



ISSN : 3048-5320 (Online)

## CSIBER International Journal - CIJ

Vol. 3, Issue 3, July, 2025

MULTIDISCIPLINARY  
JOURNAL



MAKE IN INDIA

Published by : CSIBER Press, Central Library  
Building, CSIBER Campus, University  
Road, Kolhapur-416004, Maharashtra, India.

Find the Journal Online at  
<https://www.siberindia.edu.in/journals>  
E-mail : [cij@siberindia.edu.in](mailto:cij@siberindia.edu.in)

### CSIBER International Journal - CIJ

A Quarterly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the  
International Serial Directories

<https://www.siberindia.edu.in/journals/>

# CSIBER International Journal (CIJ)

## CONTENTS

Title	Page No
<b>Selection Criteria Analysis of Skin Care Cosmetic Products By Consumers In Tiruchirappalli</b> <b>Ms. B. Harini</b> Ph.D. Full Time Research Scholar, PG and Research Department of Commerce, Urumu Dhanalakshmi College, Affiliated to Bharathidasan University, Tiruchirapalli- 19, Tamil Nadu, India. <b>Dr. N. Rajamannar</b> Associate Professor and Research Supervisor, PG and Research Department of Commerce, Urumu Dhanalakshmi College, Affiliated to Bharathidasan University, Tiruchirapalli- 19, Tamil Nadu, India.	01-10
<b>Structure Equation modeling for Fake Positive Detection of Advertisement Claims using Machine Learning Tools</b> <b>Mr. Sandeep Bhattacharjee</b> Assistant Professor, Amity University, Kolkata, Rajarhat, Newtown, Kolkata, West Bengal 700135	11-19
<b>Quality of Work Life and Its Association with the Job Performance; A Correlation Study Among Nurses</b> <b>Mr. Prasad P.</b> Asst. Professor, SNGS College, Pattambi, Tiruchirapalli, Tamilnadu, India <b>Dr. G. Pasupathi</b> Asst. Professor, Deptt. of Commerce, Jamal Mohamed College, Tiruchirapalli, Tamilnadu, India	20-24
<b>Digital Payment Habits and Socio-Demographic Factors: Evidence from a Primary Survey</b> <b>Nirmal Chandra Pattnayak</b> Research Scholar, Department of Business Administration, Utkal University, Bhubaneswar, India <b>Dr. Rashmita Sahoo</b> Asst. Professor, Department of Business Administration, Utkal University, Bhubaneswar, India	25-33
<b>Next-Gen Programming Pedagogy through a Personalized, Data-Driven Framework for Adaptive Learning and Evaluation</b> <b>Dr. P.G.Naik</b> Professor, School of Computer Science and Applications, CSIBER, Kolhapur, MS, India <b>Dr. R.S.Kamath</b> Asso. Professor, School of Computer Science and Applications, CSIBER, Kolhapur, MS, India <b>Dr. S.S.Jamsandekar</b> Asst. Professor, School of Computer Science and Applications, CSIBER, Kolhapur, MS, India	34-47
<b>The Impact of Social Media on Ethical Marketing</b> <b>Dr. Pallavi Kumari</b> Associate Professor, ICFAI University, Ranchi, Jharkhand, India <b>Mr. Anjan Niyogi</b> Research Scholar, ICFAI University, Ranchi, Jharkhand, India	48-56
<b>Exploring Consumer Preferences for Sustainable Products in Mauritius: A Conceptual Study</b> <b>Ms. Leenshya Gunnoo</b> University of Technology, Mauritius	57-66
<b>An Analysis of Online Reviews: How Positive and Negative Reviews Influence Purchase Intentions</b> <b>Ms. Vijayashri Machindra Gurme</b> Research Scholar, Sydenham Institute of Management Studies and Research and Entrepreneurship Education, University of Mumbai, India <b>Dr. M. A. Khan</b> Research Scholar, Sydenham Institute of Management Studies and Research and Entrepreneurship Education, University of Mumbai, India	67-75

