Consumer Buying Behaviour of Cosmetics Among Students in St.Joseph's College (Autonomous) Irinjalakuda

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I. INTRODUCTION

The Indian cosmetic industry has experienced significant growth over the past few decades, establishing itself as one of the most dynamic and lucrative markets globally. With an impressive annual growth rate of approximately 20%, the industry is rapidly evolving, fueled by a combination of factors such as increasing disposable incomes, changing lifestyles, and a growing awareness of beauty and personal care among consumers. The rising demand for innovative and high-quality products has also attracted both domestic and international players, making India a focal point for cosmetic retail marketing. Additionally, advancements in technology, the influence of satellite television, and the pervasive reach of social media and the internet have played a crucial role in shaping consumer preferences. These platforms expose consumers to global beauty trends and encourage them to explore a diverse range of cosmetic products, thereby contributing to the industry's exponential growth.

Students,as the primary consumers of cosmetics, play a pivotal role in shaping the trajectory of the industry. Their buying behavior is influenced by various factors, including personal preferences, cultural norms, social trends, and aspirations tied to self-image and confidence. Psychological drivers such as the desire to enhance one's appearance and align with societal beauty standards further amplify their inclination toward cosmetic purchases. In addition, practical considerations like brand reputation, product quality, and affordability weigh heavily on their decisions. This study seeks to explore the key factors influencing female buying behavior in the cosmetics sector, aiming to uncover patterns, preferences, and perceptions that define their choices. By analyzing these dynamics, businesses can craft more effective marketing strategies, develop products that resonate with consumer expectations, and foster lasting brand loyalty. Furthermore, the findings of this study provide valuable insights into broader societal and cultural trends, highlighting how the cosmetic industry not only caters to individual needs but also shapes and reflects modern consumer lifestyles.

II. STATEMENT OF THE PROBLEM

This study aims to investigate the buying behaviour of students towards cosmetic products in St Joseph's College (autonomous) Irinjalakuda and identify the factors that influence their decision-making process. Specifically, the study intends to determine the impact of price, brand image, quality, product features, and social influences on student's buying behaviour of cosmetic products in St Joseph's College (autonomous) Irinjalakuda. The findings of this study would be beneficial to market practitioners, retailers, and policymakers in improving their marketing strategies and policies for cosmetic products.

III. OBJECTIVES OF THE STUDY

1. To analyse the female buying behaviour of cosmetics.
2. To identify the key factor that impact purchasing decisions.
3. To understand the level of satisfactions of students towards cosmetic products

IV. SCOPE OF THE STUDY

The study aims to identify the various factors that influence student's decision to buy cosmetic products. This includes the price, brand, availability, product features, quality, and social influence. To analyze the buying habits of students 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 student'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 students with cosmetic products, this includes their overall satisfaction with the product, the effectiveness of the product, and their willingness to repurchase the same product.

V. RESEARCH METHODOLOGY

Research Design
Descriptive research design is followed for conducting the study.

Source Of Data
Both primary and secondary sources have been used for the study.

Secondary Data
Secondary data has been collected from books, encyclopedia, journals,reports, thesis, websites, newspapers, organisational records and other documents maintained in the organisation.

Primary Data
Primary data is collected through structured questionares.

Population Of the Study
The population for the study consists of all 2500 female student senrolled in St.Joseph's college (Autonomous) Irinjalakuda.

Sample Design
The convenience sampling is used as sampling sample. The sample size is 80

Tools Of Data Collection
Questionnaire is used for data collection
Statistical Tools Used
Simple percentage analysis used for data analysis.

VI. EMPIRICAL LITERATURE

Empirical literature is essentially research-based writings that rely on real-world evidence and observations. In simpler terms, it involves studies where researchers gather data through experiments, surveys, or direct observations, and then analyze that data to draw conclusions.Empirical literature contributes to our understanding of various subjects by providing concrete evidence and insights derived from systematic investigation and analysis.

1. Kumar et al.'s (2022): *"Study investigated consumer behavior towards cosmetic products among students, revealing significant influences from social media and peer recommendations"*. The research conducted among 300 Indian university students, identified product quality and packaging as key drivers of student satisfaction. Demographically, female students prioritized beauty and appearance more than males, with 60% of respondents being female. Psychological factors, such as self-esteem and social identity, significantly shaped student attitudes towards cosmetics.Notably, 40% of students preferred eco-friendly cosmetics. The study's findings align with previous research highlighting the impact of social media and influencer marketing on consumer behavior (Hutton et al., 2020). Kumar et al.'s study contributes to the existing literature by providing insights into student consumer behavior in the cosmetic market, emphasizing the importance of targeting this demographic through effective marketing strategies.

