



# AN EMPIRICAL ANALYSIS OF CONSUMER BRAND SWITCHING BEHAVIOUR IN THE INDIAN COSMETICS MARKET

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**Abstract:** The Indian Cosmetics industry shows fast expansion because of strong market competition, which creates new consumer purchasing patterns through multiple market forces, including technological progress, information availability and international cultural interchange. The main aim is to study the consumer behaviour in buying cosmetics and identify factors influencing brand switching. The research demonstrates that age, income, education and residential area determine brand switching behaviour while gender influences it to a lesser degree. Customer retention depends on product quality and product variety, together with strong product communication. The study helps cosmetic brands create effective retention programs that improve their ability to keep customers for extended periods.

**Indexterms** - Brand switching, Customer retention, Cultural interchange, market forces

## I. INTRODUCTION

The cosmetics industry provides essential support to both the personal care and beauty sectors within the continuously changing and fiercely competitive market environment. Beauty products enable people to enhance their outer appearance through body component improvement, together with purification and decorative functions. The product experiences high demand because of various factors that include age and youth. The market demand for night time skin healing creams, together with revitalising scents, hair colouring products and sun protection treatments, is expected to grow.

The cosmetics industry has experienced growth through the introduction of new products, which have caused changes in consumer preferences according to the brands that have entered the market. Consumers can choose from multiple alternatives, which include skincare products, hair care products, makeup items, fragrance items and personal hygiene products.

The multiple options which people can select from, together with the extensive promotional activities, the rapid evolution of beauty standards and the growing public knowledge about product components and environmental responsibility have produced significant effects which cause people to switch their loyalty from one brand to another. Established cosmetic brands and emerging cosmetic brands need to understand what causes customers to switch their loyalty between different brands. The research will explore customer motivations and preferences to discover the main factors that lead customers to switch brands in the cosmetics industry.

## II. OBJECTIVES

1. To study the consumer behaviour in purchasing cosmetic products
2. To explore the factors influencing consumers to switch from one cosmetic brand to another

## III. STATEMENT OF THE PROBLEM

The cosmetic market is continuously evolving, with many brands competing for customer attention. People nowadays tend to select cosmetics which match their skin tone. People who buy in modern society now tend to switch between different brands because their demographic identity and other factors affect their purchase decisions. Businesses need to understand what factors drive customer behaviour because this knowledge helps them establish brand loyalty and create successful marketing campaigns. The study aims to determine the behaviour of consumers in buying cosmetics and various factors influencing brand switching

## IV. SCOPE OF THE STUDY

The cosmetics industry needs research about customer expectations for brand switching because market competition and consumer preferences have changed. The study examines how product quality and price sensitivity and marketing influence and social media impact different demographic groups. Researchers aim to analyse consumer brand loyalty patterns together with brand switching behaviour patterns which help cosmetic companies develop strategies that improve customer retention while they adapt to market changes.

## V. REVIEW OF LITERATURE

**Suvathi & Meena (2024)<sup>01</sup>** analyse how demographic characteristics influence brand loyalty and switching behaviours. The study demonstrates that demographic factors determine consumer brand loyalty because consumers who develop strong product attachments will choose specific brands even when competitors offer similar products. The study concludes that understanding these dynamics is crucial for brands aiming to retain customers and minimise brand switching, emphasising the need for targeted marketing strategies that consider demographic influences on consumer behaviour.

**Asri et al., (2023)<sup>02</sup>** aims to explore the factors that lead consumers to choose traditional cosmetics over environmentally friendly options while studying how these choices impact the environment. The study shows that both push factors, which represent negative aspects of green products, and pull factors, which represent attractive attributes of conventional products, create switching intentions, but mooring factors do not affect these relationships. The study concludes that understanding these factors is crucial for promoting green products and enhancing their effectiveness in the market, as the current ineffectiveness leads consumers to prefer conventional options over green alternatives.

## VI. RESEARCH METHODOLOGY

A convenient sampling method has been adopted. The sample of 100 respondents was chosen for the study. The sample size comprises different users of cosmetic products. Data has been collected from both primary and secondary sources using questionnaires and from journal articles, magazines, and relevant websites. Cross Tabulation, Analysis of variance, Regression and Correlation were used to analyse the collected data

## VII. ANALYSIS AND INTERPRETATIONS

**Table 1**

**Cross-tab between the residential area and the years of experience in buying cosmetics**

Residential Area	Years of experience in buying Cosmetics					Total
	Less than 5 years	5-10 years	11-15 years	16-20 years	Above 20 years	
Rural	30	5	0	0	0	35
Semi-Urban	16	4	0	0	0	20
Urban	25	12	6	1	1	45
<b>Total</b>	<b>71</b>	<b>21</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>100</b>

### Interpretation

The majority of respondents in both urban and rural areas have less than 5 years of experience in buying cosmetics, with urban residents showing slightly more experience. The study finds that compared to rural and semi-urban consumers, urban consumers are more familiar with cosmetics and have a long-term purchasing experience, whereas rural and semi-urban individuals are largely inexperienced in buying cosmetics.

