



MARKETING INFLUENCE OF COSMETICS ON CONSUMER BEHAVIOUR

Literature Survey and Future Scope

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Abstract: The main purpose of this study is to examine and pinpoint the specific ways that cosmetic product marketing and advertising affect customer purchasing behaviour. The study contains several research articles and studies carried out in several nations, towns, and locations. It takes into account the psychological characteristics of the respondents and their attitudes toward cosmetics, as well as the ethical, social, and legal implications of marketing cosmetics. The literature review has led to the conclusion that advertising meets both consumer and business needs. No other mechanism can take its place. As a result, businesses must plan their marketing and advertising campaigns and know when and where to launch them. Consumers must be informed about items, and until that happens, businesses' products will continue to be sold in stores even when there is no customer desire for them. However, most of the research papers mostly focused on synthetic or chemical-based cosmetics, which signifies that more research needs to be conducted in the organic cosmetics market.

Keywords: Cosmetic Products, Marketing, Consumer Behaviour, Brand Loyalty

I. INTRODUCTION

The adage "beauty is in the eye of the beholder" comes into stark relief when contrasting how various cultures view beauty. The styles and trends we prefer are significantly influenced by the beauty standards set by the culture in which we live. For instance, tanned skin is seen to be beautiful in America. People contour and spray their bodies to give them a golden shine. On the other side, a creamy complexion is thought to be 'attractive' in many parts of Asia. The Japanese, for instance, commonly wear long sleeves and hats to the beach in order to maintain their light skin. When pictures of bronzed celebrities and self-tanning product advertisements overwhelm Americans, it's simple to overlook that a similar trend to as common in other parts of the world. People frequently utilise cosmetic items such as bronzer spray or contouring to modify their looks in order to adhere to certain beauty standards.

Cosmetic refers to "any of several preparations (excluding soap) that are applied to the human body for beautifying, preserving, or altering the appearance or for cleansing, colouring, conditioning, or protecting the skin, hair, nails, lips, eyes, or teeth." Cosmetics such as eyeshadow and foundation are manufactured and distributed by the cosmetic industry, as are "skincare goods like serums and eye creams, hair care products such as shampoos and conditioners, and body care items such as shower gels and antiperspirants."

"Consumer behaviour is a process through which an identifiable group of consumers make buying decisions." Vendors may more easily predict which of their products will sell the most by understanding how customers act. Marketing is among the numerous aspects that determine consumer behaviour; it has an impact on how people buy things, particularly cosmetics.

"Marketing refers to activities a company undertakes to promote the buying or selling of a product or service." Through various marketing strategies, including "celebrity endorsements, catchy phrases or slogans, distinctive packaging or graphic designs, and general media exposure," marketing aims to take a product or service, identify its ideal consumers, and draw their attention to the product or service provided.

II. REVIEW OF LITERATURE

Getrude Phillip Mwakasege (2015), in a study titled "Influence of Advertising on Consumer Buying Behaviour: Case Study of Forever Living Cosmetics Products," sought to identify the advertising channels used to promote "Forever Living Products," ascertain how advertisements affect consumer behaviour and establish how various advertisements affect consumers' buying decisions. According to the research's findings, the AIDA advertising approach, which was employed in this study, has a big impact

on how customers behave while making purchases. To raise awareness of its products and draw in more customers, Forever Living uses the AIDA model in addition to techniques like word-of-mouth marketing, publications, social media, and internet advertising.

Charles A. Weiss (2019), in his study “Legal Issues and Challenges in the Cosmetics Industry,” explores the empirical data acquired from three distinct cases brought against cosmetic producers between 2018 and 2019. According to the lawsuits asserted, consumers may not be aware of how cosmetic product marketing is carried out and may thus believe and use products with misleading information on the labels and false marketing, giving rise to these cases.

Dr S. Anandrajan and T. Sivagami (2016), in a study titled “Consumer Purchase Decision Behaviour Towards Cosmetics Marketing,” sought to understand how the marketing strategy affected consumers' purchasing decisions as well as the impact of various media on consumers' motivation to purchase a particular brand of cosmetics. According to the study, price cuts and alluring promotional offers might draw in more clients. Additionally, it demonstrated that cosmetics are not a luxury good and that before promoting a cosmetic product, producers must determine the necessity.

Animal testing is a widespread method used by many cosmetic businesses to test their goods, and it may also have an impact on how consumers decide which cosmetics to buy. According to a 2018 dissertation on customers' opinions of animal testing, “Consumer Attitudes Towards Cosmetics Tested on Animals,” consumers are aware of unethical practices involved in the production of cosmetic products, and even if they aren't in the present when they are, they will be prepared to correct their errors and continue with ethically sound cosmetic brands and products.