2. Lee et al.'s (2022): *"Study empirically analyzed the cosmetics buying behavior of Korean students, revealing significant influences from product quality and packaging"*. Conducting a survey among 500 Korean students aged 20-30, the researchers employed structural equation modeling to examine the moderating role of brand loyalty. The findings indicated that brand loyalty strengthens the relationship between product quality and buying behavior.Demographically, female students and those aged 20-24 comprised the majority of respondents.Notably, 60% of students purchased cosmetics 1-2 times per month, primarily online.Skincare products accounted for 60% of

purchases. The study's implications suggest marketers prioritize product quality, packaging, and brand loyalty strategies to effectively target Korean students.However, limitations include sample size constraints and geographic bias.

3. Malathi and R. Sangeetha (2018): "*Investigated consumption patterns of cosmetic products among college female students, revealing significant insights into their buying behavior*".The study found that 75% of respondents used cosmetic products daily, with facial cream, lipstick, and foundation being the most popular products. Peer group influence, social media, and celebrity endorsements emerged as key factors driving cosmetic purchases. Demographically, age, income, and education level significantly influenced consumption patterns. The study highlighted that college female students prioritize brand reputation, product quality, and affordability. Notably, 60% of respondents spent ₹500-₹1,000 per month on cosmetics. The findings suggest marketers should target this demographic through social media and influencer marketing, offering affordable, high-quality product

4. Desai (2014): *"Investigated consumer buying behavior of cosmetic products in Kolhapur,shedding light on demographic influences, purchasing patterns, and marketing strategies".* The study revealed that 55% of respondents were 18-24 years old, with females accounting for 80% of cosmetic purchases. Middle-income groups (₹15,000-₹30,000) and graduates comprised 50% and 60% of respondents, respectively. Cosmetic purchases occurred monthly for 60% of respondents, with 40% spending ₹500-₹1,000. Facial cream, lipstick, and foundation were top-selling products. Advertising and word-of-mouth significantly influenced purchasing decisions, while brand loyalty and product quality drove repeat purchases. Social status and self-esteem influenced cosmetic consumption. Local brands and international brands competed for market share. The study implies marketers should target middle-income, educated females through effective advertising and word-of-mouth strategies.
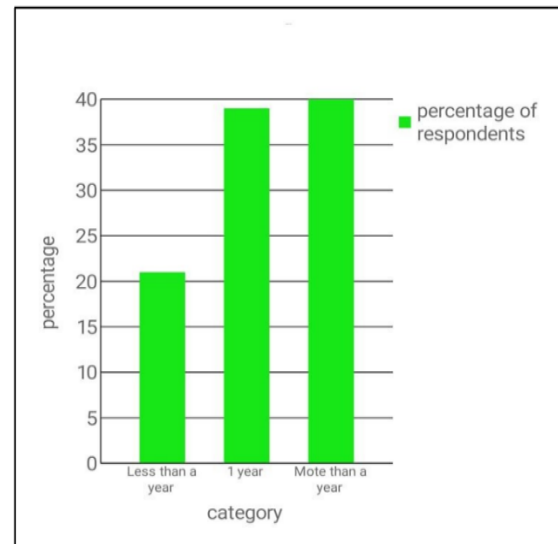
5. Chang et al. (2010): *"Explored female buying behavior in Taiwan's cosmetic market, revealing key influences and purchasing patterns".* The study found that quality and brand reputation were top priorities for female cosmetic consumers. Word-of-mouth recommendations and advertising significantly impacted purchasing decisions. Demographically, age and income influenced buying behavior, with 25-34-year-olds and middle-income individuals comprising the majority. Cosmetic purchases were primarily driven by self-esteem and social status. The study highlighted the importance of effective branding, quality products, and targeted marketing strategies.

Table 1 Cosmetics usage

Particulars	Number of respondents	Percentage of respondents
Less than a year	17	21
1 year	31	39
More than a year	32	40
Total	80	100

(Source: primary data)

Figure 1 Cosmetics usage

Interpretation

From the above figure,it is observed that 40 percentage of respondents have been using cosmetics for more than a year and 21 percentage of respondents have been using cosmetics for less than a year.

13

Table.2 Frequency of purchase of cosmetics

Particulars	Number of respondents	Percentage of respondents
Daily	7	9
Monthly	46	58
Yearly	27	33
Total	80	100

(Source:primary data)

