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## CONSUMER PERCEPTION TOWARDS COSMETIC PRODUCTS

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### SUMMARY

Beauty has developed into an area and share both people life. The harvest second –hand for maintaining one’s beauty, be it biological or synthetic, has an effect on an individual’s health too. The school work examines the intelligence and handling of biological cosmetics. Beauty is that essence of go and blusher are goods which snowball an individual’s beauty. For a women beauty it’s her pride but not only women some men’s also take care of themselves. The duration of aesthetic includes every part of folk goods which are distributed with skin care, body care, hair care and fear still accepted food stuffs were in consume for beautifying an exclusive, during this age, ornamental crop indicates merely the government and rummage sale of phony cosmetics. However, inside the latest period the entry of biological beauty foodstuffs into market has gained momentum. The want of this learn is to drudgery out the degree of awareness amid relatives as regards the consumption of copied eye shadow and to game their views on copied and birth aesthetic products.

### INTRODUCTION

Cosmetic are materials wont to enhance or substitute the looks of the face ,cologne or the be of the opinion of the body. They are made to be used on the face and body .They are the mixture of element compound derivate from biological sources such as coconut oil ,moisturizers, thickeners water and many more with also some artificial elements also .Cosmetic that are functional to the mug to highlight one’s beginning plus are referred to as composition which involve matter such as : lipstick ,mascara ,eye shadow ,foundation ,blush ,highlighter ,bronzer and a add up to of other other products .In the us ,the food and drug processing (FDA),which regulates cosmetics , defines perfume as “intended to be fuctional to the objective association for cleansing ,beautifying ,promoting attractiveness ,or shifting the looks without moving the bodies put together or fuctions”. This broad designation includes any stuff intentional to be old as an ingredients of a beauty product .The FDA expressively excludes genuine soap for this category .Inborn cosmetics ,birth body ,beard and skin attention products : ‘Natural makeup are prepared up of cold and damp resources sourced from renewable ecological source .The crude resources undergo the minimum sum quantity of doling out and consequently the dealing out methods grounds the least quantity bearing to humans, animal and consequently the earth. Crude blusher assist to do up and promote joyful body,skin and hair .Functioning nutrients referred to as nutraceuticals are suppliments like vitamins for the skin and are beneficial to the skin are every now and then used .No gasoline material are used .’The delineation of an fake maybe a substance which has been formulated or

manufactured by compound modify and has chemically change substance which was consequent from a offer plant ,limestone or living thing informant.

The most essential commodity available in the multiple shades when all the skin tones are distinct. It is used to scrub the face through bruises, pimples or irregular skin color. It is oil, cream or paste. These are offered in different variations such as slick, translucent, dewy or maximum protection, providing a seamless feel. Then there are other things such as eye liner, towels, cleaner and many more. Mineral The "mineral make-up" time span refers to a range of face make-up including foundation, eye shadow, lipstick, and bronzer, created from unfastened, dried mineral powders. Oil-water emulsions also mix with such powders. Lipsticks, liquid colors, and other liquid makeup, in addition to concentrated make-ups such as eye shadow and blush in compacts, are also referred to as mineral make-up in case they choose an analogous primary ingredient as dry mineral make-ups. However, liquid maquillages must contain preservatives and compressed maquillages must contain binders that do not contain dry mineral makeups. Generally, mineral make-up does not include toxic fragrances, contraceptives, parabens, gasoline, and natural paints. Of that cause, dermatologists should often note that the mineral make-up is smoother for the pores and skin than the make-up of other ingredients. Many minerals are nacreous or pearl scent, offering the pores and skin a glossy or sparkling look. One example is bismuth oxy chloride there are various mineral-primarily based make-up brands, along with: naked Minerals, Tarte, Bobbi Brown, and Stila . Porous minerals may be a subcategory of mineral make-up components wherein the porosity of the mineral particles enables high-quality absorption ability in comparison to non-porous mineral materials this feature improves sebum control, lengthy-lasting mattifying effect or

gives a matte texture when utilized in makeup. Porous minerals also can act as carriers, absorbing a very good range of medication into its porous network. benefits of mineral-primarily based makeup although some elements in cosmetics can also purpose concerns, a few are extensively visible as useful. titanium oxide , located in sunscreens, and flora of zinc have anti- inflammatory properties.Many mineral primarily based make-up create a barrier between the pores and skin and out of doors factors, which allows it to deliver a few protection towards the sun and its feasible dangerous outcomes. Mineral make-up is as long as it would not contain talc and gives a light quantity of sun protection due to the fact they may be doing no longer contain liquid components, mineral makeups have long shelf-lives.

### **HISTORY OF COSMETICS**

Civilization have used cosmetics even though no longer usually recognizable compared to these days advanced products for hundred of years in spiritual rituals , to decorate splendor and to promote exact fitness . Cosmetics usage during records may be indicative of a civilization practical issues , along with safety from the sun , indication of class or conventions ofbeauty . The beginning of cosmetics was with the ancient egyptians in 10000 bce thru cutting edge trends within the US by Elizabeth Arden, Helena Rubinstein and Max Factor during the 1910s. The main application of industrial makeup is typically traced down to ancient Egyptians, often Egyptian tombs featuring maquillages and packages. Cleopatra used lipsticks that were colored by carmine beetles on the surface, while other people used clay combined with water to stain the lips.. Mostly extremely good even though turned into the Egyptians use khol . Each men and women paint the khola aggregate of steel , lead , copper , ash and burnt almonds all around their eyes photograph a soccer player with Grease paint underneath his eye mixed with tammy

faye baker and her immoderate use of mascara . The khol circles were intended to keep away from the evil eye and bad spirits and were also used to avoid the harsh solar wasteland. In the last year, scientists determined that the khol maquillage might unwittingly help the Egyptians stay away from diseases, lead killing microorganisms even though if Egyptians had no longer life spans . This is all about the history .

