, actual customers, and former customers on the product or company through the internet.

## 3. PRODUCT PRICING

Finch et al., (1998), Potter (2000) and O'Connor (2003), and Shipley and Jobber (2001) have mentioned that pricing is the only element of the marketing mix that produces income for the firm, while all the others are related to costs. Diamantopoulos (1991) has also argued that price is the most flexible element of marketing strategy in that pricing decisions can be implemented relatively quickly in comparison with the other elements of marketing strategy. In spite of this importance of pricing as an factor of the company's marketing strategy, there seems to be a lack of interest among marketing academics on this issue, which has brought Nagle and Holden (1995) to suggest that pricing is the most neglected element of the marketing mix. Within this context, the empirical research that has been conducted on the field of pricing is very limited, while this is even more evident in the case of services. However, the distinctive characteristics of services (intangibility, heterogeneity, perish ability and inseparability) necessitate a closer look at the way at which services are priced (Schlissel and Chasin, 1991; Zeithaml and Bitner, 1996; Kurtz and Clow, 1998; Langeard, 2000; Hoffman et al., 2002).

## 4. BRAND

Vikas Saraf (2003), in his study has found that brands are successful because the people prefer branded products to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgments. Customers can then rely

on chosen brands to guarantee standard quality and services. People believe that the brand itself is something that changes consumer behaviour.

The American market association (2010) defines a brand as: "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers".

## 5. ADVERTISEMENT

Rodge T.R. (2001) in his study, "Influence of advertisement on consumers of different age groups and areas" found that rural consumers attached more importance to the advertisement and its impact, as compared to urban consumers. He also point out that rural consumers are more influenced by electronic media than print media. Cosmetics Industry.

Advertising plays an important role in our everyday life. It mainly determines the image and way of life and it has an impact on our thinking as well as on the attitude towards ourselves and the world around us. Advertising shows us ready forms of behavior in a certain situation. It determines what is good and what is bad. We buy what people say or "advise". I chose this topic because it is very relevant today and it is interesting by its complexity and psychological essence. Everyone, even without realizing it, is influenced by advertising. We do not notice how it affects us. We have become slaves of scientific and technical progress, and advertising uses that skillfully.

The pressure of advertisement is growing every day. A significant amount of money is spent on advertising campaigns bringing to the companies multi-billion profits. Moreover, it is a "product of the first necessity for any enterprise, aimed at a commercial success, and it is becoming more and more expensive. According to statistics media the money spent on advertising in Finland was 1313,1 million euro in 2012 and 1206,7 million euro in 2013. (Finnish Advertising Council, TNS Gallup, Ad Intelligence 2014).

## 6. PACKAGING

Panwar (2004) defined packaging as the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations

in as good a state, as they were, at the time of production. Thus, packaging secures the contents of the pack as it moves through different places. Product packaging serves as the first point of interaction between a customer and a product. It encompasses the design, materials, and presentation that encase and protect items for distribution, sale, and use. Beyond its practical role in safeguarding products, packaging plays a crucial role in communicating brand identity, conveying information, and influencing consumer purchase intentions.

## 7. PURCHASE INTENTION

Purchase intention is a desire of a customer on fulfilling the needs and a hidden wish in the mind of the customer. The purchase intention of the customers has always concealed in every individual that no one is able to know what the customers want and expect (Malik et al., 2013). Furthermore, Rehman et al. (2014) mentioned the measurement steps in using the AIDA model, which are: (1) Awareness, (2) Interest, (3) Desire, and (4) Action.

the research framework of the kind of thinking that provides the basis this research to its full implementation is from the background the problems and of a study jointly conducted theoretically that which is purposed to a committee to discuss and gave the background about the product quality against purchase intention through e-words of mouth.

### **1.4 SIGNIFICANCE OF THE STUDY**

The primary objective of the study is to identify the factors that affect the consumer's behavior towards cosmetic products so that it could help the Industry to maintain their place in the market and can meet the required demands of the consumer regarding a particular product. In this way, they could retain their existing customers and can even increase their customers. ➤ This study identifies not only the factors that affect the consumers behavior for the purchase of cosmetics but also provides an answer to the question that who are the users of such products by taking into account the demographic variables like age, gender, income and occupation and also examines the influence of various factors on the consumer while purchasing cosmetic products.

