CONSUMER BEHAVIOUR AND SPENDING PATTERNS OF WOMEN ON SKINCARE AND COSMETIC PRODUCTS IN KOCHI CITY

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ANN ELIZABETH SUNIL (AB23ECO019)

ANGEL JISHA E S (AB23ECO043)

NAINA MARY SAJEEV (AB23ECO057)

SNEHA S SHENOY. (AB23ECO063)

ANUSREE K JOSHY (AB23ECO050)

UNDER THE GUIDANCE OF

DR. ANJU GEORGE

DEPARTMENT OF ECONOMICS

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

MARCH 2026

CERTIFICATE

This is to certify that the project titled "Consumer Behaviour and Spending Patterns of Women on Skincare and Cosmetic Products in Kochi City" submitted in partial fulfilment of the requirement for the award of the degree of Bachelor of Arts in Economics to St. Teresa's College (Autonomous) (Affiliated to Mahatma Gandhi University, Kottayam) is a bonafide record of the work done by the project group under my supervision and guidance.

Head of the Department

Dr Anupa Jacob

Guide and Supervisor

Dr Anju George

Name and Signature of External Examiner

DECLARATION

We hereby declare that the work presented in this project is based on the original work done by us under the guidance of Dr. Anju George, Assistant Professor, Department of Economics and Centre for Research, St. Teresa's College (Autonomous), Ernakulam and has not been included in any other project submitted previously for the award of any degree.

Signature of the Supervisor

Dr. Anju George.

Signature of the Candidates

Ann Elizabeth Sunil

Angel Jisha E S

Naina Mary Sajeev

Sneha S Shenoy

Anusree K Joshy

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Ann Elizabeth Sunil

Angel Jisha E S

Naina Mary Sajeev

Sneha S Shenoy

Anusree K Joshy

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CHAPTER I

INTRODUCTION

1.1.Introduction

Every year, the beauty and personal care market around the world keeps growing. This is because people are more aware, their lifestyles are changing, cities are expanding, and many people now care more about their appearance and self-care. Beauty and skincare products are no longer seen as luxury items used only sometimes. Instead, they are used regularly as part of everyday life. This shift has grown academic and commercial interest in understanding women's purchasing behaviour within the beauty and skincare market.

Women's spending on skincare and cosmetic products is influenced by many factors such as age, income, education, job, social norms, media, and culture. Today, there are many beauty brands, online influencers, and strong marketing messages, which give consumers too many choices. Because of this, women's buying decisions are shaped not only by personal needs but also by social pressure, beauty standards, friends, and the belief that beauty brings confidence and success. Studying these spending patterns helps us understand how women spend their money on beauty products and how often they buy them.

From an economic point of view, spending on skincare and cosmetic products shows how consumers choose to spend their income. Women spend part of their income on these products based on their preferences, awareness, lifestyle, and availability. Although income affects how much they spend, the use of cosmetic products is seen among women from different income and job groups, including those living in urban areas like Kochi.

Socio-economic factors strongly influence the demand for beauty products. Factors such as income, education, employment, and whether a woman lives in an urban or rural area affect her access to and choice of skincare and cosmetic products. Women with higher incomes often prefer premium or luxury brands, while those with middle or lower incomes usually look for affordable products that give good results. Education and awareness also influence buying decisions, as informed consumers tend to check ingredients, brand reputation, and long-term benefits. At the same time, social media and advertising have reduced these differences by

creating a desire for popular products even among women with limited income. Studying these factors helps explain differences in beauty product usage and demand among various groups of women.

Another important part of this study is the increasing preference of women for cosmetic products instead of healthcare or medical treatments. Even though dermatological treatments and medical solutions are available for skin problems, many women choose cosmetic products because they are easy to buy, seem less expensive, show quick results, and are strongly promoted through advertisements. Cosmetics are often presented as fast solutions that improve appearance without the need for medical visits, which may take more time and money. Social stigma, lack of awareness, and trust in well-known beauty brands also influence this choice. This trend raises concerns about how aware consumers are, their health priorities, and the long-term effects of choosing cosmetic products over proper medical care.

In this context, the present study titled "CONSUMER BEHAVIOUR AND SPENDING PATTERNS OF WOMEN ON SKINCARE AND COSMETIC PRODUCTS IN KOCHI CITY" aims to examine how women spend on skincare and cosmetic products, understand how socio-economic factors influence their demand, and identify the reasons why cosmetic products are preferred over healthcare options. The study is based on women respondents from Kochi and attempts to provide a realistic picture of cosmetic consumption behaviour in an urban area

1.2. Review of Literature

Sujith (2024) identifies key factors influencing skincare product purchases. Product Quality and Previous Experience top the list, followed by Price, Brand Reputation and Social Media. Most of the buyers are young women with lower to mid-range incomes. Consumers, mostly female, prefer natural or organic ingredients and online shopping.

Vijaya Lakshmi, Radhika and Munje (2023) say that production and consumption have been rapidly increasing due to an increase in beauty consciousness among consumers. They gain this through media exposure. Women use cosmetics to look young, improve their self-image and to get a better feeling. Quality of the product, advertisement, brand name and peer group influence the spending of women in

cosmetics.

Turcu and Brancu (2023) discuss how the beauty industry drives significant spending on skincare and cosmetics. The study emphasizes that many consumers view cosmetics as essential for their appearance and self-confidence. The authors point out that people often opt for cosmetic solutions over healthcare options for skin issues, primarily because they're more convenient and accessible. Factors like income and lifestyle play a big role in how much people invest in skincare products.

Vinner Labs (2023), states that cosmetics play a vital role in enhancing confidence and self- expression. Makeup and skincare act as forms of self-care that improve emotional well-being. It highlights that many women use cosmetics to feel confident and presentable. They suggest that women often rely on cosmetics rather than addressing underlying health issues. Thus, cosmetics serve as tools of empowerment and self-affirmation.

Audhkhasi and Arora (2022), analyze how psychological, social and economic factors influenced the consumption behaviour of women, in terms of cosmetic products. They examine how the cosmetics industry exploits women's insecurities, perpetuating gender inequality. According to them, women have been subjugated by various structural forces in society, and they view makeup as a means to ensure their survival by fitting into the crowd. Women's makeup use stems from survival, self-expression, and self-soothing, driven by societal pressures. Applying an intersectional lens, they reveal complex dynamics shaping Indian women's cosmetic consumption.

Brown (2022) highlights how factors like income, lifestyle, and social status can shape the demand for these beauty products. She mentions that many women tend to choose makeup as a quick and cost-effective way to enhance their appearance instead of seeking healthcare treatments. This makes cosmetics an easy go-to for managing looks and fitting in socially.
Societal pressures, media portrayals, and beauty standards drive many women to invest more in skincare and cosmetics. Brown emphasizes how makeup significantly impacts women's confidence and social identity.

Sabharwal, Maan and Kumar (2014) reveal that Cultural, social and personal factors influence purchase decisions, including location, media, and product attributes like price and brand. This shows that the market caters to ageing concerns with anti-ageing products for women over 30. The cosmetic industry's growth is driven by technology, economic development, and women's increased purchasing power, particularly in dual-earning households. Women use cosmetics to enhance their appearance, boosting confidence and self- assurance. Urban women are more conscious of beauty and hygiene, driving demand for facial skin care products. brand.

Kokoi (2011) found that age, lifestyle, price, and social influences all play a role in shaping what women buy. Younger women tend to be more adventurous and eager to try out new facial skincare products. On the other hand, middle-aged women prioritize things like product quality, brand trust, and effectiveness when making their purchases. She emphasises that a woman's lifestyle and personal values are crucial in her buying decisions. Additionally, products with natural ingredients tend to create a more positive perception among women, greatly impacting their purchasing behaviour. So, it turns out that both age and a preference for natural ingredients are significant factors in how women choose their skincare products.

1.3.Research Problem

In recent years, skincare and cosmetics use by urban women has increased, and it has become an essential item rather than a luxury. However, women's spending on these items and their motivations for using them vary significantly.
Surprisingly, many women choose cosmetic products over healthcare alternatives for minor skin issues. Despite this trend, there hasn't been much research into women's spending or the economic factors that drive their choices. This study aims to dive deeper into women's spending behaviours on skincare and cosmetics, explore the influence of socio-economic factors, and understand why they often prefer cosmetics to healthcare solutions.

1.4.Objectives Of The Study

1. To examine women's spending patterns on skincare and cosmetic products.
2. To analyse the influence of socio-economic factors on the demand for beauty products.
3. To understand why women prefer cosmetic products over healthcare options

1.5 Theoretical Framework

1.5.1 Consumer Spending Behaviour

Consumer spending behaviour is a key concept in microeconomics and consumer economics. It explains how individuals allocate their limited income among different goods and services to maximise satisfaction. In the context of beauty care and cosmetic products, spending decisions are influenced by income, personal preferences, lifestyle, and social environment.

1.5.2 Engel's Law

Engel's Law states that as income increases, the proportion of income spent on basic necessities decreases. This allows consumers to spend more on non-essential or luxury items such as cosmetics and beauty care products. This theory explains why women from different income groups purchase cosmetic products, even though their level of expenditure may vary.

1.5.3 Theory of Conspicuous Consumption

Thorstein Veblen's Theory of Conspicuous Consumption explains that individuals spend on visible goods and services to display their social status and identity. Cosmetic products and beauty treatments are highly visible and are often used to enhance appearance, confidence, and social standing.

1.5.4 Social and Cultural Influences

Consumer spending on beauty care is strongly influenced by social and cultural factors such as peer groups, advertising, social media, and changing beauty standards. These factors shape consumer awareness, preferences, and buying behaviour, leading to regular use of cosmetic products.

