



WOMEN'S COSMETIC USE AND CONTRIBUTION TO ECONOMIC DEVELOPMENT: A STUDY OF HAILAKANDI DISTRICT, ASSAM

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Abstract

Women's contribution towards economic development is substantial and multifaceted. From the very starting of our civilization women are playing a vital role for the economic development and social progress of our country. Women are acting as the producers, investor, and employment generators, side by side women are also the active consumers. Women whether working or non-working, house wife or student remains the purchasers for all the seasons of the year. Among the various items which they purchase, the cosmetics products occupy a prominent place. Cosmetics have become an integral part of women's daily lives. All most every women, living in rural, urban or slum areas, town or metropolitan cities use cosmetics to represent them in work places, festivals, weddings and in the religious ceremonies. By using the cosmetics women are contributing much more in the national income of the country and have become an indispensable contributor of the economic development of our nation. Here, in this paper the effort has been done to study the cosmetic consumption habits of women and an effort has been done to explore how women's cosmetic use contributes to national income. For the convenient of the study 300 respondents have been taken for the survey from different part of the district including students, employers, house wives and others. As the methodology of the study mainly the Primary data has been collected, however a few Secondary data from different sources have been used for the better explanation of the topic.

Key words: *women, cosmetics, economic development, consumers, monthly expenditure, special occasion's expenditure.*

Introduction

Today women are playing a pivot role for the development of the country. Women are going beyond the social responsibilities and creating a positive impact on the nation building. From very ancient times women attached themselves with various activities, the study of history justifies that, the participation of women in the field of economy as much old as our civilization. Women started their journey of contribution in the economy with the discovery of agriculture. At present the name and fame of women have reached at every corners of society. It is estimated that, women contribute itself approximately 17 percent to 18 percent of the total GDP of our country. In India women comprise 48 percent of agricultural workforce; they contribute 20 percent of the manufacturing workforce. Women's entrepreneurial appetites are at an all time high.

Women are taking an active part to mould the economy by acting as the consumer of the country. Besides the purchasers of food items, women remained the sincere purchasers of non- food items such as, cloths,

ornaments, cosmetics etc. They purchase and use varieties of garments, fashionable shoes, designable ornaments, different types of cosmetics. Among these commodities, the cosmetic items occupy a prominent place. Women bear the concept that, use of cosmetics and well make-up help to boost up their personality and level of self- confidence and offer the opportunity of self-expression. In India women in early days used to use the various creams and other items which make them pretty and gorgeous. In these days they used to use the products like, kajal, surma ,bindi sindoor, kumkum, mehendi, aalta ,hair oil. At present the more items have been added viz., the skin care items like, face cream. moisturizers, cleansers, scrubs tonner, councilors, foundation ,lipsticks, mascara, sunscreen, cream for removing dark circle, day and night face cream, shampoo, hair conditioners etc. Every women or girl whether belong from low income or high, use some minimum cosmetics, without which women seem them incomplete. According to Schiffman, Kanuk, Kumar (2010, 344) culture exist and sometimes reveal itself a different perceived or subjective levels. The three levels are supernatural, national and group. One of the researches shows that, while selecting cosmetics cultural influences their selection. Cosmetics are selected in the framework of personal culture and rituals performed.

Review of Literature

According to **Kotter, Keller, Koshy, Jha (2013)** a consumer behavior is affected by three different factors, cultural, personal and psychological factors. These factors help consumers to prefer certain products and brands.

Cultural Factors:- Culture study generally requires a detailed examinations of character of the total society ,including such factors as language, knowledge ,laws, religion ,food customs, music art, technology ,work patters, products and other artifacts that give a society its distinctive flavor (Schiffman, KunUK, Kumar(2010,342) . Consumers are also getting influenced from cross-culture of different countries (**Patil H. and B. Bakkappa, 2012**). To make products more tangible marketers use products features its appearance and whole lot of other things to match the cultural demand of the consumers. Physical appearance is the most important component for selecting and purchasing cosmetics (Junaid Abdullah B, Nasreen R, Ahmed F, Hamdard J, 2013) . In addition to the prevailing culture that a person is surrounded by sub culture is also a part of culture that has a huge impact on the way people act as consumers (Kokai I, 2011). Subculture include religions, racial groups a nationalities and they make more specific identification and socialization available for their members (Kotler et. al., 2013,)

Social Factors:- According to Kotler et. al.2013, the family is the most important consumer buying organization in society, and family members constitute the most influential primary reference group. There are five roles that will be played by family in any purchase process and those are initiator influencer, maker, purchaser and consumer

Here in this paper an attempt has been done,

1. To study the cosmetic consumption habits of women
2. An effort has been done to explore how women's cosmetic use contributes to national income.

