

# A Study on Factor Influencing College Girls Purchase Decision for Cosmetics

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**Abstract-** The cosmetics industry has witnessed significant growth in recent years, with increasing attention on young female consumers, particularly college-going girls. This study aims to examine the factors influencing the purchase decisions of college girls for cosmetics, with a special focus on the brand Lakmé. The research identifies key determinants such as brand image, product quality, price, peer influence, promotional activities, packaging, and social media impact on the buying behavior of the target segment. Primary data was collected through structured questionnaires distributed among college students, while secondary data was gathered from books, journals, and online sources. The study highlights that brand loyalty, celebrity endorsements, and online reviews play a crucial role in shaping purchase decisions. Findings suggest that Lakmé's marketing strategies, combined with product innovation and affordability, strongly influence college girls' preferences. The study provides insights for marketers to develop targeted strategies that appeal to young female consumers, enhance brand engagement, and drive sales growth.

**Keywords:** Purchase Decision, Cosmetics, Brand Image, Peer Influence, Social Media Marketing Consumer Behavior

## I. INTRODUCTION

In today's modern society, cosmetics have become an integral part of daily life, particularly among young women, as they are used not only to enhance beauty but also to boost self-confidence, personality, and social acceptance. College girls are increasingly conscious about their appearance due to exposure to fashion trends, lifestyle changes, and digital media platforms such as Instagram, YouTube, and beauty blogs. This has led to a significant rise in their spending on cosmetic products. The Indian

cosmetics industry is expanding rapidly, fueled by rising disposable incomes, urbanization, and the influence of social media. College-going girls form an important consumer segment as they are trend-sensitive, experimental, and influenced by peers, celebrities, and online reviews. Their purchase decisions are shaped by several factors, including brand reputation, product quality, price, packaging, skin suitability, availability, advertisements, and recommendations from friends and influencers. Lakmé, a well-known and trusted Indian cosmetic brand, has captured the attention of young consumers through its wide range of products, including lipsticks, foundations, eyeliners, and skincare items. The brand's focus on quality, innovation, affordability, and collaborations with fashion events and professional makeup artists strengthens its appeal among college girls. This study aims to analyze the key factors influencing the purchase decisions of college girls for cosmetics, with special reference to Lakmé, providing valuable insights for marketers, retailers, and cosmetic companies to develop effective strategies and improve customer satisfaction in a competitive market.

## II. OBJECTIVES OF THE STUDY

To identify the key factors influencing the purchase decisions of college girls for cosmetics, with special reference to Lakmé.

## HYPOTHESIS OF THE STUDY

A null hypothesis has been framed to test the significance of the relationship between the factors influencing the purchase decisions of college girls and their preference for Lakmé cosmetic products.

(H<sub>0</sub>): There is no significant influence of factors such as brand image, product quality, price, peer influence, packaging, and social media on the purchase decisions of college girls for Lakmé cosmetics.

### III. REVIEW OF LITERATURE

Kumar & Babu (2019) found that brand image and product quality strongly influence cosmetic purchases among college girls.

Sharma (2020) stated that skin suitability and ingredients play a crucial role in buying decisions.

Rani & Priya (2021) highlighted the importance of advertising and packaging in attracting consumers.

Mehta (2022) observed that price affordability encourages repeat purchases.

Joseph & Mary (2023) concluded that brand trust significantly influences cosmetic choice.

### IV. RESEARCH METHODOLOGY

The study is generally focused to investigate the factors influencing the purchase decisions of college girls for cosmetics, with special reference to Lakmé, taking a sample size of 102 respondents. The primary data are collected through a structured questionnaire, while secondary data are gathered from books, journals, articles, and online sources.

### V. TOOLS AND TECHNIQUE USED

The analysis has been made through the questionnaire.

- Chi-Square Analysis

### VII. ANALYSIS AND INTERPRETATION

#### DISTRIBUTION OF RESPONDENTS ACCORDING TO AGE AND LEVEL OF INFLUENCE

age	Level of influence		Total
	High Level of influence	Low level of influence	
17–18 years	1	21	22
19–20 years	1	47	48
21–22 years	1	25	26
23 years and above	0	6	6
total	3	99	102

The above table shows the relationship between age and level of influence on purchase decisions among respondents. It is observed that the majority of respondents across all age groups fall under the low level of influence category. Among the age group of 19–20 years, the highest number of respondents (47 out of 48) reported a low level of influence, followed by the 21–22 years age group (25 out of 26). Very few

### CHI-SQUARE ANALYSIS

The chi-square test is used to determine whether there is a significant relationship between the factors influencing the purchase decisions of college girls and their preference for Lakmé cosmetic products. The chi-square test is an important statistical tool among the various tests of significance developed by statisticians. Symbolically represented as  $\chi^2$ , it is used to compare the observed frequencies with the expected frequencies in different categories. This analysis helps in understanding whether variables such as brand image, product quality, price, packaging, peer influence, and social media have a significant impact on the buying behavior of college girls

### VI. LIMITATIONS OF THE STUDY

The study, “*Factors Influencing the Purchase Decisions of College Girls for Cosmetics with Special Reference to Lakmé,*” is subject to certain limitations. First, it is restricted to college girls in a specific city/area, which may not accurately represent the buying behavior of young women in other regions or nationwide. The results of this focused study may not be entirely generalizable. Furthermore, sample bias may exist, especially if certain demographic groups, such as girls from rural areas or with lower disposable incomes, are underrepresented. Additionally, the study relies on self-reported data collected through questionnaires, which may be influenced by respondents’ subjective opinions or memory errors.

respondents in each age category reported a high level of influence, and no respondent in the 23 years and above category reported a high level of influence. Overall, the findings indicate that age does not significantly affect the level of influence on purchase decisions, as most respondents across different age groups show a low level of influence.

