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## A STUDY ON CONSUMER BEHAVIOR TOWARDS SKIN CARE COSMETIC PRODUCTS



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### Abstract

The aim of the study is to know about the major information source of the cosmetic products and also examine the more consumed skin care cosmetic product. The study is used both information sources like primary source and secondary source. The sample of the study is collected from 100 respondents of East Delhi through simple random sampling method with the help of well-structured questionnaire. The secondary data is collected from journals, websites and internet. It was observed from the study people used cosmetic products but skin care and hair care cosmetic products are consumed by majority of the consumers. It is also found that television is the major information source of the consumers through which they are aware about the cosmetic products. As per the study younger people are used more cosmetics so company should make standard advertisement through the television which will impressed more younger generation towards to buying the more cosmetic products.

**Keyword:** Skin Care Cosmetic Products, Information Source of Cosmetics, Demographic profile, More consumed cosmetic product

### Introduction

Cosmetic is not a new term means it's a very popular term from ancient period because ancients' people were also used cosmetics to enhance their beauty and to young look. Cosmetics are made up by chemical and natural ingredients but sometimes chemical based products caused side effects so, in the present era consumers are favoring natural ingredients products because these products do not create any side effects. There are many categories of the cosmetic products like skin care, hair care, nail care, lip care, body care and face care products. There are many factors which rise the demand of the cosmetic products like more income of the people, high education rate, to live a standard life, want to charming look, high women employed rate and more awareness. In the cosmetic history mainly, women cosmetic is produced but now men, women and child cosmetic are also produced by the company and consumed by the consumers. Beautiful people are noticed so, people want to beautiful with the single weapon of cosmetics because cosmetic is only a single driver which change the appearance and looks of the human being. There are so many cosmetic players are available in the market like Lakme, loreal, Blue

heaven, Nivea, Ayur herbal, Patanjali, Maybelline and so on which provides hug variety of the cosmetic products.

### Objectives

- To study about the demographic profile of the respondents
- To analysis the major source of information regarding cosmetic products
- To examine the most used skin, care cosmetic product

### Review of Literature

**Dahal Ashmita (2021)** studied consumer attitude regarding cosmetic products on the basis of 100 respondent's data. It was concluded in the study that product quality affects more consumers of Chitwan city so the company should not compromise with the quality of the cosmetic products. The data was analysis with the help of ANOVA test.

**Wagh. Pushpraj (2021)** examined the consumer behaviour regarding lakme cosmetic products with the help of 100 female respondents of puna city. It was found that television is the major source which effect more consumers and mostly consumers are satisfied from the cosmetic products of lakme

brand. Mostly consumers are agreed that they will recommend the lakme cosmetic products to others.

**V.Palani Singh (2019)** analysed the buying process of consumers regarding cosmetic products on the basis of 120 respondents' feedbacks. It was found that mostly consumers are aware through the celebrity endorsement and majority of the consumers used departmental store to buy the cosmetic products. Majority of consumers use cosmetics but hair care and skin care cosmetic products are most used by the consumers.

**Latha (2017)** studied the factors of influencing customer decision regarding cosmetic products it is concluded that customers report that they prefer to consume costly products because these products provide a quality and long durability. The sample of the study is collected from 120 respondents through structure questionnaire. Men consumed cosmetic products but women consumed more cosmetic than men.

### Research Methodology

The present study is based on the data of both information sources i.e primary source and secondary source. The primary data is collected from 100 respondents through well-structured questionnaire. The study is used simple percentage method for analysis the collected data.

### Primary data

Primary data is the original source of information which provide original information means it is the source where first produce the information it may be by any medium like by questionnaire, telephonic, survey, interview etc. The sample of the present study is collected from 100 respondents of East Delhi through simple random sampling method.

### Secondary data

Secondary data is provided by the secondary source means it is not provided by the actual producer of the data. The secondary data is collected from internet, various websites, journals.

### Data analysis

Data analysis defines the systematically interpret and analysis of the collected data with the help of tables. There are six tables are used to analysis the data which are given below in sequential way.