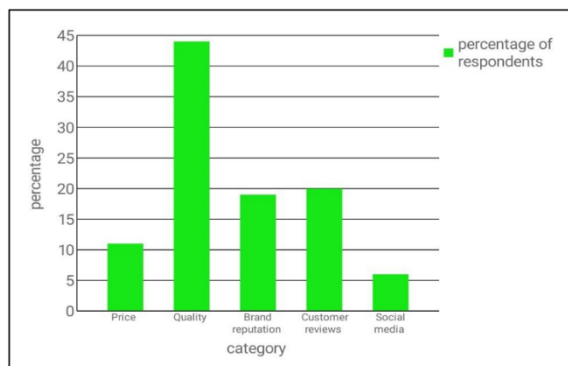Figure 2 Frequency of purchase of cosmetics
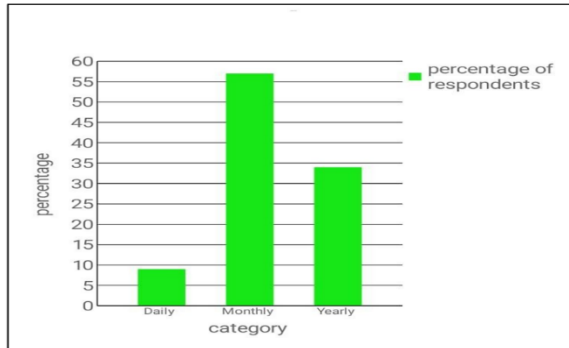
Interpretation

From the above figure,it is observed that 58 percentage of respondents are purchase cosmetics monthly and 9 percentage of respondents purchase daily.

Table 3 Key attributes influencing branded products

Particulars	Number of respondents	Percentage of respondents
Price	9	11
Quality	35	44
Brand reputation	15	19
Coustomer behaviour	16	20
Social media	5	6
Total	80	100

(Source:primary data)

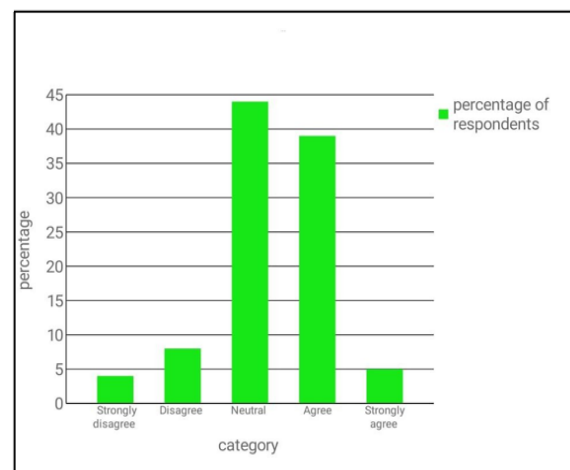Figure 3 Attributes influencing branded products

Interpretation

From the above figure,it is observed that 44 percentage of respondents are attracted to the quality of product and 6 percentage of respondents are attracted to social media.

Table 4 Satisfaction level of online cosmetics purchase

Particulars	Number of respondents	Percentage of respondents
Highly dissatisfied	3	4
Dissatisfied	6	8
Neutral	35	44
Satisfied	31	39
Highly satisfied	5	5
Total	80	100

(Source: primary data)

Figure 4 Satisfaction level of online cosmetics purchase

Interpretation

From the above figure, it is observed that 44 percentage respondents are neutral, indicating they neither strongly agree nor disagree with online purchasing of cosmetics, possibly due to mixed experiences or lack of strong opinions and 4 percentage of respondents are highly dissatisfied, indicating that have significantly negative experience or concerns with online purchasing of cosmetics.

VII. FINDINGS

- 40 percentage of respondents have been using cosmetics for more than a year.
- 58 percentage of respondents purchase cosmetics monthly.

- 44 percentage of respondents attracted to the quality of product.
- 38 percentage of respondents buy from the shops or markets.

44 percentage respondents are neutral, indicating they neither strongly agree nor disagree with online purchasing of cosmetics, possibly due to mixed experiences or lack of strong opinionSUGGESTIONS

- Companies should introduce budget-friendly cosmetic products catering to students limited spending capacity
- Cosmetic companies should invest in digital ads on platforms popular with students, like Instagram, YouTube, and Tik Tok
- Utilize celebrity endorsements strategically to resonate with the target audience.
- Introduce organic and natural options to cater to growing consumer demand.
- A marketer should build up brand promotion by using social media

VIII. CONCLUSION

The study on the consumer buying behavior of cosmetics among students at St. Joseph's (Autonomous) College Irinjalakuda revealed several key findings. Firstly, brand loyalty and peer influence emerged as significant factors driving purchase decisions. Students demonstrated a strong preference for established brands and were heavily influenced by recommendations from friends and social media influencers. Secondly, price sensitivity was observed, with students seeking value for money and often opting for affordable options. Thirdly, online platforms were found to be the primary source of information and purchase for cosmetic products. Finally, the study highlighted the growing importance of product safety and ethical considerations among students, with a preference for cruelty free and natural products.The study concludes that consumer buying behavior of cosmetics among students is influenced by brand loyalty, peer recommendations, price sensitivity, online platforms, and a growing preference for product safety and ethical considerations.