**Table 2**

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference between the Monthly Income and the average monthly amount spent on cosmetic products

**Correlation between Monthly income and the average monthly amount spent on cosmetic products**

		Monthly Income	Average monthly amount spent on cosmetic products
Monthly Income	Pearson Correlation	1	.311
	Sig. (2-tailed)		.002
	N	100	
What is the average monthly amount spent on cosmetic products	Pearson Correlation	.311	1
	Sig. (2-tailed)	.002	
	N	100	100

### Interpretation

The Null hypothesis is rejected, and there is a significant relationship between monthly income and the average monthly amount spent on cosmetic products

**Table 3**

**Null hypothesis (H<sub>0</sub>):** There is no significant relationship between age and frequency of switching brands  
**The relationship between age and frequency of switching brands**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	7.063	2.774	2.547	.012
	age	.578	.059	.667	9.727 .000

**Interpretation**

There is a significant relationship between age and the frequency of switching brands by rejecting the null hypothesis.

**Table 4**

**Null hypothesis (H<sub>0</sub>):** There is no significant difference between the level of education and factors influencing to switch between brands

**Correlation between Level of education and Factors influencing to switch between brands**

		Level of education	Factors influencing to switch between brands
Level of education	Pearson Correlation	1	0.054
	Sig. (2-tailed)		0.004
	N	100	
Factors influencing the switch between brands	Pearson Correlation	.054	1
	Sig. (2-tailed)	0.004	
	N	100	100

**Interpretation**

The Null hypothesis is rejected and there is a significant relationship between level of education and the factors influencing the switch between brands.

**Table 5**

**Null hypothesis (H<sub>0</sub>):** There is no significant difference between gender and the level of agreeability reasons for switching brands  
**Gender and Level of agreeability reasons for switching brands**

Level of agreeability reasons for switching brands	Sum of Squares	F	Sig.	N/S
Brand Image	105.960	.572	.451	NS
Unavailability of your preferred brand	65.71	0.006	0.938	NS
Function and effect	93.000	4.221	0.043	S
Convenience and purchase	88.910	0.031	0.861	NS
Varieties of products	120.640	4.330	0.040	S
Offered more sustainable and eco-friendly products	94.190	0.006	0.939	NS
Customized packaging	122.960	0.196	0.659	NS
Specific skin types	82.990	1.710	0.194	NS

## Interpretation

There is no significant difference between gender and agreeability reasons for switching brands, like Brand image, Unavailability of your preferred brand, convenience and purchase, Offered more sustainable and eco-friendly products, customised packaging, specific skin types and there is a significant difference for function and effect and varieties of product.

## VIII. FINDINGS

1. The majority of respondents in both urban and rural areas have less than 5 years of experience in buying cosmetics, with urban residents showing slightly more experience
2. The null hypothesis is rejected, and there is a significant relationship between monthly income and the average monthly amount spent on cosmetics products
3. There is a significant relationship between age and the frequency of switching brands as the null hypothesis.
4. The null hypothesis is rejected, and there is a significant relationship between the level of education and the factors influencing the switch between brands.
5. There is no significant difference between gender and agreeability reasons for switching brands, like Brand image, Unavailability of your preferred brand, convenience and purchase, Offered more sustainable and eco-friendly products, customised packaging, specific skin types.

## IX. SUGGESTIONS

1. Cosmetic companies should design retention strategies by considering demographic factors, as younger consumers prefer innovative and trend-driven products, while older consumers value reliability and proven effectiveness, and urban consumers seek variety, whereas rural and semi-urban consumers require trust-building and awareness initiatives
2. Since education influences brand switching behaviour, a transparency-based communication strategy should be adopted by cosmetic brands, which should explain structural ingredients, usage, and benefits clearly, using digital and social media platforms to instil confidence among consumers and strengthen consumer loyalty
3. Given that product quality and variety significantly affect switching behaviour and gender differences are minimal, companies should focus on improving product performance and offering diverse variants while adopting inclusive, gender-neutral marketing that highlights functionality, effectiveness, and consumer needs rather than gender-specific appeals.

## X. CONCLUSION

The research demonstrates that customers in the cosmetics market switch their brand preferences because they need both demographic information and their understanding of products to evaluate their product choices in a market that faces heightened competitive challenges. The research demonstrates that urban consumers with higher income, younger age and better educational background show increased brand switching because they have more product knowledge about ingredients and ethical issues, and they demand customised products together with unique innovations. The majority of switching factors show that gender has minimal impact because people now prefer to consume products that provide them with benefits that meet their needs. The research demonstrates that cosmetic companies need to develop new products while they must create products which meet customer expectations and use marketing methods which build trust through ethical practices and transparent operations to prevent brand switching while they keep their customers during the changing cosmetics industry.

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