1.6. Methodology

The study is conducted to understand how women in Kochi spend on beauty care and cosmetic products and to identify the socio-economic factors influencing their preferences. It also aims to understand why women prefer cosmetic products over healthcare options for skin-related concerns. A purposive sampling technique was adopted, as the study specifically focuses on women residing in Kochi city, who form the most relevant consumer group for skincare and cosmetic products. Primary data were collected through a structured questionnaire and analysed using simple ratios, per centages, diagrams, and charts. Kochi was selected as the area of study because it is a major urban centre with diverse income levels, occupations, and lifestyle patterns. The city's exposure to modern retail outlets, media influence, and changing consumption behaviour makes it suitable for analysing contemporary skincare and cosmetic usage. While the findings are specific to Kochi city, they provide indicative insights that can help in understanding similar consumption patterns in other urban settings, without claiming broad or universal generalisation.

1.7. Limitations of the Study

• Limited Sample Size and Age Distribution

The study is based on responses from 95 participants belonging to the age group of 18 to 70 years. However, a larger share of responses was obtained from the 18–25 age group, while fewer responses were recorded from other age categories. This uneven age distribution limits wider generalization of the findings.

• Limited Geographical Coverage

The study is confined to women respondents from Kochi city, which is predominantly an urban area. As a result, the views of women from rural regions are not represented. Although respondents belong to different economic backgrounds, the study may not fully reflect all socio-economic groups.

• Income Variability among Younger Respondents

A significant proportion of respondents falls below the age of 25 years. Income instability among this group may influence their spending capacity, leading to variations and inconsistencies in consumption and expenditure patterns.

• **Possibility of Response Bias**

Since the data were collected using a structured questionnaire, there is a possibility of personal bias. Some respondents may have provided approximate or assumed answers, which could affect the accuracy of the data.

• **Time and Accessibility Constraints**

Due to time constraints, data collection was carried out using a convenient approach. This limited the number of respondents and may affect the extent to which the findings can be generalised.

1.6 Chapter Scheme

The study is organized into four chapters as follows:-

Chapter I - Deals with the Introduction of the study and includes the review of literature, statement of the research problem, objectives of the study, theoretical framework, methodology, limitations of the study, chapter scheme, and glossary.

Chapter II presents an overview and evolution of cosmetics and skincare, covering global developments as well as the growth of the industry in India, Kerala, and Kochi.

Chapter III focuses on the analysis, results, and interpretation of the primary data collected from women respondents in Kochi, using appropriate statistical and descriptive tools.

Chapter IV summarizes the major findings of the study and provides the conclusion, suggestions, and scope for further research.

CHAPTER II

OVERVIEW AND EVOLUTION OF COSMETICS AND SKINCARE

2.1 Introduction

Cosmetics and skincare products have become part and parcel of people's lives for centuries. Since the beginning of humankind, a wide variety of herbal and natural elements have been used to cleanse, care for and beautify skin and hair in human bodies. The acts were more than aesthetic, however, and were closely associated with health, hygiene, cultural values and social identity. Physical appearance was also seen as a marker of one's internal state of health and status in many of the world's earliest societies.

Much of skin care and cosmetics was rooted in medical science, religious belief and traditional practices, long before we had even developed the scientific knowledge of what we now consider skin science. In the skin-care industry, natural ingredients such as oils, herbs, minerals, extracts of plants, etc., were used for natural protection against extreme weather and for healthy living. They were handed down from one generation to the next and slowly started becoming an instrument of daily life.

Initially, cosmetics and skincare were used to fulfil the most basic needs (cleanliness, grooming, protection from environmental damage). This was where they grew and became embodying beauty, self-care, confidence and self-expression. In the modern world, cosmetics and skin care products are used by people of all age groups, genders, or incomes. The products are now basic consumer goods rather than luxury.

Even apart from their social importance, cosmetics and skincare products have considerable economic value. The cosmetic industry is a fast-moving, fast-growing, and very valuable industry both nationally and abroad for employment and trade. Consumer behaviour influences on cosmetic use include income, education of the target market, media exposure, level of awareness, lifestyle and lifestyle status. This chapter provides a brief presentation on the current study about the global history of cosmetics and skincare with reference to India, Kerala and Kochi.

2.2 Cosmetics and Skin Care Around the Globe

Cosmetics originated in ancient civilisations like Egypt, Mesopotamia, Greece, and Rome, etc., and skincare and grooming products were done using natural substances like oils, herbs, minerals and plants, and were handled through the culture of flora.

These products were not only beautifying but also medicinal and protective. For example, ancient Egypt claimed that eye cosmetics were designed to prevent the eyes from becoming infected and protect them from extreme sunlight.

It is during the Middle Ages that the cosmetic use of the whole world slowed, because people were discouraged from looking for things in outward appearance due to strict religious and moral standards. Simplicity, modest dressing, and natural beauty were promoted, but not often used for beauty. But this decline was short-lived.

The Renaissance was a rediscovery of beauty (both aesthetic and mental), the fashion and grooming traditions, especially for Europe's upper classes. Cosmetics slowly became standard and were taken on as identifiers of class and refinement. Industrialisation took the 1800s, as something important unfolded: the birth of industrialisation in the 1800s. Cosmetics were produced on such a commercial scale by machines and scientific breakthroughs, the cost and quality of access soared for cosmetics to be mass-manufactured, and the price and standards of usage rose greatly.

These included chemists and medical researchers in medicine, and doctors who had more of a significant influence on cosmetic production. Modifications from the 20th century saw the cosmetic industry continuing to evolve, buoyed in part by technological advancement, mass advertising, international trade and the influence of cinema and fashion. Now skip a few days ahead to today, the world of cosmetics and skin care is one of the largest in the consumer markets, taking place and where the world’s consumers are starting to engage in a lifestyle-first, more conscious, innovative and more self-centric approach for overall beauty.

2.3 Cosmetics and skin care market in India: Evolution and growth

Skincare is a patchwork of a region from ancient India: It harks back centuries, touching on Ayurveda, Siddha, and Unani. These are systems in which the beauty in the field of nature is sustained through the inner workings of health and balance. Natural oils, herbal pastes and herbs, for instance, as well as beauty plants. Beauty plants and natural oils, herbal pastes and herbs, were widely used as skincare and hair care. Rather than purely an appearance or appearance of external appearance, beauty was now considered the mirror image of the mind-body that reflected health, and it also represented the health of the mind-body.

Colonial era: Western cosmetics and principles regarding beauty were introduced to the Indian market. The changes resulted in reshaping cosmetic consumption for the better, particularly amongst urban and wealthy populations. Imported products and Western beauty routines became popular as well in cities. And after independence, the Indian cosmetic industry was launched as consumers went for national brands and had an easy distribution channel.

This continued with the expansion of industrial production, government support for small and medium industries, and continued with growth of the cosmetic industry. The impact of increasing income, urbanisation, as well as the rise of women's educational opportunities and job opportunities, had a significant impact on cosmetic consumption. Media, TV, ads, and social networks had a great effect on skincare products and routines.

However, in India, cosmetic consumption appears to be uneven by geographic and income range. Urban consumers often prefer branded products and premium goods; rural consumers prefer the alternatives, which are cheaper and of the traditional kind. Although the growing youth population and changing lifestyles will certainly further develop the market for cosmetics in the country in the next few years.

2.4 Cosmetic and Skin Care Practices in Kerala

Kerala has a long tradition of skincare relying on Ayurveda and traditional medicine. Most households use herbal oil, medicinal plants, local powders and home remedies for skincare and hair care. And those are more of practices for a long-term health gain, against the short- term elevation of the cosmetic profile.

The high literacy levels and health awareness among the people have translated into educated consumer behaviour in Kerala. Consumers are mostly conscious about product ingredients, quality and adverse effects. It is an age of traditional skincare techniques, especially in the rural and elderly sector, it is popular.

In recent times, Kerala has been in a strong growth, seeking modern skin care & cosmetics products. Consumer demand and an ever-globalised cosmetic aesthetic trend, for social media platforms, have been propelled by recent urbanisation and lifestyle practices, such as rising disposable income. Everyone has taken this together in a sense of balancing their skincare life with traditional treatments and trendy

cosmetics; people keep their skincare life in line. Kerala: Cosmetic demand in Kerala is uneven as growth in this field still occurs.
Purchasing behaviour is driven by the income level or geographically or access to the market. Urban consumers like branded products, but, with price sensitivity, cultural attachment and choice, traditional skincare methods are still used by many women.

2.5 Cosmetics consumption in Kochi

Kochi - One of the leading urban and commercial hubs of Kerala, with a thriving skincare and cosmetics industry. The population of the city consists of college students, professionals and service-sector workers, who would have different consumption patterns.

As a result of lifestyle in city living, work stress and an increase in exposure to international and national beauty patterns, demand for skin care goods has also heightened. Cosmetics are accessible to a wide variety of consumers in Kochi via the presence of shopping malls, chain stores, salons, spas and dermatology clinics.

People in Kochi know skincare routines, product ingredients quality and brand promise. Cosmetics are generally considered a compulsory item of personal care rather than just luxury stuff. But people's socioeconomic status drives cosmetics spend, influenced by income, lifestyle and individual preferences.

2.6 Conclusion

The next logical step is for people to develop cosmetics and skincare products from something simple you do, to something that has scientific provenance but does not exist outside of that process. Before, cosmetics were associated with health, hygiene and traditional rituals. Indeed, how quickly the industry has evolved is a case in point of growth there. Scientific, technical and industrial advances gradually turned cosmetics into structured consumer products. Nowadays, cosmetics and skin care products are considered beauty, self-care, confidence, self-identity, and self-preservation. In Kerala and Kochi, the behaviour of consumers is a combination of traditional and new trends, with some mixing. Cosmetic consumption is facilitated through technology and industry, but also society, culture, and the economy in general. This chapter describes the theoretical context of the study by fusing past cosmetic use with recent consumer behaviour, with a historical perspective against the context of the use of cosmetics and skin care.