Then it comes to the packaging to the cosmetics products that is cosmetic packaging which is divided in two forms Main and secondary labeling. Primary packaging is also known as makeup package, cosmetic product housing is the main contact with the beauty product. Secondary packaging is the exterior lining of 1 or several cosmetic packages a essential distinction among primary and secondary packaging is that any records it's essential to make clear the safety of the merchandise ought to seem on the first package deal. in any other case, lots of the desired facts can seem on just the secondary packaging. beauty packaging is standardized through the ISO 22715, set via the world agency for Standardization and controlled by way of countrywide or regional regulations like the ones issued by means of the eu or the FDA. marketers and makers of cosmetic merchandise ought to be compliant to those policies to be ready to marketplace their cosmetic products within the corresponding areas of jurisdiction. list of cosmetic substances.

Cosmetics advertising : cosmetic advertising and marketing is that the advertising of cosmetics and marvel products by means of the cosmetics enterprise via a ramification of media the advertising and marketing campaigns are commonly aimed towards ladies wishing to beautify their look, commonly to extend physical elegance and decrease the symptoms of growing old the effectiveness of advertising relies upon on convincing patron that the merchandise can improve their appearance. They will use different

methods to steer individuals to shape. Purchases association are often a sturdy tool. it objectives emotional responses whilst the products is related to feelings. as lots of us conscious that their personal look can have a big impact on how they may be handled via others, advertising and marketing can use these worries by means of encouraging the goal market while beauty classified ads make guarantees that certain product could make clients look more youthful beauty advertising and marketing regularly has little to try and to with the merchandise. The merchandise is typicalDwarfed by a gorgeous lady's photo. As splendor advertisement is selling the wonder and also the self esteem that is frequently additionally another important motive why celebrities are increasingly seemed on splendor products classified ads celebrities represent the most effective selves, they are beautiful and loved via millions after client assessment the ones splendor product campaigns, they are going to begin to urge concerned approximately their appearance and begin to buy for comparable products because they want to beAttractive, similar to the stars. people not best expect to seem desirable, however sense proper too purchasers expect the products will lead them to look better than they did with out the goods or perhaps consider those products will make them more attractive like a number of the models who advertise the goods therefore, advertisers use the ones buzzwords to appeal to a much wider range of customers and to wider their advertising strategy by way of concentrated on new generations and gain the attention of numerous customers. DoQuality commercial exchange your notion about the merchandise how can advertising have an effect on human beings's daily lives? on-line advertising offers businesses the ability to awareness on particular purchasers and reach them almost constantly. in fact, successful virtual marketing frequently approach human beings may not were given to depart their houses to find out

approximately, decide on, and, ultimately, buy a product the most successful advertising ought to affect human beings' every day lives by means of making them easier. content marketing has created the expectation that advertising are regularly informative, precise, and end in increased know-how and cognizance the more correct and informational advertising is, the much less studies. Clients need to do on their own will we change our belief of reality way to the publicity that manufacturers make? it is regularly said that perception is truth whilst a billboard gives a customer new data, or alters their opinion even slightly, the brand in the back of that commercial is altering that Client's notion of fact. take corn syrup: as health concerns have become universal in the US the corn refiners affiliation backed a marketing campaign to point out syrup at some stage in a fine mild; human beings that encountered the ones advertisements can also have shifted their perceptions of the fitness risks of high-fructose syrup after watching one in every of the ones commercials content material marketing has sizable capability to steer the manner human beings understand something state-of-the-art content marketing is informative, relevant, and applicable to customers' specific wishes and lives extra expertise some precise topic constantly has the capability to differ perceptions.

Because marketing is anywhere, it's the capability to affect our daily conduct, our tastes and choices, and even the way we understand the planet round us whether or not with the aid of convincing an person to vary brands, inspiring alternative hobby or interest, or spreading data purchasers might not otherwise have, marketing wields large strength. Advertising is a vital manner for a company or company to urge the word out a few service or product and grow a purchaser base, which normally interprets to extended sales and better earnings. The psychology of advertising consists of many various factors like visible appeal and

message, however one the various predominant factors to stay in thoughts whilst growing a billboard is belief. The manner Indian clients are spending their money on standard cosmetic merchandise in current years has changed. fee-aware clients in India are changing their attitude approximately luxury cosmeceutical products. an increasing number of customers don't mind spending extra on nail cutting and fitness care products, due, in large part, to a upward push in profits at every level of society resulting in more profits. In cosmetic industry look at of consumer notion has substantial importance, because it exhibits why customers make the alternatives they're doing, the manner they have an impact on these selections this have a look at analyzed the notion of Indian purchasers toward cosmeceuticals. To research patron belief toward cosmeceutical merchandise in India. Survey become administered many of the clients especially to recognise the following components.