### **1.5 SCOPE OF THE STUDY**

- The present study focuses on the behaviour of cosmetic consumers, which includes the factors influencing the cosmetic buyers, the attitude of the users of cosmetic products and reason for using cosmetic products.
- This study covers all types of women consumers who use the three types of cosmetics that are eye care, skincare and hair care. The study also focuses on the behaviour of women who purchase cosmetics and use them in the geographical area of Ernakulam district, without discrimination of age, income, education, occupation and place of residence.
- The study analyses the purchase patterns and spending styles of people belonging to different segments of Cosmetic consumers in Ernakulam City.

### **1.6 OBJECTIVE OF THE STUDY**

- To study the demographic profile of the Women Consumers and their preference for cosmetics.
- To study factors affecting buyers decision for purchasing cosmetic products.
- To study purchase pattern of consumer for cosmetic products.

### **1.7 THEORITICAL FRAMEWORK**

Product quality variables consisting of performance, features, reliability, perceived quality have a significant effect on e-word of mouth of Telkomsel product.

- e-word of mouth against the purchase intention of Telkomsel's products.
- product quality variables consisting of performance, features, reliability, a perception of quality to purchase intention of Telkomsel product.
- product quality variables consisting of performance, features, reliability, perceived quality of purchase intention through e-word of mouth.th.

## **1.8 RESEARCH METHODOLOGY**

### **DATA COLLECTION**

Data collection or data gathering is the process of gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes. The process of data collection typically involves defining research question or problem, selecting the appropriate data sources and methods, designing the data collection instruments, collecting the data, and organizing and analysing the data. Effective data collection requires careful planning, attention to detail, and a clear understanding of the research objectives. It is important to ensure that the data collected is accurate, reliable, and relevant to the research question.

Additionally, it is essential to follow ethical guidelines for data collection, such as obtaining informed consent from research participants and protecting their privacy and confidentiality. When it comes to data collection, there are two methods that are commonly used by researchers. These methods are classified as primary data collection methods and secondary data collection methods.

Data collection methods for primary data include observation, interviews, questionnaires, case studies, projective techniques, and schedules. Secondary data is data that already exists and can be acquired through published or unpublished sources.

Published sources include government publications, public records, bank records, and so on. Unpublished data sources encompass letters, diaries, unpublished biographies and work, and so on.

The tool used by researcher for the primary data collection to understand impact of consumer behaviour before buying cosmetic products was through questionnaires.

Secondary data in research was used to find about the industry profile. It was also used for introduction of the study and literature review. All secondary data related information has been collected from previously done research papers, and credible internet websites.



## 1.9 LIMITATIONS OF THE STUDY

- Time is the major limitation, which has affected the inferences drawn in the study.
- Some of the respondents were reluctant to share the information with the researcher.
- The study covers only the Ernakulam city.
- The study is limited to 50 responses of Cosmetic consumers in Ernakulam city.
- The study has been conducted based on the responses of the selected respondents of Ernakulam city.

**CHAPTER – 2**

**INDUSTRY AND PRODUCT  
PROFILE**

## CHAPTER 2

### INDUSTRY AND PRODUCT PROFILE

#### **2.1 INDUSTRY PROFILE**

Over the last decade, India has seen consistent growth in the personal care and cosmetics market with increasing shelf space in boutiques and retail stores across the country. Many multinational brands have entered the Indian market, primarily aided by dedicated support structure and their respective pricing strategies. The Indian cosmetics industry is majorly categorised into skin care, hair care, oral care, fragrances, and colour cosmetics segments.

By 2025, along with this growth, India will constitute 5% of the total cosmetics market and reach the top five global markets in terms of revenue. Additionally, the market will continue to rise strongly due to consumers' growing choice of speciality cosmetic products such as organic, herbal, and ayurvedic items. Colour cosmetics, perfumes, specialised skin care, hair care, and makeup cosmetics are the main industries predicted to increase. The market competition for domestic brands is increasing due to a growing number of international companies entering the Indian personal care and cosmetics market.

However, the bigger players in the industry like Dabur and Marico continue to dominate the market due to the availability of ayurvedic and herbal cosmetic products in their respective product portfolios. Due to the widespread belief among customers that foreign brands are of higher quality; international cosmetics brands have had a significant impact on the Indian market. Aspirational customers have been drawn to these brands, which have accelerated the growth of the Indian market. Indian customers are switching from basic functional products to more sophisticated and specialised cosmetic products, which is driving up demand for high-end goods in India.