**Table No. 1 Demographic profile of the consumers**

	Gender	Frequency	Percentage
1.	Male	35	35%

2.	Female	75	75%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source; primary data

Interpretation

The above table no -1 shows that 35% of the data is collected from male and 75% data is collected from female.

**Table No.2**

	Age	Frequency	Percentage
1.	15 to 25	20	20%
2.	26 to 35	40	40%
3.	36 to 45	28	28%
4.	46 to 55	12	12%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source; primary data

Interpretation

The table no-2 shows that 20% respondents are from age of 15 to 25 years, 40% respondents are from the age of 26 to 35 years, 28% respondents are from the age of 36 to 45 years and 12% respondents are from the age of 46 to 55 years.

**Table No. 3**

	Marital status	Frequency	Percentage
1.	Married	64	64%
2.	Unmarried	36	36%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source; primary data

**Interpretation**

The table no-3 shows that 64% respondents are married and 36% respondents are unmarried.

**Table No.4**

	Occupation	Frequency	Percentage
1.	Students	48	48%
2.	Employed	27	27%
3.	Unemployed	25	25%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source; primary data

Interpretation

The table no-4 shows that 48% respondents are students, 27% respondents are employed and 25% respondents are unemployed.

**Table No.5**

	Source of information regarding cosmetic products	Frequency	Percentage
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1.	Newspaper	11	11%
2.	T.V	34	34%
3.	Radio	7	7%
4.	Internet	15	15%
5.	Family & friends	23	23%
6.	Magazine	10	10%
	Total	<b>100</b>	<b>100%</b>

Source; primary data

Interpretation

The table no-5 shows that 11% respondents are aware about the cosmetics from newspaper, 34% respondents are aware from television, 7% respondents are aware from radio, 15% respondents are aware from internet, 23% respondents are aware from family and friends and 10% are aware about the cosmetic from magazine.

**Table No-6**

	Most used skin care cosmetic products	Frequency	Percentage
1.	Body lotion	22	22%
2.	Anti-aging cream	6	6%
3.	Day Face cream	24	24%
4.	Night face cream	5	5%
5.	Moisturizer	13	13%
6.	Face wash	20	20%
7.	Sun lotion	10	10%
	Total	<b>100</b>	<b>100</b>

Source; primary data

Interpretation

The table no-6 shows that 22% respondents used body lotion, 6% respondents used anti-aging cream, 24% respondents are used day face cream, 5% respondents are used night face cream, 13% respondents used moisturizer, 20% respondents are used face wash and 10% used sun lotion cosmetic product.

### Findings

- ✓ As per the study 75% consumers are female and 25% consumers are male
- ✓ Majority of the students are the age of 26 to 35 years and less consumers are of the age of 46 to 55 years

- ✓ 64% respondents are married and 36% respondents are unmarried
- ✓ Majority of the consumers are students, some are employed and some consumers are unemployed
- ✓ 34% respondents are aware about the cosmetic products from television.
- ✓ 23% respondents are aware from family and friends
- ✓ 15% respondents are aware from internet
- ✓ 11% respondents are aware from newspaper
- ✓ 10% respondents are aware from magazine and only 7% respondents are aware from radio
- ✓ 22% respondents used body lotion cosmetic products.
- ✓ 6% respondents used anti-aging cream and 24% respondents used day face cream
- ✓ 5% respondents used night face cream and 13% respondents used moisturizer
- ✓ 20% respondents used face wash and 10% respondents used sun lotion

### Limitations of the Study

- Limited number of samples used in the study
- The study is applicable only skin care cosmetic products
- Limited geographical area

### Conclusion

After analysis the result it is found that mostly consumers are aware about the cosmetic products and also majority of the consumers consume the products. In the past cosmetic comes in the category of luxury items but now it is considered necessity of the life to live a standard life. As cosmetic is a weapon which enhance the beauty of human being so majority of the people buy and consume the cosmetic products to look beautiful and attractive. The major source of information regarding the cosmetic products is found television and more consumed cosmetic product is day face cream and less used product is night face cream. The company of the products should concentrate on advertising through television because majority of the consumers use T.V medium to aware about the products. Company should provide quality products

because consumer not want to compromise with the quality.

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