



# Cosmetic Consumption Amongst the Youth In India

Prof. Dr. Alpana Vaidya, Ameya Patil, Kalpita Tavkar, Vaishnavi Raiturkar

## Abstract

Recent times have seen an increase in demand for cosmetic products around the globe especially amongst the youth. The present study was intended to understand the cosmetic consumption trends of the youth. The sample considered for the study comprised 181 respondents (160 females, 21 males) between the ages of 18 to 25 years. The data was collected online, via a Google form, based on the questionnaire developed by the researchers. Additionally, interviews were also conducted for 9 consenting participants to get a better understanding of buying decisions. The results for the study showed that, majority of the preference of cosmetics was for skin care products and more than half of the respondents followed a daily skin care routine. Participants were seen to have differing monthly budgets and purchased 1-3 products every month. A vast majority of the respondents preferred purchasing cosmetics through online modes and preferred a natural minimalistic makeup look. Influencers, Digital Ads & Friends were the main sources for finding out about new products. Participants also showed willingness to purchase skincare infused products.

**Key Words:** *Cosmetics, Beauty Industry, Makeup, Skincare*

## INTRODUCTION

The FDA defines a cosmetic product as a product (excluding pure soap) intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance. The cosmetic industry has changed the lifestyle of individuals, especially the youth. In the earlier days cosmetics were mainly targeted towards the female market but today with neo-liberalization, both men and women are the target prospects and can be found consuming beauty products and cosmetics, with an average of 2-3 beauty products bought every month. As per a report (**Indian Cosmetics Report, 2021**) the India Cosmetics Market was valued at USD 13191.23 Million in FY2020 and is forecast to grow at a double digit CAGR of 16.39% through FY2026 to reach USD 28985.33 Million by FY2026. This spurt in growth was attributed to high disposable income, emergence of online retail and the inclination of the younger generation towards cosmetics. It is argued that India is obsessed with fair skin and there are numerous advisements that promote and glorify fair skin by associating it with beauty, success, intelligence and acceptance.

Cosmetics are an integral part of a grooming routine. The cosmetic industry in India has been growing rapidly in recent years, with a surge in demand for beauty products from women of all age groups. However, in recent years, the trend of men using cosmetics has been on the rise, and it is gradually breaking down gender stereotypes and challenging the traditional notions of masculinity. The beauty industry in India is estimated to be worth over \$6 billion and is expected to continue its growth trajectory in the coming years.

The Indian cosmetic market is diverse, with a wide range of products catering to different skin types, hair types, and cultural preferences.

Moreover, the emergence of social media has further propelled the cosmetic industry's growth, with many youth seeking to emulate the beauty standards set by influencers and celebrities. However, the consumption of cosmetics in India is not limited to urban areas but has also penetrated into rural regions, where the demand for beauty products has been increasing.

The cosmetics industry in India has witnessed significant growth in recent years, and the factors that influence consumer behavior in this industry are diverse. Various product-related factors play a crucial role in shaping cosmetic consumers. These include:

1. **Affordability:** Cosmetics consumption is influenced by the consumer's income and affordability. Premium and luxury products tend to be more popular among affluent consumers, while budget-friendly and mass-market products are more accessible to the general population.
2. **Product Quality and Brand Loyalty:** Consumers are increasingly focused on product quality and are willing to pay a premium for high-quality products. Brand loyalty is also an essential factor in cosmetics consumption, with many consumers preferring to stick to trusted and well-established brands.
3. **Brand Name and Reputation:** The brand name and reputation of a cosmetic product are significant factors that influence consumer behavior. Consumers tend to prefer brands with a strong reputation for quality and effectiveness, and they are more likely to trust well-established brands.

4. **Product Quality and Effectiveness:** Product quality and effectiveness are critical factors that influence consumer behavior. Consumers expect cosmetic products to deliver the desired results and provide value for money. High-quality products that are effective in addressing specific beauty concerns tend to be more popular among consumers.
5. **Packaging and Design:** The packaging and design of a cosmetic product can influence consumer behavior. Consumers are drawn to attractive packaging and designs that convey the product's benefits and appeal to their aesthetic preferences.
6. **Ingredients and Formulation:** Consumers are increasingly concerned about the ingredients and formulation of cosmetic products. Consumers prefer products that are formulated with natural and organic ingredients, and they are more likely to avoid products that contain harmful chemicals.

## LITERATURE REVIEW

In a study by researcher (**Swarupa, 2018**) it was found that 87.5% of the youth were beauty conscious, wherein the preference for cosmetics was mainly for skin care (60%), hair care (18.75%), lip care (12.5%), and then eye care (8.75%). Similarly in another study conducted by (**Umesh, et.al, 2020**) on the Indian youth, it was found that more than 80% of the respondents purchase cosmetics once a month, with 55% from the 21-25 age group and 15% from the older age groups. It is also important to consider that such brands are heavily endorsed by celebrities and models not only in advertisements but also on numerous social media platforms such as Facebook and Instagram which are popular and widely used among the youth.