**MALE COSMETICS CONCEPT** - Technically, there may be no differentiation between lady and male cosmetics products. it is simplest a advertising and marketing gimmick accomplished through the marketers who have advanced a unique segment for his or her existing products. moreover, the law does now not distinguish among cosmetics intended for use by way of women and those intended to be used through men. certainly, many cosmetics, inclusive of bathe gels and shampoos are used by ladies and men, in addition to kids. All are issue to the identical necessities to be secure for consumers below categorized or standard situations of use and to be properly categorized and for this reason researcher has no longer located any related literature describing the concept of male cosmetics products. but the researcher is meant to provide the operational definition of male cosmetics products as „the cosmetics merchandise which can be made to attract male customers and the

merchandise that are promoted as a male beauty intended to be used by the male gender completely.

**CONSUMER BUYING BEHAVIOUR -** customer shopping for conduct is the sum general of a consumer's attitudes, options, intentions, and selections regarding the purchaser's conduct within the market when purchasing a service or product. The examine of client conduct attracts upon social technology disciplines of anthropology, psychology, sociology, and economics. If marketer desires concrete positioning than the concern is to become aware of the purchasers' buying behavior and marketer might be in better role to goal that services and products to customer. buying behavior is targeted toward the desires of character, institution and organisation. So, requirement is to have right knowledge associated with relevance of these needs with consumers shopping for behavior. it's miles crucial to determine the interaction of consumer with the advertising blend to understand the purchaser buying conduct. The purpose in the back of this is the psychology of every character closer to products and services range in line with the culture, attitude, past mastering and perception. On the basis of that consumers make in addition decision concerning whether to buy or no longer and from in which to shop for the product that the purchaser prefer.

### **LITERATURE REVIEW**

Is a body of text that determines the pursuits to review the essential factors of cutting-edge knowledge inclusive of substantive findings in addition to theoretical and methodological contributions to a selected topic. The review of applicable literature is nearly usually a general chapter of a thesis or dissertation. The evaluate forms an critical bankruptcy in a thesis where its purpose is to offer the history to and justification for the research undertaken. Bruce, who has posted broadly on the subject of the literature evaluate, has

diagnosed six elements of a literature assessment. these elements comprise a listing; a search; a survey; a automobile for getting to know; a research facilitator; and a report in line with Cooper'a literature evaluate uses as its database reports of number one or original scholarship, and does no longer document new number one scholarship itself. The primary reports used inside the literature may be verbal, but inside the extensive majority of instances reports are written files. The forms of scholarship can be empirical, theoretical, essential/analytic, or methodological in nature. 2nd, a literature overview seeks to describe, summarize, compare, clarify and/or combine the content of primary reports.

1. The first literature review is about the customer buying behavior of cosmetic products in Kolhapur studied by Desai K (2014). His main goal was to look at the paper to discover the factors influencing the consumer purchasing choice of buyers for beauty merchandise every other goal of the studies turned into shopping examination As information collecting methodology basic percentage and ranking techniques is used as statistical methods easy sampling tool for beauty merchandise. He has estimated that the majority of the cosmetic industry is dominated by females In line with his studies outstanding is the ultimate crucial factor affecting consumer preference tv and comparison companies are numerous essential elements to convince customer shopping to select from.

2. Rameshwari P. Mathivanan R, Jeganathan M (2016) researched consumer purchase behaviour of beauty products in Thanjavur Tamil nadu the key objective of the research is to perceive motives for purchase technical know-how and studies in the international cosmetics magazine Engineering and to perceive factors that affect patron shopping for preference. cosmetic product handy sampling approach turned into used as studies method. element ranking method was used as statistical

has been researching customer mind-set similar to fashion. The

approach for analyzing fact in this have a look at, it become discovered that although cosmetic marketplace is ruled by female purchasers, maleclients additionally participate in the same. The running respondents are more targeted about their appearance andgeared up to buy high give up merchandise.

3. Dr. Anandrajan S., T. (2016) Product purchasing choice behavior analyzed in relation to cosmetic ads. The purpose of the research was to research the promotion of cosmetic goods for customer behaviour. Often, they want to learn the impact of specific outlets in inspiring customers on a single cosmetics brand. Random sampling was used. Sample size was around 200 . Data collection approach was introduced for direct interviews. Easy and bi-variate tables were drawn up from the collected details. Percentage Regression has been used in data processing. It has found that price cuts and enticing advertising strategies will draw more clients. The research found cosmetics are not luxury. Before commercializin the cosmeti drug, g c manufacturers must recognize the need.

4. Professor Anute N., Dr Deshmukh A. Professor Khandagale A. (2015) researched patronage of cosmetic products conducts. The primary objective of looking at is to analyze market demographic profile and uncover factors impacting customer purchasing decision. They do need to know the cosmetic product buying trend. They find that most consumers use domestic beauty brand tv as the most convenient medium for obtaining cosmetic facts; satisfactory product is regarded as the most crucial item for selecting customers.

5. Jawahar V., Dr. Tamizhjothi K(2013)

main objective of the look at was to research the impact of attitude on buyer shopping for action and to define the core factors that influence purchasing behaviour.

6. Gokila k. BanuRekha M. (2015) researched market perception, attitude and appetite for herbal cosmetics with particular regard to Coimbatore City's primary purpose to look at the shifted customer perception of herbal cosmetics to recognize factors driving customers to use herbal products. Descriptive style of studies of 50 Coimbatore metropolis respondents was used with non-opportunity ease sampling. The co-green of regression, average ranking analyzes and chi-square analysis by Karl Pearson where used for statistical analysis. They find that family income every month and herbal goods spending superb consistency of association is the most significant factor impacting consumers in buying cosmetics. They ended the study with a note that consumers feel that natural products are not luxury now and that purchasers continue to buy them.

