

Women Customer Satisfaction Towards Branded Cosmetic Products – A Study in Chennai

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Abstract—Consumer behaviour, in essence, examines how individuals decide what they want, need, and ultimately choose to buy. Understanding buying behaviour requires recognizing that it is driven by the needs of individuals, groups, and organisations. Therefore, it is essential to analyse how these needs connect with consumers' purchasing decisions. The interaction between consumers and elements of the marketing mix—product, price, place, and promotion—plays a pivotal role in shaping their choices. Each individual's psychological makeup, influenced by culture, attitudes, past experiences, and personal perceptions, affects how they evaluate products and services. These factors determine whether they decide to purchase, as well as where and when they prefer to buy. The researchers aim was to find out the purchase behaviour of the branded cosmetic products and their satisfaction in Chennai. The study is an exploratory study, it helps in identifying the consumers decision towards purchase of branded cosmetics. Sample size was 131, simple random technique has been used, results show that female consumers are very much attracted towards the brands, customers feel very much satisfied in using branded cosmetic products

Index Terms—Consumer behaviour, Cosmetics, Brand Preference, Brand Satisfaction, and shopping malls.

I. INTRODUCTION

Historically, Indian women had limited exposure to the external environment due to social and cultural constraints. However, in recent decades, this scenario has shifted considerably as women increasingly pursue education, economic independence, and professional

opportunities. Greater participation in the workforce has made personal presentation an important aspect of daily life, motivating women to adopt cosmetic products as a means of maintaining a well-groomed and confident appearance in both professional and social settings.

Women have been using natural and herbal cosmetic products which are prepared at home, since ancient times as a means of enhancing their appearance. In contemporary society, cosmetics play an increasingly significant role in daily life, particularly as Indian women gain financial independence and enter the corporate environment in larger numbers. For many women, cosmetics and fashion hold substantial personal and social value. Their use of cosmetic products begins at various stages of life—often starting in childhood or adolescence—when makeup is viewed as something that enhances beauty, boosts self-confidence, and supports personal expression. With a wide range of brands, prices, quantities, qualities, and designs available, female consumers today have numerous options when making purchasing decisions. Consumer behaviour, in essence, examines how individuals decide what they want, need, and ultimately choose to buy. Understanding buying behaviour requires recognizing that it is driven by the needs of individuals, groups, and organisations. Therefore, it is essential to analyse how these needs connect with consumers' purchasing decisions. The interaction between consumers and elements of the marketing mix—product, price, place, and promotion—plays a pivotal role in shaping their choices. Each individual's psychological makeup,

influenced by culture, attitudes, past experiences, and personal perceptions, affects how they evaluate products and services. These factors determine whether they decide to purchase, as well as where and when they prefer to buy.

Before making a purchase, consumers typically follow a sequence of decision-making steps. They assess whether the product meets their needs, offers acceptable quality, is priced reasonably, and provides valuable features. Consumer buying patterns may vary based on product attributes such as quality, pricing, status, features, and packaging. Moreover, their preferences often align with prevailing fashion trends, and this dynamic nature influences their purchase behaviour. To understand and anticipate these shifts, marketers invest significant resources in market research. However, they continue to face challenges in interpreting and predicting consumer behaviour in the cosmetic industry due to the abundance of product choices, competitive pricing, and constantly evolving beauty trends.

Cosmetic purchasing behaviour among Indian women is now shaped by a complex interplay of personal, social, and cultural factors. Women seek products that enhance self-esteem, support professional presence, and balance traditional beauty norms with modern aspirations. Their choices are strongly influenced by product quality, pricing, brand reputation, and the growing impact of social media platforms. Peer recommendations, influencers, and celebrity endorsements further guide purchase decisions. Additionally, greater educational attainment and heightened awareness of diverse skin tones and hair types have generated increased demand for natural, organic, and specialized cosmetic formulations that promise safety and efficacy. Consumer buying behaviour more broadly encompasses the attitudes, intentions, preferences, and decision-making processes individuals use when selecting products or services. These behaviours are shaped by the needs of individuals, groups, and organizations, making it essential to understand how such needs align with marketing strategies. Interactions between consumers and elements of the marketing mix—product, price, place, and promotion—play a central role in shaping purchase decisions. Psychological determinants such as cultural background, personal attitudes, prior experiences, and individual perceptions also differ

widely, influencing decisions regarding whether, what, where, and when to buy.