Table 4.3 Cosmetics usage

Particulars	Number of respondents	Percentage of respondents
Less than a year	17	21
1 year	31	39
More than a year	32	40
Total	80	100

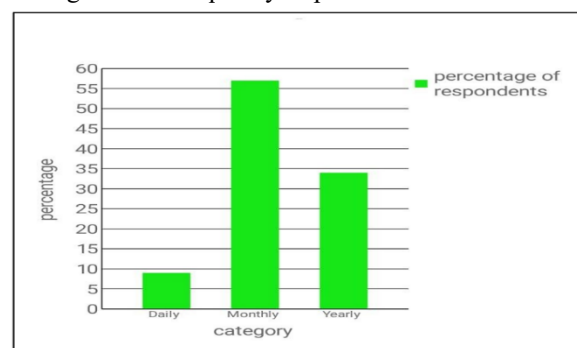(Source: primary data)

Figure 4.1 Cosmetics usage
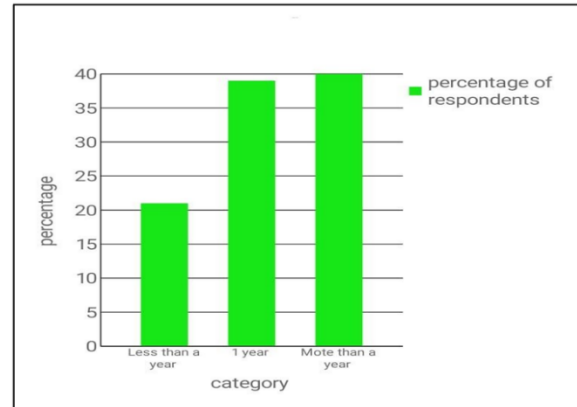
Interpretation

From the above figure,it is observed that 40 percentage of respondents have been using cosmetics for more than a year and 21 percentage of respondents have been using cosmetics for less than a year.13

Table.4.4 Frequency of purchase of cosmetics

Particulars	Number of respondents	Percentage of respondents
Daily	7	9
Monthly	46	58
Yearly	27	33
Total	80	100

(Source:primary data)

Figure 4.2. Frequency of purchase of cosmetics

Interpretation

From the above figure,it is observed that 58 percentage of respondents are purchase cosmetics monthly and 9 percentage of respondents purchase daily.

Table 4.5. Amount spend on beauty cosmetics

Particulars	Number of respondents	Percentage of respondents
Less than ₹500	34	43
₹500-₹1500	36	45
More than ₹1500	10	12
Total	80	100

(Source:primary data)

Figure 4.3 Amount spend on beauty cosmetics
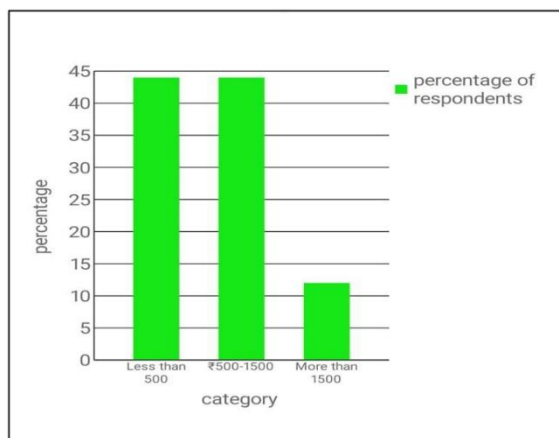
Interpretation

From the above figure,it is observed that 45 percentage of respondents spend ₹500-₹1500 on cosmetics and 12 percentage of respondents spend more than ₹1500 on cosmetics.

Table 4.6. Key attributes influencing branded products

Particulars	Number of respondents	Percentage of respondents
Price	9	11
Quality	35	44
Brand reputation	15	19
Coustomer behaviour	16	20
Social media	5	6
Total	80	100

(Source:primary data)

Figure 4.4. Key attributes influencing branded products
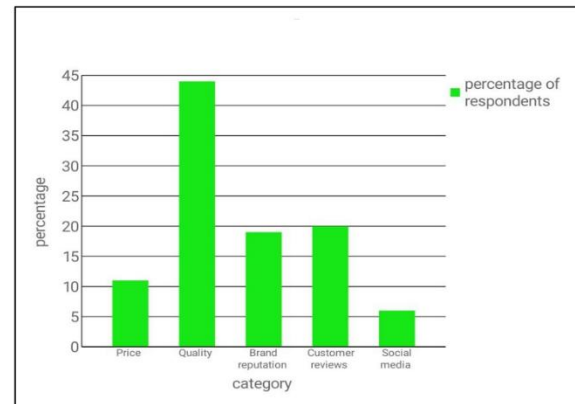
Interpretation

From the above figure,it is observed that 44 percentage of respondents are attracted to the quality of product and 6 percentage of respondents are attracted to social media.