<b>Title</b>	<b>Page No</b>
<b>Transforming Digital Payment through E-Wallets towards Vikshit Bharat 2047: A Student's Perspective</b> <b>Ms. Ruchi Gupta</b> Assistant Professor, ICFAI University, Raipur (C.G) India <b>Dr. Bhagabat Barik</b> Professor and Deputy Director, Institute of Management and Research, MGM University, Chhatrapati Shambhajnagar, Maharashtra, India	<b>76-84</b>
<b>The Role of Omnichannel Integration: Enhancing Bancassurance Product Awareness through Digital Channels and Physical Branches</b> <b>Mr. Sandipam Palit</b> Research Scholar, ICFAI University, Jharkhand, India <b>Dr. M Rajkumar</b> Associate Professor, ICFAI University, Jharkhand, India	<b>85-90</b>
<b>Review Article on Educational Theory, Policy and Practice</b> <b>Viraj Fulena</b> Lecturer in Law, University of Technology, Mauritius	<b>91-96</b>
<b>Illuminating the Untapped Insights: A Systematic Literature Review of Employee Cynicism in the Workplace</b> <b>Ms. Sneha P</b> Research Scholar, Research and PG Department of Commerce, MES Keveeyam College Valanchery, Malappuram (D.T), Kerala, India <b>Dr. PC Santhosh Babu</b> Asst. professor & Head, Research and PG Department of Commerce, MES Keveeyam College Valanchery, Malappuram (D.T), Kerala, India	<b>97-109</b>

---

## Selection Criteria Analysis of Skin Care Cosmetic Products By Consumers In Tiruchirappalli

**Ms. B. Harini**

Ph.D. Full Time Research Scholar,  
PG and Research Department of Commerce, Urumu  
Dhanalakshmi College, Affiliated to Bharathidasan  
University, Tiruchirappalli- 19, Tamil Nadu, India.

**Dr. N. Rajamannar**

Associate Professor and Research Supervisor,  
PG and Research Department of Commerce, Urumu  
Dhanalakshmi College, Affiliated to Bharathidasan  
University, Tiruchirappalli- 19, Tamil Nadu, India.

---

### Abstract

Customers are essential to a business's existence, making it vital to understand their preferences for the organization's prosperity. Alongside this, grasping consumer purchasing habits and their attitudes towards particular products or product categories is a fundamental requirement for any business involved with products. Skin care items are part of the cosmetics sector and are utilized by consumers for personal care. Personal care products are a part of cosmetic industry which a consumer uses for personal purpose. The personal care products are the backbone of cosmetic industry. These products serve as the foundation of the cosmetics industry. The research investigates factors such as brand reputation, ingredients, price, product effectiveness, dermatologist recommendations, packaging, and marketing influence. A mixed-methods approach, including surveys and interviews, was used to gather insights from consumers of different demographics. Consumers today are increasingly aware of their appearance, beauty, and grooming, as well as being knowledgeable about Western cosmetic brands. Marketing is recognized as a special management function just like organizing, staffing, financing and producing. But the significance of marketing as a vital function has been understood not by many. In fact, the marketing function is closely related to the basic objectives of business. Consumer behavior refers to the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect to satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. Several studies have been made on consumer behavior towards many products. Since Tiruchirappalli has people following different religions, speaking different languages and pursuing different life styles, it has no unique feature to represent as a whole, regarding consumer behavior. This article explores the criteria consumers in Tiruchirappalli use when selecting skin care cosmetic products. People tend to view cosmetics as an essential aspect of their daily lives, which offers a positive perspective for marketers in the cosmetic field.

**Keywords:** Consumer, Cosmetics, Skin Care

---

### Introduction

Marketing is fundamentally about engaging with customers more than any other area of business. While we deeper into definitions of marketing shortly, one straightforward definition is: Marketing involves managing profitable relationships with customers. The two primary objectives of marketing are to draw in new customers through providing enhanced valuation and to maintain and expand the existing customer base through guaranteeing their satisfaction. Marketing is acknowledged as a crucial component separate a role of management, similar to organizing , staffing, financing and production. Nevertheless, the importance of marketing as an essential function is not universally acknowledged. In truth, the role of marketing is intricately connected to the fundamental goals of a business. Each segment assists in understanding the motivations behind a customer's desire to purchase a product. Initially, the customer seeks a product that satisfies a specific need or provides a particular benefit. Considerations may include the frequency of purchase, the rate of product consumption, brand loyalty, socio-economic factors influencing purchasing power, and the customer's readiness to make a purchase. This comprehensive information enables targeted marketing strategies that address each of these requirements. Furthermore, these segments facilitate the development of a marketing funnel. This funnel is initiated once a consumer has conducted their research, discovered your product, and is deliberating on the decision to buy. The funnel progresses from awareness to interest, followed by the development of desire, ultimately culminating in the action of purchasing. The primary objective of comprehending consumer buying behavior is to design effective marketing campaigns, gain deeper insights into your customers, understand how to meet their needs, and capture their attention.