Women remain the most dominant and influential consumer segment within the cosmetic industry, significantly shaping product development and branding strategies. As modern women place greater emphasis on skincare, grooming, and overall appearance, branded cosmetic products have gained traction due to their perceived quality, safety, and aspirational image. The rapid expansion of domestic and international brands, along with extensive promotional campaigns and multi-channel retail availability, has broadened access to premium cosmetic offerings. Customer satisfaction has emerged as a crucial driver of brand loyalty, repeat purchase behaviour, and long-term competitive advantage in the cosmetic sector. For women consumers, satisfaction is determined by a combination of product performance, brand image, ingredient quality, pricing fairness, dermatological safety, packaging aesthetics, and credibility of promotional claims. As women become more discerning and informed, their expectations continue to evolve, highlighting the need for manufacturers and marketers to understand the specific determinants of satisfaction within this segment.

In rapidly developing markets like India, the cosmetic industry is undergoing significant transformation driven by urbanisation, increased female workforce participation, exposure to global beauty standards, and the widespread influence of social media. Women now seek products that align with their lifestyle preferences, skin requirements, cultural values, and ethical considerations such as sustainability and cruelty-free practices. Assessing women's satisfaction with branded cosmetic products is therefore essential for identifying product gaps, refining marketing strategies, and strengthening consumer relationships. Despite the growing relevance of this segment, empirical research focusing specifically on women's satisfaction towards branded cosmetics in India remains limited. Gaining insights into their expectations, motivations, and post-purchase evaluations can provide valuable inputs for industry stakeholders seeking to enhance product quality and customer experience. Accordingly, this study aims to investigate the key factors influencing women's satisfaction with branded cosmetic products and to

offer evidence-based recommendations for improving brand performance and fostering consumer loyalty.

II. REVIEW OF LITERATURE

Junaid Abdhulla Bin and Reshma Nasreen (2012) examined the consumption patterns of cosmetic products among young men in Delhi. Their findings indicated that the purpose for which skincare products are used does not differ significantly across age groups. The study also reported that an individual's income level has no meaningful influence on the choice of place from which skincare products are purchased.

Umesh Maiya and Mavy Miranda (2013) investigated consumer behaviour toward cosmetic products and observed that contemporary women display a strong inclination to enhance their appearance. Their study highlighted quality and price as the two most influential factors guiding cosmetic purchases. The authors also noted that consumers are increasingly aware of obtaining value for the money they spend on such products.

Rajul Dutt (2013), in his comparative study titled "A Cross-Cultural Study of Female Consumer Behaviour with Regard to the Purchase of Cosmetics in the United States and India," explored how cultural background influences female buying behaviour. The study emphasized that societal norms, cultural values, and subcultural contexts play a crucial role in shaping women's decisions regarding cosmetic purchases.

Yuvaraj (2014) examined the consumer decision-making process related to cosmetic purchases and the factors influencing these decisions. The findings showed that Lakme emerged as the most preferred and widely used brand for lipsticks, followed by Revlon and Elite. A similar pattern was observed in the category of nail-care products, where Lakme again ranked highest, with Revlon and Elite trailing behind. In makeup products overall, Lakme, Revlon, and Elite were identified as the dominant and most popular brands among consumers.