In order to satisfy the aim of the paper the behavior of women are studied as consumers .As the scope of the study is limited, for the convenience of the study a sample of 300 respondents have been taken randomly from different places of Hailakandi district. The whole study has been done to base on primary data. However a few secondary data are obtained from government reports, online publications etc. The data from the sample respondents have been collected by visited with precise questionnaires and interviewed them.

The attention has been given on the social economic background of the sample respondents. The socio-economic factors determine the attitude and orientations; these are helpful in analyzing the perception, orientation, opinion and participation of women in the economic development. The respondents were

interviewed about details of their cast, age, status, occupation, along their income to understand the socio – economic status.

Table -1
Distribution of respondent to base on age

Age Group	No. of respondents	Percentage
15-30	60	20
30-45	180	60
45-60	45	15
60 and above	15	05
Total	300	100

Source: field survey

Table -2
Distribution of the respondents to base on category

Category	No. of respondents	Percentage
Student	45	15
Employee	150	50
House wife	90	30
Others	15	05
Total	300	100

Source: field survey

Table No.3

Distribution of respondents to base on religion and cast

Hindu (SC)	80	27
Hindu (OBC)	70	23
Hindu General	65	22
Muslim	55	18
Others	30	10
Total	300	100

Source: field survey

Table -4
Distribution of respondents to base on income

Monthly income (in Rs)	Number of respondents	Percentage
10,000-50,000	120	40
50,001—10,0000	90	30

10,0001—150,000	60	20
150,000 and above	30	10
Total	300	100

Source: field survey

Table -5

Distribution of respondents to base on expenditure on cosmetics

Expenditure in(Rs)	Students		Employees		House Wife		Others	
	Monthly	On special occasion	Monthly	On special occasion	Monthly	On special occasion	Monthly	On special occasion
500-1000	20	-----	30	----	40	15	03	03
1001-1500	14	15	35	10	42	30	03	02
1501-2000	07	25	60	35	05	40	04	05
2001-2500	02	03	20	30	03	03	03	03
2501 and above	02	02	05	70	-----	02	02	02
Total	45		150		90		15	

Source: Field survey

In above the table -1 reflects that, 60 number of respondents out of 300 respondents comprising 20 percent fallen under the age group of 15—30 years. 15 percent of the respondents constituting 45 in numbers are in 45-60 years of age group, whereas 15 respondents comprising 5 percent are in 60 and above years of age group. And overwhelming a majority of women respondents i.e. 180 occupying 60 percent are in the age group 30-45 year.

Table -2 represents that, most of the women respondents i.e. 150 numbers constituting 50 percent are employees, working in different fields comprising education, bank, agriculture, private companies. Observation displays 30 percent of respondents, comprising 90 in numbers are Housewife and there are 5 percent sample respondents who are fallen in the categories of others constitutes widow, unmarried etc. The data reflects that, 15 percent of the respondents are students studying under different standards.

Table -3 reflects, most of the respondents i.e., 80 in numbers out of 300 were found belongs to the S.C. Hindu, which comprises 26 percent of the total. Data reflects 70 numbers of women respondents comprising 23 percent are OBC Hindu. Whereas 22 and 18 percent of sample respondents are Hindu general and Muslims respectively, constitutes the number 65 and 55 in numbers. In the sample respondents 10 percent are from others constitutes 30 in numbers.

Analysis of data in Table -4, shows that vis-à-vis 90 respondents, constituting 30 percent are found to have monthly income up to Rs.50, 000. A majority of respondents 120 in numbers comprising 40 percent are found to have monthly income Rs.50,001- Rs.100000. 20 percent and 10 percent of sample women i.e. 60 and 30 in numbers have fallen in income group of Rs. 100001--Rs.150,000 and above Rs.150.000 respectively.

In the Table-5, for the analysis of the data, the mode of purchasing of the cosmetics products of the women has been divided into two categories, Monthly purchasing and Yearly purchasing, Monthly purchasing is the purchasing which women generally done at regular basis for their personal care and appearance and ,Yearly purchases comprise the items which the sample respondents use to purchase on occasion base like,

religious festivals, Durga Puja; Dewali; Eid; Saraswati Puja; wedding and also to attend business parties and other social and cultural occasions.