Table 4.7 Preferred cosmetics brand

Particulars	Number of respondents	Percentage of respondents
Himalaya	8	10
Lakme	22	28
Maybelline	33	41
Myglamm	15	19
Sebamed	2	2
Total	80	100

(Source:primary data)

Figure 4.5 Preferred cosmetics brand
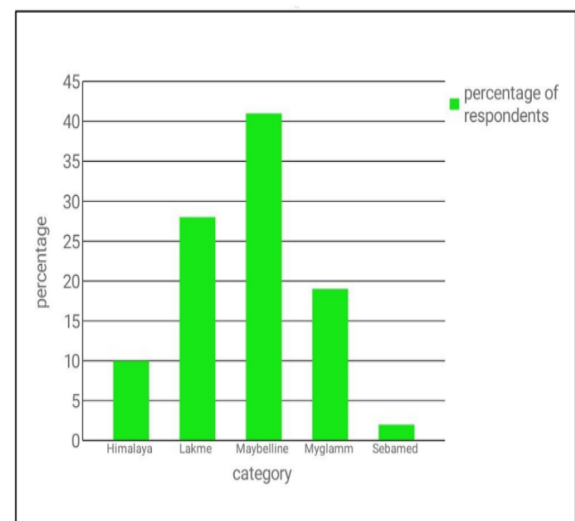
Interpretation

From the above figure, it is observed that 41 percentage of respondents preferred Maybelline and 2 percentage of respondents preferred sebamed.
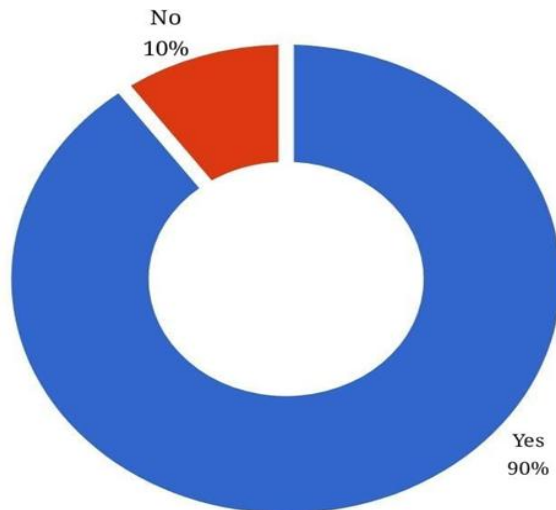
17

Table 4.8. Influence of advertising on purchasing decisions

Particulars	Number of respondents	Percentage of respondents
Yes	72	90
No	8	10
Total	80	100

(Source: primary data)

Figure 4.6 Influence of advertising purchasing decisions

Interpretation

From the above figure, it is observed that 90 percentage of respondents buy the products after watching advertisement and 10 percentage of respondents do not buy the product after watching advertisement.

Table 4.9 Preference regarding cosmetics shopping destination

Particulars	Number of respondents	Percentage of respondents
Online	25	31
Department stores	12	15
Shops or markets	30	38
Speciality cosmetics stores	12	15
Others	1	1
Total	80	100

(Source:primary data)

Figure 4.7. Preference regarding cosmetics shopping destination
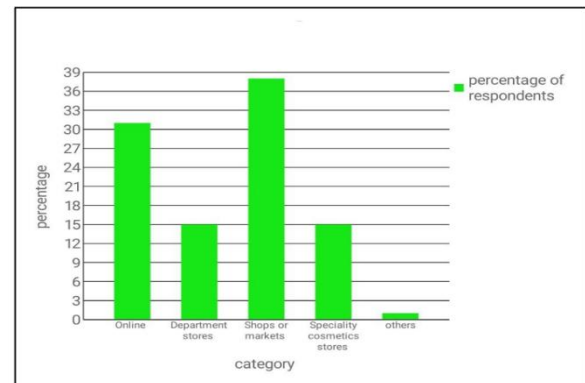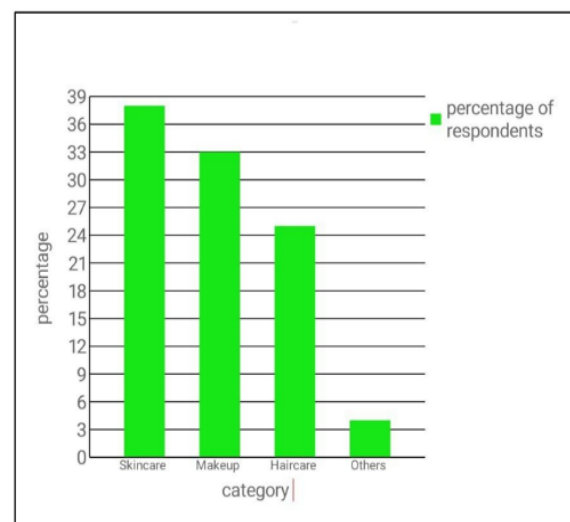

Interpretation

From the above figure, it is observed that 38 percentage of respondents are buy from the shops or markets and 1 percentage of respondents are bought from other sources.