Pooja (2015) This study was conducted to analyses the consumption behaviour of men in Aurangabad and their attitudes toward cosmetic products. The research explores how different age groups of male consumers make decisions when purchasing cosmetics. The study involved a sample of 50 male respondents from Aurangabad. The findings clearly show a noticeable

increase in male participation within a market traditionally dominated by female consumers. The study explored the factors contributing to the gradual erosion of conventional gender roles in society. The analysis indicates a strong connection between self-image and societal expectations in influencing cosmetic consumption among men in Aurangabad. These insights are valuable for marketers, as they highlight an emerging trend of cosmetic usage among men, particularly within the key age segment around 25 years. The growing acceptance of male grooming products reflects shifting social norms, where outward appearance and personal care have become more important to male consumers. The study also emphasizes that perception plays a crucial role in shaping men's cosmetic consumption behaviour. Moreover, statistical evidence confirms a significant association between income and monthly expenditure on consumer products, indicating that young men today increasingly prefer and invest in cosmetic items. Sakthivel Murugan (2016) investigated the determinants of post-purchase behaviour related to personal care products in Chennai. The study found that women tend to exhibit strong emotional involvement with personal care items. It also explored their attitudes and behavioural tendencies in selecting branded products. A major aim of the study was to assess the extent of brand consciousness and its influence on household purchasing decisions. The results indicated that contemporary women are highly aware and particular about the brands they choose, reflecting a strong sense of brand consciousness.

Singh and Sharma (2019) analysed the customers' perception towards brands of cosmetic products. The study used exploratory-cum descriptive research design. It was used judgment sampling to select female respondents from the Hisar city of the Haryana State. The study found that Majority of the customers used the major cosmetics like shampoo, powder, cream. Lakme is the top brand of cosmetic which are preferred by customers.

Malathi, T and Sangeetha, R. (2019) Consumption pattern of cosmetic products among college female students, study focus a on environmental impact factors states that beauty care substances or cosmetic products can be made either natural substances or chemical compounds to enhance both odour and appearance of human body. Today people are more concerned about their self-personality and self-

consciousness; hence the demand for cosmetic products is increasing rapidly. The objective is to identify the environmental impact factors the purchase of cosmetics among college female students. Consumers are generally ecstatic when they think they are getting a good deal and to motivate them to purchase to by providing offers like buy one get one free deal, buy one get one half deals, and a free gift with purchase option.

Vijay, M. and Suresh Kumar (2019) Determinants of customer satisfaction towards herbal products in selected area of Tamil Nadu states that Ayurveda or the 'Science of Life' is an ancient, holistic for diagnosis and treatment, perhaps the oldest system of medicine known to humanity. At Himalaya the research will begins with the raw herbs chosen from traditional texts, both from observations and experiences of indigenous plants. The objective is to find the current herbal products scenario in India. The result of the study will help the company to identify the satisfaction level of the customers and demand of various benefits provided and promotional activities adopted by the company.

Pooja Agarwal, C. K. Tiwari (2019), with a 5% degree of significance, their analysis on Customer Purchase Behaviour for Patanjali Brand found that there is no substantial difference between the age groups primarily below 20, 21 - 30, 31 - 40, and 40 - 50, embracing the null hypothesis" In the case of gender and purchasing behaviour, they support the null hypothesis, claiming that there is no substantial difference in the purchasing behaviour of male and female customers.

Edakkotte (2020) The Indian cosmetic industry has experienced significant expansion over the past two decades. Advances in technology, globalization, and rising purchasing power have made consumers more conscious of hygiene and beauty, driving the sector's rapid development. In the current market environment, changing lifestyles, increased disposable income, extensive advertising, rising social status, migration trends, demand for premium-quality products, shifts in consumer preferences, and pervasive media influence have collectively contributed to a notable transformation in women's purchasing and usage patterns of cosmetic products. The increasing participation of women in the workforce has further strengthened their buying capacity, thereby stimulating demand for cosmetics. Kerala, in