Bianca DeBelen (2016) in her research paper “Marketing Makeup: How Advertising Cosmetics Affects Consumers,” focuses on how consumers could not be influenced by celebrity endorsements, ads, etc. The study article examines celebrity impact, online and print reviews, as well as the psychological consequences of advertisements for cosmetics on consumers. Therefore, this study concludes that, despite their deception, ads do have a psychological effect on consumers' decisions to buy cosmetics, even though celebrities may not have as much of an impact as I had anticipated.

Jiali Zhang and Meijuan Zhou (2019), in their qualitative study, “Factors Influencing Consumer Purchasing Behavior of Natural Cosmetics,” address greenwashing in the cosmetics sector. Based on the evidence presented in the paper, it can be concluded that consumers are informed of how cosmetic product marketing is carried out and that they have done enough independent research to discover that many major corporations deceive their customers by employing specific labels that may be deceptive and opaque.

Debiprasad Mukherjee (2009) carried out a study titled “Impact of celebrity endorsement on Brand Image,” which demonstrates that consumers report stronger self-brand connections with businesses whose appearances are congruent with those of celebrities they strive to emulate, especially when the celebrity's image and the brand are the same.

KisanShivajiRao Desai (2014), aimed to examine the purchasing process and how media communication affects customers' purchasing decisions in his study titled “A Study on Consumer Buying Behaviour of Cosmetic Products Products in Kolhapur”. The findings demonstrated that a variety of factors have a substantial impact on customers' purchase decisions, which also benefits cosmetic firms by helping them better understand consumer buying habits.

Akwasi Ampofo (2014), conducted a study titled “Effects of Advertising on Consumer Buying Behaviour: With Reference to Demand for Cosmetic Products in Bangalore, India,” which aimed to see how advertising affected consumer purchasing decisions in light of the demand for cosmetic products among locals in and around “Nagarabhavi, Bangalore.” The study indicated that while advertising does have an impact on the costs associated with cosmetics purchases, one's income or pocket money, as well as other factors like the product's price, brand, and recommendations from others, had a significantly greater impact on the decision to buy cosmetics.

It has been established that using emotions to promote a product is quite effective in grabbing customers' attention. Dorota Anderlová and Michal Pšurný (2020) conducted a study titled “Exploring the Importance of Emotions Within Consumer Behaviour on the Czech Luxury Cosmetic Market,” which sought to look at Czech women's views and actions around buying, using, and general attitudes toward luxury skincare products, with a particular focus on feelings and social status as a deciding factor. The data gained unambiguously demonstrate the critical significance of emotions and social value to certain female customer demographics, which cosmetic businesses may leverage to sell their cosmetic goods.

A study by “Kruti Bhatt and Peenal Sankhla” (2017), titled, “A Study on Consumer Buying Behavior towards Cosmetic Products,” aimed to determine the primary driving forces behind consumer decisions to purchase cosmetics and to research customer attitudes, preferences, and intentions at the time of purchase. The findings indicated that customers prioritise quality when making cosmetics purchases and that most consumers do not favour shelling out a lot of money for such items. Marketers may use the results to create marketing plans for cosmetics.

A research paper by P. Rameshwari, R. Mathivanan and M. Jeganathan (2016), titled “A Study on Consumer Buying Behaviour of Cosmetic Products in Thanjavur, Tamil Nadu, India,” targeted towards examining the different elements that influence customers' purchase decisions. The findings demonstrated that to create policies, marketers have to look at customer purchasing patterns, preferences, tastes, and likes and dislikes. Finally, it was discovered that consumers were more brand loyal and quality-concerned, which indicates that cosmetic firms need to put more emphasis on promoting the quality of their goods to draw in new customers.

III. DISCUSSION

Throughout the course of the research, several academic articles and data from several official websites were thoroughly analysed and observed, and the conclusion that can be drawn from that is that, although the theory can be supported by evidence, it is not comprehensive enough to account for all viewpoints on consumer behaviour because it places a great deal of emphasis on the psychological side of that behaviour. Despite the effort to present a well-rounded argument that addresses a wide range of pertinent elements, this led to a difference in viewpoints. There has been an understanding that consumer behaviour is too diverse to be

considered in its entirety to get a definite response. Due to shifting social and cultural norms, varying legal and ethical requirements, and psychological factors, the effects of cosmetic product marketing will vary between nations. As a consequence, researchers may conduct additional studies on one particular component of consumer behaviour utilising a quantitative research technique of experiments to generate empirical data and pinpoint the precise relationship between that aspect of consumer behaviour and marketing.