A study by researchers (**Nilesh Anute, et. al. 2015**), found that nearly 50% of the individuals became aware of cosmetic products through television and most of them used the products for beauty purposes. It was also seen that around 1000-2000 INR per month on cosmetic products and preferred to purchase those in malls. Lastly the findings also indicated that the individuals indicated long lasting loyalty towards their preferred brands.

A study by (**Sachin Gupta et. al., 2020**) explored experimentally the role of social media in shoppers' decision making. Findings showed that almost 50% of individuals tend to do web-based shopping a few times per month. It was seen that nearly 60% of respondents follow brands on social media because they want to know about sales, new products, and other things. Nearly 61% consider social media to be equivalent to electronic word-of-mouth because

many people base their purchasing decisions on recommendations made on social media. Lastly, nearly 47% of respondents believe that their perception of the brand was influenced by a social media page or website.

Another study by (Varma & Subha, 2023) aimed to determine the influence of social media influencers on youth purchasing intentions between the ages of 15 and 25. There is no correlation found between the creative content of social media influencer videos and customer response. Customers were seen to be affected by the creative content more than by the influencers' advertising of the product. Although brand recognition among influencers will have an impact on consumers' purchase patterns, the study demonstrated that customers primarily rely on brand recognition rather than influencer opinions.

In a study conducted by (Kharim, 2011), to investigate the influence of brand loyalty on the cosmetic buying behaviors of female customers of the Emirate of Abu Dhabi, UAE, it was found that, the seven factors of brand loyalty viz. Brand name, product quality, price, design, promotion, service, quality and store environment have a positive and significant relationship with the consumer buying behaviors of cosmetic products among the females and also increase customer satisfaction.

A quantitative study conducted by (Darmatama & Erdiansyah, 2021) found that the social media platform 'TikTok' serves as a marketing platform that leads to an increase in the cosmetic buying behaviors among the younger generation. The results of this study showed that online advertisement provides mental stimulation to the audiences who open the application and these advertisements are processed as per the knowledge of the audience. This study successfully concluded that a positive image of a product when portrayed on the social media platform of TikTok has a significant positive effect on the consumer purchasing behaviors of individuals.

A study conducted by (Choi, et.al, 2022), aimed at investigating the impact of the COVID - 19 pandemic on the consumer's preference regarding beauty and individual cosmetics products. The results of the study revealed that a shift in the consumers' perspectives regarding beauty were impacted by the pandemic and global consumers perceived skin care as an important aspect during the pandemic and gave less importance to make up products. Although the importance given to makeup products was less, the response towards eye makeup products was fairly positive. With interests shown in sheet and gel face masks and other skin care products such as cleansing and face toning products,

a negative relationship was observed with the consumption of cosmetic products with respect to the stay at home rules.

Researchers (**Kanwar, and Huang, 2022**), conducted a study titled “Indian Females Inclination towards Cosmetic Brands Purchase Intention Influenced by Celebrity Endorsement through Perceived Quality and Brand Trust” to study the impact of celebrity endorsement on the willingness of Indian female customers to purchase specific cosmetics brands. The study provided a model that indicates the significant impact of celebrity endorsement on Indian females' purchase intent through impact on expected quality and confidence in the brand. Samples of 400 Indian females were collected. The results found significant proof stating that celebrity endorsement has a significant impact on purchase intention through perceived quality and brand trust.

Research on "The Effect of Lifestyle, Price, and Product Quality on Purchasing Decisions of MakeUp Products for Students" found that, Lifestyle had a positive and significant effect on the decision to buy makeup products for students, prices had a positive and significant effect on purchasing decisions for makeup products for students, product quality had a positive and significant effect. on the decision to buy makeup products for students, and simultaneously (jointly) between the variables of lifestyle, price, and product quality have a significant and significant effect on the decision to buy makeup products for students (**Marcellyna, & Usman, 2020**).

## METHODOLOGY

### Sample

The sample considered for the study comprised 181 respondents (160 females, 21 males ) between the ages of 18 to 25 years coming from different backgrounds. The ages of the respondents ranged from 18 to 25 years. Participants who used cosmetics were considered for the study.

### Data Collection & Tools

The questionnaire administered for the present study was developed by the researchers and circulated online using Google Forms, the link for which was shared to interested volunteers. Convenience sampling was used for the process of data collection. Participants were made aware of their voluntary participation in the study and informed consent was obtained. Precautions were taken to respect the confidentiality of the participant and it was ensured that the data

collected would not be misused. Percentage analysis was done to interpret the data. Furthermore, semi- structured interviews were also taken for 9 consenting participants to get better insights.