CHAPTER III

AN ANALYSIS OF WOMEN'S SKINCARE AND COSMETIC CONSUMPTION IN KOCHI

3.1 Introduction

The chapter provides a thorough description and interpretation of a detailed analysis of data obtained from women respondents of Kochi city, which is a valuable aspect to decipher their spending habits and consumption of cosmetics and skin care. Through a structured questionnaire, information was gathered on use patterns, expenses, brand preference, and purchase-related factors.

This section of data analysis describes the application of appropriate statistical and descriptive techniques. The chapter provides a comprehensive analysis of skincare and cosmetic consumption behaviour through product usage, historical consumption patterns, and the impact of awareness on habitual use. It also looks at spending behaviour by investigating monthly spending habits, including income, price sensitivity, and brand loyalty.

These elements add to our understanding of how women allocate their income towards skincare and cosmetics and what factors influence purchasing intention. This chapter also investigates the influence of socio-economic variables such as age, education, occupation, and income level on consumption patterns.

The chapter further discusses social factors, including exposure to social media, influencer effect, and peer influence, and how they influence preference, consumption, and demand for skincare and cosmetic products. The preference of respondents for cosmetic solutions rather than medical solutions for routine skin problems arises mainly due to concerns related to convenience, affordability, and time constraints.

Overall, this chapter seeks to offer a deeper insight into women's consumer behaviour with regard to various skincare and cosmetic products. The interpretation presented here forms the empirical basis of the research and serves as a necessary bridge between the research objectives and the findings and conclusions discussed in the subsequent chapter.

3.2 Socio-Economic Background of Respondents

In this section, the socio-economic profile of respondents is presented in terms of age, occupation, income, and educational qualification. These variables are essential

descriptive factors that help in interpreting variations in women's skincare and cosmetic consumption behaviour and provide a foundation for situational analysis.

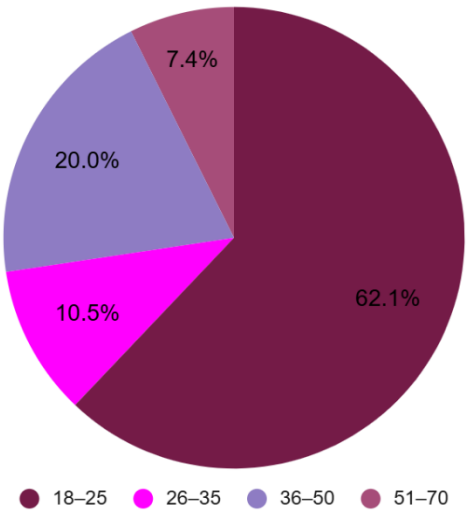
The effect of age on awareness, preference, and use of skincare and cosmetic products is expected to vary across different demographic groups of women. Occupation influences income, lifestyle, and the amount of time spent on skincare practices, which in turn affects consumption behaviour.

Income is a significant predictor of product purchase behaviour, brand selection, and affordability, while educational qualification is associated with product knowledge, brand awareness, and decision-making capacity. Although these variables are not considered the primary focus of the study, they serve as valuable context for understanding differences in skincare and cosmetic consumption behaviour observed among respondents.

3.2.1 Age Composition of Respondents

Age strongly affects skincare needs as well as the interest in products and the frequency of cosmetic use. Different age groups have different skin issues and experience different levels of social and media influence. Analysing different generations of skin care usage patterns and consumption levels can be found through age

Figure 3.1 Age-wise Distribution of Respondents



Source: Primary Data

According to the results, 63.2 per cent of the individuals studied are 18–25 years old,

which represents the largest group. The 26–35-year-olds comprise 18.9 per cent, which takes second place. About 10.5 per cent belong to the 36–50 age group, and 7.4 per cent fall under the 51–70 age group.

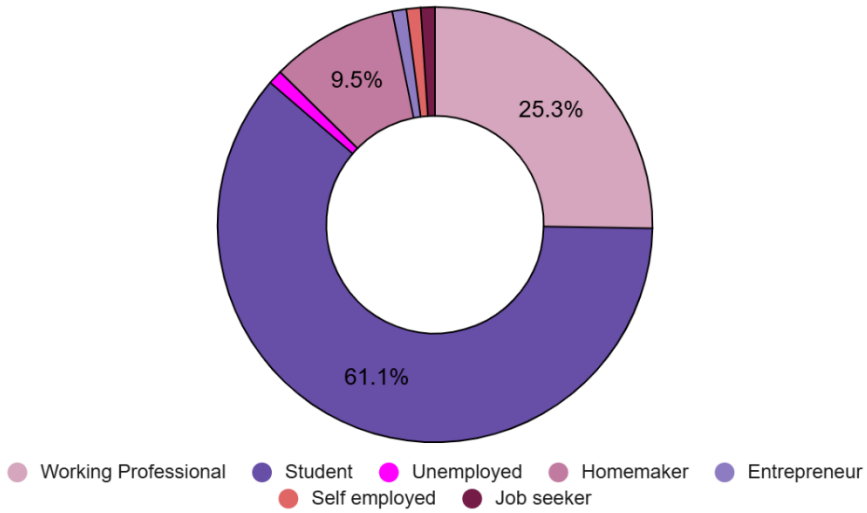
This breakdown clearly shows that younger women are the most frequent in the sample. However, it must be noted that 36.8 per cent of respondents are above the age of 25 years, indicating that the usage of skincare and cosmetics is spread across different age groups.

As shown in Figure 3.1, motivation and quantity of product consumption are age-dependent; however, the data do not indicate a lack of involvement in skincare and cosmetics for any age group.

3.2.2 Occupational Background of Respondents

Occupation is evaluated considering that it is indicative of lifestyle, time availability, and income potential. Exposure to work environment and social situations generally affects both appearance-related expectancies and grooming attitudes and routines.

Figure 3.2 Occupational Distribution of Respondents



Source: Primary Data

According to the figures, 61.1 per cent are students and 25.3 per cent are working professionals. The remaining 13.6 per cent include homemakers, job seekers, entrepreneurs, and others.

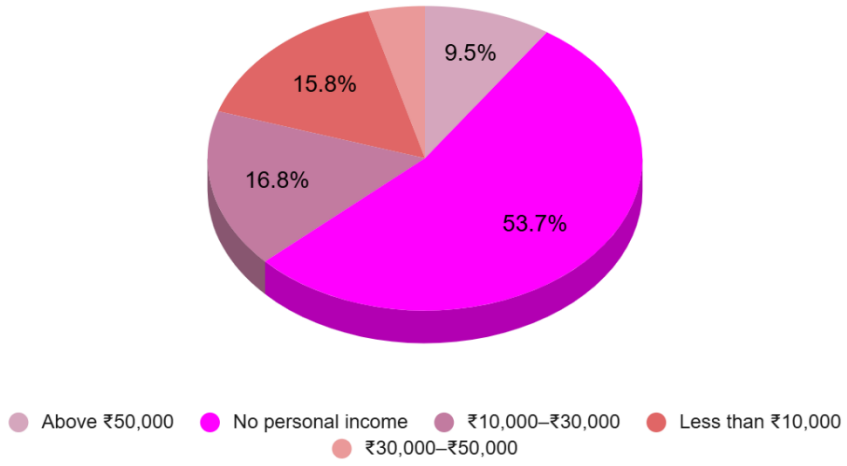
As mentioned, users across all occupational categories are skincare and cosmetic product users.

As illustrated in Figure 3.2, despite a high proportion of students who may have limited disposable income, skincare and cosmetics are widely used. These products are no longer considered occupation-specific or luxury items but are treated as basic necessities.

3.2.3 Personal Monthly Income of Respondents

Income is an essential economic variable, affecting affordability, ability to spend and brand choice. The analysis of income provides insights into women's ability to expend their scarce financial capital on skincare and cosmetics.

Figure 3.3 Monthly Income of Respondents



Source : Primary Data

The majority (53.7 per cent) do not have personal income. About 16.8 per cent earn below ₹10,000, 15.8 per cent earn between ₹10,000–₹30,000, and only 9.5 per cent earn above ₹50,000. More than 50 per cent rely on family income for financial support.

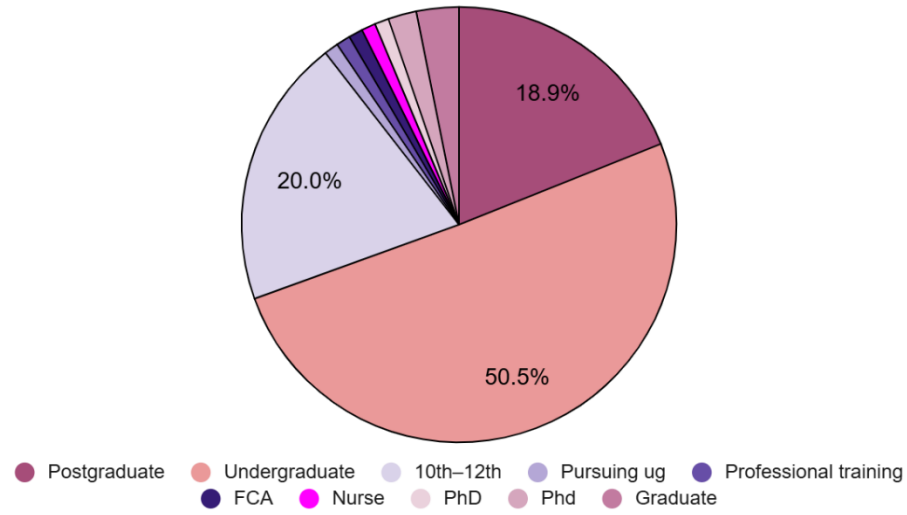
As evident from Figure 3.3, respondents continue to prefer skincare and cosmetic products even with limited income. This suggests an adjustment in consumption patterns, such as choosing lower-priced products, rather than completely avoiding

consumption.