The Indian cosmetic industry has witnessed rapid growth over the last couple of decades. In that time the range of cosmetic and beauty products in India has widened tremendously. Indian competitors have begun to manufacture products to cater to an international need. Herbal cosmetics from India have a great demand in the overseas market and many cosmetic products that are manufactured in India today are supplied to international suppliers of branded cosmetic products like the Baby shop. New facts that have been reveal that the industry of cosmetic products in India is growing at an average rate of almost twenty percent annually; this increase is attributed to two main factors. The first being the increase for the demand in Indian cost effective products and

the second being the increased purchasing power of the average Indian. There are also many reasons for the increased demand for cosmetic products in particular. With the introduction of satellite television and a wide array of television channels as well as the internet, the average Indian consumer is constantly bombarded with advertisements and information on new cosmetic products which often translates into the desire to purchase them. A boom in the Indian fashion industry has been linked to the increased awareness of Indian people about their appearances & consequently contributed to an increase in the demand for cosmetic products. However, even with the massive surge in the popularity of cosmetic products, statistics have shown that the average Indian consumer spends much less on cosmetic products than consumers from every other part of the world. This means that the Indian cosmetic industry has an even greater potential for growth than it is presently experiencing and it is highly fragmented and concentrated in the Tier-I cities only. Hence it is very essential that the products should reach to the other cities as well as in rural area. Here the marketing plays an important role. The companies need to understand the expectations of prospects. This requires a thorough understanding of consumer behavior and buying motives. Consumer behavior is the behavior that consumers display in searching for, purchasing, using and evaluating products, services & ideas which they expect will satisfy their needs. Consumer behavior encompasses a vast area including consumption pattern, consumer preferences, consumer motivation, and consumer buying process & shopping behavior. The purchase decision is influenced by various factors such as social, cultural, demographic, personal, economic etc. So, for effective marketing, the marketer must know the basis of decisions taken by customers.

The concept of beauty and herbal products is an ancient as mankind and civilization women are obsessed with looking beautiful. So they use various beauty products that have herbs to look charm and young. Indian herbs and its significance are popular worldwide. Herbal products have growing demand in the nature. There are a wide range of women around the world. The Indian herbal products industry has a plethora of herbal products brands like Himalaya Herbal, Lotus Herbal, Khadi Herbal, and many more adding to the list. The Indian herbal products market is defined as skin care, hair care, color herbal products, fragrances and oral care segments. Today awareness of beauty products, treatment, fashion and grooming are very high.

### **Marketing Definition**

Philip Kotler characterizes marketing as both a science and an art that involves the exploration, creation, and delivery of value aimed at fulfilling the needs of a specific target market while ensuring profitability.

### **Consumer**

Marketing has historically analyzed consumers based on their buying behaviours —considering factors such as what they buy, why they buy it, at what, and where they make these. The term "consumer" typically refers to two distinct types of buyers: (i) Personal Consumers and (ii) Organizational Consumers.

### **Consumer Derived**

The Oxford English Dictionary states that the word "consumer" originates from the Latin term "consumere," which includes various meanings such as to destroy, reduce, eliminate, nullify, extinguish, deplete, ingest, devour, administer (a medicine), utilize, expend, absorb, integrate, and to spend (money, resources, or time), in addition to implying waste.

### **Consumer Behaviour**

Consumer behaviour encompasses the examination of individuals, groups, or organizations and the diverse activities associated with the acquisition, utilization, and disposal of goods and services accessible to consumers. Consumer Behaviour is still evolving. Initially, it was often labeled as buyer behaviour, highlighting the point of sale, there exists an interaction between consumers and producers. Today, marketers understand that consumer behaviour is a continuous process, extending beyond the instant when a consumer exchanges money or credit card for goods or services. To investigate personal attributes, which encompass demographics, personality traits, lifestyle preferences, and behavioural elements such as frequency of use, circumstances for consumption, loyalty, brand support, and the likelihood of making recommendations. The objective of this analysis is to gain insight into the wants and purchasing patterns of individuals. Furthermore, research in consumer behaviour examines the diverse factors that impact consumers, including social circles such as family, friends and sports affiliations, along with wider societal influences, such as brand advocates and opinion leaders. Consumer behaviour is the systematic examination, analysis, and projection of the decision-making process undertaken by individuals or collectives when selecting products and services, with the various elements that impact their decision-making process.