Table 4.10. Most purchased cosmetics type

Particulars	Number of respondents	Percentage of respondents
Skincare	30	38
Makeup	26	33
Haircare	20	25
Other's	4	4
Total	80	100

(Source: primary data)

Figure 4.8 Most purchased cosmetics type

Interpretation

From the above figure, it is observed that 38 percentage of the respondents prefer skincare and only 4 percentage of the respondents prefer others type of producs.

Table 4.11 Consumer brand preference

Particulars	Number of respondents	Percentage of respondents
Yes	60	75
No	20	25
Total	80	100

(Source: primary data)

Figure 4.9 Consumer brand preference
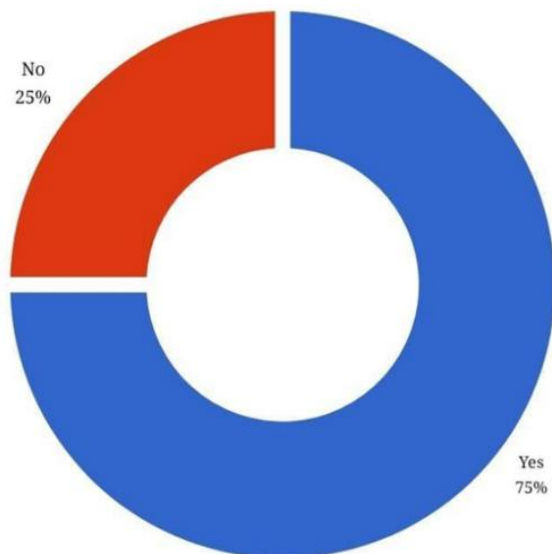
Interpretation

From the above figure, it is observed that 75 percentage of respondents preferred branded cosmetics and 25 percentage of respondents are not preferred branded cosmetics.

Table 4.12 Key factor influencing buying behaviour

| Particulars	Numbers of respondents	Percentage of respondents
Discount	10	13
Latest trend	20	25
Advertisement	22	28
Need for the producs	28	34
Total	80	100

(Source: primary data)

Figure 4.10 Key factor influencing buying behaviour
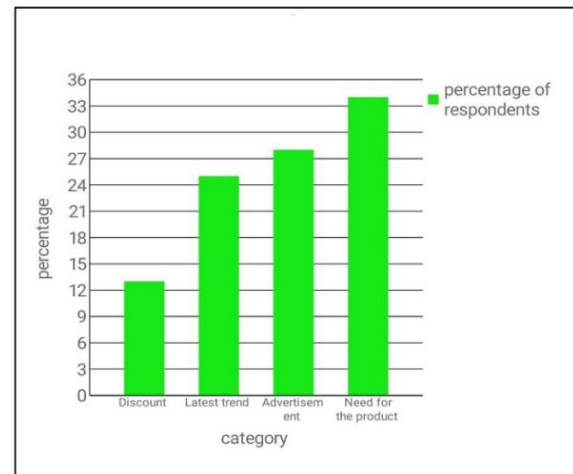
Interpretation

From the above figure,it is observed that 34 percentage of respondents purchase products based on their need of the product and 13 percentage of respondents purchase products based on discount.

Table 4.13 Influence of celebrity endorsement on cosmetics buying decision

Particulars	Number of respondents	Percentage of respondents
Yes	60	75
No	20	25
Total	80	100

(Source: primary data)

Figure 4.11 Influence of celebrity endorsement on cosmetics buying decision
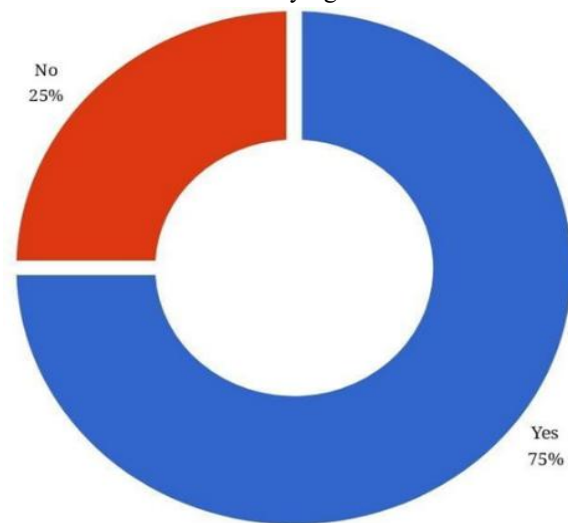
Interpretation

From the above figure,it is observed that 75 percentage of respondents are influenced by celebrities and 25 percentage of respondents are not influenced by celebrities.