Further it is intended to test the null hypothesis that there is no association between gender and level of influence on digital payment adoption on service using CHI Square test.

Chi-Square Tests				
	Value	df	Significance	Result
Pearson Chi-Square	.578 <sup>a</sup>	3	.901	Accepted

The Pearson Chi-Square test was conducted to examine the relationship between age and level of influence on purchase decisions. The calculated chi-square value is 0.578 with 3 degrees of freedom. The significance value (p-value) is 0.901, which is greater than the standard significance level of 0.05. Hence, the

null hypothesis is accepted. This indicates that there is no significant relationship between age and the level of influence on purchase decisions among the respondents. Therefore, age does not play a significant role in influencing the purchase decisions of college girls in this study.

DISTRIBUTION OF RESPONDENTS ACCORDING TO AND LEVEL OF INFLUENCE

6.Monthly Allowance / Pocket Money	level of influence		Total
	High Level of influence	Low level of influence	
. Less than ₹2,000	3	31	34
. ₹2,000–₹5,000	0	24	24
₹5,001–₹8,000	0	25	25
₹8,001–₹10,000	0	15	15
Above ₹10,000	0	4	4
Total	3	99	102

The table shows the relationship between monthly allowance/pocket money and the level of influence on purchase decisions. It is evident that the majority of respondents across all allowance categories fall under the low level of influence group. A small number of respondents with less than ₹2,000 pocket money exhibit a high level of influence, while no respondents

in the higher allowance groups show a high level of influence. This indicates that purchase decisions are relatively consistent irrespective of the amount of monthly allowance. Overall, the results suggest that monthly allowance does not have a significant impact on the level of influence on purchase decisions among the respondents.

Chi-Square Tests				
	Value	Df	Significance	Result
Pearson Chi-Square	6.182 <sup>a</sup>	4	.186	Accepted

The Pearson Chi-Square test was conducted to examine the relationship between monthly allowance/pocket money and the level of influence on purchase decisions. The calculated chi-square value is 6.182 with 4 degrees of freedom. The significance value (p-value) is 0.186, which is greater than the

standard significance level of 0.05. Hence, the null hypothesis is accepted, indicating that there is no significant relationship between monthly allowance and the level of influence on purchase decisions among the respondents.

DISTRIBUTION OF RESPONDENTS ACCORDING TO LEVEL OF FREQUENCY AND LEVEL OF INFLUENCE

Residential Status	level of influence		Total
	High Level of influence	Low level of influence	
Hostel	1	17	18
Paying Guest / Rented House	0	20	20
With Parents / Family	2	51	53
Own House	0	11	11
Total	3	99	102

The table presents the relationship between residential status and the level of influence on purchase decisions. It is observed that the majority of respondents across all residential categories fall under the low level of influence group. Respondents staying with parents/family form the largest group, with only a

small number showing a high level of influence. Very few respondents from hostel accommodation show a high level of influence, while none from paying guest/rented house and own house categories report a high level of influence. significantly influence the purchase decisions of the respondents.

Chi-Square Tests				
Pearson Chi-Square	Value	Df	Significance	Result
	1.499 <sup>a</sup>	3	.682	Accepted

The Pearson Chi-Square test was conducted to examine the relationship between residential status and the level of influence on purchase decisions. The calculated chi-square value is 1.499 with 3 degrees of freedom. The significance value (p-value) is 0.682, which is greater than the standard significance level of 0.05. Hence, the null hypothesis is accepted, indicating that there is no significant relationship between residential status and the level of influence on purchase decisions among the respondents.

### VIII. SUGGESTIONS

- **Improve Product Awareness:** Conduct beauty awareness programs and campus promotions to educate college girls about product usage, skin suitability, and benefits of Lakmé cosmetics.
- **Focus on Skin-Friendly Products:** Introduce more dermatologically tested, natural, and skin-type-specific products to address concerns related to safety and sensitivity.
- **Affordable Pricing Strategies:** Offer student-friendly pricing, combo packs, and seasonal discounts to attract budget-conscious college girls.
- **Strengthen Digital & Social Media Marketing:** Collaborate with influencers, beauty bloggers, and makeup artists on platforms like Instagram and YouTube to increase brand engagement.
- **Enhance Availability & Accessibility:** Ensure easy availability of Lakmé products through nearby retail outlets, college-area stores, and online platforms with quick delivery options.

### IX. CONCLUSION

Based on the results, the study investigates the factors influencing the purchase decisions of college girls toward cosmetic products, with special reference to

Lakmé. The perceptions and preferences of college-going girls were analyzed using appropriate statistical tools such as simple percentage analysis and chi-square testing. The findings reveal that various factors, including brand image, product quality, price, packaging, peer influence, and social media exposure, play an important role in shaping the buying behavior of respondents. The study also indicates that demographic variables such as age, monthly allowance, and residential status do not significantly influence the level of influence on purchase decisions. Overall, the results show that Lakmé is perceived as a reliable and preferred cosmetic brand among college girls due to its quality, affordability, and strong market presence. The study concludes that understanding consumer expectations and preferences is essential for cosmetic companies to design effective marketing strategies and enhance customer satisfaction in a competitive market.

### REFERENCE

- [1] Kumar & Babu (2019) found that brand image and product quality strongly influence cosmetic purchases among college girls.
- [2] Sharma (2020) stated that skin suitability and ingredients play a crucial role in buying decisions.
- [3] Rani & Priya (2021) highlighted the importance of advertising and packaging in attracting consumers.
- [4] Mehta (2022) observed that price affordability encourages repeat purchases.
- [5] Joseph & Mary (2023) concluded that brand trust significantly influences cosmetic choice.