

A Study On Coimbatore Rural Adolescent Consumer Behaviour Towards Cosmetic Products

K. Guhan Prasanth¹, A. Elizabeth Prema², K. Yuvashree³

¹Assistant Professor Cum Research Scholar, Department of Commerce,
Dr. R.V. Arts and Science College, Karamadai, Coimbatore, India

²Assistant Professor Cum Research Scholar, Department of Commerce,
Dr. R.V. Arts and Science College, Karamadai, Coimbatore, India

³II M.Com, Dr. R.V. Arts and Science College, Karamadai, Coimbatore, India

Abstract—The Indian cosmetic industry has grown remarkably over the past few decades, especially in rural areas where adolescents have shown increasing interest in beauty and personal care products. This paper analyses rural adolescent consumer behaviour towards cosmetic products in Coimbatore district. The study focuses on the demographic profile, purchase behaviour, influencing factors, and satisfaction levels of consumers. The findings reveal that majority of rural adolescent consumers are brand-conscious, influenced by peer groups, advertisements, and quality of products. The study provides insights into the socioeconomic determinants of cosmetic consumption and highlights the marketing opportunities available for cosmetic companies in rural markets.

Index Terms—Cosmetics, Consumer Behaviour, Rural Market, Adolescents, Coimbatore

I. INTRODUCTION

The cosmetic industry has shifted from being a luxury to a necessity among Indian consumers. Rapid urbanization, exposure to global media, and increasing disposable income have fueled this growth. Rural markets, once dominated by basic consumption, now show significant demand for cosmetic products, particularly among adolescents. This research focuses on Coimbatore rural adolescents' behaviour towards cosmetic products. It identifies purchase motivations, influencing factors, and consumer attitudes. The study also explores the impact of peer pressure, advertisements, affordability, and brand perception on consumer choice.

The Indian cosmetic industry has increased the consciousness of Indian people about their appearance

and has consequently contributed to an increase in the demand for cosmetic products. India is one of the world's fastest growing economies in the world. It is also one among the emerging consumer markets in the world. Emerging media and western culture have created beauty awareness in the minds of Indian consumers. Urban consumers prefer to buy products at medium price. Even rural consumers prefer to use cosmetics and this increase the frequency of the usage of the same. As a result, one could see an increase in the acceptance and importance of the beauty products in every nook and corner of the world. Beauty products have moved from the luxuries category to necessities category. The cosmetic consumer's profile has moved from royalty and aristocracy to the masses and the working class, from the female category to all categories, and from the rich countries to all countries across the globe.

Certainly, the woman of today, believe that it is a matter of importance to look as charming as she can, to the end of her life. Man, too subtle and gradual has benefited from the development of the modern cosmetic industry; hair preparations, shaving soaps, creams and lotions that have all reached a degree of refinement and efficiency that makes them indispensable.

II. REVIEW OF LITERATURE

Rodge T.R. (2000) in his study, Influence of advertisement on consumers of different age groups and areas found that rural consumers attached more importance to the advertisement and its impact, as compared to urban consumers. He also points out that

rural consumers are more influenced by electronic media than print media.

M. Banu Rekha and K. Gokila (2001), the research aimed at studying the awareness of consumers towards cosmetic products and find out the factors influencing their purchase of cosmetic products. The results showed that there is a positive correlation between the factors i.e., family income (per annum) and spending cosmetics per month. Also, majority of the consumers were found to be brand loyal and quality specific.

Gaur, S.S and Vaheed, K.A. (2002) observed that consumers behaviour normally included the less observable decision process that accompany consumption including where, how often and under what conditions consumers made their purchase of desired goods and services.

Kumar, S. (2003) revealed that the majority of the consumers were highly enlightened and were concerned about the quality of the products. He also revealed that the consumers, uniformly in urban and rural areas, desired to have quality products at reasonable prices and trusted more on the advice of the retailers.

P. Rameshwari, R. Mathivanan and M. Jeganathan (2004), the study aimed at investigating the various factors that have impact on buying decisions of consumers. The results showed that marketers were required to look for buying habits, preferences, tastes, likes and dislikes of consumers and then the policies should be made. Lastly, the consumers were found to be more quality conscious and brand loyal.

Vikas Saraf (2005), in this study has found that brands are successful because the people prefer branded products to ordinary products. In addition to the psychological factors, brands give consumers the means whereby they can make choice and judgments. Consumers can then rely on chosen brands to guarantee standard quality and services. People believe that the brand itself is something that changes consumer behaviour.

III. RESEARCH METHODOLOGY

A system of model, procedures and techniques used to find the results of a research problem is called as Research Methodology. The research methodology in the present study involves the Rural Adolescent Consumer Behaviour towards Cosmetic products. This study is based on the secondary data. The

required information was collected through the questionnaire by interviewing the samples directly. In this study convenient sampling method is used and data were collected from samples, and according to the fulfillment of the questionnaire samples were finalized and taken for analysis. The study has been made in Coimbatore District. Coimbatore is one of the top 10 fastest growing cities of India. It is the second largest city in the Indian state of Tamilnadu and the 15th largest urban agglomeration in India with a metropolitan population of over 2 million. Within the Coimbatore city, are collecting the secondary data for this present study.

Period of the study:

Field work for this study was carried out by the researcher during the period from December 2023 to May 2025. Coimbatore District which has a total population of 3,084,000. Among them women are 1,308,675 and men are 1,310,265 in number.