Many cosmetic brands like Lakme, Sugar, L'oreal, Nykaa, Mamaearth, Biotique and many more like these have been present in India for quite some time now.

The cosmetic industry describes the industry that manufactures and distributes cosmetic products. These include colour cosmetics, like foundation and mascara, skincare such as moisturisers and cleansers, haircare such as shampoos, conditioners and hair colours, and toiletries such as bubble bath and soap.

## **2.2 PRODUCT PROFILE**

### **MAYBELLINE**

Maybelline is a well-known cosmetics brand that offers a wide range of beauty products including mascara, lipstick, foundation, and eyeshadow. They are popular for their affordable and high-quality makeup options available globally.

Maybelline offers a diverse range of products catering to various makeup needs. Some of their popular products include:

- Mascara: Maybelline is well-known for their mascaras, such as the "Great Lash" and "Lash Sensational" lines, which offer volumizing, lengthening, and curling effects.
- Lipstick: They offer a wide array of lipsticks in different finishes, shades, and formulas, including matte, satin, and gloss.
- Foundation: Maybelline provides foundations in various formulas like liquid, powder, and stick, catering to different skin types and coverage preferences.
- Eyeshadow: Their eyeshadow palettes come in a variety of color combinations, ranging from neutral to bold, suitable for creating versatile eye looks.
- Eyeliner: Maybelline offers eyeliners in different formats such as liquid, gel, and pencil, allowing for precise application and long-lasting wear.
- Concealer: They have concealers designed to cover imperfections, dark circles, and blemishes, providing a flawless complexion.

### **NYKAA**

Nykaa is an Indian e-commerce platform specializing in beauty and wellness products. It offers a wide range of cosmetics, skincare, haircare, fragrances, and wellness products from both international and Indian brands. Nykaa also has its own range of beauty products under the brand name "Nykaa Cosmetics." The platform is popular among consumers for its vast selection, competitive pricing, and user-friendly interface. Additionally, Nykaa operates brick-and-mortar stores across India, providing customers with a seamless shopping experience both online and offline.

Some of their popular products include:

- Makeup: This category includes foundations, concealers, lipsticks, eyeliners, mascaras, eyeshadows, blushes, and makeup brushes from various brands.

- Skincare: Nykaa offers skincare products such as cleansers, moisturizers, serums, masks, sunscreens, and treatments targeting various skin concerns like acne, aging, dryness, and sensitivity.
- Haircare: You can find shampoos, conditioners, hair oils, hair masks, styling products, and hair tools on Nykaa to address different hair types and concerns.
- Fragrances: Nykaa carries a selection of perfumes and colognes for men and women from both international and Indian brands.
- Personal Care: This category includes products like body lotions, shower gels, deodorants, and intimate hygiene products.
- Wellness: Nykaa offers wellness products such as vitamins, supplements, herbal remedies, and health foods to support overall well-being.
- Men's Grooming: There's also a section dedicated to men's grooming products including skincare, haircare, fragrances, and grooming tools.
- Tools & Accessories: You can find beauty tools like makeup brushes, sponges, hairbrushes, and grooming accessories on Nykaa.

## LAKME

Lakme refers to a well-known brand in the beauty and cosmetics industry, particularly in India. It offers a wide range of skincare, makeup, and beauty products. Founded in 1952, it has become one of India's leading beauty brands, known for its quality products and extensive range catering to various skin tones and types. Additionally, "Lakmé" is also the name of an opera by Léo Delibes, which has inspired the brand's name.

Lakme offers a diverse range of beauty and skincare products, including:

- Makeup: Foundations, concealers, blushes, lipsticks, eyeshadows, eyeliners, mascaras, compact powders, and makeup removers.
- Skincare: Cleansers, toners, moisturizers, serums, sunscreens, face masks, and facial oils.
- Haircare: Shampoos, conditioners, hair masks, serums, and hair oils.
- Nail care: Nail polishes, nail strengtheners, and nail care accessories.
- Bridal Makeup: Specialized makeup products and services tailored for bridal looks.
- Professional Makeup: Products designed for makeup artists and professionals.