Table 4.14 Primary consideration when buying a product

Particulars	Number of respondents	Percentage of respondents
Price	29	36
Advertisement	3	4
Features	30	38
Packaging	9	11
Brand	9	11
Total	80	100

(Source: primary data)

Figure 4.12. Primary consideration when buying a product
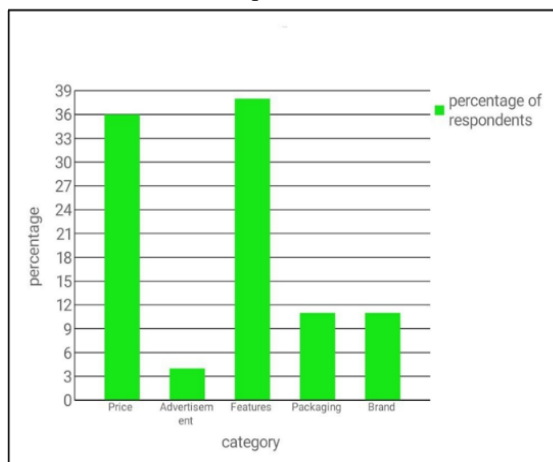
Interpretation

From the above figure, it is observed that 38 percentage of respondents consider features when buying products and 4 percentage of respondents consider advertisement when buying products.

Table 4.15 Perception of organic cosmetics

Particulars	Number of respondents	Percentage of respondents
Strongly disagree	4	5
Disagree	9	11
Neutral	30	38
Agree	27	34
Strongly agree	10	12
Total	80	100

(Source: primary data)

Figure 4.13 Perception of organic cosmetics
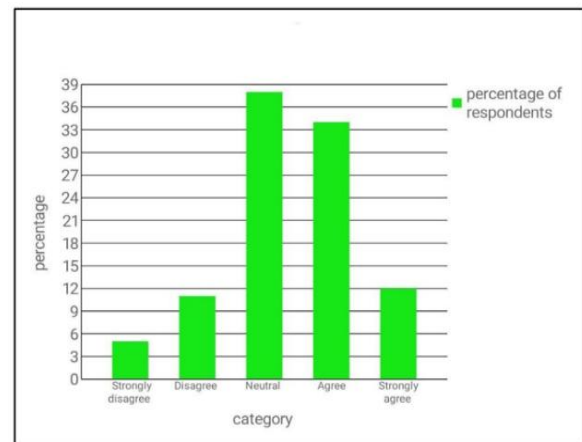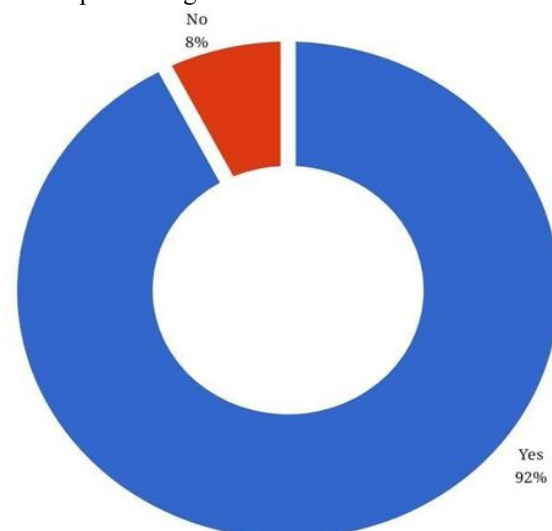

Interpretation

From the above figure, it is observed that 38 percentage of respondents are neutral, indicating they neither strongly agree nor disagree that organic cosmetics are better and 5 percentage of respondents strongly disagree, indicating they do not think organic cosmetics are better.

Table 4.16. Whether you ask for recommendations before purchasing cosmetics

Particulars	Number of respondents	Percentage of respondents
Yes	74	92
No	6	8
Total	80	100

(Source: primary data)

Figure 4.14 Whether you ask for recommendations before purchasing cosmetics

Interpretation

From the above figure, it is observed tha 92 percentage of respondents read reviews or ask for recommendations before purchasing cosmetics, indicating a strong reliance on external opinions and feedback and 8 percentage of respondents do not read reviews or ask recommendations before purchasing cosmetics, suggesting they may rely on personal experience, brand loyalty or other factors.

Table 4.17. Satisfaction level of online cosmetics purchase

Particulars	Number of respondents	Percentage of respondents
Highly dissatisfied	3	4
Dissatisfied	6	8
Neutral	35	44
Satisfied	31	39
Highly satisfied	5	5
Total	80	100

(Source: primary data)

Figure 4.15Satisfaction level of online cosmetics purchase
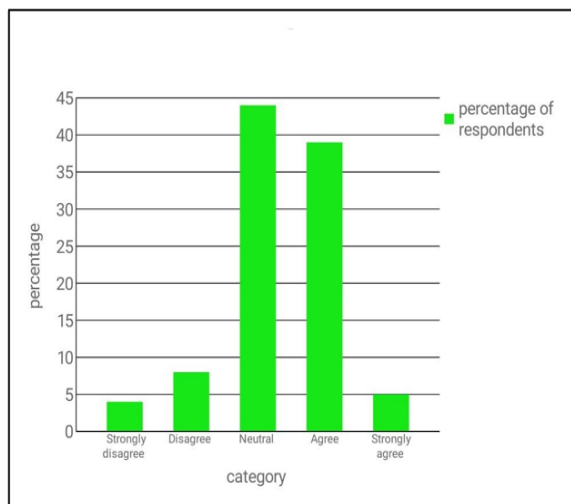
Interpretation

From the above figure, it is observed that 44 percentage respondents are neutral, indicating they neither strongly agree nor disagree with online purchasing of cosmetics, possibly due to mixed experiences or lack of strong opinions and 4 percentage of respondents are highly dissatisfied, indicating that have significantly negative experience or concerns with online purchasing of cosmetics.