particular, has emerged as a strong market for cosmetic products. Its high literacy rate and fast-paced urbanization have led to greater employment opportunities for women, resulting in heightened demand for beauty and personal care items. The study findings reveal that respondents express high satisfaction with Lakme's lip care, eye care, and nail care products due to their superior quality. However, for skin care products, Himalaya is preferred, reflecting higher user satisfaction in this category. A significant relationship is observed between product quality and consumer satisfaction across various brands. In terms of product design, Lakme again leads in consumer satisfaction, followed by unbranded products, Revlon, L'Oréal, and Himalaya. Statistical results confirm a significant association between product design and customer satisfaction. When examining product ingredients, consumers report satisfaction with Lakme's lip, eye, nail, and general skincare products, while preferring Himalaya for herbal-based skincare solutions. The findings show a significant relationship between product ingredients and consumer satisfaction. Regarding value for money, Lakme is rated highly for lip, eye, and nail care products, whereas Himalaya receives positive feedback for skincare value. The Kruskal–Wallis test further indicates a significant relationship between perceived value for money and satisfaction for brands such as Lakme, Revlon, L'Oréal, Himalaya, and unbranded products. In terms of safety, Lakme is again favoured for lip, eye, and nail care items, whereas Himalaya is preferred for safe and reliable skincare products. Overall, the study shows a significant association between perceived product safety and consumer satisfaction across different cosmetic brands.

Statement of the Problem

In today's highly competitive cosmetics market, customers are exposed to an increasing range of brands, product varieties, and promotional claims, making their purchasing decisions more complex and selective. Customer satisfaction has become a critical factor determining brand loyalty, repeat purchases, and long-term business success. However, satisfaction levels largely depend on key factors such as product quality, safety, ingredient transparency, pricing, and customer service. When cosmetic products fail to meet consumers' expectations—whether by offering poor

effectiveness, causing adverse skin reactions, or lacking credible ingredient information—it leads to dissatisfaction, negative reviews, and a decline in brand reputation. At the same time, consumer buying behaviour is influenced by multiple psychological and cultural factors, including attitudes, perceptions, past experiences, and social environment. These factors shape how consumers interact with the marketing mix and make decisions regarding what, when, and where to purchase. Despite the growing sophistication of consumers, there remains a gap in understanding how these behavioural factors align with satisfaction determinants, especially in the context of cosmetic products. Thus, the problem addressed in this study is the need to examine how customer satisfaction is shaped by product attributes and service quality in the cosmetics market, and how consumer buying behaviour—driven by individual perceptions, cultural values, and prior experiences—affects their purchase decisions. Understanding this relationship is essential for cosmetic brands to develop effective strategies that meet consumer expectations and enhance satisfaction. The scope is confined to understanding satisfaction and buying behaviour of women consumers.

Scope of the Study

The present study focuses on examining the level of customer satisfaction among women towards branded cosmetic products in Chennai. It covers various dimensions of satisfaction, including product quality, safety, effectiveness, ingredient transparency, pricing, brand image, and after-sales service. The study also explores the factors influencing women's purchasing decisions, such as personal preferences, cultural influences, perceptions, past experiences, and marketing strategies adopted by cosmetic brands. The study is limited to women consumers residing in different parts of Chennai, representing diverse age groups, income levels, education backgrounds, and occupational categories. Only branded cosmetic products—such as skincare, makeup, and personal care items—are considered, excluding unbranded or locally made products. The investigation focuses on women's usage patterns, expectations, and satisfaction levels with popular national and international cosmetic brands available in the Chennai market.

III. OBJECTIVE OF THE STUDY

1. To identify the demographic impact on respondent of branded cosmetic products
2. To analyse the factors influencing consumer buying behaviour and brand choice of cosmetic product in Chennai.
3. To study the satisfaction level on the usage of branded cosmetic products

Research Design: This study being quantitative and exploratory, in nature. Primary and Secondary data has been used. Primary Data is used for data collection from the respondents, and secondary data refers to information collected from the published sources, such review of literature. This will help in formulating a theoretical basis and help us know the existing research papers, journals, eBooks, fashion blogs and reports published by market research companies, which relate to this study.