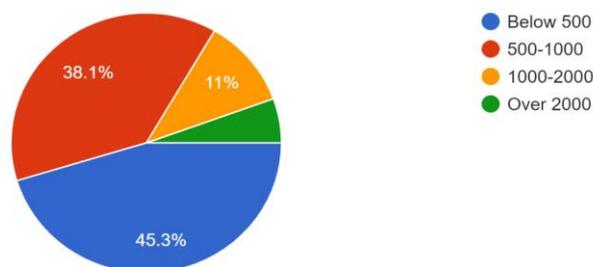
## STATISTICAL ANALYSIS & INTERPRETATION OF DATA

This section showcases the major findings based on the percentage analysis carried out.

Findings illustrated on an average 45% spend up below 500 rupees on cosmetics every month, with 38% spending around rupees 500-1000 per month, 11% spending rupees 1000-2000, and 5% spending over 2000 rupees on cosmetics every month as seen in **Fig.1**. It was also seen that on an average majority (65%) purchase 1 to 3 cosmetic products every month.

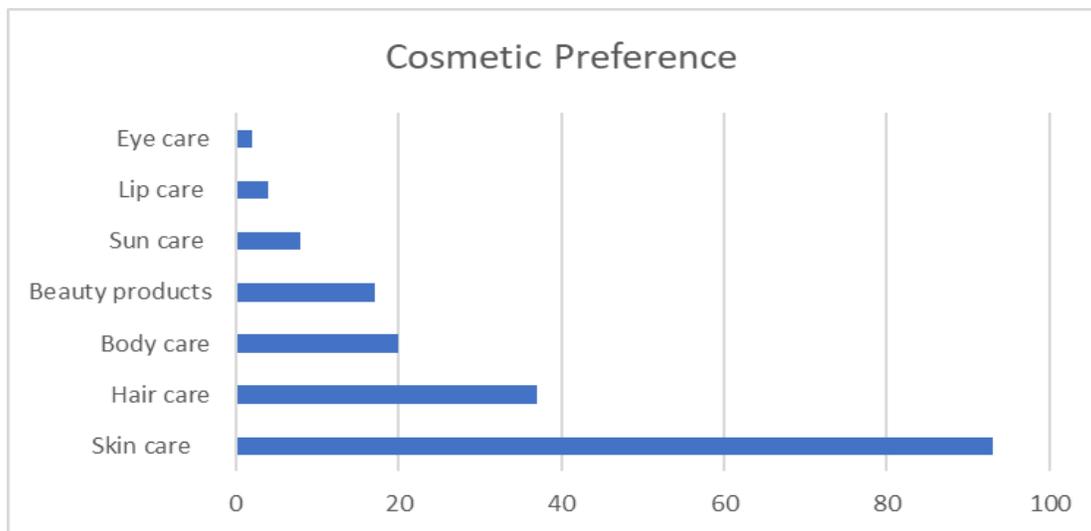
Fig.1 Amount Spent of Cosmetics Every Month

On average how much do you spend on cosmetics per month? ( In Rupees)  
181 responses



The main preference for cosmetics was mainly skin care (51%), Hair care (20%), Body care (11%), beauty products (9%) followed by Sun care (4%), Lip care (2%) & Eye care (1%) as indicated in **Fig.2**.

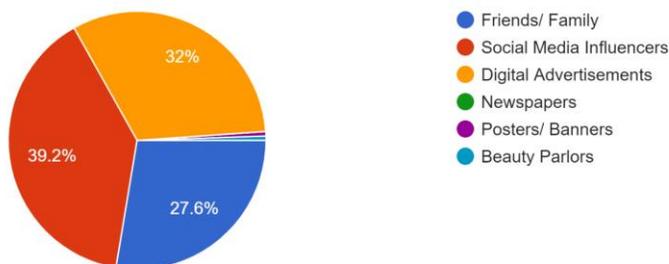
Fig,2 Cosmetic preferences



Out of numerous different kinds of modalities, social media influencers (39%) , digital advertisements ( 32%) and friends or family members ( 28% ) were the top 3 sources through which individuals found out about the latest cosmetic products. It was seen that beauty parlors posters and newspapers had a nearly zero to a very negligible contribution to providing information related to new cosmetics, as showcased in **Fig.3**.