Customer relationship management (CRM) databases have become essential instruments for examining consumer behaviour. The extensive data produced by these databases allows for an in-depth analysis of the behavioural elements that affect customer re-purchase intentions, retention, loyalty, and other behavioural

inclinations, such as the likelihood of providing positive referrals, serving as brand advocates, or engaging in customer citizenship activities. Furthermore, these databases are instrumental in market segmentation, especially in the realm of behavioural segmentation, which aids in the development of loyalty segments that can guide highly targeted and personalized marketing strategies tailored to individual customers. Customer Relationship Management systems offer a straightforward and customizable user interface for all employees within your organization, enabling real-time updates that facilitate customer service. Consequently, when a customer reaches out with an inquiry, the service representative can access the complete history of the customer, including prior marketing offers and past purchases.

### **Statement of the Problem**

Consumer behaviour encompasses the actions and choices made by individuals as they seek, acquire, utilize, assess, and dispose products and services designed to satisfy their requirements. The study of consumer behaviour explores their processes by which individual determine the allocation of their resources—such as time, financial assets, and effort—toward consumption-related items. This aspect is crucial to contemporary marketing practices. A person's behaviour is influenced by various factors, including personal beliefs, societal expectations, limitations, and motivations. Given the diverse parameters involved, buying behaviour is constantly evolving.

Numerous studies have explored consumer behaviour in relation to various products. In Tiruchirappalli, with its diverse population practicing different religions, speaking multiple languages, and living distinct lifestyles, consumer behaviour does not have a singular characteristic that represents the whole community. Research has been undertaken in Tiruchirappalli that examines consumer behaviour regarding cosmetics, treating all cosmetic products as a single category. Consequently, the researcher concentrates specifically on the criteria that consumers apply when selecting skin care cosmetic products.

### **Objectives of the study**

- To analyse the demographic traits to individuals who utilize skin care cosmetic products.
- To investigate the skin care routines of those who use products.
- To evaluate the criteria consumers use for selecting skin care cosmetic products.
- Scope of the study

This research focus on analyzing behaviors of consumers in the cosmetic industry, with particular attention given to their skincare practices and the criteria they apply when choosing skin care products. It encompasses varieties of consumers who utilize skin care cosmetics. Moreover, the study focuses on the behaviors of those purchasing these products within the geographical region of Tiruchirappalli, regardless of differences such as age, income, education, occupation, or residence.

The study aims to identify the various factors that influence women's decision to buy cosmetic products. This includes the price, brand, availability, product features, quality, and social influence. To analyze the buying habits of women when it comes to cosmetic products, this includes their frequency of purchase, preferred channels of purchase, and the amount spent on cosmetic products. The impact of marketing and advertising on women's buying behaviour, this includes the effectiveness of various marketing channels, such as social media, television, print, and in-store promotions. The satisfaction levels of women with cosmetic products, this includes their overall satisfaction with the product, the effectiveness of the product, and their willingness to repurchase the same product.

### **Limitations of the Study**

- A primary limitation is the constrained time, which has influenced the conclusions reached in this research.
- Some participants were hesitant to provide information to the investigator.
- The research is confined to Tiruchirappalli City only.
- The findings are based solely on 50 responses from consumers of skin care cosmetics in Tiruchirappalli City.
- This study relies on the input from a select group of participants from Tiruchirappalli City.

The variety of cosmetic products available in the market can be categorized into three groups: skin care, hair care, and eye care. However, this study specifically focuses only on skin care cosmetics.

### **Review Of Literature**

- According to Meiyume (2023), even amidst economic challenges, consumers prioritize spending on essential skincare items. Ritualistic practices are expected to continue, with a heightened focus on skin health, highlighting barrier protection and overall wellbeing as key priorities for 2023, as consumers adopt a comprehensive view of skincare and health.