Sample design: In particular research, a procedure that is being followed for selecting a sampling unit is called sample design. The procedure that is being followed by the researchers to select a sampling unit is simple random Sampling. In simple random sampling, each sample unit has an equal chance to get selected. The population selected by the researchers for the study is citizens in Chennai city. Samples were collected from female consumers purchasing and using cosmetic product. Simple Random sampling has been implemented for response, a structured questionnaire was used it was circulated at various retail shops, shopping malls in Chennai, having circulated 200 questionnaires only 131 response was able to be collected 69 responses were either reluctant to respond and few said no time.

Statistical tools: Statistical Package for Social Sciences (SPSS) 21 is used for data analysis – descriptive statistics, ANOVA, T-Test, Chi Square, and Correlation.

Limitations of the Study

The present study, while providing valuable insights into women customers' satisfaction towards branded cosmetic products in Chennai, is subject to certain limitations. First, the study is geographically restricted to Chennai city, which may limit the generalizability of the findings to other regions with different demographic or cultural characteristics. Second, the study primarily relies on self-reported responses from women consumers, which may be influenced by

personal bias, selective memory, or social desirability factors. Such responses may not always reflect actual behaviour or long-term experiences with cosmetic brands. Third, the sample size and sampling technique used may not fully represent the entire population of women cosmetic users in Chennai. The study includes only users of branded cosmetic products, excluding those who use non-branded or herbal/local products,

which may have provided comparative insights. Finally, the dynamic nature of the cosmetic industry—with frequent product innovations, new brand entries, and changing consumer preferences—may limit the relevance of the findings over time. Given these limitations, the results should be interpreted with caution and considered as a foundation for further, more comprehensive research.

Table 1. Respondents Demographic Analysis

Age	Frequency	Percentage
18-24	70	13.0
25-34	82	62.6
35-44	10	8.40
45-54	14	10.7
Above 54	7	5.3
Total	131	100
OCCUPATION	Frequency	Percentage
Student	14	10.7
Professional	71	54.2
Homemaker	10	7.6
Self-Employed	27	20.6
Retired	6	4.6
Others	3	2.3
Total	131	100
INCOME	Frequency	Percentage
Less than Rs.20000	16	12.2
Rs.20000 – Rs.40000	26	19.8
Rs.40000 – Rs.60000	67	51.1
Rs.60000 – Rs.100000	12	9.2
Above Rs. 100,000	10	7.6
Total	131	100

Source: Primary

Table 2 - Frequency of Purchasing cosmetic Products by the respondents

Frequency of Purchase	Frequency	Percentage
Once a Week	21	16
Once a month	35	25.2
Every 2-3 month	31	23.7
Once in Six month	22	16.8
Rarely	24	18.3
Total	131	100

Source: Primary

Table 3 - Respondents Preferred Cosmetic Products

Frequency of Purchase	Frequency	Percentage
Skin Care	40	30.5
Hair Care	24	18.3
Makeup	27	20.6
Body Care	15	11.5
Nail Care	17	13
Others	8	6.1
Total	131	100

Source: Primary

Table 4 - Respondents Preferred Cosmetic Brand

Frequency of Purchase	Frequency	Percentage
L 'Oreal	27	20.6
Maybeline	23	17.6
MAC	13	9.9
Sugar	24	18.3
Revlon	19	14.5
Lakme	20	15.3
Others	5	3.8
Total	131	100

Source: Primary

Relationship between Demographic and Brand cosmetic products.

Hypotheses:

H₀ (Null Hypothesis): There is no significant relationship between age and the choice of branded cosmetic products.H₁ (Alternative Hypothesis): There is a significant relationship between age and the choice of branded cosmetic products.

Table 5 - CHI SQUARE TEST – RESPONDENTS RELATIONSHIP BETWEEN AGE AND CHOICE OF BRANDED COSMETIC PRODUCTS

	Value	df	Aysmptotic Significance (2 – Sided)
Pearson Chi Square	26.583	24	0.324
Likelihood Ratio	27.096	24	0.300
Linear-by-linear Association	498	1	0.480
N of Valid Cases	131		

Source: Primary

Relationship Between brand preference and influencing brand loyalty.