## MAMAEARTH

Mamaearth is a popular skincare and haircare brand that specializes in creating natural, toxin-free products for both adults and babies. Mamaearth emphasizes using natural ingredients, sustainable packaging, and being environmentally conscious in its approach to product development.

Some of the products offered by Mamaearth include:

- Baby Care: Gentle baby shampoos, baby lotions, diaper rash creams, baby washes, and mosquito repellents.
- Skincare: Face masks, face washes, moisturizers, serums, under-eye creams, and sunscreen lotions.
- Haircare: Shampoos, conditioners, hair masks, hair oils, and hair serums.
- Men's Care: Specifically formulated products for men, including face washes, moisturizers, beard oils, and hair care products.
- Pregnancy Care: Products designed to cater to the needs of expectant mothers, such as stretch mark creams, nipple creams, and body washes.
- Wellness: Products like teas, supplements, and immunity boosters.
- Personal Hygiene: Sanitizers, hand washes, and intimate hygiene washes.

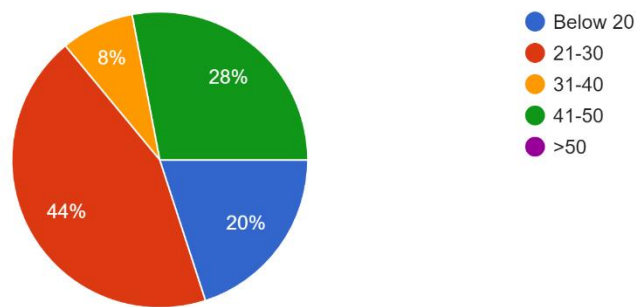
## **CHAPTER - 3**

## CHAPTER 3

### DATA ANALYSIS

Chart: 1  
Age Group of Respondents

2. Which age group you belong to ?  
50 responses

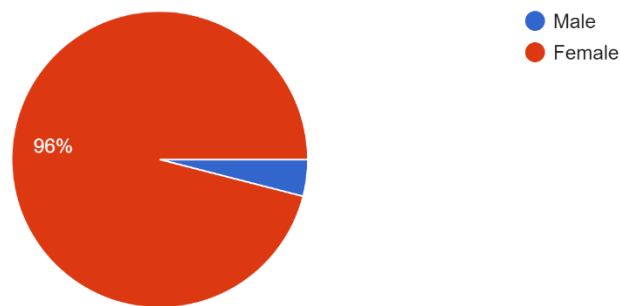


**Interpretation:** From the above diagram it was seen that majority of the respondents that is 44% of the respondents belong to the age group 21-30, 28% of the respondents belong to the age group 41-50, 20% of the respondents belong to the age group below 20 and 8% of the respondents belong to the age group 31- 40.



Chart: 2  
Gender of Respondents

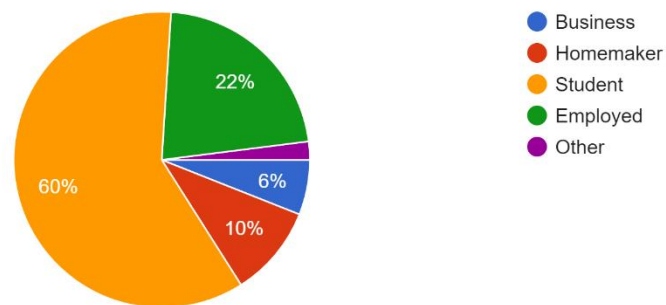
3. Your Gender  
50 responses



**Interpretation:** From the above diagram it was seen that majority of the respondents that is 96% belong to Female and 4% belongs to Male.

Chart:3  
Respondent's Occupation

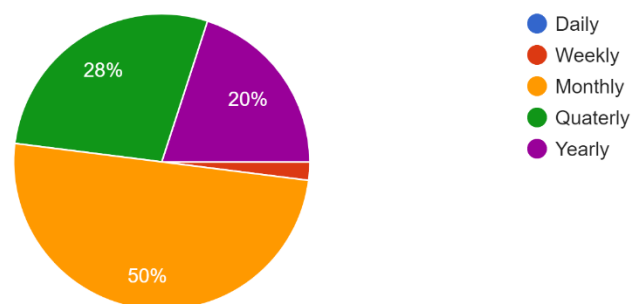
4. Occupation  
50 responses



**Interpretation:** From the above diagram it was seen that majority of the respondent that is 60% belong to student, 22% belong to employed, 10% belong to homemaker, 6% belong to business and 2% belong to other.

