

# FEMALE CONSUMER: IMPORTANCE OF COSMETICS AND BEAUTIFICATION IN THEIR BUYING

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## ABSTRACT

**Purpose:** The purpose of this paper is to study the importance of cosmetics and beautification in the female consumers buying.

**Design/Methodology:** Research design is based on exploratory and descriptive research from India on the basis of convenience sampling; with the sample size of 50 women's (20-40 age group) & data is analysed using simple tools like averages, percentages and measurement scales.

**Findings:** This paper contributes on a major objective to understand the role of cosmetics and beautification products in influencing women purchase behaviour. Here we found that women are known for her beauty and she loves to be young and pretty irrespective of her age. Women's are majorly influenced by advertisements and reference group, women are more importantly interested in natural and herbal products and treatments and they don't mind spending extra though she is price sensitive she doesn't want to take risk. They get motivated by recommendations of sales person and beauty professional. Majority of them use top most brands. The spending and purchase activity no doubt depends and varies on the basis of economic status.

**Research limitations/implications:** The study is restricted to Indian women.

**Originality/value:** This paper revolves around the role and importance of cosmetics and beauty in women's life and how it influences her purchase activities, motivational factors, her spending patterns, her preferences, criteria's considered before purchase, services availed, how important is aesthetic looks for women at different age levels between 20-40 is been surveyed in detail and analysed.

**Keywords:** India, Women, Lifestyle and Beauty industry, Cosmetics, Buying behaviour.

## 1.1 INTRODUCTION

Women are most powerful consumers in the world as they control almost 80 percent of the household spending. And no longer can the women's spending powers and influence be neglected. The role of women in the society and their effects has changed. Most of the marketers know that 'women are different', but we actually need a deep rooted understanding of how and why they are different. Not all female are women, some are girls; not all women are moms; not all moms are women; they may or may not be 'forever young'. What are important to analyze are the multiple roles that a female plays in her everyday life. A marketer cannot ignore her role as a mom and talk to her as a girl or woman, and similarly a girl cannot be approached like a woman. As we know that irrespective of age every woman is fond of her beauty and she loves to be centre of attraction and look good, which will increase her confidence and make her feel proud about herself. Purchases are emotionally significant and communication is important throughout the buying decision.

It is important for marketers to note that the selling process of women take longer due to various options available in the market than men primarily due to backward spiral during purchase decisions, but the post purchase behaviour of women on a brand/product/service can have huge implication. Brand loyalty among women is too high and she is a great influencer. Hence it is important for a marketer to provide as much information to a woman buyer as she can because communication plays an integral part in buying decisions. Men rely on their personal assessment while women rely majorly on personal trust when it comes to buying cosmetics and beautification or any other product for that matter and are open for inputs at various stages. Women set their decisions and priorities not only according to their needs but also according to the people in her social circle. Hence, it becomes important to position a product in a way that how they will benefit her and other in her life. But at the same time it is important to remember phrases like 'not all women are moms, and not all female are women'.

## 1.2 STATEMENT OF THE PROBLEM

To analyze the role played by cosmetics and beautification products in the life's of female consumer.

## 1.3 OBJECTIVE OF THE STUDY

1. To analyze Indian cosmetics and beauty industry.
2. To analyze the importance and roles of cosmetics and beautification products in influencing female consumer behavior.

## 1.4 RESEARCH METHODOLOGY

The researcher has applied exploratory and descriptive research design by constructing the questionnaire and subjected the questionnaire to 50 women consumers (Age group 20-40) who are lifestyle and beauty freaks in India. Using convenience sampling for data collection. The collected data has been analysed using simple tools such as averages, percentages and measurement scales were used to arrive at desired results.