- Mukti et al. (2022) noted the rising interest in skincare products and their various components, such as vitamin C, vitamin E, and collagen, which are used to combat aging. As a result, more consumers are turning to online reviews and recommendations from others before making a purchase. This process resembles the advice customers would receive in physical stores, but it benefits from the accessibility of being available online.
- According to Lee, J.E., Goh, M.L., and Mohd Noor, M.N.B. (2019) conducted a study entitled "Understanding Purchase Intention of University Students towards Skin Care Products." The authors identified significant relationships among Brand awareness, Brand association, Perceived quality and Brand loyalty all of which impact consumers' intentions to buy skincare products. They determined that perceived quality is the most influential element of shaping consumers purchasing choices.
- D.S. Latha (2017) conducted a study to investigate the factors that affect consumer behaviour regarding cosmetics in Chennai, utilizing a sample of 100 participants. The research revealed that the age of the respondents plays a significant role in their decision-making process when purchasing cosmetics. Additionally, the study identified several key factors that influence consumer buying behaviour in this sector, including price, appealing packaging and promotional sales strategies.
- Kruti Bhatt & Peenal Sankhla (2017) studied on Consumer Buying Behavior towards Cosmetic Products and concluded that as cosmetic industry in India is one of the growing industries, marketers should know about the factors affecting purchase decision along with the attitude, perception and learning habits of consumer towards cosmetics. Study shows that Vaadi Herbals and Just Herbs are the most preferred cosmetic brands in Navsari city. People always consider quality as the most important factor while purchasing cosmetics and they also consider the advice of beautician. People consider cosmetics as necessary part of routine life which is positive insight for marketers of cosmetic product.
- Nagananthi & Mahalakshmi (2016) studied consumers' brand preference and buying behavior of cosmetic products at Coimbatore city. The main aim of study was to identify consumers' brand preference towards cosmetic products and to determine the relationship of brand factors with demographic data. Primary data were collected from 200 samples through convenience sampling. Chi square test and one way ANOVA were used for data analysis. They found that personal care is one of the most important reasons for purchasing cosmetics. Himalaya herbals were the most important brand among consumers. Demographic factors influence consumer to purchase the cosmetics.
- Khandagale A. (2015) studied consumer buying behavior towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision.

### **Cosmetics Industry**

Cosmetics refer to products designed to elevate the aesthetic appeal of the human form. The regulation of cosmetics is governed by the Drugs and Cosmetics Act of 1940, along with the associated Rules established in 1945 are described as products designed for application through rubbing, pouring, sprinkling, or spraying onto products that are utilized on the human body or any of its parts with the aim of cleansing, beautifying, enhancing appeal, or modifying appearance. This definition further includes any item that is designed to serve as an ingredient in a cosmetic formulation. Cosmetics must be safe when customers use them in accordance with the label's instructions or in the conventional or expected manner. One measure a producer may take to guarantee the safety of a cosmetic product is product testing.

### **Cosmetic Sectors in India**

The Indian Cosmetic Industry has observed swift growth over the last couple of decades. The Colorful cosmetic retail marketing is revealing high potentiality presence in India at nowadays and fascinates local and global players to produce the essential Cosmetics. The increasing beauty anxieties among both men and women are boosting the Indian Cosmetic Industry which has observed a strong growth in the last few years. Indian competitors have begun to manufacture goods to provide to the global requirements. New evidences that have been exposed that the industry of cosmetic products in India is increasing at an average rate of nearly 20% annually; this rise is credited to two main aspects, the first one is, the increase for the demand in Indian money-making products and the second one is, the increased buying power of the average Indian. There are so many reasons for the growing demand for cosmetic products in specific. Satellite television's introduction and a wide collection of television channels as well as the internet, the average Indian user is repetitively bombarded with Making of strong brand and increase of brand's impartiality in the market is the main goal for business. A cosmetics industry in India presently undergoing a dynamic phase characterized by product innovation and marketing advancements. This sector encompasses various categories, including Body care, Skincare, Eye care,



Colour cosmetics, Hair care and Makeup. There is a notable demand for more advanced and specialized cosmetic offerings. The market is expected to experience robust growth driven by an increasing consumer preference for specialty cosmetic products, including organic, herbal, and Ayurvedic offerings. Key sectors anticipated to expand include colour cosmetics, fragrances, specialized skincare, hair care, and makeup products. Additionally, the competition among domestic brands is intensifying as more international companies enter the Indian personal care and cosmetics sector. Marketers have acknowledged their trend and to developing new strategy to meet their needs of Indian consumers. They are allocating substantial resources, both financially and temporally, to analyze diverse the demographic and psychographic traits of the Indian population.

#### **Design of sample size for the study**

The study is conducted with a sample size is limited to a total of 50 participants.

#### **Development of Instruments**

A tool utilised for gathering data is questionnaire. The questionnaire functions as a systematic tool intended to collect and record their specific and relevant information with an appropriate degree of precision and comprehensiveness. In essence, it guides the inquiry process and facilitates the precise and appropriate documentation of responses.

#### **Sources of data**

The research incorporates both primary and secondary data, which are collected and utilized to fulfil its aims.