Matic M., Barbara P. (2015) has researched purchasing intensions from consumers for natural cosmetics. The primary purpose of the research has shifted to become conscious of the determinants that have an effect on consumer intensions towards the buying of natural cosmetics. The knowledge was updated to accrued via online questionnaire

Evidence were collected from 204 samples Logistic regression and correlation were used for data review findings of the correlation assessment suggest that there could

be a clear favorable link between purchasing intentions for herbal cosmetics and natural cosmetics consumer comparisons. In addition to businessmen and professionals, the results can be useful for online stores to apprehend and higher apprehend the brand new developments that occur in the enterprise of herbal cosmetics.

8. Mahalakshmi M. Dr Nagananthi T (2016) Label choice and shopping forbearance of cosmetic items at Coimbatore metropolis observed by clients. The key objective was to identify the icon of consumers closer to cosmetic products and to identify the relation between logo elements and demographic details number one data take a look at Chi square from two hundred samples by convenience sampling and one manner ANOVA was used for data analysis. I find that one of the most important factors for buying makeup is personal care. The highest essential brand of customers is herbals from the Himalayas. Demographics have an influence on the patron to buy the cosmetics.

9. Dr. Vibhuti, Dr. Ajay Kumar, Pandey V. (2014) To settle on FMCG items, take a look at the patron purchasing actions closer. The goal of looking at developed into understanding of factors that influence consumer purchasing behaviour closer to the products of FMCG. The details were collected using questionnaire we find that 4 advertisement playstations that are cost, proximity, advertisement and satisfactory product have an impact on patron shopping for action alongside sidemental and physiological elements.

10 Hemanth Kumar A, H., Franklin John S., Senith S.(2014) has researched factors that affect patron shopping in beauty products for behavior. The key objective of examining is to define factors affecting patron purchasing behaviour in combination with analyzing impact of earnings on customer buying behaviour

decisions statistics from 500 respondents were gathered. Descriptive facts inclusive of one manner ANOVA became used for information evaluation. They found that excellent and rate are the maximum critical factors which can influence patron shopping for conduct.

11. Chang-Tzu-Chiang, Wan-ChenYu.(2010) studied female consumer conduct in cosmetics market. Case have a look at of lady clients in Hsinchu location Taiwan the principle intention of study was to identify the attributes and price attached through female clients in the direction of cosmetics. Their demographic information have been used in research have a look at. 390 samples have been used to accumulate data aspect evaluation and ANOVA have been used for analyzing various hypotheses method cease chain concept changed into used to understand the signification of product attribute valued by way of clients.

12. Khan I.(2016) researched the mindset and enthusiasm of people closer to the consumption of grooming products: analysis of male customers from China and Pakistan. The key aim of looking at is to explore the idea of male sexuality against grooming goods. Gather statistics had drawn 260 chinese and 210 Pakistani samples. Descriptive information, correlation and regression have been used to investigate the statistics. The numbers were analyzed using descriptive knowledge, correlation, and regression. We find that the most important thing for Pakistani men is physical splendor, just as lifestyle is the maximum crucial component for Chinese language men to decide on grooming items. It should help entrepreneurs recall elements when planning a particular unit promotional approach united states for grooming merchandise.

13 Studies paper published with the aid of Rojanadilok Thanisorn, Nanagara Byaporn and Bunchapattanasakda Chanchai, entitled



"Thai purchasers' perception of herbal cosmetic merchandise: a comparative look at Thai and imported products"<sup>10</sup> examined factors affecting Thai consumers' understanding of Thailand's facial natural cosmetic products. This look at discovered that a plurality of the interviewees were a woman under the age of 26, an casual employee, a 10,000- baht (\$285-) bachelor's degree in line with the month. The mix of marketing built into main factors influencing Thai buyers' facial-natural trust

14 A research paper published using Kambiz Haidarzadeh Hanzae and LeilaAndervazh<sup>11</sup> categorized 'Effect on emblem loyalty on Iranian girls purchase aim for cosmetics' resulted in superb and excellent dating between logo loyalty variables. Brand request, first-rate service, size, style, merchandising, and a good and save area for contractors) purchase target.cosmetic cosmetics products,

15 A study entitled "Review of the purchasing pattern of beauty products among young males in Delhi" by Abdhullah Bin Junaid and Dr. Reshma Nasreen<sup>12</sup> inspected that the use of a skin care service is not small for an age organisation, the purchase region of pores and the skin care product is unrelated to a person's income and beauty business benefits do not serve any purpose at the same time.

16 Studies paper entitled "Evaluate the efficacy of herbal cosmetic products compared to chemical-based merchandise" with the help of Qiushi Chen thirteen famous that natural cosmetics has grown to be notable trend in recent years, the future trend of cosmetic enterprise should be more pleasant environment

17 A look at achieved with the aid of MertTopoyan and ZekiAtil Bulut<sup>14</sup> notes in the studies paper entitled "Cosmetic product packaging fee: an observation from the customer's point of view" that customers expect more advanced products

from recognised labels that buyers are able to pay more for better applications and better packaging has a positive effect on market delight.