### **1.5 LITERATURE REVIEW**

Ann Mane Britton, wrote a report on **“THE BEAUTY INDUSTRY’S INFLUENCE ON WOMEN IN SOCIETY”** in 2012 as per the report by creating advertisement s with unrealistic images of beauty, it has resulted in anxiety, low esteem, and low self-confidence in many women. Most of these negative emotions stems from unhappiness among body and appearance. It is also indicate that college women are high users of cosmetics and are aware of cosmetic industry and few individual differences can have an effect on the choices of women regarding cosmetics.

Braz J.Pharm, Bruno Fonseca Santos, Marcos Antanio, Chorilli, Correa, March 2015, **“SUSTAINABLE, NATURAL AND ORGANIC COSMETICS: CONSUMER, PRODUCTS, EFFICACY, TOXICOLOGICAL AND REGULATORY CONSIDERATIONS”**, according to them the interest in sustainable products has increased along the years, since the choice of products, packaging and production processed has a great impact on the environment. However there is no harmonization in guidelines of these certifying agencies and each cosmetic industry formulate their packaging in a more rational way, which causes less damage to the environment.

G.Ross, 2006, **“A PERSPECTIVE ON THE SAFETY OF COSMETIC PRODUCTS: A POSITION PAPER OF THE AMERICAN COUNCIL ON SCIENCE AND HEALTH”** she says that there was a myth that cosmetic has a possible threat on human and claimed that cosmetic ingredients are not adequately tested for safety and it also contains cancer causing chemicals. Hence a research was carried out to prove its quality as a result it was found that, industry’s responsibility is to ensure that all ingredients, preservatives and coformulants are safe, the US food and drug administration has authority to ban or restrict, CIR(Cosmetic ingredient review) evaluates chemical ingredient used, animal and human physiology differ in crucial ways further invalidating simplistic attempts to publish more of its toxicity studies and safety evaluation.

Mohd Ali, Ani Mat Said, Zaem Mohd Salleh, 2014-2016, **“DEMOGRAPHIC PROFILE AND PURCHASING PATTERN OF ORGANIC COSMETIC PRODUCTS”** Here the study was conducted to analyze the socio economic status and purchasing pattern of organic cosmetic among Malaysian consumers and they stresses that consumers were highly concerned about their health but relatively concerned on environmental protection and they preferred to purchase organic cosmetic products at the pharmacy rather than online. This study also has a n implication s for marketers, policy makers, and government enhancing consumption of organic cosmetic products through socio economic differences in supporting sustainable development as a whole.

Jessica Boswarva editi cowan university, 2012, **“THE MARKETING RELEVANCE OF AUSTRALIAN COSMETIC BRAND AMBASSADORS”** she says that brand ambassadors are often employed to perform important marketing roles such as influencing product adoption and creating brand awareness, she also stresses that they provide personalised customer service, education, experiential and relational roles and as a result propagate trust, minimize perceived risk and create familiarity and involvement. As per the report the online environment has satisfactorily provided services previously undertaken by the cosmetic brand ambassador, they feel online shopping experience is less variable and less risky than interaction with brand ambassador. They say that brand ambassador is needed to ensure that traditional cosmetic ambassador is a future of the industry in future.

S S Anjana, 2018, worked on **“A STUDY ON FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR IN COSMETIC PRODUCTS”** here the study was about internal and external influences on consumers purchasing decisions on cosmetics products in Tamilnadu & Kerala. Finally it was found that statistically significant differences were found in income level by the different brand dimensions like social, culture and there is no statistically significant difference in dimension of personal and psychological.

Kayhan Tajeddini & Jeanette Nahaleh NIK daroodi, 2014, **“COSMETICS BUYING BEHAVIOUR: EXAMINING THE EFFECTIVE FACTORS”** here the study was all about cross sectional study that focuses on the impact of attitudes, subjective norms and consumer innovativeness on intention to purchase cosmetic products, and it was found that this paper advances the understanding of three key antecedents by investigating structural relationships among attitudes towards new cosmetic products, novelty-seeking tendencies, behaviour and attitudes of people with the intention to purchase skin care and makeup products.