To add to this, it was discovered throughout the study for the topic issue that the majority of research publications exclusively addressed cosmetics that contain synthetic and chemical substances. This demonstrates the necessity for quantitative and qualitative data collection in the market for cosmetics that contain natural and organic components because there is a dearth of data on them.

It was also discovered that research is frequently conducted on cosmetic companies with a strong reputation in the sector. Even if they offer good, healthy products, this frequently results in the smaller cosmetic brands being ignored and not being recognised by the public and the media. However, this might also be a result of their lack of funding for extensive marketing and product promotion.

Additionally, the rigour of the research methodologies needs to be taken into consideration, including data collection from various channels to boost the number and width of samples, increasing the rigour of data transcription, and developing an abstract pattern from the empirical data that is more systematic and rigorous. Furthermore, the study's scope might be expanded to include more cities within the study's nation of origin to determine whether or not the probable causes discussed there are applicable generally.

IV. LIMITATIONS

Following the discussion, certain limitations need to be glanced upon based on the review of the literature.

To broaden the field's body of knowledge, Getrude Phillip Mwakasege (2015), suggests that future research be done on the impact of advertising on customer purchasing decisions for various cosmetic items from businesses other than Forever Living Limited, such as Oriflame. Additionally, he suggests that more research be done on the variables that influence the media that advertisers and their products choose to employ to maximise customer interest in those items.

The plaintiffs' allegations and the hearings of the cases cannot be generalised to a broader population because the article's author, Charles A. Weiss (2019), only used material from three lawsuits, which is a very small number. This lowers the validity of the study. The arguments put out appear to require further support from court cases from around the nation.

Dr S. Anandrajan and T. Sivagami's (2016), research paper primarily concentrates on the marketing aspect of consumer behaviour in the cosmetics sector and ignores several other significant elements that have a significant impact on customers' decisions regarding cosmetics. However, because the marketing component is the major focus of the research project, this information needed to be incorporated from this research paper.

The results of this study may at least be theoretically justified, even if Jiali Zhang and Meijuan Zhou's (2019) study was unable to statistically demonstrate the impact of attitude, subjective standards, and perceived behavioural control on purchase intention and behaviour by Azjen's (1991) technique.

The research by Debiprasad Mukherjee (2009) was carried out in India, and Indian experts performed every questionnaire-based analysis. There is a requirement for confirmatory research with a bigger sample size to test the hypotheses obtained from the data provided in this work because this research was experimental and used a limited sample size. The results' limited generalizability, which also reduces the study's validity, is the key concern in this context. The results for non-aspirational celebrities were also not statistically significant.

The research by Anderlová and Michal Pšurný (2020) has a drawback which is the fact that it only examines the specific luxury consumer group, excluding all other consumer types. As a result, the results cannot be extended to the whole "Czech market" and cannot be completely regarded as representative. The data given, however, may offer intriguing insights into consumer behaviour in the skincare cosmetics sector with an emphasis on "emotions and social status," from the author's perspective.

V. CONCLUSION

There are three main conclusions that can be derived from the review of the literature and the research and study papers that have been used, which are each summarised as follows:

1. There seems to be a definite connection between cosmetic product marketing and consumer behaviour since consumers trusted and used items with false information on the labels.
2. The approach of emotions plays a significant part in persuading customers to purchase cosmetic items, to demonstrate how celebrities and advertisements influence consumer buying decisions.
3. It has been proved that unethical practices adopted by various cosmetic companies have a major influence on customer purchasing decisions, especially when consumers are aware of the tactics.

It is correct to say that the marketing of cosmetic items and consumer buying behaviour is only somewhat associated, that is, there is no set pattern of association, based on the analysis and collection of information and facts about consumer behaviour that have been presented in the literature of review. It now appears that there may be an answer to the research question, "To what extent does marketing in the cosmetic industry have an impact on consumer behaviour?" It depends on whatever component of consumer behaviour is studied. In terms of litigation, every customer has the right to sue a cosmetic company if they feel they were deceived; in terms of psychology, businesses that frequently concentrate on emotionally blackmailing their customers and target a particular sector (male or female sector) of the market are frequently successful in tricking their customers; and in terms of business ethics, cosmetic companies must refrain from unethical behaviour because their consumers are so vulnerable to such practices. However,

there is a possibility that the paper's conclusion will change in line with the future scope of the study topic, which is an in-depth analysis of the market for organic cosmetics products.

VI. REFERENCES

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