

## CONSUMER BUYING BEHAVIOR OF COSMETIC PRODUCTS-A STUDY

**Manjula M L\***

\*Assistant Professor,  
Department of Commerce  
Govt First Grade College Kuvempunagar,  
Mysore, INDIA  
Email id: manjulaml24@gmail.com

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### ABSTRACT

*Tracing the roots of the proverb it is noticed that “Beauty lies in the eyes of the beholder” is highly subjective and multidimensional. Generally, people can have variety of opinions on beauty, which means to say flawless, perfection, attractive and demands attention among the group of several observers. Philosophers continued to grapple with the question, whether beauty was objective or subjective for centuries. On the side of beauty being a subjective matter, many expressed sentiments similar to Plato, and plenty of variations on his statement followed. Benjamin Franklin paralleled the statement by saying “Beauty like supreme dominion, but is supported by opinions”.*

*Keeping all diverse philosophies apart, the concept of beauty is associated with consumer value and carries business importance in context of emerging trends in fashion industry, film industry and TV shows.*

*Understanding behaviour of consumers is a key to the success of business organizations. Marketing personnel are constantly analysing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and what kind of factors prompts the buying decision of cosmetic products.*

*According to Global Cosmetic Industry report the advanced education provided by brands about the products' ingredients and benefits have made today's consumer more aware of what they're putting on their bodies, and making them more willing to pay. Consumer behaviour can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, and using the consumer durables."*

*Considering the economic importance of cosmetic products, the present study is designed to understand Consumer buying behavior of cosmetic products among female consumers.*

**KEYWORDS:** *Beauty, Multidimensional, Benjamin Franklin, Consumer Behaviour, Purchase Decisions, Cosmetic Products.*

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