18. In Senses and Cosmetics in People: Sensory Branding in Men's Cosmetics in Japan "by utilizing Caroline S.L. Tan<sup>15</sup> delves into the utility of Sensory & Emotional Branding in cosmetics of Japanese people despite the changing process of the sexual market place in the metro. The observe contemplated that from traditional and conventional way of life, consumerism might grow. The results showed that both tactile and emotional branding strategies had not been completely utilized by the manufacturers. Is tons of space for companies and labels to depict and build strategies to truly conquer the demand driving the frustrating growth of consumerism and marketing.

19 In keeping with Dr. Vinith Kumar Nair and Dr. Prakash Pillai<sup>R16</sup>'s paper entitled "Observe on Cosmetics purchasing sample among Kerala customers," male purchasers typically choose to buy and make cosmetics logo option directly. Nice is the primary force of maleconsumer buying decisions. They appear usually to search for single beauty items just for their comfort. It is often found that male customers buy from one shop all their cosmetic items. Male consumers prefer to invest more on makeup usually i.e. Rs. 301- 500 is associated with month as opposed to women and that is attributed in particular to men's demand for hair care, deodorants, razors and knives.

20. The study went through the paper of studies on the "consumption trend of beauty products among young people in Delhi where it was found that the look centered on the merchandise of skin care. The observance was restricted to the purchaser's income relationship and his connection to the usage of cosmetics labels. There is also no other characteristics that had an effect on consumer behaviour now not taken into consideration for this have a look at.

## **RESEARCH METHODOLOGY**

### Objective of the study

- To perceive the factors motivating purchaser buying decision in the direction of cosmetic merchandise.
  - To examine the customers' mindset, alternatives, intentions and decision towards beauty merchandise.
  - To pick out the foremost favored cosmetic brands via respondents
- Descriptive studies layout has been used for this research each primary and secondary information are used for the research. Statistics has been accrued thru survey technique with structured questionnaire

Research method adopted should be such the studies targets are completed with excellent accuracy. Systematic methodology accompanied offers notable insights in fixing the research hassle. This studies become administered in stages. First segment includes series of secondary facts via literature review. In second segment unique subject research changed into conducted to check the speculation.

Level 1: This stage of the studies became exploratory in nature. This become wiped out two levels. The preliminary segment changed into to undertake unique secondary search approximately beauty enterprise in India, its characteristics, principal players within the market, marketplace segmentation and buy styles are amassed from diverse journals and web sites. it were observed through a collection of recognition organization discussions among cosmetic clients to assess the buyer choices, perceptions, cosmetic use and purchase styles. The exploratory search became the idea for making ready the interview agenda for next degree.

Stage 2: A descriptive studies turned into administered at the second one degree by

using applying a survey method. statistics for the examine have been collected from patron households. The tool used for data series can be a questionnaire with Likert 5 factor score scale for interview schedule, which covered the demographic profile of customers,three information about purchase patterns, and different factors considered for buying cosmetics studies became administered on female to recognize about their behavior closer to cosmetics, the survey turned into carried out for less than lady studies requires the awesome expertise about cosmetics among customers. The requirements for deciding on certified respondents were set as follows: The respondents have to be woman. • customers of cosmetics are frequently everyone from house spouse, working girl and therefore the respondents have to know at the least four or five brands to be had in cosmetics. • they must recognize the distinction among herbal and chemical cosmetics. they need to be customers of either one or each. The respondents have to spend a median of Rs 300 or greater per month on cosmetics. limitations All although all out efforts are made, in particular inside the beyond decade, to study client behaviour, nonetheless it stays untouched in many areas and aspects. it is been determined that the forces running on the Indian patron are for various from people who operate the western counterpart then are the possibilities to be had to the marketers. This has positioned a constraint at the on-going advertising and marketing research leading to obstacles to the take a look at some of those proscribing elements are

-1. Consumers no longer simplest vary from every different however have various emotions approximately an equivalent object or phenomenon every now and then.

2. Customers often have powerfijl 'mental' instead of logical reasons for getting , although they strongly trust that what they are doing is typically logical. Their attitudes have a strong emotional base although the

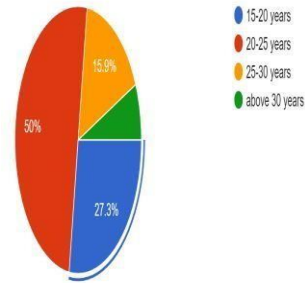
purchaser can also be exclusive from customers, majority of looking for selections are joint choices and therefore the relative dominance of humans , individuals inside the selection-making devices and their interactions determines the ultimate outcome customers commonly desire to satisfy their dreams with one buy. post buy additionally as pre-purchase conduct is equally critical to check customer behavior.

components of studies layout : Statistics needed – records regarding client’s perception turned into sought to recognize the basics worried in cosmetics. data concerning shopping for pattern had been explored at some stage in the look attype of research layout – studies layout kind used on this paintings was exploratory and not conclusive. The primary objective of exploratory studies is to provide insights into, and an information of the trouble confronting the researcher . The number one objective of examine was to offer insights into and comprehension of the problem scenario.