3.2.4 Educational Qualification of Respondents

Education is considered because it is related to awareness, product knowledge, and rational decision-making. Education correlates with an understanding of ingredients and safety issues better, and with higher education, the long-term effects of cosmetic application. Analysing education serves to explain the impact of informed consumption on skincare behaviour.

Figure 3.4 Educational Qualification of Respondents



Source : Primary Data

The data indicate that 50.5 per cent are graduates, 18.9 per cent are postgraduates, and 20 per cent have completed higher secondary education. Only 10.6 per cent fall under other educational categories. Thus, 69.4 per cent of respondents possess higher education.

As shown in Figure 3.4, higher educational qualification is associated with greater awareness and informed decision-making, leading to more rational and cautious consumption behaviour.

3.3 Skincare and Cosmetic Consumption Behaviour

This subsection analyses women's skincare and cosmetic consumption behaviour,

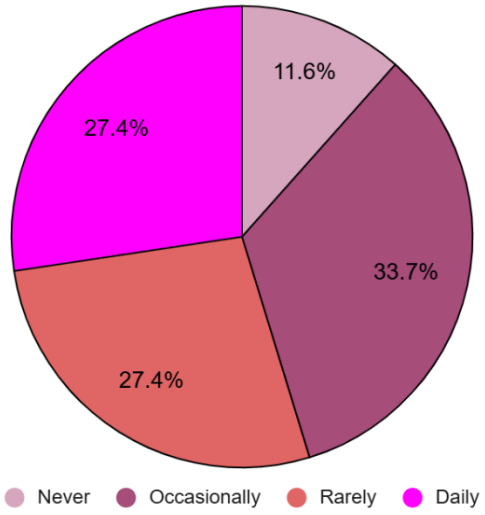
focusing on daily practices, product usage, and consumption trends over time. It highlights that routine skincare and cosmetic application has become habitual in everyday life, resulting in consistent demand for these products.

The chapter also includes information on consumers' knowledge of different skincare and cosmetic products, brands, ingredients, and benefits. Exposure through advertising, social media, and peer pressure drives preference formation, trial, and continued use. Overall, consumption behaviour reflects regular usage patterns that support the growth of the skincare and cosmetic industry.

3.3.1 Frequency of Following a Skincare Routine

To measure the consistency and adherence to skincare practices, the frequency of skincare practice defined by respondents has been determined. Routines are also considered to involve long-term commitment and usage of the products. This is a useful variable to measure the role of skincare in daily life.

Figure 3.5 Frequency of Following a Skincare Routine



Source : Primary Data

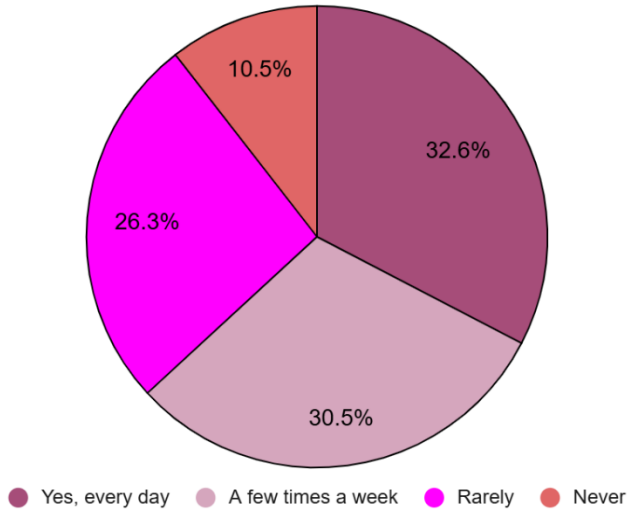
The data indicates that 27.4 per cent of respondents follow a skincare routine daily, while 33.7 per cent follow it occasionally. Together, they account for 61.1 per cent of respondents. About 27.4 per cent rarely follow a routine, and 11.6 per cent never follow one.

As shown in Figure 3.5, daily and occasional users dominate, indicating that skincare routines are relatively widespread. Repeated usage leads to regular consumption and stable demand.

3.3.2 Frequency of Cosmetic Product Use

This variable indicates how frequently cosmetic products are used on a daily basis. Higher frequency reflects greater reliance on cosmetics and leads to repeated purchases.

Figure 3.6 Frequency of Cosmetic Product Use



Source : Primary Data

Results show that 32.6 per cent of respondents use cosmetic products daily, while 30.5 per cent use them once or twice a week. Frequent users together account for 63.1 per cent of respondents. Only 10.5 per cent reported that they never use cosmetic products.

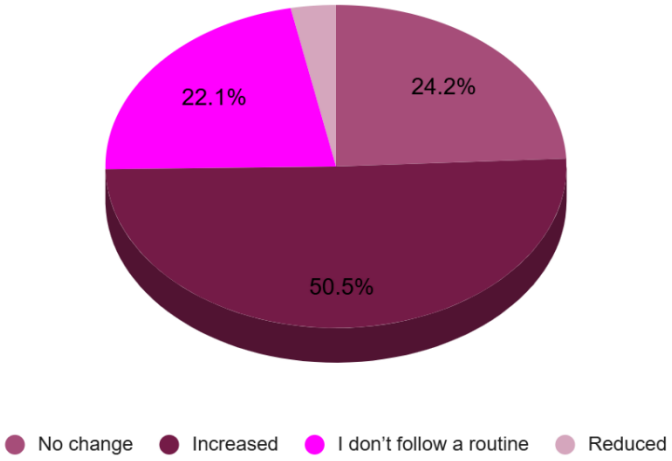
As illustrated in Figure 3.6, the high proportion of frequent users indicates that cosmetic products form part of daily grooming, leading to repetitive purchases and continuous expenditure

3.3.3 Shift in the Skincare Routine in the Last Five Years

Changes in skincare routines over the last five years capture shifts in awareness, lifestyle, and exposure to beauty trends, influencing frequency of use, reliance on

cosmetic products, and repeat purchasing behaviour.

Figure 3.7 Shift in Skincare Routine in the Last Five Years



Source : Primary Data

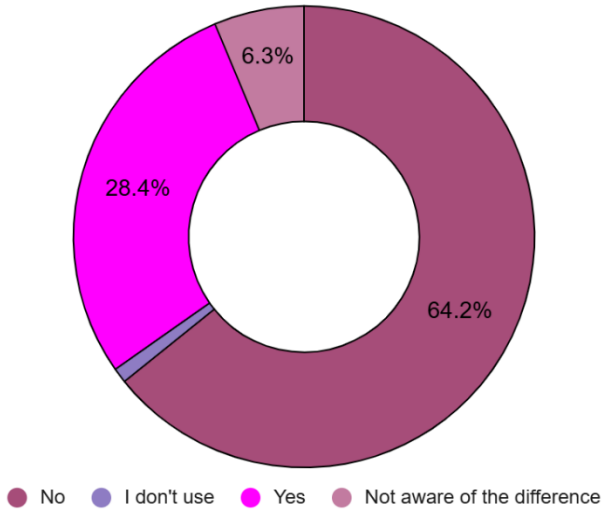
The results revealed that 50.5 per cent of the respondents stated an increase in the usage of skincare routine, 22.1 per cent indicated no change, and the rest reported reduction or no use of the routine.

As shown in Figure 3.7, an increase in usage among more than half of the respondents suggests rising demand over the period, influenced by changes in attitudes and increased levels of awareness.

3.3.4 Knowledge of Day and Night Skin Care Routine

Awareness of specialised skincare practices influences the complexity of routines followed. Greater awareness encourages diversified product use, while limited knowledge results in simpler consumption patterns.

Figure 3.8 Knowledge of Day and Night Skincare Routine



Source : Primary Data

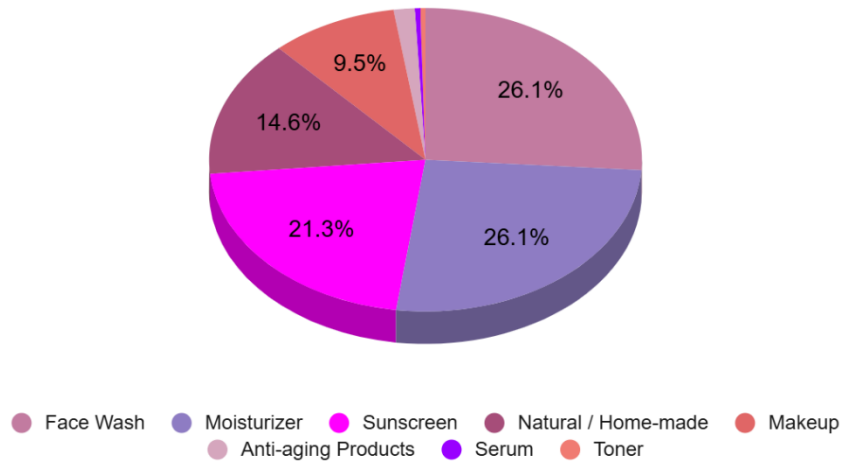
The data reveals that 28.4 per cent follow different routines, 64.2 per cent do not, and 9.3 per cent are unaware of such routines.

As indicated in Figure 3.8, limited awareness leads to restricted product diversification, resulting in simpler consumption patterns and greater control over consumer spending.

3.3.5 Types of Products Most Widely Used

The types of products used distinguish between basic, need-driven consumption and specialised skincare use. These choices reflect consumer priorities and price sensitivity, indicating whether skincare purchases are primarily functional.

Figure 3.9 Types of Skincare Products Most Widely Used



Source : Primary Data

While 69.5 per cent use face wash and moisturisers, 56.8 per cent use sunscreen, 38.9 per cent use natural or home-made products, and only 4.2 per cent use anti-ageing products.