Fig.3 Sources For Finding Out About New Product

How do you find out about new cosmetic products?  
181 responses



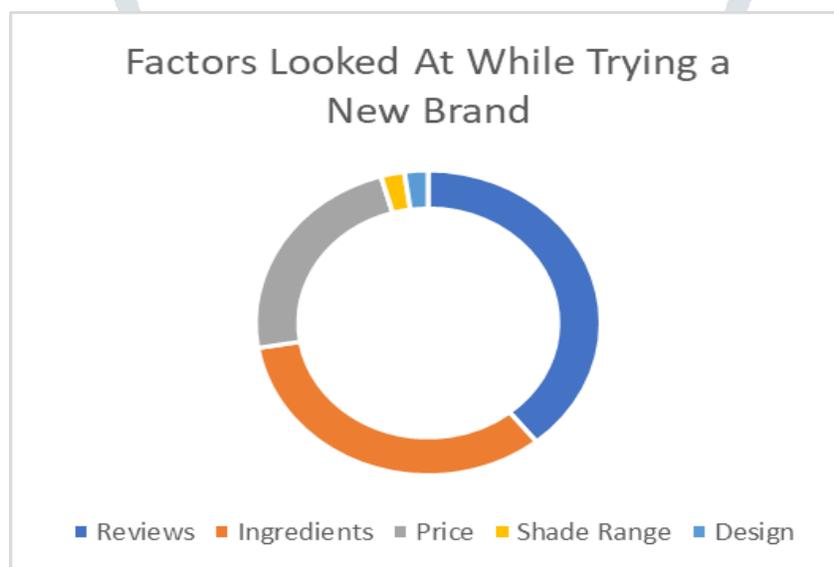
A vast majority of the respondents (65%) favored buying cosmetics in the online mode. It was seen that online websites of cosmetic brands were the most preferred place to purchase cosmetics by over 44% of respondents . This was followed by original cosmetic brand outlets (19%) , general E-commerce websites ( 16%) , traditional beauty stores (16%) and flea markets (5%) .

The design and packaging of a cosmetic product was seen to play an important role as 75% of respondents claimed that it affects their willingness to make a purchase. Likewise, 77% felt that a reputable brand name attracts them to make a purchase. Furthermore, 62% respondents were found to consult their friends before buying a cosmetic product.

It was found that 65% asserted that they would still buy their favorite product even if its price were to increase by rupees 100.

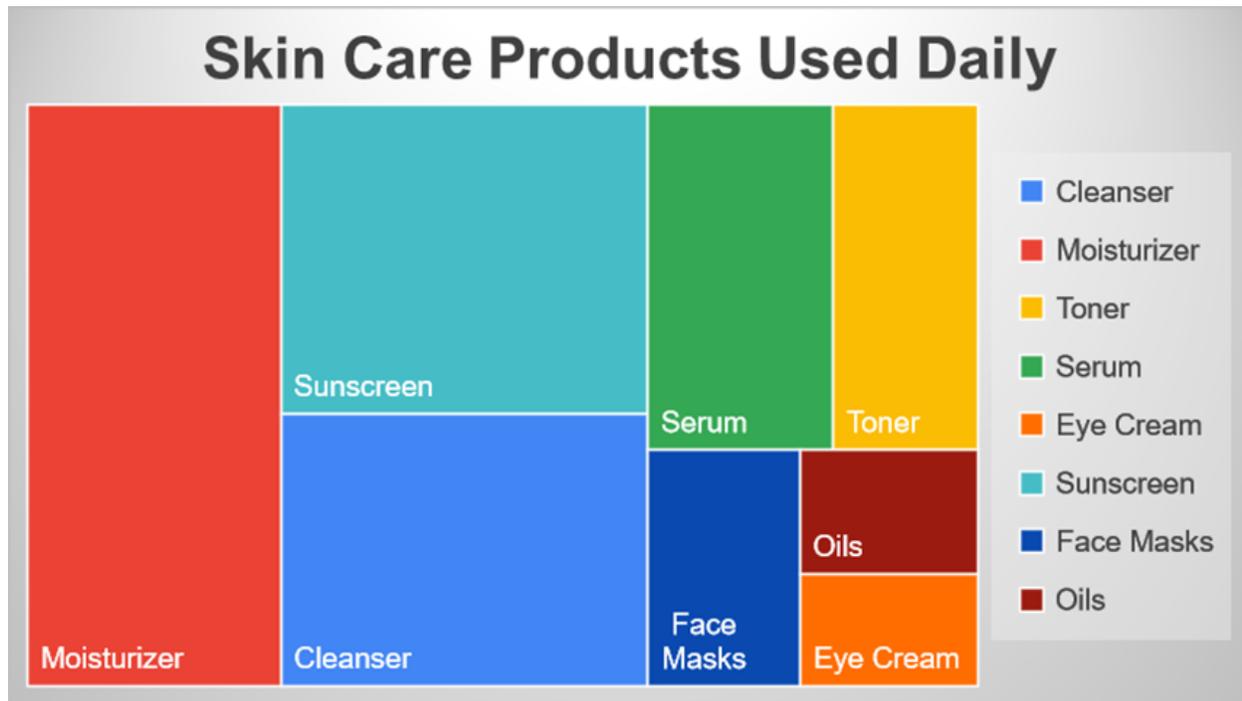
While trying out a new brand, respondents claimed that Reviews ( 39%) , Ingredients ( 33%) and Price (23%) were the top 3 factors they looked at as indicated in **Fig.4**.