Data analysis and Interpretation

**Table No.1 – Gender**

Particulars	No. of Respondents	Percentage (%)
Male	12	24
Female	32	64
Transgender	06	12
<b>Total</b>	<b>50</b>	<b>100</b>

#### **Inference**

The data presented in the table reveals that 64% of the respondents identify as female, while 12% identify as male, and another 12% identify as transgender.

**Table No. 2 – Age**

Particulars	No. of Respondents	Percentage (%)
18-30	22	44
31-40	12	24
41- 50	10	20
Above 50	06	12
<b>Total</b>	<b>50</b>	<b>100</b>

#### **Inference**

The information presented in the table above indicates that portion of the respondents, specifically 44%, individuals aged between 18 and 30 years. Additionally, 24% of participants are aged between 31 and 40 years. Furthermore, 20% of respondents belong to the 41 to 50 age group, while 12% are over the age of 50.

**Table No. 3 - Marital Status**

Particulars	No. of Respondents	Percentage (%)
Married	21	42
Unmarried	29	58
<b>Total</b>	<b>50</b>	<b>100</b>

#### **Inference**

The information presented in the table indicates that 58% of the participants identify as unmarried, while 42% are classified as married.



**Table No. 4 – Educational Qualification**

Particulars	No. of Respondents	Percentage (%)
School	4	8
Under graduate	19	38
Post graduate	20	40
Professional	7	14
<b>Total</b>	<b>50</b>	<b>100</b>

**Inference**

The information indicates 40% of the participants possess Post graduate degrees., while 38% possess Under graduate qualifications. Additionally, 14% of the respondents are identified as professionals, and 8% have completed their schooling.

**Table No. 5 - Occupation**

Particulars	No. of Respondents	Percentage ( % )
Student	8	16
Home maker	12	24
Business	13	26
Professional	17	34
<b>Total</b>	<b>50</b>	<b>100</b>

**Inference**

A survey revealed that 34% of the participants identified as Professionals, while 26% were classified as Businessmen. Additionally, 24% of the respondents were Homemakers, and 16% were Students.

**Table No. 6 - Monthly Income (in. Rs)**

Particulars	No. of Respondents	Percentage ( % )
Below 10000	18	36
10001-30000	20	40
30001 - 40000	6	12
Above 40000	6	12
<b>Total</b>	<b>50</b>	<b>100</b>

**Inference**

The data presented in the table indicates that 40% of the respondents earned a monthly income range from Rs. 10001 to Rs. 30000. Additionally, 36% of the respondents have a monthly income of less than Rs. 10000. Furthermore, 12% of the respondents fall within the income of Rs. 30001 to Rs. 40000, while another 12% report a monthly income exceeding Rs. 40000.

**Table No. 7 – Place of Residence**

Particulars	No. of Respondents	Percentage ( % )
Rural	12	24
Urban	38	76
<b>Total</b>	<b>50</b>	<b>100</b>

**Inference**

A study revealed that 76% of the participants reside in urban areas, while 24% are located in rural areas.

**Table No. 8 - Frequency of using Skin Care Products**

Particulars	No. of Respondents	Percentage ( % )
Twice per day	6	12
Morning	14	28
Evening	12	24
Before you sleep	18	36
<b>Total</b>	<b>50</b>	<b>100</b>

### Inference

The data indicates that 36% of participants apply skin care products prior to sleep, while 28% utilize these products in the morning. Additionally, 24% of respondents engage in skin care routines during the evening, and 12% report using skin care products twice daily.

**Table No. 9 - Skin Care Products regularly used**

Particulars	No. of Respondents	Percentage ( % )
Cleanser	10	20
Sunscreen	16	32
Moisturizer	22	44
All of the above	02	04
<b>Total</b>	<b>50</b>	<b>100</b>

### Inference

The data presented in the table indicates that 44% of the participants consistently utilized moisturizer, while 32% reported regular use of sunscreen. Additionally, 20% of the respondents indicated that they frequently used cleanser, and only 4% of the respondents employed all three products on a regular basis.

**Table No. 10 - Factors influence the choice of Skin Care Products**

Particulars	No. of Respondents	Percentage ( % )
Price	4	8
Brand	30	60
Quality	10	20
Packaging	6	12
<b>Total</b>	<b>50</b>	<b>100</b>

### Inference

A survey revealed that 60% of participants consider the Brand as a significant factor in their choice of Skin Care Products. In contrast, 20% of respondents prioritize Quality in their selection process. Additionally, 12% are swayed by Packaging, while 8% take Price into account when choosing Skin Care Products.