IX. CHAPTER 5: FINDINGS, CONCLUSION & SUGGESTIONS

Findings

- 40 percentage of respondents have been using cosmetics for more than a year.
- 58 percentage of respondents purchase cosmetics monthly.
- 45 percentage of respondents spend ₹500-₹1500 on cosmetics.
- 44 percentage of respondents attracted to the quality of product.
- 41 percentage of respondents preferred Maybelline.
- 90 percentage of respondents buy the products after watching advertisement.
- 38 percentage of respondents buy from the shops or markets.
- 38 percentage of the respondents prefer skincare.
- 75 percentage of respondents preferred branded cosmetics.
- 34 percentage of respondents purchase products based on their need of the product.
- 75 percentage of respondents are influenced by celebrities.
- 38 percentage of respondents consider features when buying products.
- 38 percentage of respondents are neutral, indicating they neither strongly agree nor disagree that organic cosmetics are better.
- 92 percentage of respondents read reviews or ask for recommendations before purchasing cosmetics, indicating a strong reliance on external opinions and feedback.
- 44 percentage respondents are neutral, indicating they neither strongly agree nor disagree with online purchasing of cosmetics, possibly due to mixed experiences or lack of strong Opinion

Conclusion

The study on the consumer buying behavior of cosmetics among students at St. Joseph's (Autonomous) College Irinjalakuda revealed several key findings. Firstly, brand loyalty and peer influence emerged as significant factors driving purchase decisions. Students demonstrated a strong preference

for established brands and were heavily influenced by recommendations from friends and social media influencers. Secondly, price sensitivity was observed, with students seeking value for money and often opting for affordable options. Thirdly, online platforms were found to be the primary source of information and purchase for cosmetic products. Finally, the study highlighted the growing importance of product safety and ethical considerations among students, with a preference for cruelty free and natural products. The study concludes that consumer buying behavior of cosmetics among students is influenced by brand loyalty, peer recommendations, price sensitivity, online platforms, and a growing preference for product safety and ethical considerations.

Suggestions
- Companies should introduce budget-friendly cosmetic products catering to students limited spending capacity
- Cosmetic companies should invest in digital ads on platforms popular with students, like Instagram, YouTube, and Tik Tok
- Utilize celebrity endorsements strategically to resonate with the target audience.
- Introduce organic and natural options to cater to growing consumer demand.
- A marketer should build up brand promotion by using social media

X. APPENDIX QUESTIONNAIRE

Female Buying Behaviour of Cosmetics Among Students in St Joseph's Autonomous College Irinjalakuda
1. Name
2. 2. Age
- Under 18
- 18-20
- Above 20

3. Educational background
- Undergraduate
- Postgraduate

4. How long have you been using cosmetics?
- Less than a year
- 1 year
- 1More than a year

5. Frequently do you purchase the cosmetics?
- daily
- monthly
- Yearly

6. How much do you spend on beauty products?
- Less than ₹500
- ₹500-₹1500
- More than ₹1500

7. Which attributes attract you to purchase branded products?
- Quality
- Brand reputation
- Customer reviews
- Social media

8. Which of the following cosmetic brand do you prefer?
- Himalaya
- Lakme
- Maybelline
- Myglamm
- Sebamed

9. Do you buy products after watching advertisment?
- Yes
- No

10. Where do you usually buy cosmetics?
- Online
- Department stores
- Shops or markets
- Speciality cosmetics store
- Others

11. What type of cosmetics do you buy most of them?
- Skincare
- Makeup
- Haircare
- Others

12. Do you prefer purchasing well-known brands over local or lesser-known brands
- Yes
- No

13. What motivates your purchasing process?
- Discount
- Latest trend
- Advertisement
- Need for the products

14. Do celebrity endorsements influence you to buy cosmetics?
- Yes
- No

15. What do you look first when you buy a product?
- Price
- Advertisement
- Features
- Packaging
- Brand

16. Do you agree that organic cosmetics are better?
- Strongly disagree
- disagree
- Neutral
- Agree
- Strongly agree

17. Do you read reviews or ask for recommendations before purchasing cosmetics?
- Yes
- No

18. Do you satisfy with online purchasing of cosmetics
- Highly dissatisfied
- dissatisfied
- Neutral
- Satisfied
- Highly satisfied

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