Fig.4 Factors Looked at While Trying A New Brand



Findings illustrated that over 59% of respondents follow a daily skin care routine. Skin care routines consist of numerous products being used. Analysis was done on all the types of products used by those respondents following a daily skin care routine. In doing so, Moisturizers ( 79%) , Sunscreen ( 64%) and Cleansers ( 57%) were the top most used skin care products, followed by Serums ( 33%), Toners ( 22%) , Face Masks ( 20%) along with Oils ( 11%) and Eye Creams (9%) as indicated in **Fig. 5**

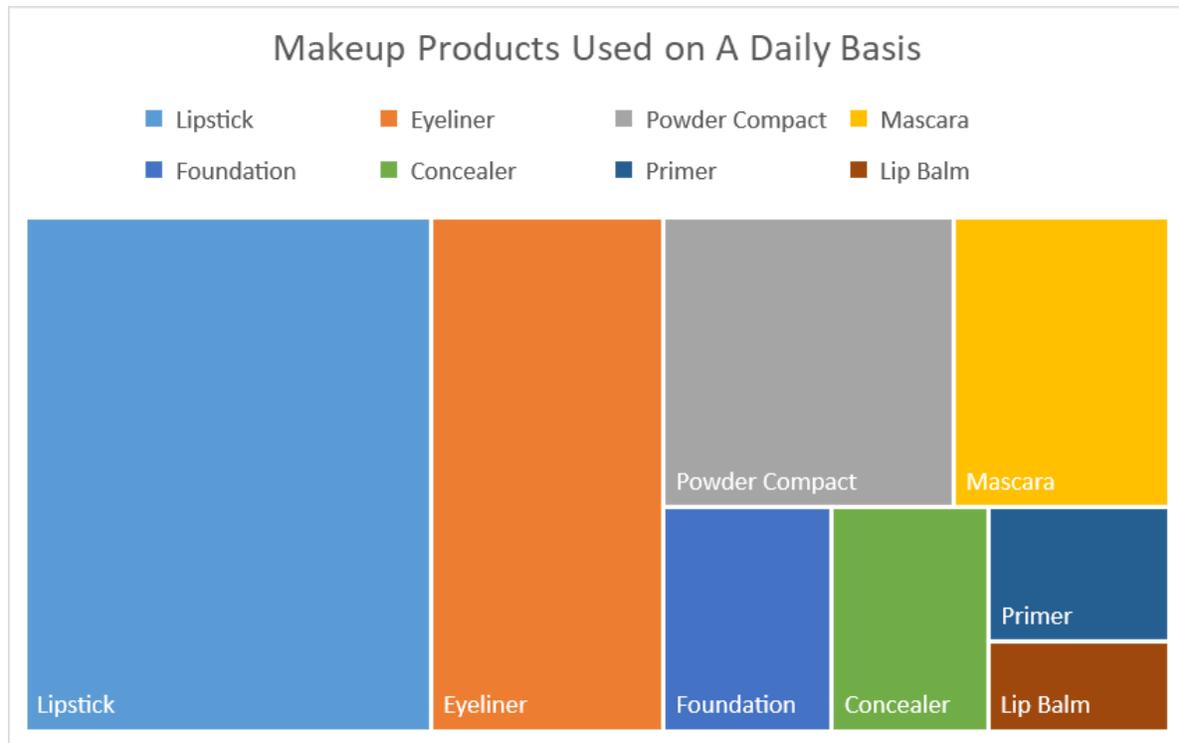
Fig.5 Skin Care Products Used on a Daily Basis



While the majority of the respondents did not face issues with shade ranges, 17% of respondents claimed to not be able to find cosmetic products in the market that suit their skin tone. It was also seen that over 60% of the participants expressed their willingness to spend more on skincare-infused products.

Findings showed that 76% of respondents preferred a natural and minimalistic makeup look. It was seen that Lipstick (46%), Eyeliner (26%) and powder compact (18%) were the top 3 make up products used on a daily basis. Other products included Mascara (13%), Foundation (8%), Concealer (8%) and Primer (5%) as illustrated in **Fig. 6**.

Fig. 6 Makeup Products Used on A Daily Basis



Participants were seen to use multiple makeup brands, and had multiple favorites. The top 3 common brands used were Maybelline, Lakme and Sugar. Participants revealed that their main purpose for wearing makeup was either for self love (39%), to enhance appearance (32%), confidence (20%) or to hide blemishes (9%).

### **THEMATIC ANALYSIS:**

This paper also employs a thematic analysis approach to understand the multifaceted aspects and preferences of cosmetic consumption amongst the young adults in India in detail. The data for the same was conducted via a semi-structured interview from 9 consenting participants and was transcribed and analyzed to identify recurring themes and patterns with respect to the cosmetic buying behavior of the youth in India.

Themes:

### 1. Issues with finding the right shades for cosmetics products online/in store:

The respondents candidly reported that they prefer buying cosmetics products online and have a challenging time in finding their perfect shade match for face products such as foundations and concealers. A few of the respondents also reported that the lack of representation and inclusivity of certain brands when it comes to their shade ranges for women of color is disheartening. A few concerns were also related to not being able to find the correct tint or shade that will suit a skin tone online as well as majority of the times the product being out of stock.