Chart: 4  
Purchase Frequency

5. How often do you purchase cosmetic products?  
50 responses

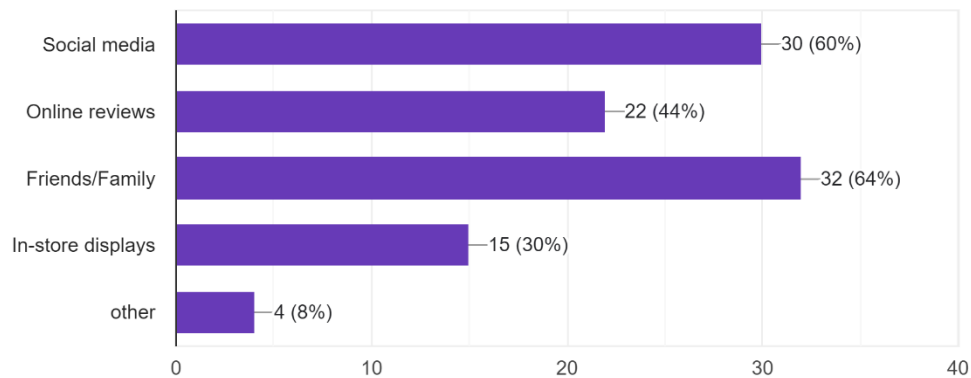


**Interpretation:** From the above diagram it was seen that majority of the respondent that is 50% purchase cosmetic products monthly, 28% purchase cosmetic products quaterly, 20% purchase cosmetic products yearly and 2% purchase cosmetic products weekly.

Chart: 5  
Information about Cosmetic Products

6. Where do you usually get information about cosmetic products?

50 responses

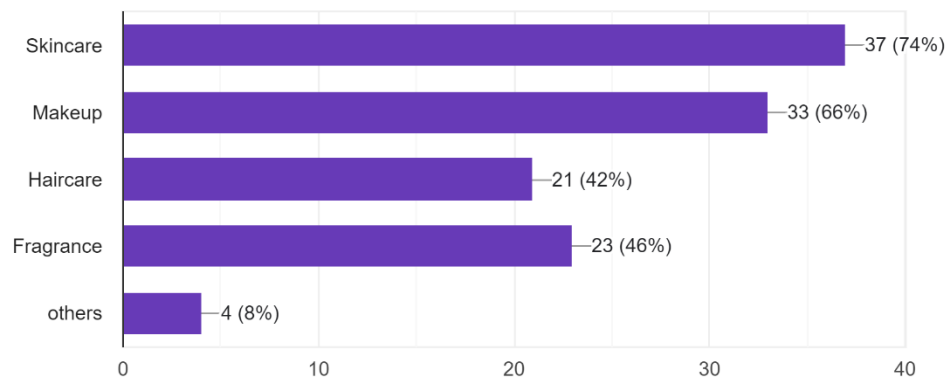


**Interpretation:** From the above diagram it was seen that majority of the respondent that is 64% gets information from friends/family , 60% gets information from social media,44% gets information from online reviews, 30% gets information from instore displays and 8% gets information from other sources.

Chart:6  
Types of Cosmetic Products

7. What type of cosmetic products do you usually buy? (select all that apply)

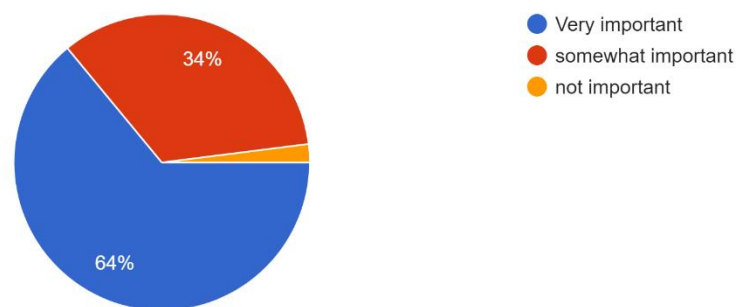
50 responses



**Interpretation:** From the above diagram it was seen that majority of the respondent that is 74% usually buy skincare ,66% buy makeup products, 46% buy fragrance , 42% buy haircare products, and 8% buy other products .