As shown in Figure 3.9, dominance of basic skincare products reflects need-based consumption, while low usage of specialised products indicates price-sensitive demand and selective buying behaviour.

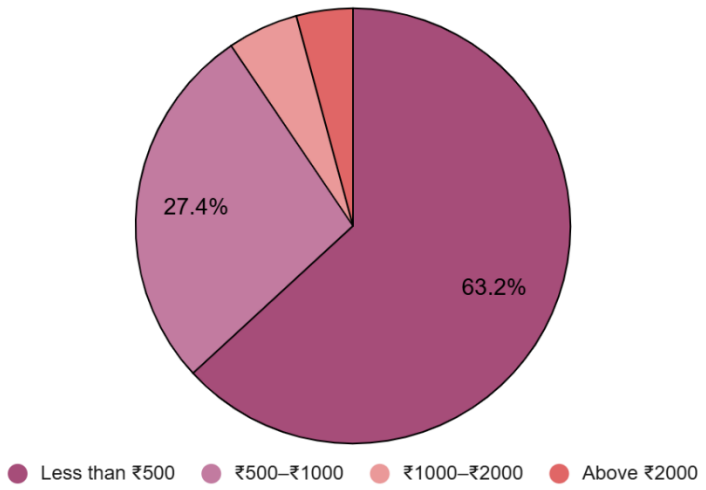
3.4 Expenditure Behaviour and Brand Preference

This section analyses the relationship between respondents' income and their expenditure on skincare and cosmetic products by examining monthly purchases and comparing spending behaviour with disposable income. It highlights how differences in income levels influence the quantity of expenditure on skincare and cosmetics, as well as the choice between luxury and affordable products. Attention is also given to price sensitivity, brand preference, and changes in spending behaviour due to income variations. Consumer preference for a brand is influenced by product quality, brand image, availability, and promotional activities. Overall, consumption behaviour reflects a balance between affordability, perceived value, and brand loyalty, which affects purchasing decisions in the skincare and cosmetics sector.

3.4.1 Monthly Expenditure on Skincare and Cosmetic Products

Monthly expenditure is analyzed to examine the level and regularity of spending on skincare products. It helps determine whether skincare is treated as a necessity or a luxury product. This variable gives a picture of budgeting behaviour.

Figure 3.10 Monthly Expenditure on Skincare and Cosmetic Products



Source: Primary Data

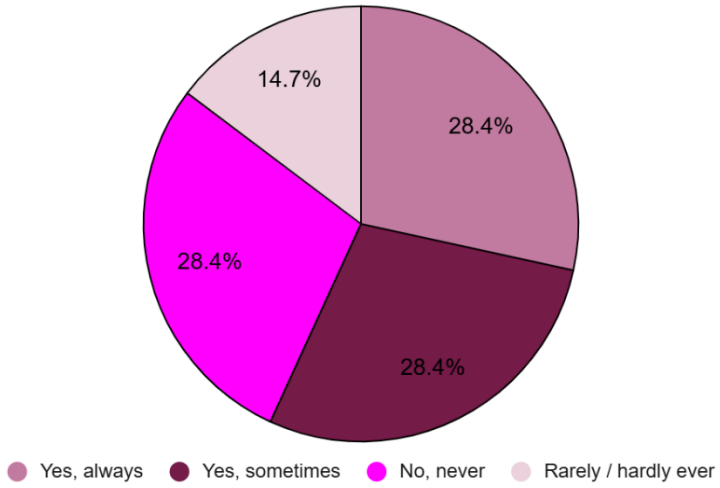
According to the data, 63.2 per cent of respondents spend less than ₹500 per month, 27.4 per cent spend between ₹500 and ₹1000, and only 9.4 per cent spend more than ₹1000 per month.This clearly indicates that low-level expenditure dominates, while high spending is limited to a small segment.

As illustrated in Figure 3.10, skincare and cosmetic products form part of a regular and limited budget, indicating controlled and planned expenditure rather than luxury spending.

3.4.2 Effect of Income on the Decision to Select Products

Income plays a role in shaping product and brand selection by influencing affordability and choice. Variations in income encourage adaptive consumer behaviour, where purchasing patterns are adjusted to financial constraints without completely discontinuing consumption.

Figure 3.11 Effect of Income on the Decision to Select Products



Source : Primary Data

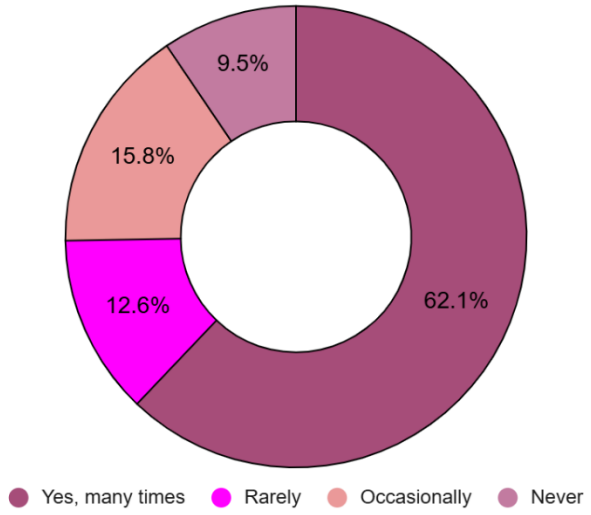
About 28.4 per cent reported that income always influences their purchasing decisions, while another 28.4 per cent stated that income sometimes influences their choices. Around 14.7 per cent reported rare influence, and 28.4 per cent indicated no influence.

As shown in Figure 3.11, income affects brand selection and price range but does not eliminate consumption, as consumers adjust purchases to suit income levels.

3.4.3 Avoidance of Products Due to High Cost

Price sensitivity is evident in avoidance behaviour, as consumers substitute high-cost products with affordable options under income constraints.

Figure 3.12 Avoidance of Products Due to High Cost



Source : Primary Data

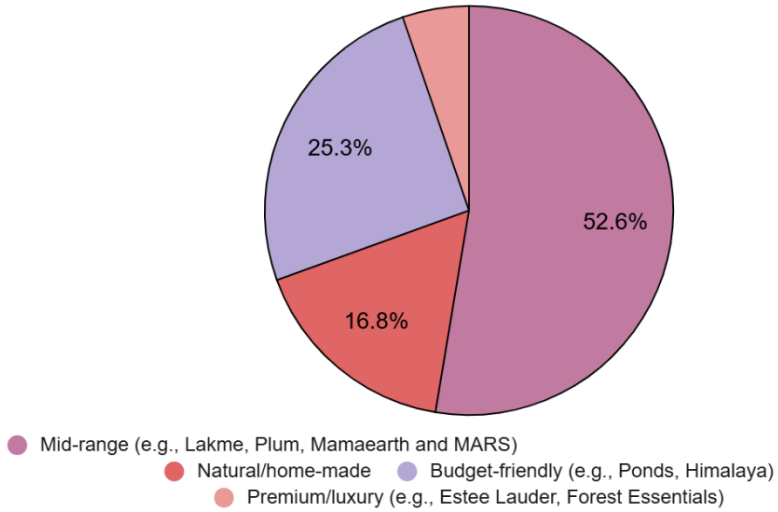
The data shows that 62.1 per cent avoided products more than once because of high prices, 15.8 per cent avoided them occasionally, 12.6 per cent rarely avoided them, and 9.5 per cent never avoided products due to cost. Overall, 90.5 per cent exhibit some level of price sensitivity.

As indicated in Figure 3.12, strong price sensitivity exists, along with a substitution effect, where expensive products are replaced with more affordable alternatives.

3.4.4 Respondent's Brand Preference

Brand preference is studied to determine customers' inclination to use budget, low-cost, mid- range, or premium products. This comes from the principle of perceived value and quality. It also signals financial efficiency when making purchasing decisions.

Figure 3.13 Brand Preference of Respondents



Source: Primary Data

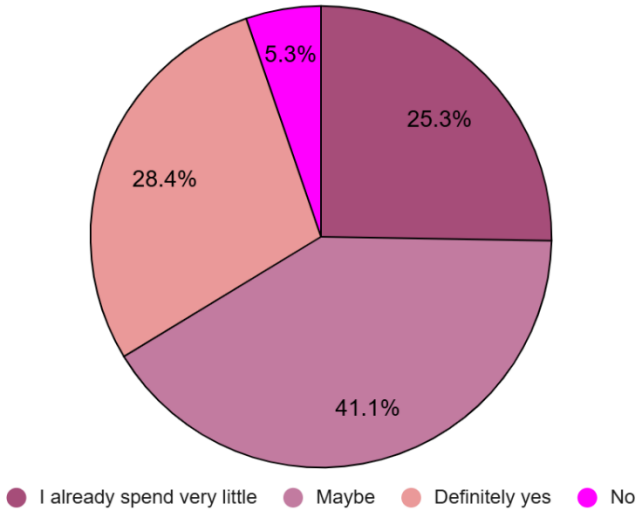
Nearly 52.6 per cent prefer mid-range brands, 25.3 per cent prefer budget-friendly brands, 16.8 per cent prefer natural or home-made products, and only 5.3 per cent prefer premium or luxury brands. Thus, 77.9 per cent of respondents prefer non-premium brands.

As shown in Figure 3.13, brand preference is driven primarily by value for money, indicating economically rational purchasing behaviour.

3.4.5 Change in Spending if Income Declines

Changes in expenditure following a decline in income reflect how consumers prioritise spending and adjust their purchasing strategies. Such responses help assess the resilience of skincare consumption under financial constraints.

Figure 3.14 Change in Spending if Income Declines



Source : Primary Data

The data indicates that 28.4 per cent would reduce spending, 41.1 per cent would potentially cut costs, 25.3 per cent already spend very little, and 5.3 per cent would not reduce spending.

As illustrated in Figure 3.14, skincare spending varies with income levels, showing sensitivity to financial changes, though it cannot be completely avoided.