*Another issue I have faced while purchasing makeup online is that my shade is not always readily available or in stock whenever I wish to purchase it. (S5)*

*The challenge that I face when it comes to purchasing a product is that the shades that I like or the shade that suits me the best are never in stock especially with lipsticks, nail Polish and foundations. My preferred mode of purchase when it comes to cosmetic products is online websites as the pricing is affordable. Sometimes finding the right shade for my skin tone becomes a challenge online as there isn't a catalog of different types of skin tones and women of colour depicting or portraying the same product that I am looking for. (S6)*

*I don't face any difficulties or challenges when it comes to finding the right products for me but I feel that people are really unaware of the technicalities of makeup and Indian brands in general struggle to get the shade ranges right for dusky skinned people. (S5)*

*I struggle with finding products related to my skintone because I have acne pigmentation and I have yellow and neutral tone patches on my skin, so I have to struggle for finding the correct shades for foundations and concealers. (S9)*

## 2. Preference for Cruelty Free, Natural Ingredients and Vegan Products:

Majority of the respondents reported that they prefer cosmetics products that are vegan and are not tested on animals. The respondents also shared their preference for silicon and paraben free haircare/skincare products. The respondents actively seek cosmetics products from brands that are having natural ingredients in them such as Lotus Herbals, Mamaearth etc.

*ya..anything that is tested on animals is to be avoided. I prefer cruelty free products and also those products with aloe vera in it . I just usually stay away from aloe vera as I have had a lot of bad experience with it (S1)*

*I try to seek out herbal or natural ingredients as much as I can. I try to avoid heavy chemicals in cosmetics as well as animal based ingredients and fish oil (S2)*

*For hair care I prefer shampoos and hair cleansing products that are paraben free. I have used various organic and natural makeup brands in the past such as soul tree and Mama earth And will actively seek products that are vegan, organic and cruelty free. (S3)*

*I tend to purchase products that are fragrance free because if the product smells as if it has too many chemicals in it then that means that product is not skin safe. I also tend to purchase products that are cruelty free and vegan. I also ensure that my skin care products are paraben free and I have suitable for sensitive skin. (S5)*

*I look for products that are more natural and skin safe. Anything that has AHA, hyaluronic acid, etc. I tend to avoid parabens, fragrances and products with mica. (S9)*

## 3. Affordability and Price as Major Determinants for Purchase:

Affordability for the respondents plays a key role in determining whether or not they will purchase a cosmetic product. Since most of the respondents do not use makeup on a regular basis, they candidly stated that they will not be willing to spend more than 500 rupees on a single product. A few respondents also commented by stating that if they are getting the quality of an expensive makeup product at a reasonable price, they will

invest in the product that is reasonably priced. A couple of respondents shared that if they are making any instore purchases, they will spend 600 to 1,000 rupees on a quality product on average. They might purchase the same in store product online if it is available at a discounted price.

*Quite- it is very important. It's like one of the main factors I consider. It has to be affordable with good quality. For basic application or foundation material I would go up to 1000 rupees ..maybe more. But for the other make up products I do not have a budget- As long as it is good quality, good on my skin - I like it. For Kajal and stuff I can go up to 600. I guess this is roughly my budget for every 6 months (S1)*

*Depending on how safe the product is for my use and how well it performs on my skin I will spend accordingly. Although I like in store purchases, I am comfortable with buying products online on e - commerce websites or cosmetic websites if I am getting a good discount on a quality product. (S4)*

*If I find the right product that suits my skin and performs well on my skin, I don't mind spending too much on it. Some of my favorite products are from brands such as Nykaa, Colorbar and M.A.C. (S5)*

*Pricing and affordability is very important. Since I don't use a lot of cosmetic products on a daily basis, I buy reasonable products only, and don't invest in very expensive ones. I wouldn't spend more than 500 rupees on a single product. (S7)*

*Affordability and pricing is very important because if I'm investing in a particular product I want to make sure that its value for money. So even with the regular makeup products that I use on a daily basis I will ensure that if I find a similar product that is giving me the similar finish, coverage etc in a lesser price range, i will buy it. If the product is really good, and I'm loyal to that brand, I don't mind spending on it. I don't mind spending, but I like to save where I can. (S9)*

#### 4. Suitability for Skin Type/Skin Tone:

The respondents seek and prioritize products that are suitable for acne prone skin and hyperpigmentation and will only purchase any skincare and cosmetics product if it performs well on their skin and matches their skin tone. Overall, respondents emphasize on the trend of purchasing those products that align with their aesthetic, sustainable and personalized skin care preferences.

*Honestly, it depends on me it's the reaction of my skin to what I think. With respect to the buying process, I don't really have much of a criteria except that when I test it on my hand -it should not have a reaction as my skin is really sensitive. Also i think the overall attractiveness of a product also plays a role..So for it to be attractive it should be a recognizable brand, it should have like a minimalistic packaging-at least that is a personal preference. So I really do not like those bold , rainbow coloured/flashy packaging . I really love the Rare Beauty kind of packaging where the application process is easy to use. (S1)*

*My skin is very sensitive. I am prone to acne and hyperpigmentation so I buy products based on my skin type. (S3)*

*I assess quality based on how the product suits my skin. For example if I am using a foundation or if I am trying out a foundation I will see how well it is blending and if there is any irritation in my skin or not. (S6).*

## DISCUSSION

The main purpose of the present study was to understand the cosmetic consumption trends amongst the youth in India. The findings of this study provide important insights into the buying behavior and preferences of individuals when it comes to purchasing cosmetics.