**Table No. 11**

**Place of purchase is mostly used for Skin Care Cosmetic Products**

Particulars	No. of Respondent	Percentage ( % )
Physical Store	6	12
Online Service	11	22
Shopping Mall	29	58
Medical Shop	04	08
<b>Total</b>	<b>50</b>	<b>100</b>

### Inference

A data indicates 58% of respondents primarily acquired Skin Care Cosmetic Products from shopping malls, while 22% reported that their main purchasing method was through online services. Additionally, 12% of the respondents indicated that they predominantly bought these products in physical stores, and 8% stated that their primary source was medical shops.

**Table No. 12 - Monthly willing amount spent on Cosmetic Products (in. Rs)**

Particulars	No. of Respondents	Percentage ( % )
Below 500	6	12
500-1000	10	20
1000-1500	28	56
1500-2000	6	12
<b>Total</b>	<b>50</b>	<b>100</b>

### Inference

The data indicates that 56% of participants are prepared to allocate between Rs. 1000 and 1500 each month for cosmetic products. Additionally, 20% of respondents are willing to spend between Rs. 500 and 1000 monthly on these items. Furthermore, 12% of the respondents express a willingness to invest between Rs. 1500 and 2000 monthly, while an equal percentage of participants are inclined to spend less than Rs. 500 each month on cosmetic products.

**Table No. 13 -Types of cosmetic products liked better to purchase**

Particulars	No. of Respondents	Percentage ( % )
Herbal	38	76
Ayurvedic	8	16
Chemical	2	4
Both (a & b)	2	4
<b>Total</b>	<b>50</b>	<b>100</b>

### Inference

The data presented in the table indicates that a significant number of respondents favoured purchasing herbal cosmetic products, while 16% expressed a greater inclination towards Ayurvedic cosmetic products. Additionally, 4% of the participants favoured Chemical cosmetic products, and another 4% indicated a preference for both Herbal and Ayurvedic cosmetic options.

### Chi-Square Test

#### Age and Types of cosmetic products liked better to purchase

Age/ Types of cosmetic products liked better to purchase	18-30	31-40	41- 50	Above 50	Total
Herbal	17	9	7	5	38
Ayurvedic	5	2	1	0	8
Chemical	0	0	1	1	2
Both (a & b)	0	1	1	0	2
<b>Total</b>	<b>22</b>	<b>12</b>	<b>10</b>	<b>6</b>	<b>50</b>

**Null Hypothesis (H<sub>0</sub>) :** There is no significant difference between the preferred age groups and categories of cosmetic products for purchase.

**Alternative Hypothesis (H<sub>1</sub>) :** There is significant difference between the preferred age groups and categories of cosmetic products for purchase.

#### Degree of Freedom

$$\begin{aligned}
 V &= (R-1) (C-1) \\
 &= (4-1) \times (4-1) \\
 &= 3 \times 3 \\
 &= 9
 \end{aligned}$$

The table value at 5% significance level with 9 degrees of freedom is 16.92, while the calculated value is 4.0955.

### Inference

The computed value is below the threshold set forth in the table, resulting in the acceptance of the null hypothesis. Therefore we concluded that there is no significant difference between age and the preferred categories of cosmetic products for purchase.

### Findings

- It has been determined that 64% of the individuals surveyed are female.
- It has been observed that 44% of the individuals surveyed between the age range of 18 to 30 years.
- A survey revealed that 58% of the participants identified as unmarried.
- It has been determined that 40% of the individuals surveyed hold a postgraduate degree.
- It has been determined that 34% of the individuals surveyed identify as professionals.

- It has been observed that 40% of the participants report a monthly income range from Rs. 10001 to Rs. 30000.
- It has been observed that 76% of the individuals surveyed reside in urban areas.
- It has been observed that 36% of the participants utilize skin care products prior to going to bed.
- It was observed that 44% of the participants consistently utilized moisturizer in their skincare routines.
- It has been observed that 60% of the participants in the survey are swayed by the brand when choosing skin care products.
- It has been observed that a significant 58% of the participants primarily acquired skin care cosmetic products while shopping at malls.
- It has been observed that 56% of the participants expressed a willingness to allocate between Rs. 1000 and 1500 each month for the purchase of cosmetic products.
- It was observed that 76% of the participants expressed a preference for purchasing herbal cosmetic products.
- There is no significant difference between the preferred Age groups and categories of cosmetic products for purchase.