**DATA ANALYSIS AND INTERPRETATION**

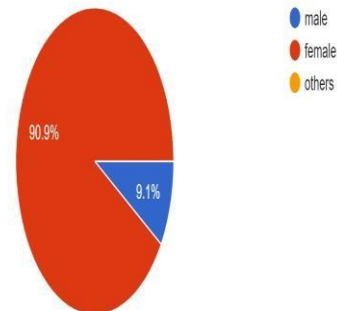
1.This pie chart shows that there are 44 responses in which 27.3%are between the age group of 15-20 years then 50% are between the age group 20-25 years then 15.9 % is between age group 25 -30 years and rest are more than 30 years .So we can analyze that most of our responses are between 20-25 years of age group

AGE-  
44 responses



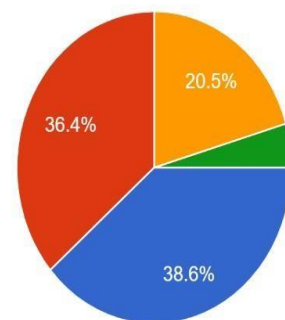
2. This pie chart shows that 90.9% are female and 9.1 % are male .

GENDER -  
44 responses



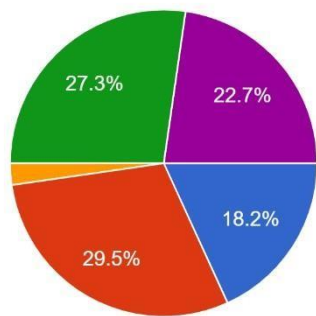
3.This pie chart shows that there are 4 categories in which 38.6%are people who rarely buys cosmetics product then there are people with 36.4%who frequently buys the cosmetic product then there are people with 20.5% who buys cosmetics products very frequently then rest who do not shop .

How often do you buy cosmetic products ?  
44 responses



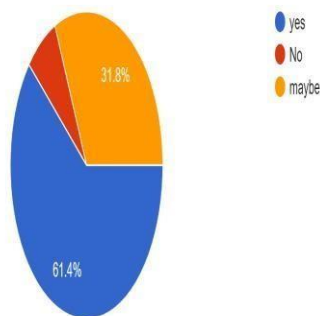
4. This pie chart is about which factors influence you the most while choosing your cosmetic product so 29.5% people are influenced by the peer group then 27.3% are influenced by advertisement then 22.7% is influenced by other means and 18.2% people are influenced by family and rest by their work place. Which means that peer group has most of the influence in buying cosmetics.

Which factor influences you the most while choosing your cosmetic product?  
44 responses



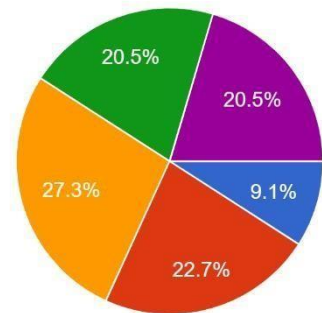
This pie chart shows us that 61.2% of people change their perception after seeing the advertisement and 31.8% think maybe their perception is changed and rest 6.8% think no that advertisement changes their perception.

Do quality advertisements change your perception about the product?  
44 responses



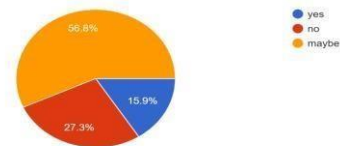
6. This pie chart shows that what image do cosmetic users project to you so 27.3% of people think that it is for a groomed professional then 22.7% says that built confidence then 20.5% people think that cosmetics are trendy and then again 20.5% people can't answer and rest 9.1% think it is stylish.

What images do cosmetic users project to you?  
44 responses



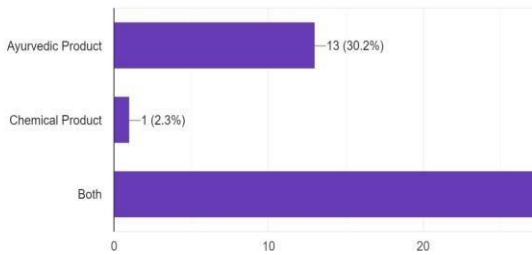
7. This pie chart is about that people buy cosmetic products after watching advertisements so 56.8% of people think that maybe advertisement has an effect and the 27.3% think that no advertisement does not play any role and 15.9% of people think advertisement plays a role in buying cosmetics.

Do you buy a cosmetic product after watching its advertisement?  
44 responses



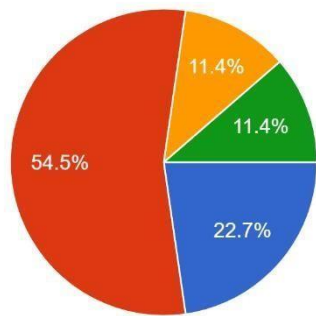
8. This diagram is about that which cosmetic products are preferred by people: Ayurvedic or chemical product or both so 30.2% use Ayurvedic products, 2.3% use chemical products, and 67.4% use both chemical and Ayurvedic products.

What type of cosmetic products you preferred to purchase ?  
43 responses



9. This pie chart is about how much people spend upon cosmetic product so I analyzed that 54.5% people spend 1000-3000 rupees on their cosmetic product the 22.7% spend below 1000 then 11.4% people spend 3000-5000 rupees and another 11.4% spend above 5000 rupees .