J E Collins, **“BEYOND THE BEAUTY SALON: SPORT, WOMEN OF COLOR AND THEIR HAIR”**, Thesis, 2011, here a research concerning women of color in sport tends to center around several topic: barriers to participation, racial stereotyping, symbolic annihilation, and the interesting axes of power that influence their involvement and representation. Furthermore while there exists a rich body of literature that hair has inspired in black feminist scholarship, these works have overlooked the experiences and issues of black female athletes.

Sarla Swati Jayesh, Manjrekar Pradip, 2014, **“TO STUDY THE PERCEPTION OF WOMEN AS CUSTOMERS TOWADS BEAUTY SERVICE IN WESTERN MUMBAI”**, according to her women is very conscious about their external appearance and hence marketers have brought in various alternatives to change the looks. Earlier people use to use conventional ways to beautify them even now the desire is same but you have newer and better tools. Since there was a huge desire for beautifying beauty service was set up. The methods and equipments being conventional in the olden times have now been modified and modernized in the developing times.

Anantaya & Sirada, a thesis report on **“THE IMPACT OF BRAND ON THAI FEMALE CONSUMER IN PURCHASE DECISION OF FOREIGN MAKEUP PRODUCT”**, 2009, according to them brand equity does not totally affect Thai female consumer in their purchasing decision of buying foreign make up products. However, the respondents have the concept of brand equity: brand loyalty, brand awareness, brand associations and perceived quality in their mind but they did not generally relate the whole concepts to make a final purchase decision of foreign make up products.

Sheroog Alhedhait, Upendralele, Belal Kaiti, 2016, “**BRAND LOYALTY AND FACTORS AFFECTING COSMETICS BUYING BEHAVIOUR OF SAUDI FEMALE CONSUMERS**”, as per the paper overview brand loyalty for cosmetic products in Saudi Arabia more specifically, it examines the brand preferences of Saudi female consumers for different cosmetics, toiletries like skin care products, make up products, hair care products, perfumes, body care, nail paints etc. All these factors have significant impact on purchasing decisions of the consumers. It was also observed that around 12% to 20% of consumers were “brand neutral” in their purchases for cosmetic products; whereas the other consumers demonstrated brand loyalty to one or more reputed brands.

### **1.6 INDIAN COSMETICS AND BEAUTIFICATION SECTOR: AN OVERVIEW**

The report titled “Cosmetic Skin Care Products Market- Growth, Future Prospects, and Competitive Analysis, 2017 – 2025” offers strategic insights into the overall cosmetic skin care products market along with the market size and estimates for the duration 2015 to 2025. The said research study covers in-depth analysis of multiple market segments based on type of products, age group, distribution channel, and different geographies. On the basis of age group currently baby boomers are considered as the key consumers of cosmetic skin care products but the trend has been observed to slightly shift towards millennials or generation Y due to increasing awareness associated with cosmetic wellbeing and easy access to modern technology based cosmetic skin products. Overall, there is a change observed in beauty standards over the past decade and also the shifting preferences of consumers. The key factors driving the overall cosmetic skin care products market are rising demand for safe and effective cosmetic products, plant-based products are generating huge demand, increasing awareness associated with beauty well-being and increasing geriatric population equipped high disposable capital.