H₀ (Null Hypothesis): There is no significant relationship between brand preference and influencing brand loyaltyH₁ (Alternative Hypothesis): There is significantly relationship between brand preference and influencing brand loyalty.

Table 6 - CORRELATION

		Which of the Following cosmetic brands do you prefer	What Influences your Decision to stick with a particular cosmetic brand
Which of the Following cosmetic brands do you prefer	Pearson Correlation	1	0.176
	Sig. (2-tailed)		0.045
	N	131	131
What Influences your Decision to stick with a particular cosmetic brand	Pearson Correlation	0.176	1
	Sig. (2-tailed)	0.045	
	N	131	131

Source: Primary

Respondents Opinion towards Satisfaction of Cosmetic Products

H₀ (Null Hypothesis): There is no significant difference between the mean satisfaction score and the neutral score.H₁ (Alternative Hypothesis): There is significant difference between the mean satisfaction score and the neutral score.

Table 7 - One Sample T-Test

	N	Mean	Std. Deviation	Std. Error Mean
How Satisfied are you with the performance and effectiveness of luxury branded cosmetic products	131	2.45	1.488	0.115
Do you find the Cosmetic Products to be suitable for your skin / hair type	131	2.14	1.233	0.095
Are you satisfied with the variety of products offered by your favorite brand	131	3.00	1.214	0.094

Source: Primary

IV. INFERENCE

The age distribution indicates that the largest group of respondents belongs to the 25–34 years category (62.6%), followed by the 18–24 age group (13%). This shows that the sample is dominated by young adults and early middle-aged individuals, who are likely to be active consumers with established purchasing patterns. The remaining age groups (35–44, 45–54, and above 54) contribute smaller proportions, indicating a relatively younger sample composition. In terms of occupation, professionals form the majority (54.2%), suggesting that more than half of the respondents are employed in formal or skilled sectors. This is followed by self-employed individuals (20.6%), indicating a significant representation of independent earners. Homemakers, retirees, and students contribute smaller portions, showing that the sample is primarily economically active.

The income profile reveals that more than half of the respondents (51.1%) fall in the ₹40,000 – ₹60,000 monthly income group, indicating a predominantly middle-income segment. Another 19.8% earn between ₹20,000 – ₹40,000, while only a small percentage earn below ₹20,000 or above ₹1,00,000. This suggests that the purchasing behaviours reflected in the study are mainly influenced by middle-income consumers who have moderate to comfortable spending capacity.

The frequency-of-purchase pattern shows that respondents exhibit varied buying behaviour. The highest proportion of respondents (25.2%) purchase the product once a month, indicating a reasonably regular consumption cycle. This is followed by 23.7% who purchase once every 2–3 months, suggesting a moderate but consistent buying pattern. About 18.3% of the respondents rarely purchase the product, reflecting either low usage or selective buying. Additionally, 16.8% buy once in six months, while

only 16% purchase once a week, indicating that frequent purchasing is not common among the sample. From the analysis it is found that most respondents tend to purchase the product on a monthly or bi-monthly basis, highlighting a moderate purchase frequency rather than very frequent or very rare buying behaviour.