### **Suggestions**

- A company to promote unique cosmetic products specifically designed for male consumers.
- A marketer ought to establish an effective distribution channel to mitigate the issue of product unavailability.
- Effective communication must be established with medical professionals and beauticians, and their involvement in advertising should be enhanced to render it more appealing, impactful, and trustworthy.
- It is essential for marketers to incorporate their personal appeal and charm into advertising communications, as consumers tend to purchase cosmetic products independently.
- A marketer should build up a prompt distribution channel to avoid the problem of non-availability of products.
- A proper communication should be created with doctors, beauticians and should be involved in advertisement to make them more attractive, affective and reliable.
- Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.

### **Conclusion**

The contemporary marketplace is characterized by intense competition. In this environment, the consumer holds significant power. The increasing influence of individual consumers necessitates that marketers closely examine their buying behaviours, preferences, tastes, and aversions, prompting a re-evaluation of their strategies and marketing mixes. Given that the cosmetic industry in India is rapidly expanding, it is essential for marketers to understand the various factors that influence purchasing decisions, as well as the attitudes, perceptions, and learning behaviours of consumers regarding cosmetics. Quality is consistently regarded as the paramount consideration when purchasing cosmetic products, and consumers often seek the guidance of beauty professionals. Furthermore, cosmetics are perceived as an essential component of daily life, which presents a favourable opportunity for marketers in the cosmetic sector.

The modern market is highly competitive in nature. The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preferences, taste, like and dislikes of consumers and accordingly they need to revise its policies and marketing mix. While purchase of cosmetic product, the consumers are found more quality conscious preferred to purchase Ayurvedic products, they wait for the brand during non-availability, become emerging as important source of information and in spite of impact of other factors, the actual brand decision is taken by themselves.

### **Scope for Further Research**

While considering the limitation of the existing study, the researcher proposes the following scope for the further study:

- The study could be further refined to enhance the prediction of purchasing behaviors among male consumers regarding cosmetic products.
- A comparable investigation may be undertaken in rural regions of the country to gain deeper insights into the topic.
- The researcher also advocates for similar studies to be conducted focusing on different dimensions, such as female consumer orientation or specific brands, products, or companies.

---

**References**

- Beri, G.C. (2004)** *Marketing Research*. 3rd edn. New Delhi: Tata McGraw Hill Publishing Company Ltd.
- Gupta, S.L. and Varshney, R.L. (n.d.)** *Marketing Management: Text and Cases – An Indian Perspective*. New Delhi: Sultan Chand & Sons.
- Kotler, P. (2006)** *Marketing Management*. 12th edn. New Delhi: Prentice Hall of India.
- Kumar, A. and Rao, B.J. (n.d.)** *Marketing Management*. Agra: Sahitya Bhawan Publications.
- Sherlekar, S.A. (n.d.)** *Modern Marketing Principles and Practices*. Bombay: Himalaya Publishing House.
- Jeong, S.H. (2018)** ‘Purchasing behaviour for skin care products by distribution channel’, *Asian Journal of Beauty and Cosmetology*, 16(4), pp. 545–554.
- Kestenbaum, R. (2018)** ‘Package design as a branding tool in the cosmetic industry’, *Journal of Cosmetics, Dermatological Sciences and Applications*, 8(3), pp. 45-53. In <https://pmc.ncbi.nlm.nih.gov/articles/PMC9123395/>.
- Latha, D.S. (2017)** ‘A study on factors influencing consumer behaviour towards cosmetics in Chennai city’, *International Journal of Applied Research*, 3(6), pp. 1038–1042.
- Lee, J.E., Goh, M.L. and Mohd Noor, M.N.B. (2019)** ‘Understanding purchase intention of university students towards skin care products’, PSU Research Review, August. in <https://doi.org/10.1108/PRR-11-2018-0031>.
- Shajahan, M. and Safi, S.M. (2019)** ‘A study of consumer behaviour towards cosmetic products in Tiruchirappalli district’, *International Journal of Research and Analytical Reviews*, 6(1), pp. 224-230. <https://www.ijrar.org/papers/IJRAR19ZP037.pdf>.
- Mukti, et al. (2022)** ‘Credible online reviews of skincare products on brand equity and its impact on purchase intention’, *RSF Conference Series: Business, Management, and Social Sciences*, 2(1), pp. 1–11.
- Meiyume (2023)** *The Future of Skin Care: 2023 Spotlight Trend Report*. in <https://www.meiyume.com>.