3.5 Social / Lifestyle Influences on Skincare and Cosmetic Consumption

This part further examines social and lifestyle factors influencing skincare and cosmetic consumption, including social media, influencers, friends, family, and social pressure. Social media platforms encourage consumers to discover new products and significantly influence awareness and preferences through beauty trends, product reviews, and skincare regimens.

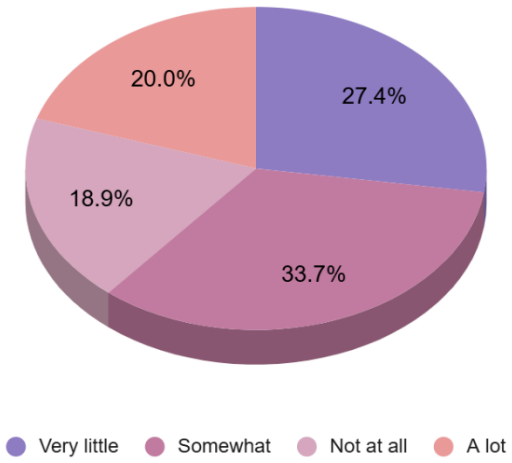
Influencers and celebrities affect purchasing decisions by promoting brands and creating positive images and perceptions of attractiveness. Friends and family also act as trusted sources of information, and their recommendations influence brand choice. Increased consumption of skincare and cosmetic products is further driven by social pressures and lifestyle changes, such as the need to maintain appearance, professional

image, and social status. These social and lifestyle influences strongly shape consumer behaviour and demand patterns in the skincare and cosmetic market.

3.5.1 Influence of Social Media Trends

Social relations and lifestyle contribute towards cosmetic and skincare consumption; this chapter explores this relationship. Awareness, preference and trial behaviour are influenced by social factors. Lifestyle pressures also lead to sustained demand.

Figure 3.15 Influence of Social Media Trends



Source : Primary Data

Data indicates that 20 per cent are heavily influenced and 33.7 per cent are somewhat influenced. About 27.4 per cent reported very little influence, while 18.9 per cent reported no influence. Overall, 53.7 per cent are influenced to some extent by social media.

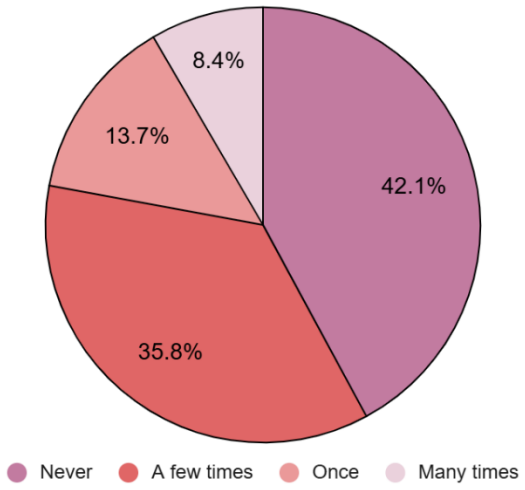
As shown in Figure 3.15, social media acts as a source of information and preference formation, but it does not fully determine purchasing decisions.

3.5.2 Influence of Beauty Influencers

Beauty influencers shape product credibility and appeal, often leading to trial purchases and influencing cosmetic consumption

.

Figure 3.16 Influence of Beauty Influencers on Purchase Behaviour



Source : Primary Data

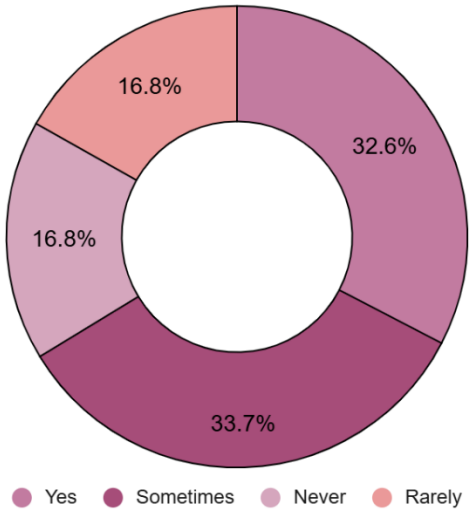
The data shows that 8.4 per cent purchased products many times, 35.8 per cent purchased several times, and 13.7 per cent purchased once due to influencers. However, 42.1 per cent have never purchased due to influencer promotion. Overall, 57.9 per cent have made at least one purchase influenced by influencers.

As illustrated in Figure 3.16, influencers encourage trial purchases, while repeat purchases depend on product satisfaction.

3.5.3 Influence of Friends and Family

Friends and family play an important role in shaping purchase decisions by reducing uncertainty through trusted recommendations, thereby significantly influencing consumer behaviour.

Figure 3.17 Influence of Friends and Family



Source : Primary Data

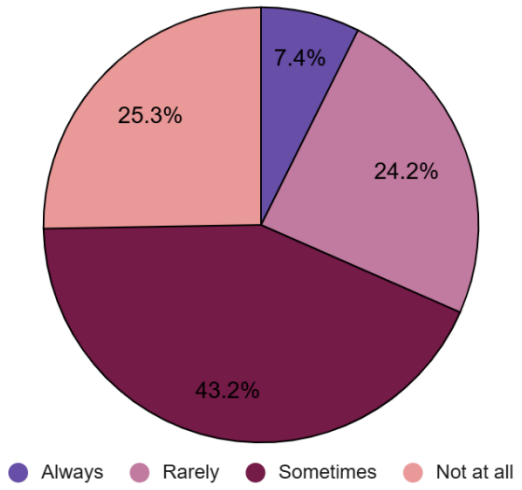
Data reveals that 32.6 per cent are always influenced, 33.7 per cent are sometimes influenced, 16.8 per cent are rarely influenced, and 16.8 per cent are never influenced. Thus, 66.3 per cent experience some influence from friends and family.

As shown in Figure 3.17, personal networks play an important role in reducing uncertainty and guiding consumer decisions.

3.5.4 Social / Employer Pressure to Preserve Appearance

Social and professional expectations influence skincare consumption by creating appearance-related pressure, which increases demand and encourages more frequent product use.

Figure 3.18 Social or Employer Pressure to Maintain Appearance



Source: Primary Data

The data shows that 7.4 per cent always experience pressure, 43.2 per cent sometimes experience pressure, 24.2 per cent rarely experience pressure, and 25.3 per cent do not experience pressure. Overall, 50.6 per cent experience some level of social pressure.

As indicated in Figure 3.18, societal norms and expectations create pressure to appear presentable, thereby increasing demand for beauty products.

3.6 Preference of Cosmetic Products over Healthcare Options

This section explains why consumers tend to use cosmetic products rather than medical or healthcare solutions for skin-related concerns. Cosmetic products are often perceived as quick and easy solutions for appearance-related issues. Easy availability, over-the-counter access, and aggressive marketing further reinforce reliance on cosmetic products instead of healthcare remedies.

This section directly relates to the study objective of understanding why women prefer cosmetic products over medical options. The data shows that most women in Kochi initially rely on cosmetic products or home remedies for skin issues rather than seeking immediate medical consultation. High consultation costs, time constraints,

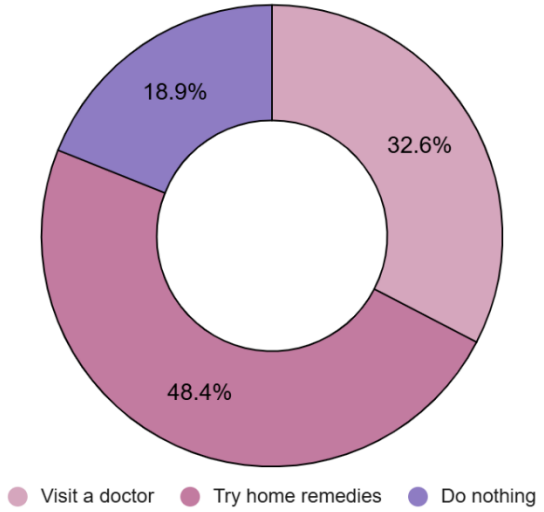
and the belief that skin

problems are minor are major reasons for avoiding healthcare. As a result, cosmetics are viewed as convenient and affordable, while medical attention is generally reserved for serious or chronic conditions.

3.6.1 Action Taken During Skin Issues

Skin problems are often handled through self-care first, depending on how severe the issue seems and how accessible treatment options are.

Figure 3.19 Action Taken During Skin Issues



Source : Primary Data

About 48.4 per cent use cosmetic products, 32.6 per cent consult a doctor, and 18.9 per cent use home remedies. Overall, 67.3 per cent initially choose non-medical solutions.

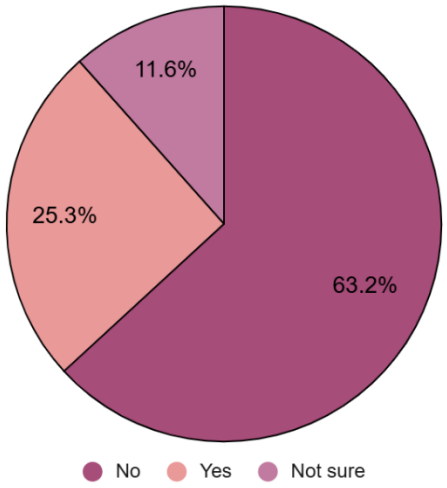
As shown in Figure 3.19, minor skin concerns are commonly treated with cosmetic products and home remedies due to convenience and easy accessibility.

3.6.2 Preference for Cosmetics over Medical Consultation

Preference for cosmetic products over medical consultation reflects substitution behaviour between cosmetic solutions and healthcare services. This choice is largely

shaped by cost considerations, time constraints, and perceived convenience.