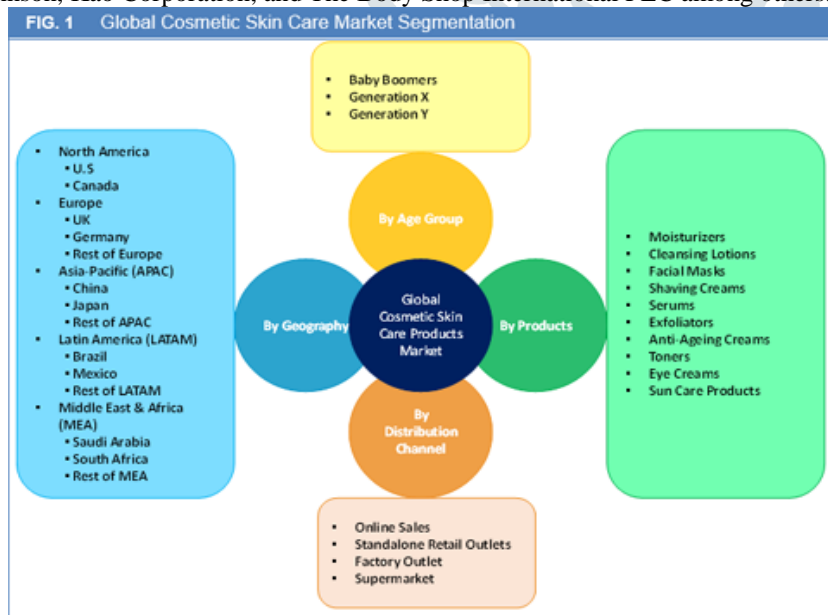
For the purpose of this study, the global cosmetic skin care products market is segmented on the basis of age group type into baby boomers, generation X and generation Y. Market size estimates and forecast for these segments for the period 2015 to 2025 are provided in terms of USD Mn along with the respective compounded annual growth rates (CAGRs) for the period 2017 to 2025, considering 2016 as the base year.

The global cosmetic skin care products market is also segmented on the basis of type of products into moisturizers, cleansing lotions, facial masks, shaving creams, serums, exfoliators, anti-ageing creams, toners, eye creams and sun care products. Market size estimates and forecast for these segments for the period 2015 to 2025 are provided in terms of USD Mn along with the respective compounded annual growth rates (CAGRs) for the period 2017 to 2025, considering 2016 as the base year.

The distribution channel segment of global cosmetic skin care products market comprises online sales, standalone retail outlets, factory outlet, and supermarkets. Market size estimates and forecast for these segments for the period 2015 to 2025 are provided in terms of USD Mn along with the respective compounded annual growth rates (CAGRs) for the period 2017 to 2025, considering 2016 as the base year.

The geographical segmentation of cosmetic skin care products market comprised regions such as North America, Europe, Asia-Pacific, Latin America & Middle East and Africa. Each geographical region is further split to provide market revenue for select countries such as the U.S., Canada, U.K. Germany, China, Japan, Brazil, Mexico, Saudi Arabia, South Africa, and other countries. Market size and forecast for these segments during 2015 to 2025 and their CAGRs for the period 2017 to 2025 are provided in this report.

The cosmetic skin care products market is observed as the most diversified and competitive market comprising large number of players. The market is dominated by several players, depending on their major competencies. The key players in this market are L'Oreal S.A., Unilever PLC, Procter & Gamble, Beiersdorf AG, Avon Products Inc., The Estee Lauder Companies Inc., Johnson & Johnson, Kao Corporation, and The Body Shop International PLC among others.



Source: Credence Research

### **1.7 DATA ANALYSIS AND INTERPRETATION**

- According to the survey conducted between the age group of 20-40 years 50% of the women purchase cosmetics rarely and only 30% of women purchase it frequently, rest as and when it is required.