Sampling Size:

Sample size refers to the number of items to be selected from the population constitute a sample. The sample size for this study is 156. From the study it was observed that consumers using cosmetic products were limited in number. The study also revealed that knowledge concerning cosmetic products was inadequate to few consumers. These factors forced the researcher to confine the sample size to 156. The researcher selected the respondents from Coimbatore District.

IV. DATA ANALYSIS AND INTERPRETATION

Table Showing Interested Level in Using Cosmetic Products

Interested level in using cosmetic products	No.of Respondents	Percentage
Yes	128	82
No	28	18
Total	156	100

Interpretation:

From the above table 82% of respondents belongs to interested level of using cosmetic products. 18% of respondents belongs to non-interested level of using cosmetic products. Majority 82% of respondents belongs to interested level of using cosmetic products.

Table Showing Usage of Cosmetic Products

Usage of cosmetic products	No.of Respondents	Percentage
Less than one year	87	56
One to five years	36	23
More than five years	33	21
Total	156	100

Interpretation

From the above table 56% of respondents belongs to usage of cosmetic products less than one year. 23% of respondents belongs to one year to five years. 21% of respondents belongs to more than five years. Majority 56% of respondents belongs to usage of cosmetic products less than one year.

Table Showing Satisfaction Level Of Cosmetic Products

Satisfaction level	No.of Respondents	Percentage
Yes	130	83
No	26	17
Total	156	100

Interpretation:

From the above table 83% of respondents said yes for the satisfaction level of cosmetics. 17% of respondents said no for the satisfaction level of cosmetics Majority 83% of respondents are satisfied with cosmetic products.

V. FINDINGS:

- Majority 58% of respondents are between the age group of 21-30 years.
- Majority 58% of respondents belongs to under graduation level of literacy.
- Majority 78% of respondents belongs to no category level of salary.
- Majority 36% of respondents are private sector.
- Majority 74% of respondents belongs to yes category of non-salaried level.
- Majority 69% of respondents are students.
- Majority 85% marital status of respondents is unmarried.
- Majority 50% monthly income of respondents is below Rs.20000.
- Majority 61% of respondents belongs to rural area.
- Majority 82% of respondents belongs to interested level of using cosmetic products.

- Majority 56% of respondents belongs to 10-20 years of using cosmetic products..
- Majority 53% of respondents belongs to friends who suggest buying cosmetic products.
- Majority 53% of respondents prefer Himalaya brand of cosmetic products.
- Majority 32% of respondents buy cosmetic products from departmental stores.
- Majority 25% of respondents choose particular shop for easy to access.
- Majority 40% of respondents buy cosmetic products whenever required.
- Majority 58% of respondents spent below Rs.500 to buy cosmetic products.

VI. SUGGESTIONS:

- A marketer should build up a prompt distribution channel to avoid the problem of non – availability of products.
- Marketers of cosmetic products should try to promote the cosmetic products under the essential category and be used in their daily makeover.
- Marketer should include your attitude and personal appeal in their advertising communication as the consumer buy cosmetic products on their own.
- The beauty consultants and the sales personnel should have complete knowledge about the available cosmetic products; in addition they should be aware of new arrivals of beauty products offered by various manufacturers.
- A proper communication should be created with doctors and beauticians and should involve in advertisement to make them more attractive, affective and reliable.
- Marketers can arrange for advertisement campaign and various demonstrations to carryout promotion activities of their products.
- Marketers can directly target the potential users for cosmetic products in different women colleges spreading their messages to them through campaigns or events management.
- Among the different factors which influence the respondents to purchase cosmetic products, the respondents ranked Quality as the first factor. Thus, it becomes the responsibility of the producers of cosmetic products to provide high

quality products which live up to the expectations and standards of the consumers.

- Some of the respondents face problems while using cosmetic products. They experience rashes, irritation, skin allergy and burning sensation in the skin. To reduce skin problems, the producers can introduce non -toxic chemicals in cosmetic products.

VII. CONCLUSION:

In conclusion, cosmetic products play an important role in our daily routines. From skincare to personal care, hair care to fragrance, and makeup, each category of cosmetic products serves a unique purpose in enhancing our natural beauty and maintaining our hygiene. By prioritizing self-care and finding the right cosmetic products for our needs, we can look and feel our best every day. Many new companies are building their new role and finding a new place in this industry and the old ones are trying to increase their respective shares in the market. The predictable desire of every woman to stay young and beautiful is everlasting. Cosmetic products are a powerful weapon in the hands of women which transform normal looking women to beautiful and attractive women. This study attempts to analyze the behaviour and attitude of the respondents towards Cosmetic products. Cosmetic consumers believe that Cosmetic products will enhance their natural beauty, feel presentable and increase their confidence level. The primary attributes which influence them to purchase cosmetic product is quality. The other important factor which the marketers should throw attention is to retain the brand switchers. Due to the awareness of natural cosmetics, the cosmetic respondents are slowly switching over to them. Then the marketers have to tap the rural segment by creating awareness to them. Various medias can be used to access the rural consumers among which, the television advertising is the powerful source and can be intensively used. If the marketers concentrate on these factors, they can easily capture the rural market. Marketers of Cosmetic products need to understand this and try to cope with the situation. They should create awareness in the minds of women that Cosmetic products are not luxury items but are essential items in their daily life routine.

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