The analysis of product category preferences shows that Skin Care products are the most frequently purchased, accounting for 30.5% of the responses. This indicates a strong consumer focus on maintaining and enhancing skin health, which is often viewed as a daily or essential routine. Hair Care products follow at 18.3%, reflecting regular usage but at a slightly lower frequency compared to skincare. Makeup products represent 20.6%, suggesting notable but not dominant usage, likely influenced by personal grooming habits and lifestyle needs. Body Care (11.5%) and Nail Care (13%) categories show moderate preference, indicating that these items are used less frequently or considered more occasional purchases. The 'Others' category (6.1%) comprises the least purchases, showing minimal demand for products outside the main cosmetic categories. Analysis outcome indicates that consumers prioritize skincare, haircare, and makeup, reflecting essential grooming needs, while body care and nail care remain secondary preferences. The brand preference analysis reveals that L'Oreal is the most preferred cosmetic brand among respondents, accounting for 20.6% of the sample. This indicates strong brand recognition and trust in L'Oreal's product quality and variety. Sugar (18.3%) and Maybelline (17.6%) follow closely, suggesting that these brands also enjoy considerable popularity, likely due to their trend-focused product ranges and affordability. Lakme (15.3%) and Revlon (14.5%) show moderate levels of preference, indicating steady consumer acceptance but relatively less dominance compared to the top three brands. MAC, with 9.9%, is preferred by a smaller portion of respondents, possibly due to its higher pricing and niche market appeal. The Others category (3.8%) shows minimal preference for brands outside the major players. The findings indicate that consumer preference is concentrated around a few well-established brands, with L'Oreal, Sugar, and Maybelline leading the market, reflecting strong brand loyalty and perceived product value.

The chi-square test results indicate no significant relationship between age and the choice of branded

cosmetic products, as the Pearson Chi-Square value (26.583) with 24 degrees of freedom has a p-value of 0.324, which is greater than the common significance threshold of 0.05. Similarly, the likelihood ratio and linear-by-linear association also show high p-values (0.300 and 0.480, respectively), further supporting the lack of statistical significance. Therefore, age does not appear to be a determining factor in the selection of branded cosmetic products.

Correlations analysis presents that there is a positive relationship between brand preference and influencing brand loyalty with a Pearson correlation coefficient of 0.176. The p-value of 0.045 is less than 0.05, it indicates that this Relationship is statistically significant. The sample size for both variables is 131. The data presents responses from 131 participants regarding their satisfaction with luxury branded cosmetic products. On average, respondents rated their satisfaction with the performance and effectiveness of these products at 2.45, indicating a moderate level of satisfaction. The suitability of these products for their skin or hair type received a slightly lower average rating of 2.14, suggesting mixed opinions. Additionally, satisfaction with the variety of products offered by their favourite brand was rated higher at 3.00, showing relatively greater approval in these aspects. These values provide insights into consumer perceptions of luxury cosmetic products in terms of effectiveness, suitability, and variety. The standard deviations indicate the variability in responses around these averages.

V. CONCLUSION

The study on women's satisfaction toward branded cosmetic products provides valuable insights into the evolving preferences, expectations, and behavioural patterns of modern consumers. As the cosmetic industry continues to expand with the introduction of innovative formulations and diverse product lines, consumers today are more informed, selective, and quality-conscious. The findings of this research highlight that brand image, product quality, variety, affordability, and personal suitability are key factors influencing purchase decisions and satisfaction levels among women. In an environment where numerous brands compete for visibility and loyalty, consumers increasingly seek products that align with their personal needs, lifestyle choices, and skin or hair

requirements. The study underscores that satisfaction is not shaped by a single factor but results from a combination of performance, trust, accessibility, and positive brand experiences. It also reflects the growing awareness among consumers toward evaluating cosmetic products beyond mere aesthetics, focusing more on long-term benefits, safety, and value for money. Overall, the research enriches the understanding of how women perceive and interact with branded cosmetic products in a competitive marketplace. It reinforces the importance for cosmetic companies to continuously innovate, maintain quality standards, communicate effectively, and design customer-centric strategies to build stronger relationships with their consumers. This study serves as a foundation for future research aimed at exploring deeper psychological, social, and market-based influences that shape satisfaction and loyalty in the cosmetic sector.

VI. SUGGESTED FUTURE RESEARCH TITLES

- “Influence of Social Media Engagement on Brand Preference and Purchase Decisions in the Cosmetic Industry.”
- “Brand Equity and Its Impact on Purchase Behaviour Across Cosmetic Product Categories in Rural India”.
- “Assessing Consumer Satisfaction and Brand Switching Behaviour in Cosmetic Brands.”
- “Product Performance, Variety, and Suitability: Key Predictors of Satisfaction in Luxury Cosmetics.”

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