It is evident from the findings that individuals in the age group studies are willing to spend a considerable amount of money on cosmetics and tend to purchase 1-3 cosmetic products every month . This suggests that the cosmetics industry has significant potential for growth in this age group.

Our findings also revealed that a majority of individuals prefer to buy cosmetics online, with online websites of cosmetic brands being the most preferred place to make a purchase. Online shopping has become popular as it is handier, time saving and gives one the comfort of shopping from home thereby reducing costs ( **Mittal, 2013; Husynov & Yildirim, 2016; Akroush & Al- Debie,2015**). Thus highlighting the need for cosmetic brands to have user-friendly and accessible online platforms to cater to this preference. Findings also revealed that reviews, ingredients, and price were the top factors that individuals consider when trying out a new brand. This suggests that companies need to focus on creating products with high-quality ingredients that are affordable and have positive reviews to attract potential customers.

The design and packaging of a cosmetic product was seen to play an affecting the willingness to make a purchase. This is in accordance with the literature detailing the importance of packaging. As stated by ( **Rundh , 2005**) packaging attracts consumer's attention to particular brands, enhances its image, and influences consumer's perceptions about products. Likewise a study by

( **Liu, 2011**) aimed at finding how packaging designs affect women's cosmetic buying behavior found that most female consumers think packaging design of cosmetics are important, and they will buy good-looking packaging cosmetics.

Skin care emerges as the preferred cosmetic type, emphasizing the need for targeted marketing in this category. Factors like reviews, ingredients, and price shape consumers' choices when trying a new brand, emphasizing the importance of quality and affordability. A daily skin care routine is common among respondents, emphasizing the need for a diverse range of products. Moisturizers, sunscreen, and cleansers are identified as essential, directing brands toward these offerings.

Brand reputation and trust play a pivotal role, with participants displaying loyalty even in the face of a price increase. The study underlines the significance of reviews in shaping consumer behavior, aligning with broader literature on the impact of social media reviews. Reviews were an important factor that were seen to influence the preference of a particular cosmetic product and a determining factor to try out a new cosmetic product. This contributes to the literature on the importance reviews play in consumption. This is also in line with the findings by ( **Piyumi &**

**Demirel, 2021)** who found that respondents from Sweden were more engaged with social media reviews and their purchase decisions were based mostly on social media reviews. Findings from the present study also showed that participants felt that a reputable brand name attracts them to make a purchase. Furthermore, it was also seen that participants would still buy their favourite cosmetic product if its price were to increase by 100 rupees indicating brand loyalty. Likewise, A study conducted by **(Sari, et.al, 2022)** found that Brand Reputation and Brand Trust had a significant effect on Customer Loyalty in case of cosmetic products.

Moreover, a preference for a natural and minimalistic makeup look is prevalent, driven by the trend of skinimalism and the desire for simplicity and inclusivity.

This research paper also delves into the cosmetic consumption patterns among young adults in India, employing a thematic analysis approach. Through semi-structured interviews with 9 participants, the study identifies key themes in the cosmetic buying behavior of Indian youth.

The thematic analysis for this study highlighted that there is a significant amount of growing awareness and personal preference among the Youth of India while purchasing cosmetics products. The analysis illustrates that there are certain recurring themes that serve as major determinants for purchasing cosmetics products amongst the Indian Youth. Themes such as; difficulty in finding the right shades for cosmetics products both online and instore, staunch emphasis on prioritizing sustainable choices such as cruelty free and vegan makeup products with an increasing preference in natural and chemical free makeup or cosmetics ingredients, have greatly affected purchasing patterns amongst the youth. Other factors such as; affordability and pricing of the cosmetic product and the suitability, wearability and performance of the product on the participants skin type and skin tone deeply affects the choice of cosmetics product that the respondents will purchase.

Implications of the present study:

Determine customer preferences: Cosmetics companies can use this study to learn about consumer preferences and what drives them to make purchases. By examining consumer thought processes, organizations can recognize which items are generally well known and which highlights are generally interesting to their main interest group.

Create campaigns for specific marketing: Cosmetics companies can also benefit from this study by developing marketing strategies that are more likely to resonate with their target audience.

Designing packaging: Additionally, this study can offer guidance regarding packaging design. Consumers are more likely to buy products with packaging that is appealing to the eye, according to studies. Organizations can utilize this data for making the packaging alluring, simple to utilize, and outwardly attracts customers.

Advertising resources: Companies can further improve their advertising strategy with the assistance of this study, which can help them comprehend which media outlets are most prominent in terms of product visibility.