Chart: 7  
Brand Importance

8. How important is the brand name when choosing a cosmetic product?  
50 responses

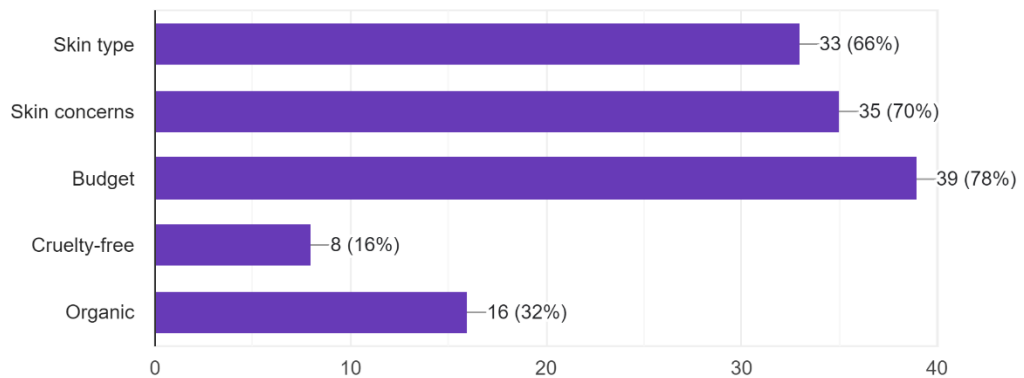


**Interpretation:** From the above diagram it was seen that majority of the respondent that is 64% says brand name is very important , 34% brand name says brand name is somewhat important and 2% says brand name is not important .

Chart: 8  
Concerns before buying cosmetic products

9. What do you consider before buying a new cosmetic product?(select all that apply)

50 responses

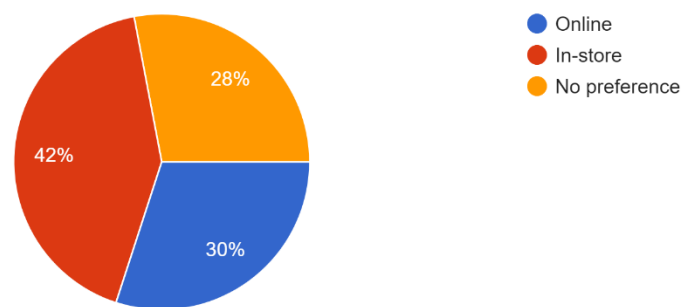


**Interpretation:** From the above diagram it was seen that majority of the respondent that is 78% consider budget before buying a new cosmetic product, 70% consider skin concerns before buying a new cosmetic product, 66% consider skin type before buying a new cosmetic product, 32% consider organic before buying a new cosmetic product, 16% consider cruelty-free before buying a new cosmetic product.

Chart: 9  
Preferences

10. Do you prefer buying a cosmetic products online or in-store?

50 responses



**Interpretation:** From the above diagram it was seen that majority of the respondent that is 42% prefer buying cosmetic products in-store, 30% prefer buying cosmetic products online and 28% do not have any preferences.