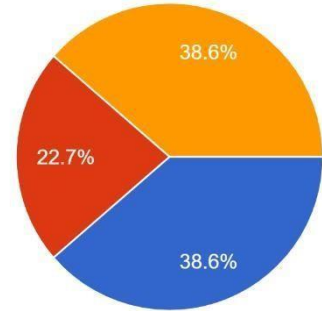
How much you spend on cosmetic product ?  
44 responses



10. This pie chart is about from which place people preferred to purchase the cosmetic product 38.6% people purchase from the permanent brand store and again 38.6% people purchase from shopping mall

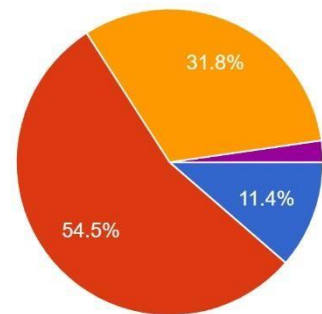
and then rest 22.7% purchase online .

From which place you preferred to purchase the cosmetic product ?  
44 responses



11. This pie chart is about what customers look first when they buy a product so the output comes that 54.5% people see the features of the product then 31.8% see the brand of the product then 11.4% see the price of the product and rest see the packaging of the product but no one sees the advertisement and influence to buy the product.

What do you look first when you buy a product ?  
44 responses

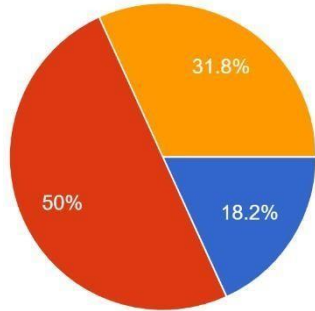


12. This pie chart is about does celebrity endorsement influence when you buy any cosmetic product so I analyzed that so 50% people says that no celebrity influences them then 31.8% that may be celebrity influences them then 18.2% thinks they are

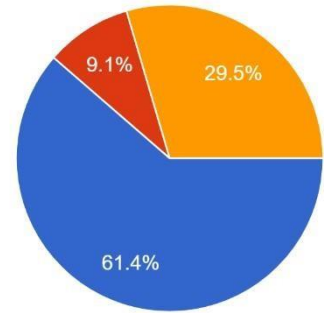
Judica

completly influenced .

Does celebrity endorsement influence you to l  
44 responses



Whether you collect information before purchasing cosme  
44 responses

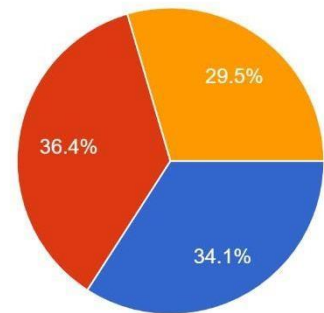
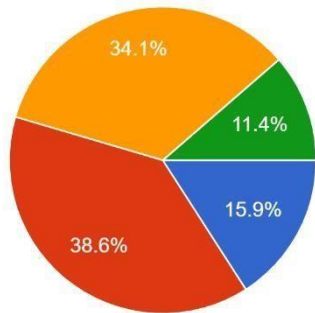


13. This pie chart is about that since how long they have been using cosmetic products then 38.6% says they are using from 1-3 years then 34.1% are using from above 3 years then 15.9 % are using from less than one year and rest that are 11.4% not prefer to answer this question.

15. This pie chart is all about purpose of using cosmetics product which says that 34.1% says that it is for facial care then 36.4% believes that it improves self image and 29.5% thinks its fashionable.

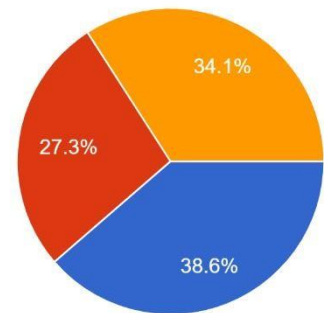
Since how long you been using cosmetic prod  
44 responses

What is the purpose of using cosmetic product ?  
44 responses



14. This pie chart is about that whether people collect information before purchasing or not so 61.4% people says yes that they collect information before purchasing then 9.1% thinks that they do not collect information before purchasing then 29.5% thinks that maybe they are not sure

Do you think expensive cosmetic products are better than  
44 responses

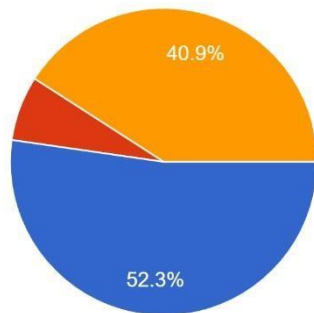


16. This pie chart says that 38.6% of people believe that expensive products are better than cheaper products then 34.1% thinks maybe it is better than cheaper products then 27.1% people think says no .

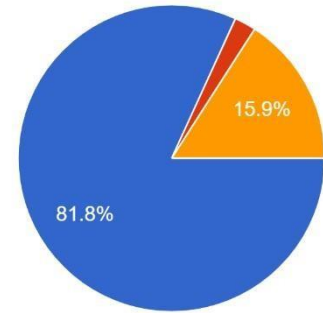
17. This pie chart shoes that 52.3% says yes that they are wiling to pay more cosmetics if it consist of natural ingredients and rest 40.9% says maybe .

Are you willing to pay more for a cosmetic proc ?