Figure 3.20 Preference for Cosmetics over Medical Consultation



Source : Primary Data

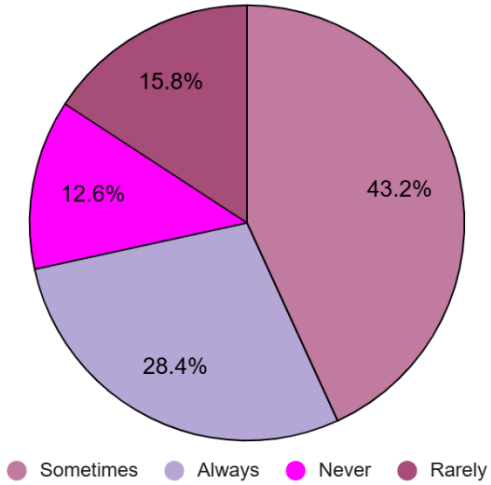
Results show that a high proportion of respondents sometimes prefer cosmetic products, while a smaller proportion do not.

As illustrated in Figure 3.20, cosmetic products act as viable alternatives to healthcare in mild cases.

3.6.3 Ingredient-Checking Behaviour and Product Safety

Awareness of product ingredients and safety influences the quality of consumption behaviour. Higher levels of knowledge encourage more informed and cautious product choices, leading to responsible skincare practices.

Figure 3.21 Consumer Awareness of Ingredients and Product Safety



Source : Primary Data

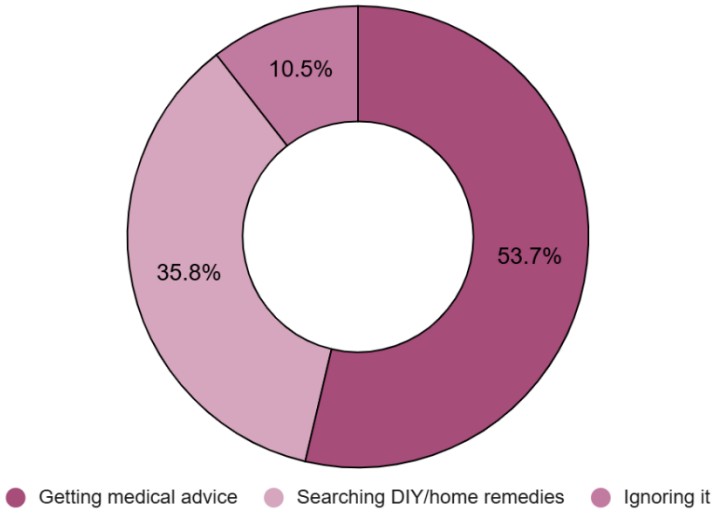
The data indicates that most respondents check ingredients always or sometimes, while a smaller proportion rarely or never do so.

As shown in Figure 3.21, awareness regarding product safety is increasing, indicating more mindful consumption behaviour.

3.6.4 Alternatives to Choice of Treatment Options

The choice of alternative treatment options highlights the range of solutions considered for skin-related concerns. These choices are influenced by factors such as price, perceived severity of the condition, and expected effectiveness.

Figure 3.22 Alternative Treatment Options Chosen



Source : Primary Data

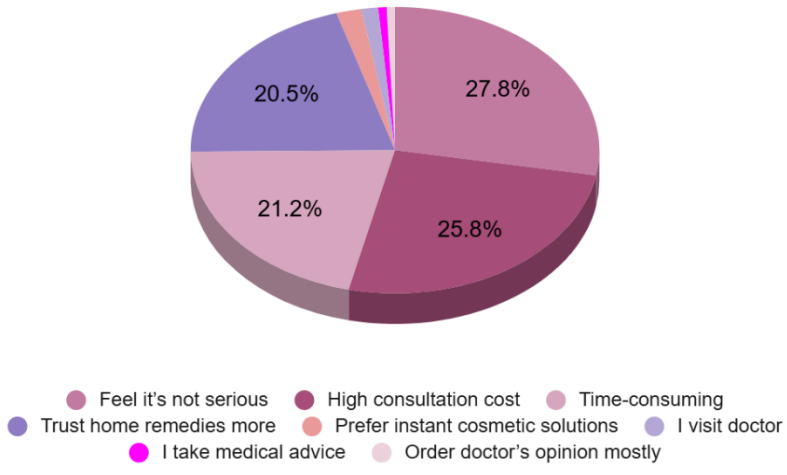
The data shows nearly equal preference for natural remedies, low-cost cosmetic products, and professional help.

As indicated in Figure 3.22, choice of treatment depends on cost, severity of the issue, and perceived effectiveness.

3.6.5 Reasons to Skip Medical Consultation

Decisions to skip medical consultation reveal barriers to healthcare access. Both economic constraints and non-economic factors play a role in shaping this behaviour

Figure 3.23 Reasons for Skipping Medical Consultation



Source : Primary Data

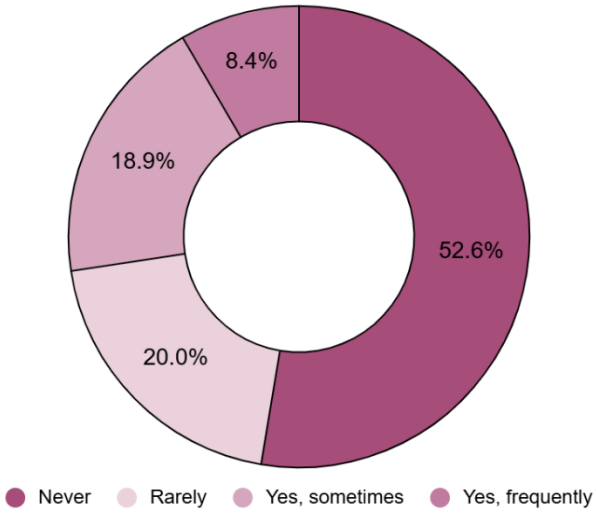
High consultation cost is the most common reason, followed by time constraints and the belief that skin problems are minor.

As shown in Figure 3.23, both price and non-price factors act as barriers to healthcare usage.

3.6.6 Waiting for or Skipping Medical Assistance

Delays in seeking medical assistance indicate reliance on cosmetic solutions as substitutes for professional care. Such behaviour highlights potential risks associated with postponing timely medical treatment.

Figure 3.24 Waiting for or Skipping Medical Assistance



Source : Primary Data

A significant number of respondents have postponed or skipped medical treatment due to reliance on cosmetic products.

As illustrated in Figure 3.24, there is a growing need to educate consumers on when medical attention is necessary rather than relying solely on cosmetic solutions.

3.7 Experiential Perspectives on Skincare and Cosmetic Consumption

The open-ended nature of these responses provided some useful comments about women's opinions toward skincare and cosmetics. Many participants mentioned that skincare is part of self-care. They also mentioned that its net positive effects on personal confidence, emotional well-being, and habits are also obvious benefits.

For a lot of women, skincare products were about how appealing they looked as much as about being more organized, being more confident in public settings and the workplace. As they groomed their bodies, they believed it would make them beautiful to others. More interestingly, some said that skincare was about stress relief and a self-investment thing while others seemed to focus more on how much consumers bought and less on what they put in their lives.

Their needs were more emotional and psychological than aesthetic. Respondents were also concerned that premium and boutique skincare brands were expensive. And price, the participants said, was a barrier to purchasing premium or niche skincare.

Since there were plenty of brands and products it was often difficult to find an ideal fit. Problems that were also cited were product appropriateness, possible side effects, and deceptive ads. That said, skincare consumers want to know more about skincare, even if they don’t fully see how they’ll be able to apply learning in a meaningful way.

The reality is that while the advantages of beauty and skincare are broadly recognized, women typically complain about not using these goods with the time, knowledge, and resources they might otherwise have. The consumer is optimally benefited through good information, quick access to cheap products, and advertisement, with better decision making.

3.8 Conclusion

The chapter presented an in-depth analysis of the primary data collected from women respondents in Kochi city to gain insight about their behaviour towards skincare and cosmetic products. The study included analysis on utilisation patterns, expenditure

behaviour, brand preference, socio-economics, social determinants and lifestyle, and on using cosmetic products for skin issues. This study also showed that skincare and cosmetics play an essential role in the daily life of women, which is associated with personal care, confidence, and appearance management.

Results reveal that skincare and cosmetic product usage is consistent and integrated within daily lives. Spending on such goods is moderately planned, representing more conscious purchasing habits. Although consumers do care about product quality and brand image, such concerns are outweighed by their affordability and availability in shopping.

Social media, influencers, peers, and lifestyle alterations have also played significant parts in creating awareness, preference, and consumption trends. The findings of this research clearly directly relate to women's skincare and cosmetic usage behaviour in terms of the aim of the study, as they describe the regular consumption of products and the frequency of doing so. It can be seen that age, income, education, and occupation of the individuals also affect the spend amount and brand preference, which can be considered as socio-economic and can therefore be relevant by providing the target of the expenditure behaviour and demand patterns.

Moreover, the findings reinforce the need to understand the preference of cosmetic products in comparison to healthcare options as cosmetic products are usually used for minor skin concerns, as cosmetic products tend to be less difficult or affordable and quicker in administration due to convenience, easy access, lower cost and time.

This preference is reinforced by social expectations and lifestyle pressures. This chapter contributes to a better understanding of women's cosmetic consumers in the study area. The conclusions drawn from this analysis provide an essential basis for meaningful discussion and policy recommendations in the next chapter.

