

A study on the factors influencing the Cosmetic Preferences among Women Consumers.

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ABSTRACT:

The study is focussed on the women’s preferences and purchase decisions towards cosmetic products. Cosmetic products are not intended for medical treatment or diagnosis. Women purchase cosmetic products based on their preferences, needs and buying power. The study aims to identify the impact of demographic factors that influence women to purchase cosmetic products and their level of satisfaction towards usage of cosmetics. Sample size for the study is 123. Convenience sampling technique is used for collecting the data. Percentage Analysis, Chi-square Analysis & Two - way Analysis of Variance are the statistical tools used for analysing the data. The study reveals that celebrity endorsement, advertisements, word of mouth, promotional strategies like discounts and offer have a tremendous influence on the preference and the purchase of cosmetic among young women. The study concludes that age of the women respondents plays a very significant role in influencing them to purchase cosmetic products.

Key words: Cosmetic products, Purchase decisions, Celebrity endorsement, Promotional strategies.

INTRODUCTION:

A "cosmetic product" refers to any substance or mixture designed to be applied to the external parts of the human body (such as the skin, hair, nails, lips) with the primary or exclusive purpose of Cleaning, Perfuming, altering appearance, masking body odours, or protecting or maintaining the health and condition of the body.

Success of any business organizations lies in the hands of customers. Understanding their needs, wants and their buying behaviour determines the organization's success. Analysing the women consumer's preference and purchasing pattern plays a predominant role in predicting the future beauty market. Two decades back, women most relied on home - made beauty substances. But today's scenario is totally different. Youth and adults in India are more concerned about their looks and for that they prefer to buy cosmetics products. Online shopping has also paved way for the growth of cosmetic industry.

REVIEW OF LITERATURE:

Paendong Elnike Jessica, Sam Ratulangi (2016) conducted research on the consumer preference on female purchase decision of cosmetic products in Manado city. Multiple Regression analysis revealed that product quality is the strongest predictor towards consumer purchase decision followed by brand image.

Anjana (2018) had identified the five attributes that affect the consumer's consumption for cosmetic products. They are quality product; product price, brand name, product packaging and advertising had a greater impact on customer buying decision.

Parul Oberoi & Prerna Oberoi (2018) had revealed the majority of the students in the age group of 15-25 years use cosmetic products. The study also highlighted that income level, social, cultural and psychological factors play a pivotal role in influencing the consumers to use cosmetic products.

Rambabu Lavuri1 & Sreeramulu (2019) studied the buying behaviour of women consumers regarding personal care products. ANOVA analysis revealed that demographic factors had a major impact on the buying personal care products. Celebrity endorsement, references from family members and recommendations of sales people and previous usage experiences are the factors that had a significant impact on women buying behaviour.

OBJECTIVES OF THE STUDY:

1. To study the demographic profile of the women respondents.
2. To identify the potential factors influencing cosmetic preferences among women.
3. To understand the association between the age and marital status of the women respondents and purchase of cosmetic products.
4. To examine the influence of promotional strategies on the purchase of cosmetic products among women.

RESEARCH METHODOLOGY:

Sample size of the study: 123

Sampling Technique used: Convenience sampling technique

Study Area: Chennai

Data collection: Primary data is collected through structured questionnaires and secondary data is collected through journals and websites.

Limitations of the study:

- ✓ The study focussed only on women respondents.
- ✓ The study concentrated only on cosmetic products

ANALYSIS & INTERPRETATION OF THE STUDY:

I. PERCENTAGE ANALYSIS:

Fig No: 1.1

Demographic factors		No of respondents	Percentage
Age	20-30 years	103	83
Educational qualifications	Undergraduate	84	67
Employment status	Student	102	82
Marital status	Unmarried	114	91

II. TWO – WAY ANALYSIS OF VARIANCE:

HO: There is no association between age of the women respondents and the purchase of cosmetic products.

H1: There is association between age of the women respondents and the purchase of cosmetic products.

Fig No: 1.2

Age of the respondents and Purchase of Cosmetic products						
Particulars		Sum of Squares	df	Mean Square	F	Sig.
Frequently purchased skin care products	Between Groups	1.516	3	.505	2.328	0.078
	Within Groups	25.818	119	.217		
	Total	27.333	122			
Frequently purchased body care products	Between Groups	1.322	3	.441	2.654	0.052
	Within Groups	19.752	119	.166		
	Total	21.073	122			
Frequently purchased lip care products	Between Groups	.265	3	.088	.591	0.622
	Within Groups	17.800	119	.150		
	Total	18.065	122			
Frequently purchased hair care products	Between Groups	2.280	3	.760	3.444	0.019
	Within Groups	26.257	119	.221		
	Total	28.537	122			
Frequently purchased face-make up products	Between Groups	.233	3	.078	.500	0.683
	Within Groups	18.466	119	.155		
	Total	18.699	122			
Frequently purchased eye-make up products	Between Groups	.959	3	.320	1.379	0.252
	Within Groups	27.578	119	.232		
	Total	28.537	122			

Two-way ANOVA indicates that p value is greater than 0.05 for skin care (0.078), body care (0.052), and lip care (0.622), eye-make up (0.252 and face make up products (0.683). Therefore, H0 is accepted. There is no significant association between age of the respondents and the purchase of skin care, body care, eye -care, lip care and face make up

products. The study reveals that women of all age group consume skin care, body care, lip care, eye make up and face make up cosmetic products.