44 responses

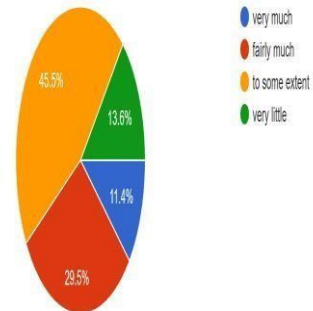


Do you recommend cosmetic brand depending on your past experience  
44 responses



How much do believe in the promised effects of cosmetic products ?

44 responses

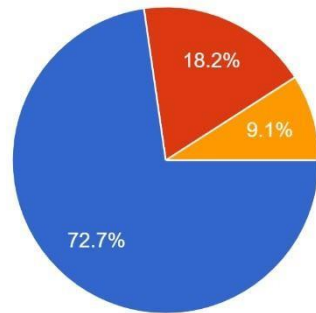


18. This pie chart is about wheather people recommend cosmetic brand depending on your past experience so 81.8% says yes they recommend and 15.9% says maybe sometimes they recommend sometimes they do not recommed .

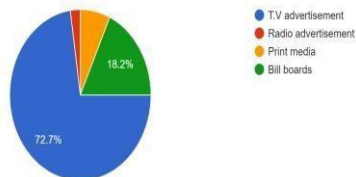
19 .This pie chart is about that how much people believe in the promise effects of cosmetic product so 45.5% says to some extent then 29.5% says fairly much they believe and then 13.6% says very little then 11.4% says they believe very much in promised effects .

20. This pie chart is about are you brand conscious when it comes to cosmetic so 72.7% says they are then 18.2% says no they are not conscious and 9.1% says maybe they are .

Are you brand conscious when it comes to co:  
44 responses



According to you what kind of advertisement has long lasting impact in terms of cosmetic ?  
44 responses



21. This pie chart is about according to you what kind of advertisement has long lasting impact in terms of cosmetic so 72.7 % says tv advertisement has more impact then 18.2% is for bill boards and 6.8% print media .

## **FINDINGS AND SUGGESTIONS**

The questionnaire is completed by 44 responses of various age groups and 90 percent are completed by women.

51 per cent of respondents use herbal cosmetics while 49 per cent use non-herbal cosmetics.

The majority of respondents buy beauty products twice a month.

- Most respondents spend 1000–3000Rs. Each month, on cosmetics.
- Most respondents use teeth and dentistry . Majority of respondents frequently use dental and oral cosmetics followed by hair, skin, and facial cosmetics.

- Value is the main driving factor for one beauty brand to be favoured to another. Certain important driving factors are tips from beauticians, cosmetics for multipurpose, fragrance, celebrities end, combo pack or offers, advertisement, outer appearance, easy availability and brand name.

- Occupational necessity is that the key reason for obtaining cosmetic products followed by attracting opposite sex, status, personality enhancement, wanting to look younger and health and hygiene.

- Most respondents buy cosmetics in transit, from the supermarket, from the department store and from chemists.

- The protection against allergic ingredients is considered by individuals, along with the essential precautions taken by the expiry of the drug 21 and its originality.

- Biotics, Khadi naturalals, Vaadiherbals, Only herbs, Maybelline and Elle 18 are the most common brands that people prefer.

- People believe there is a relationship between the price of cosmetic products and the quality.

- The majority of people do not think they spend an enormous amount of money on cosmetics.

- People don't need the permission of anyone to purchase cosmetics like friends and family.

- People don't stick to a single retail outlet but also tend to choose between traditional retail outlets and need-consistent online stores.

- People don't have different beauty sets for different times. Users don't want to choose medical herbal products to others.

- People feel that lifestyle and lifestyle do not have an effect on buying decisions and do not want to recommend choices to others because choices that differ betweenpeople.



- The branded cosmetics are often of the highest quality to men.
- People prefer to use the same brand for one kind of cosmetics when trying different cosmetics brands
- People feel that cosmetics are a part of everyday life and that they still find people who use cosmetics attractive.
- Social reference category and practices affect cosmetics purchasing decision.

marketers ought to realize approximately the elements affecting purchase choice along aspect the mind-set, notion and mastering habits of consumer closer to cosmetics human beings continually don't forget satisfactory due to the fact the maximum Vital aspect while shopping cosmetics and they also bear in mind the advice of beautician human beings recall cosmetics as vital a part of ordinary existence which is high-quality perception for entrepreneurs of beauty product.

## **CONCLUSION**

Girls use makeup/cosmetics to trade their bodily look and to enhance it. make-up are frequently easy to use , once in a while it even helps increase a women self assurance, applying distinct cosmetics. there are an awesome form of cosmetics that folks use including eyeliner, lipstick, foundation, eyeshadow, and many others. but not everything in make-up is nice for you or your face. chemicals and its compounds can irritate the skin and purpose allergic reactions . positive chemical compounds, preservatives may even be toxic, andExtra time, come to be dangerous. teenage women use makeup to cover up blemishes, but it may in reality worsen the pimples making it worse. however, a few cosmetics like lotions, sunscreens, and moisturizers can help gain you. with creams supporting to increase moisture on your pores and skin and sunscreen shielding it from the damaging ultraviolet rays of the sun. makeup can spotlight unique capabilities of the face which may not are as described without the utilization of it. in place of using a remarkable deal ofMakeup, it must be worn gently, to lessen the dangerous results. it isn't always an uncongenial component to use makeup, however you may test components on products to shape positive that what you're putting to your face is secure and okay sufficient to use.

As beauty enterprise in India is one a number of the developing industries,