CHAPTER IV

FINDINGS, CONCLUSION AND SUGGESTIONS

4.1 Major Findings of the Study

- The major findings of the study are based on the analysis of primary data collected from 95 women respondents in Kochi city. The findings summarise key patterns observed in skincare and cosmetic consumption behaviour and present a consolidated interpretation of the results.
- Income-related findings reveal that 53.7 per cent of respondents do not have a personal monthly income. Nevertheless, skincare and cosmetic consumption continues through controlled spending and preference for affordable products. This reflects adaptive purchasing behaviour, where consumption is adjusted according to financial constraints instead of being discontinued.
- Educational background shows that a majority of respondents (69.4 per cent) possess higher educational qualifications. This is reflected in greater familiarity with skincare routines, awareness of product usage, and selective purchasing behaviour.
- Routine skincare practices are common among respondents. About 61.1 per cent follow a skincare routine either daily (27.4 per cent) or occasionally (33.7 per cent). Cosmetic products are also used frequently, with 63.1 per cent of respondents reporting daily or weekly usage, indicating strong integration of skincare and cosmetic products into everyday life.
- Changes in consumption behaviour over time reveal that 50.5 per cent of respondents reported an increase in skincare usage during the last five years. This indicates evolving consumption patterns influenced by changing lifestyles, increased exposure to skincare-related information, and growing emphasis on self-care.
- Product usage patterns highlight a strong preference for basic skincare products. Face wash and moisturisers are used by 69.5 per cent of respondents, while sunscreen usage accounts for 56.8 per cent. In contrast, specialised products such as anti-ageing creams are used by only 4.2 per cent of respondents, suggesting need-based and cost-conscious consumption.
- Monthly expenditure on skincare and cosmetic products remains moderate, with 63.2 per cent of respondents spending below ₹500 per month. This reflects careful budgeting and controlled spending behaviour.

- Brand preference findings further support this pattern, as 77.9 per cent of respondents prefer budget or mid-range brands. Additionally, 90.5 per cent of respondents have avoided purchasing certain products due to high cost at least once, indicating strong price sensitivity.
- Social influences play a significant role in shaping consumption behaviour. Social media influences 53.7 per cent of respondents to some extent, while friends and family influence 66.3 per cent, highlighting the importance of digital platforms and personal networks in purchase decisions.
- Ingredient awareness and product safety considerations are present among respondents, particularly among those with higher educational levels, indicating growing concern for informed and cautious product use.
- With regard to skin-related problems, initial responses show a preference for self-care approaches. Cosmetic products are used by 48.4 per cent of respondents and home remedies by 18.9 per cent, while only 32.6 per cent seek medical consultation. This reflects reliance on non- medical solutions for minor skin issues.
- Reasons for avoiding medical consultation include consultation costs, time constraints, and the perception that skin problems are not serious. Delays or avoidance of professional medical assistance indicate substitution between cosmetic products and healthcare services.
- Overall, the findings indicate that skincare and cosmetic consumption among women is shaped by routine behaviour, affordability, social influence, and adaptive decision- making under economic constraints.

4.2 Conclusion

The study concludes that skincare and cosmetic products have become an integral part of women's daily lives in Kochi city. Consumption patterns are observed across age groups, occupations, and income levels, indicating that skincare products are perceived as essential components of personal care rather than discretionary luxury items.

Despite the absence of personal income for a significant proportion of respondents, cosmetic consumption continues through adaptive spending strategies, preference for affordable brands, and controlled expenditure. The dominance of basic skincare products and limited use of specialised products further highlight rational and need-based consumption behaviour.

Social and lifestyle influences significantly shape awareness and purchasing decisions, while increased exposure to skincare-related information has contributed to rising usage over time. The preference for self-care and cosmetic solutions over medical consultation for minor skin issues reflects considerations of convenience, cost, and accessibility.

Overall, the findings demonstrate economically rational consumer behaviour characterised by price sensitivity, adjustment to income constraints, and substitution between cosmetic products and healthcare services within an urban setting.

4.3 Suggestions

Based on the findings of the study, the following suggestions are offered:

- Awareness programmes should be promoted to educate consumers on appropriate skincare practices and the importance of consulting medical professionals for persistent or severe skin conditions.

- Cosmetic manufacturers should focus on producing affordable, safe, and quality products to meet the needs of price-sensitive consumers.

- Ethical and transparent advertising practices should be encouraged, particularly on social media platforms, to avoid misleading claims and unrealistic expectations.
- Educational institutions and healthcare professionals may collaborate to improve awareness regarding skin health, ingredient safety, and responsible cosmetic usage.

4.4 Scope for Future Research

Future studies may extend the analysis to rural areas or include male consumers to broaden the scope of understanding skincare and cosmetic consumption behaviour. Comparative regional studies and long-term research on the health implications of cosmetic usage may also provide valuable insights.

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APPENDIX

Questionnaire

This questionnaire is prepared for the academic study titled

"Spending Pattern and Consumer Behaviour of Women towards Skincare and Cosmetic Products in Kochi."

The information collected is purely for academic purposes and will be kept confidential.

Personal Profile of the Respondents

1. **Age Group**

   ☐ 18–25

   ☐ 26–35

   ☐ 36–50

   ☐ 51–70

2. **Occupation**

   ☐ Student

   ☐ Working Professional

   ☐ Homemaker

   ☐ Retired

   ☐ Other: _____

3. **Personal Monthly Income (if any)**

   ☐ No personal income

   ☐ Less than ₹10,000

   ☐ ₹10,000–₹30,000

   ☐ ₹30,000–₹50,000

   ☐ Above ₹50,000

4. **Educational Qualification**

   ☐ Below 10th

   ☐ 10th–12th

☐ Undergraduate

☐ Postgraduate

☐ Other: _____

Skincare Routine and Usage Pattern

5. **How often do you follow a skincare routine?**

   ☐ Daily

   ☐ Occasionally

   ☐ Rarely

   ☐ Never

6. **Do you use beauty or cosmetic products regularly?**

   ☐ Yes, every day

   ☐ A few times a week

   ☐ Rarely

   ☐ Never

7. **Has your skincare routine changed in the last five years?**

   ☐ Increased

   ☐ Reduced

   ☐ No change

   ☐ I don't follow a routine

8. **Do you use different products for day and night?**

   ☐ Yes

   ☐ No

   ☐ Not aware of the difference

9. **What type of products do you use most?**

   ☐ Face wash

   ☐ Moisturizer

   ☐ Makeup

   ☐ Sunscreen

   ☐ Anti-aging

☐ Natural/home-made

☐ Others: _____

Spending Pattern and Brand Preference

10. **How much do you spend monthly on skincare and cosmetic products?**

☐ Less than ₹500

☐ ₹500–₹1000

☐ ₹1000–₹2000

☐ Above ₹2000

11. **Does your income affect your choice of products?**

☐ Always

☐ Sometimes

☐ Not really

☐ Not sure

12. **Have you ever avoided a product due to its high cost?**

☐ Yes, many times

☐ Occasionally

☐ Rarely

☐ Never

13. **What kind of brands do you prefer?**

☐ Budget-friendly

☐ Mid-range

☐ Premium/Luxury

☐ Natural/home-made

14. **Would you reduce skincare spending if your income decreased?**

☐ Definitely yes

☐ Maybe

☐ No

☐ I already spend very little

Influence of Media and Social Factors

15. **How much do social media trends affect your product choices?**

☐ A lot

☐ Somewhat

☐ Very little

☐ Not at all

16. **Have you bought a product because of an influencer?**

☐ Many times

☐ A few times

☐ Once

☐ Never

17. **Friends or family influence your skincare choices?**

☐ Yes

☐ Sometimes

☐ Rarely

☐ Never

18. **Do you feel social or work pressure to maintain appearance?**

☐ Always

☐ Sometimes

☐ Rarely

☐ Not at all

19. **Do you follow beauty pages or influencers online?**

☐ Yes

☐ No

Skincare Issues and Healthcare Preference

20. **What do you do when you have a skin issue (e.g., acne, rash)?**

☐ Use makeup to cover it

☐ Visit a doctor

☐ Try home remedies

☐ Do nothing

21. **What do you think skincare is mainly for?**

☐ Appearance

☐ Skin health

☐ Both

☐ Not sure

22. **Have you ever chosen beauty products over seeing a doctor?**

☐ Yes

☐ No

☐ Not sure

23. **Do you usually check ingredients in your products?**

☐ Always

☐ Sometimes

☐ Rarely

☐ Never

24. **Which would you choose if given a skin-related choice?**

☐ Natural/home remedies

☐ Affordable chemical products

☐ Premium/doctor-tested products

☐ None of these

25. **When dealing with a skin concern, which do you prioritise first?**

☐ Covering it with makeup

☐ Getting medical advice

☐ Searching DIY/home remedies

☐ Ignoring it

26. **What makes you avoid visiting a doctor for skin issues?**

(Select all that apply)

☐ High consultation cost

☐ Time-consuming

☐ Feel it's not serious

☐ Prefer instant cosmetic solutions

☐ Trust home remedies more

☐ Other: _____

27. **Do you feel more confident using cosmetics than seeking professional skincare treatment?**

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

28. **If both options were free, which would you choose for a skin concern?**

☐ Visit a dermatologist

☐ Buy skincare/cosmetic products

☐ Try a home remedy

☐ Wait and see

29. **Have you ever delayed or skipped medical help due to relying on cosmetic solutions?**

☐ Yes, sometimes

☐ Rarely

☐ Never

30. **In your opinion, which offers more value for money?**

☐ Professional healthcare/dermatology

☐ Cosmetic products

☐ Natural/home solutions

☐ Not sure

31. **Has your skincare need changed with age?**

☐ Yes, a lot

☐ Slightly

☐ Not really

☐ Don’t know

32. **Compared to five years ago, do you take more care of your skin now?**

☐ Much more

☐ Slightly more

☐ Same

☐ Less

33. **Does your job or daily routine affect your skincare?**

☐ Yes

☐ Sometimes

☐ Not really

☐ I don’t work

34. **What does skincare mean to you personally?**

☐ Self-care

☐ Way to look better

☐ Just a habit

☐ Not important

☐

35. **How do beauty and skincare practices fit into your personal journey as a woman?**
(Open-ended)