For Hair care products, the p value is less 0.05 (0.019), Ho is rejected and H1 is accepted. There is a significant relationship between age of the women respondents and purchase of hair care products.

III. CHI SQUARE TEST:

(i) H0: There is no significant association between the age of the respondents and influence of discounts to purchase cosmetic products.

H1: There is significant association between the age of the respondents and influence of purchase cosmetic products.

Fig No: 1.3

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.275 ^a	12	.002
Likelihood Ratio	20.865	12	.052
Linear-by-Linear Association	.069	1	.793
N of Valid Cases	123		
a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .07.			

As the calculated value of chi-square test less than the 0.05. Ho is rejected. It is concluded that the there is significant association between the age of the respondents and influence of discounts to purchase cosmetic products.

(ii) H0: There is no significant association between the age of the respondents and influence of influence of celebrity endorsement to purchase cosmetic products.

H1: There is a significant association between the age of the respondents and influence of influence of celebrity endorsement to purchase cosmetic products.

Fig No: 1.4

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	48.296 ^a	12	<.001

Likelihood Ratio	37.153	12	<.001
Linear-by-Linear Association	8.124	1	.004
N of Valid Cases	123		
a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .33.			

As the calculated value of chi-square test less than the 0.05. Ho is rejected. It is concluded that the there is a significant association between the age of the respondents and influence of influence of celebrity endorsement to purchase cosmetic products.

(iii) H0: There is no significant association between the age of the respondents and influence of advertisement to purchase cosmetic products.

H1: There is a significant association between the age of the respondents and influence of advertisement to purchase cosmetic products.

Fig No: 1.5

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.445 ^a	12	.007
Likelihood Ratio	24.396	12	.018
Linear-by-Linear Association	4.301	1	.038
N of Valid Cases	123		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .16.			

As the calculated value of chi-square test less than the 0.05. Ho is rejected. It is concluded that the there is significant association between the age of the respondents and influence of advertisement to purchase cosmetic products.

(iv) H0: There is no significant association between the age of the respondents and influence of word of mouth to purchase cosmetic products.

H1: There is a significant association between the age of the respondents and influence of word of mouth to purchase cosmetic products.

Fig No: 1.6

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.849 ^a	12	.003
Likelihood Ratio	20.917	12	.052

Linear-by-Linear Association	.059	1	.808
N of Valid Cases	123		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .07.

As the calculated value of chi-square test less than the 0.05. Ho is rejected. It is concluded that there is significant association between the age of the respondents and influence of word of mouth to purchase cosmetic products.

It can be concluded from the chi-square analysis women in the age of 20-30 years are highly influenced by discounts, offers, celebrity endorsement and advertisements is purchasing cosmetic products.

IV. WEIGHTED AVERAGE ANALYSIS:

Fig No: 1.7

Factors influencing Cosmetic Preference among women consumers

Factors	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total (15)	Weighted Average	Rank
Price	49	47	24	1	2	321	21.4	III
Brand	66	39	14	2	2	378	25.2	I
Product Features	48	49	20	4	2	310	20.67	V
Quantity	42	50	28	1	2	323	21.53	II
Offers	37	44	34	3	5	298	19.87	VI
Discounts	42	44	27	10	0	311	20.73	IV
Celebrity Endorsement	19	36	41	17	10	262	17.47	IX
Advertisement	28	42	33	14	6	273	18.2	VII
Word of mouth	27	44	36	10	6	269	17.9	VII

Weighted average analysis indicate that women respondents prefer branded cosmetic products with weighted average value of 22.2 securing Rank 1. Quantity of the cosmetic products purchased is ranked 2 with mean weighted average of 21.53. Price of the cosmetic product is ranked 3 with mean weighted average of 21.4. Discount on the cosmetic products

with mean average of 20.73 is ranked as 4. Product features with a mean average of 20.67 is ranked as 5. Offers with mean average of 19.87 is ranked as 6. Advertisement of the cosmetic products with mean average of 18.2 is ranked as 7. Rank 8 is given to word of mouth reach about the cosmetic products with mean average of 17.9. Cosmetic products endorsed by Celebrities has a mean average of 17.47 and it has been as ranked as 9.

CONCLUSION:

The study emphasizes the impact of demographic factors such as age, educational qualifications, marital status, income level, and employment status on women's cosmetic purchasing decisions. It reveals that younger women, particularly those aged between 20 and 30, are more likely to buy cosmetics. The findings suggest that cosmetic companies should take into account the varying preferences and needs of different demographic groups when developing their products and marketing strategies. By doing so, companies can better engage their target audience, boost customer satisfaction, loyalty and ultimately drive business growth. To capitalize on these insights, brands should consider segmenting their market based on these key demographic factors, enabling them to create personalized experiences for their customers. This can involve tailored product offerings, specific advertising strategies, and promotional deals that cater to the distinct needs of each consumer group.

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