- It is been found that the factors influencing women in her purchases of cosmetic brands are reference groups, TV ads and their families.
- 45% women says that their perception towards cosmetic brands changes through advertisements and 45% women say that it creates confusion and remaining 10% say they do not change their mind set.
- 50% women say that cosmetics usage makes them look stylish in the social group, 25% say that it increases their confidence level and 25% we cannot really judge its impact.
- It's been identified that 75% of women look for the cosmetic features/usage over the package and brand.
- The motivational factors for cosmetic purchase are quality 1<sup>st</sup> and followed by satisfaction level or brand. Here discount doesn't really motivate women to purchase cosmetic.
- Surprisingly 60% of the women say that celebrity endorsement doesn't influence them to buy a cosmetic product.
- Most of the women are not revealing the exact amount they spend on cosmetic purchase, where as student spend around 1000-2000 on single cosmetic purchase.
- The frequency of cosmetic purchase is high in 85% of women who purchases every month and 5% purchase yearly once.
- 45% of women collect the information of the product before purchase and 30% say they rarely collect information before purchase.
- 50% women say they are not really sure if expensive cosmetic products are better than cheaper product, 25% specifically says that expensive cosmetics are not better when compared to local products and remaining 25% say expensive products are better than local brands.
- 85% of women agree to it that they purchase cosmetic products based on the recommendation of sales person and beauty professional.
- It is been found that there is huge demand for natural and herbal cosmetic products where 90% of the women agree that they don't mind spending more on natural products as they doesn't want to experiment.
- Majority of the women (87%) say they believe in the promises made by the cosmetics to some extent and rest says that they don't believe in it.
- 87% of the women say that they would like to recommend cosmetic products based on their past experiences and 10% say that they would not really recommend.
- Awareness levels of women towards cosmetic brands are very high due to TV ads and internet to some extent. 90% women agree to it.
- Top 3 brands preferred by women are patanjali, lakme, mac and maybellin.
- 75% of women say that they would prefer buying both ayurvedic and chemical products where as 35% women prefer only ayurvedic products.
- 60% of the women visit parlour every month and 40% of women visit during special occasions.
- 45% of women prefer to visit branded salon where as 55% women prefer local salon/parlour.
- Women spend not less than 1000-1500 per month on parlour.
- It's been found that women those who visit every month to the parlour is majorly 50% for haircuts, 25% for waxing and rest 25% for threading.
- The influencing factor for 60% of the women in visiting parlour is its surroundings and location which is near and comfortable.
- 50% of the women prefer either fruit or herbal facials and remaining 50% prefer other treatments based on their requirement it is not constant.
- Majority of the women are looking for natural and herbal products which are ayurvedic in nature and risk free. So 85% of the women prefer only herbal products.
- Working women, high end people and students majorly prefer to visit parlours for various treatments where as housewives and low income level people on a regular basis like to undergo homemade treatments which is cost effective.
- According to most of the women offers doesn't really influence them to visit parlour only 20% women respondents are influenced by offers.
- 70% of the women prefer treatments based on their preferences and requirements remaining 30% avail services based on their budget.
- 75% of the women agree that beauty treatment will definitely affect them in the long run due to usage of chemicals on skin.
- Source of income for women are: 45% of the women are independent and working, rest of the women are dependent on their parents and spouses.

Above mentioned interpretations are detailed analysis undertaken based on the cosmetics and beautification industry with respect to women.

**1.8 FINDINGS**

- 60% of the women purchase cosmetics purchase quarterly or half yearly and 25% purchase frequently.
- Advertisements and reference groups are playing major role in influencing women's purchase towards cosmetic products.
- Women have their own perceptions and notions behind using cosmetics like: to look stylish, to increase confidence, to look trendy.
- Women give more prominence to features of a product rather than aesthetic looks of the product.
- The spending is not less than 1000-1500 on a single visit to parlour by women's.
- On an average woman spend 2000-3000 on a single cosmetic purchase.
- 40% of the women collect information about the product before they purchase.
- 50% audience feel that expensive cosmetics are better local products where as 25% feel that expensive products are not better than local products remaining 25% are neutral about this.
- Women majorly take the decisions based on recommendations of sales person and beauty professionals.
- There is a huge demand for natural and herbal cosmetics products and women don't mind spending more on it.
- The most preferred brands by women are patanjali, lakme, mac, maybellin.
- 55% of the women visit parlour on special occasions and 45% of women visit parlour every month.
- 45% of the women visit branded salon and 55% of women visit local salon/parlour.
- Most of the women visit parlor for haircuts threading and waxing.
- Women with low economic status would prefer to undertake homemade treatments.
- Women are not really influenced by offers or discounts at the parlour.
- Finally it's found that most of the women are financially dependent on parents, spouses and less segment of women are independent.

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