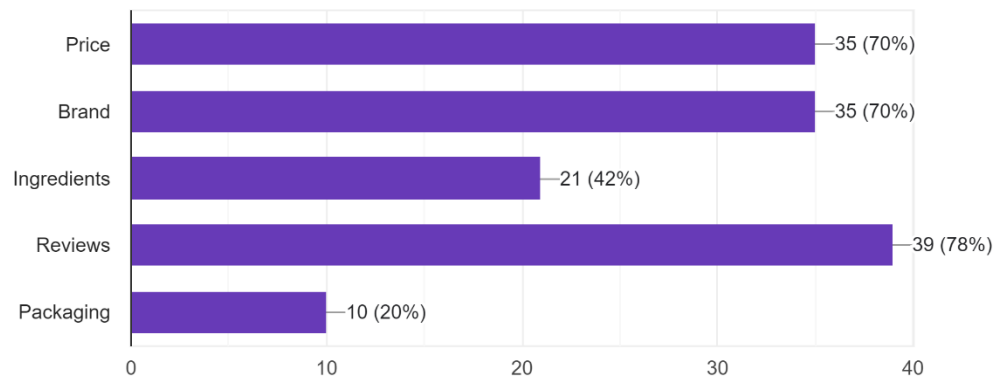


Chart: 10

### Factors that influence to buy cosmetic products

11. What factors influence your decision to buy a cosmetic product?(select all that apply)

50 responses



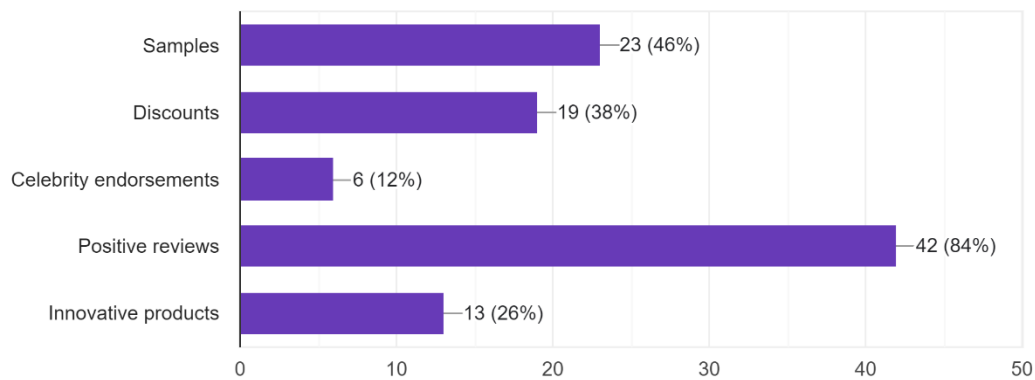
**Interpretation:** From the above diagram it was seen that majority of the respondent that is 78% make their decision according to reviews, 70% make their decision according to price and brand, 42% make their decision according to ingredients and 20% make their decision according to packaging.

Chart: 11

To try a new cosmetic brand

12. What would make you more likely to try a new cosmetic brand?(select all that apply)

50 responses

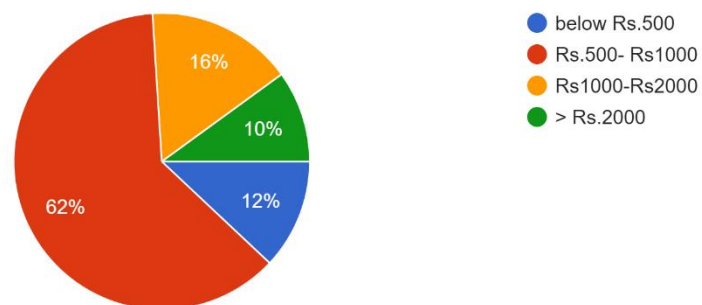


**Interpretation:** From the above diagram it was seen that majority of the respondent that is 84% says positive reviews make more likely to try a new cosmetic brand , 46% says samples make more likely to try a new cosmetic brand ,38% says discounts make more likely to try a new cosmetic brand, 26% says innovative products make more likely to try a new cosmetic brand, 12% says celebrity endoresements make more likely to try a new cosmetic brand.

Chart:12  
Spendings on cosmetic products

13. How much do you typically spend on a cosmetic product?

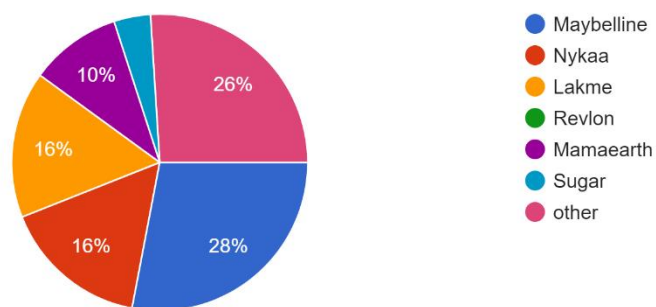
50 responses



**Interpretation:** From the above diagram it was seen that majority of the respondent that is 62% spends Rs 500-1000 , 16% spends Rs 1000 – 2000, 12% spends below Rs 500 , 10% spends >Rs 2000.

Chart: 13  
Different cosmetic brands

14. Which type of cosmetic brands do you look forward to buy?  
50 responses



**Interpretation:** From the above diagram it was seen that majority of the respondent that is 28% prefer Maybelline, 26% prefer other brands, 32% prefer Nykaa and Lakme, 10% prefer Mamaearth, 4% prefer sugar.