Pricing strategy: Consumer behavior research can also inform pricing strategy. Studies have shown that consumers are willing to pay more for products that are perceived as higher quality or have a unique benefit. Companies can use this information to adjust their pricing strategy to reflect the value that consumers place on their products.

Limitations:

While the present study can help provide useful insights to consumer researchers and marketers, it is essential to consider some of its limitations.

The findings have been based on a limited sample size and as a result may be difficult to generalize to the entire population. The current survey is a self-report inventory and is subject to bias as people may not always be honest or accurate with their responses. The study also has a disproportionate sample of males and females again contributing to the lack of generalizability. Lastly, the study was confined to the city areas bringing forth problems of representation.

Future researchers can take into account these limitations while designing their study.

## CONCLUSION:

The cosmetic industry has changed the lifestyle of individuals, especially the youth. In the earlier days cosmetics were mainly targeted towards the female market but today with neo-liberalization, both men and women are the target prospects and can be found consuming beauty products and cosmetics, with an average of 1-3 beauty products bought

every month. In order to have an edge over other competitors, cosmetic brands can focus on skin care and skincare infused make up products along with creating attractive packaging and design. There also is the need for brands to design user friendly websites and online portals in order to drive customer engagement and facilitate a smooth purchase.

## REFERENCES:

- Banu, G., Mondal, D., Gautam, P., (2022). Study of Beauty and Makeup Trends for Indian Millennials amidst the COVID-19 Pandemic. *NIFT JOURNAL OF FASHION* Volume 1, <https://www.nift.ac.in/sites/default/files/202212/NJF%20Volume%201%20FINAL.pdf#page=118>
- Choi, Y. H., Kim, S. E., & Lee, K. H. (2022, January 5). Changes in consumers' awareness and interest in cosmetic products during the pandemic. *Fashion and Textiles*, 9(1). <https://doi.org/10.1186/s40691-021-00271-8>
- Darmatama, M., & Erdiansyah, R. (2021). The Influence of Advertising in Tiktok Social Media and Beauty Product Image on Consumer Purchase Decisions. *Advances in Social Science, Education and Humanities Research*. <https://doi.org/10.2991/assehr.k.210805.140>
- Gupta, S., Chopra, C. (2020), Impact of Social Media on Consumer Behavior, *International Journal of Creative Research Thoughts (IJCRT)* vol 8.
- Kanwar, A., Huang, Y., (2022). Indian Females Inclination towards Cosmetic Brands Purchase Intention Influenced by Celebrity Endorsement through Perceived Quality and Brand Trust. *Review of Integrative Business and Economics Research*, 11(3). [http://buscompress.com/uploads/3/4/9/8/34980536/riber\\_11-3\\_04\\_m21-601\\_61-80.pdf](http://buscompress.com/uploads/3/4/9/8/34980536/riber_11-3_04_m21-601_61-80.pdf)
- Liu, Yinuo (2011). How packaging designs of cosmetics affect female consumers' purchasing behavior?<https://www.theseus.fi/handle/10024/32247>
- Marcellyna, R., & Usman, O. (2020). The influence of lifestyle, price, and product quality on make up product purchase decisions in students. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3768754>

<https://www.researchandmarkets.com>

Rundh, B. (2005) The Multi-faceted Dimension of Packaging, *British Food Journal*, 107, pp.670-684,.

Salim Khraim, H. (2011, April 29). The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female Consumers. *International Journal of Marketing Studies*, 3(2). <https://doi.org/10.5539/ijms.v3n2p123>

Sari, S., Ramdan,A., Mulia, F., (2022). Analysis of Brand Reputation and Brand Trust in Increasing Customer Loyalty of Local Cosmetic Brand (Survey of Emina Cosmetics Users in Sukabumi City).*Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. <https://www.bircu-journal.com/index.php/birci/article/view/5190>

Sarkar , S.(2021, September 27) India's blossoming billion-dollar beauty market, *Media India Group* <https://mediaindia.eu/business/indias-blossoming-billion-dollar-beauty-market/.com>

Sutantol, M., Aprianingsih, A., (2016). The Effect Of Online Consumer Review Toward Purchase Intention: A Study In Premium Cosmetic In Indonesia. *International Conference on Ethics of Business, Economics, and Social Science*.

Swarupa, R. (2018) Cosmetics and life style of youth, *International Journal of Commerce and Management Research*, 4(4) , pp- 120-121

Umesh, M, Sharanya, Pragathi (2020). Youth Perception Towards Cosmetics: A Study With Reference To Udupi Taluk, *Asia Pacific Journal of Research*, 1, pp-18-22

Varma, D., Subha, K. (2023), Impact of Social Media Influencers on the Purchase Intention of Indian Youth for Cosmetic Products, *International Journal of Innovative Research in Technology* 9(1)

Yekbun, D & Piyumi, G. ( 2021) Social media reviews effect on consumers purchases intention & actual buying behavior in the beauty industry -A cross-country comparison.