Here in the table it is shown a total 20 numbers of student respondents out of 45 make a monthly expenditure range of Rs.500-1000, on special occasion throughout the year no student respondents were found in this group, which implies students yearly expenses more than the amount Rs 500-1000 on special occasions. A total 14 numbers of students purchase the cosmetics items a worth of the range of Rs.1001-1,500 monthly, whereas 15 numbers of students incur an expenditure of Rs. Rs.1001-1,500 in special occasions. In the range of Rs.1501 -2000, Rs.2001-2,500 and Rs. 2,501 and above-a total respectively 7, 2 and 2 numbers of students does their monthly purchases of cosmetics items. In the same range of expenditure a total 25, 3 and 2 numbers of students purchase the cosmetics to make them ready to attend on special occasions. Table 5 reflects that, in the expenditure range of Rs.500-1000 a total 30 numbers of employee respondents, 40 numbers of House wife respondents and 3 numbers respondents of other category satisfy their monthly requirements by purchasing the cosmetics products but in special occasion they are unable to fulfill their requirements within this budget constraint. Table displays that, 60 numbers of respondents falling in the category of Employee satisfying their monthly purchasing and 40 numbers of Housewife are satisfying their purchasing on special occasions in the expenditure range of Rs. 1,501-Rs.2000. Overwhelming a majority of respondents 70 in numbers out of 150 numbers of employee incur Rs. 2,501 and above to purchase the cosmetics on the special occasion throughout the year.

So note that women account for a significant portion of the market by having a sincere consumer of the cosmetics products. A good amount of sales and revenues generated from the sales of products from skincare and makeup to fragrances and hair care directly adds to the national economic output. Similarly government collects substantial tax revenue from the industry, including sales tax, corporate tax and import duties, which are crucial for funding public services and infrastructure. The profitability from leading cosmetics companies attracts domestic and foreign investment, fostering a positive economic cycle. However, the cosmetics uses of women are also bearing economic linkages. The sector is a major job creator, providing millions of direct and indirect employment opportunities. The industry's economic footprint extends far beyond retail counters. Creating supply chain, including raw-material suppliers, packaging, manufacturers, marketing agencies. The consumption habit of cosmetics products by women can be better expressed by the term, "lipstick effect", means, during financial crises consumer often cut the consumption of large luxury purchases, but continue to purchase the affordable item like a new lipstick, which indirectly helps to give the employment and side by side the cumulative economic development.

The Indian cosmetics markets are considered as an important part of country's economy. By measurement the Indian cosmetics industry is expanding their business at a pace of 15 to 20 percent annually. With the revenue of 11 billion, Indian cosmetics industries are rapidly expanding their business sector. Like thus it can be estimated that, the growth rate of cosmetics industries over to next five years be 9.7 percent. The Indian beauty and personal care market value is INR 59,660 cores as on 2019, the estimated growth rate of the industry are 15 percent for the next 3 years. Beauty industry is about 4 percent of India's GDP. The Cosmetic market was valued at USD 8.1 Billion in 2023 at a CAGR Of 3.2 percent during the forecast period 2023 - 2032. To strengthen the cosmetics industries more, it is also estimated that, 50 percent of the rural population below the age group of 25 years created a new market as awareness among rural people about the uses of cosmetics. some of remarkable cosmetic industries in India which are meeting the requirements of women are, Zoic cosmetics, scot Derma ,maxnova health care, Personal care, Swisschem Derma Care, scot beauty, Lotus herbals ,oriflamme cosmeticians, Hubs & co., Himalaya Herbals, Shahnaz Hussain, fair and lovely. Ponds, Garnier, Lakme etc. the remarkable growth is caused by several factors:

Rising Disposable Income: In developing economy consumers especially women have more purchasing power to spend on personal care and beauty products.

Growing urbanization and working women: The rise of a female working population globally has led to increased spending on cosmetics for professional grooming and personal appearance.

Digital and Social Media: The social media platforms and beauty awareness and set new standards, compelling consumers to invest in cosmetic products.

Conclusion:

The cosmetic industry, driven by the consistent demand from its primary consumer base, women is an indispensable contributor to national income. Its economic impact is multifaceted, stemming from direct revenue generation and job creation to a wide ranging support to related industries. As long as the desire for personal expression and self-care persists, the cosmetics sector will continue to be a resilient and growing economic engine. Its role in empowering women as consumers coupled with its significant financial contributions solidifies its position as a cornerstone of global economy.

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