**CHAPTER – 4**  
**FINDINGS, SUGGESTIONS AND**  
**CONCLUSIONS**

## **CHAPTER – 4**

### **FINDINGS, SUGGESTIONS AND CONCLUSIONS**

#### **FINDINGS**

- i. The primary target market for cosmetic items is highlighted by the respondents' age range of 21 to 30, which is dominated by women.
- ii. A significant proportion of responders are students, suggesting that they may be frugal shoppers.
- iii. The relevance of group referrals and digital marketing in promoting skincare and beauty products is suggested by depending on friends, family, and social media.
- iv. Prioritizing factors include skin issues, price constraints, and brand reputation; excellent evaluations are especially important when making decisions.
- v. Omni-channel retail tactics are necessary as online channels gain popularity and in-store shopping stays common.
- vi. Consumer decisions are influenced by brand reputation, pricing, and reviews; these factors represent a need for perceived quality, affordability, and transparency. Decisions are also influenced by factors like ingredients and packaging, which reflects a rising awareness of sustainability.
- vii. Although well-known brands like Maybelline, Nykaa, and Lakme are popular, other brands are equally appealing, highlighting the need of brand innovation and distinctiveness.

## **SUGGESTIONS**

- A company should market exclusive cosmetic products for both male and female consumers.
- A marketer should build up a prompt distribution channel to avoid the problem of non – availability of products.
- A proper communication should be created with doctors, and beauticians and should involve in advertisement to make them more attractive, affective and reliable.
- Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.

## **CONCLUSIONS**

The data analysis offers thorough insights into the various aspects of customer behavior in the cosmetics sector. It is imperative for organizations to comprehend the inclinations, behaviors, and incentives of diverse client segments in order to devise efficacious marketing tactics, create inventive merchandise, and cultivate brand allegiance. Cosmetic companies may stay competitive in the ever-changing market by utilizing these information to better position their brands, match their products with consumer requirements, and take advantage of new trends. Furthermore, in order for businesses to remain ahead of the curve and adjust to changing consumer preferences in a highly competitive industry, they will need to do continuous market research and solicit input from their customers.

In conclusion, companies in the cosmetic sector can position themselves for success, successfully satisfy customer requests, and preserve a competitive edge in the market by utilizing the insights obtained from the research and putting the recommended strategies into practice.

## **ANNEXURE**

1. Your Name

2. Which age group you belong to ?

- ☐ Below 20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ >50

3. Your Gender

- ☐ Male
- ☐ Female
- ☐ Other:

4. Occupation

- ☐ Business
- ☐ Homemaker
- ☐ Student
- ☐ Employed
- ☐ Other

5. How often do you purchase cosmetic products?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Quaterly
- ☐ Yearly

6. Where do you usually get information about cosmetic products?

- ☐ Social media
- ☐ Online reviews
- ☐ Friends/Family



- ☐ In-store displays
- ☐ other

7. What type of cosmetic products do you usually buy?

(select all that apply)

- ☐ Skincare
- ☐ Makeup
- ☐ Haircare
- ☐ Fragrance
- ☐ others

8. How important is the brand name when choosing a cosmetic product?

- ☐ Very important
- ☐ somewhat important
- ☐ not important

9. What do you consider before buying a new cosmetic product?(select all that apply)

- ☐ Skin type
- ☐ Skin concerns
- ☐ Budget
- ☐ Cruelty-free
- ☐ Organic

10. Do you prefer buying a cosmetic products online or in-store?

- ☐ Online
- ☐ In-store
- ☐ No preference

11. What factors influence your decision to buy a cosmetic product?(select all that apply)

- ☐ Price
- ☐ Brand
- ☐ Ingredients
- ☐ Reviews
- ☐ Packaging

12. What would make you more likely to try a new cosmetic brand?(select all that apply)

- ☐ Samples
- ☐ Discounts
- ☐ Celebrity endorsements
- ☐ Positive reviews
- ☐ Innovative products

13. How much do you typically spend on a cosmetic product?

- ☐ below Rs.500
- ☐ Rs.500- Rs1000
- ☐ Rs1000-Rs2000
- ☐ Rs.2000

14. Which type of cosmetic brands do you look forward to buy?

- ☐ Maybelline
- ☐ Nykaa
- ☐ Lakme
- ☐ Revlon
- ☐ Mamaearth
- ☐ Sugar
- ☐ other

