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

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.*

1. INTRODUCTION

Cosmetics have always held an important place in people's life. Earlier they came from natural sources only and now, there are chemical compounds or a mix of both with backed commercial

promos and business intentions. The cosmetic products include personal care, skincare, makeup, fragrances etc. People are super dependent on cosmetics in their day-to-day lives. This is the reason that the cosmetic industry is flourishing so well. Some of the popular cosmetics brands in India are Lakme, Colorbar, L'Oreal etc. It has become an essential part of fashion and appearance statements.

One can hide any flaws with a wide variety of makeup products available. One can also enhance their natural beauty with a range of skincare and body care products. With growing consciousness and change in lifestyles, the cosmetic industry is seeing rapid growth in India. The rise of the digitized world and the increasing purchasing power has also contributed to the cosmetics' growth. India Cosmetics Products Market is projected to grow at a CAGR of 4.23% during the forecast period 2021 – 2022.

The global cosmetics market size was valued at $380.2 billion in 2019, and is projected to reach $463.5 billion by 2027, registering a CAGR of 5.3% from 2021 to 2027 in the global perspective. Presently, cosmetics have become an indispensable feature of modern lifestyle of individuals.

The cosmetic market is expected to be of double valuation by the year 2026.Cosmetics are designed to enhance one's appearance (makeup), to conceal blemishes, enhance one's natural features (such as the eyebrows and eyelashes), add color to a person's face and, can be used to change the appearance of the face entirely to resemble a different person, creature or object which can build its unique presence among the crowd.

2.0 Literature Review:

Dr. Aamir Rashid ,Syed Salman Qadri , Dr. Rizwana Rasheed, (2021) observed that Advertising is the name of announcement for creating public or buyer attention, in the medium of promoting the products, ideas, services etc.The study advocates that the nature of the fixing and the psychological condition that these items satisfy, as opposed to cost alone. The industry of cosmetics in the country filling thoroughly is most recent couple of years.

Consumer behaviour is the activities and the choice cycle of individuals who buy goods and services for individual utilization, the term purchaser buying is introduced as the conduct shoppers show in looking for, buying for, utilizing, assessing and arranging items and administrations that they anticipate will fulfil the customer requirements. Consumer behaviour is defined as the exercises of individuals occupied with real or possibilities use of market things whether products, administrations, informational data, or thoughts or ideas.

The study was focused on the effects advertisements on the products buyer decision, it investigate variables which are influenced by notice and eventually impacts the purchasing conducts buyers, this research assist the pursuers with understanding the buyer conducts while buying the cosmetic products.

From the study it is found that different types of advertisement play a vital role on consumer's purchasing decisions especially cosmetic products users, and also repeat of advertisements increase the liking and buying of cosmetic products. Advertisement can change the buyer's behavior, recall of advertisement, pleasure, stimulation, social status, likewise advertisement.

Such studies are expected to be helpful for the cosmetic marketing and planning advertisement companies for cosmetic products manufacturing companies.

Dr. Pushpraj Wagh (2021)analysed consumer behaviour towards cosmetic products with reference to Lakme.Understanding the consumer is important for marketers to develop the marketing mix ,which is equally true in the case of cosmetic products too. It is well known that Lakme is the India's well-known, popular and successful brand over 65 years. Lakme provide a wide range of beauty products for women like face wash, scrub, lotion, moisturizer, cleansers etc. Lakme has proven record of consistent quality of product, the design and packaging as well as high commitment towards customer service.

The study is used to address consumers' buying behaviour towards various products and services so as to formulate the strategies for introducing and marketing any new product or service in relation with consumer behaviour towards cosmetic products.

Quality, value for money, Ingredient, Availability, Offers, product line range, promotion campaign have significant influence on the buying decision of customers of Lakme products.

From the study it is found that TV Advertisement & social media were the major source of information to the consumers about the cosmetic brands. Most of the respondents are using Lakme products frequently and for majority of the respondents, the monthly expenditure on Lakme products is more than Rs. 1000.

Dr.Puja Roshan and Dr.Deeksha Dwivedi (2021)analysed the factors affecting buying of cosmetic products with reference to males in Ghaziabad. It is noted that the cosmetics business is one of the country's burgeoning industries. The Indian buyer's purchasing power and disposable income have increased dramatically it has also developed a speciality for pushing associations in this field in the last decade, resulting in remarkable progress in the areas of health care and hygiene.

From the study it is found out that the majority of the men believed that using men's cosmetics products improved their appearance and also helped them succeed in their career. The consumer buying decisions are influenced mainly by five factors, which are quality of the product; product price; brand name; product packaging and advertising.

The study further reveals that Majority of the respondents bought cosmetic products for their personal care focusing more on skin care personal hygiene. The respondents invested more on herbal products and considered brand as the most influencing factor for buying the products. The promising aspect of the study is that the younger generation is more inclined towards buying cosmetic products than the older generations.

Ashmita Dahal Chhetri (2021) analysed Consumers attitudes towards cosmetic products.It is observed that **"Cosmetic"** is derived from the Greek word kosmetikos which means "skilled at decorating". Cosmetic is known as makeup or make-up are care substances used toenhance theappearance or odor of the human body. The word "Cosmetic" is a synanym to body cleansing ,beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure orfunctions.With the help of cosmetic decorations women can think of appearing more faminine ,males as more masculine , attractive and looking confident at their respective work places.

From the study it is found that the usage of Cosmetic products considerably increased with the growing income levels which are a significant development and crucial clue for marketers to capture this market with up-to-date marketing strategies. The researchers have put in sincere efforts to get the accurate and useful findings for the decision makers in the corporate world. Therefore, the need of the hour is that the company has to identify the consumer's attitude towards these cosmetic products so that they position their products to the various categories of consumers while targeting the suitable income category, considering both quantity, quality and the price as well as the Brand image.

Y P Sai Lakshmi , M .Suresh babu (2019) analysed the factors influencing consumer behaviour towards cosmetic products.The study aims at understanding the core of Consumer Behaviour concept and reviewing the Literature available in the field of Consumer behaviour studies across IndustriesEvolution of consumer behaviour started with manufacturing orientation followed by selling orientation and then it switched over to marketing orientation.

The study proposed following conceptual model to analyse consumer behaviour towards cosmetic products.
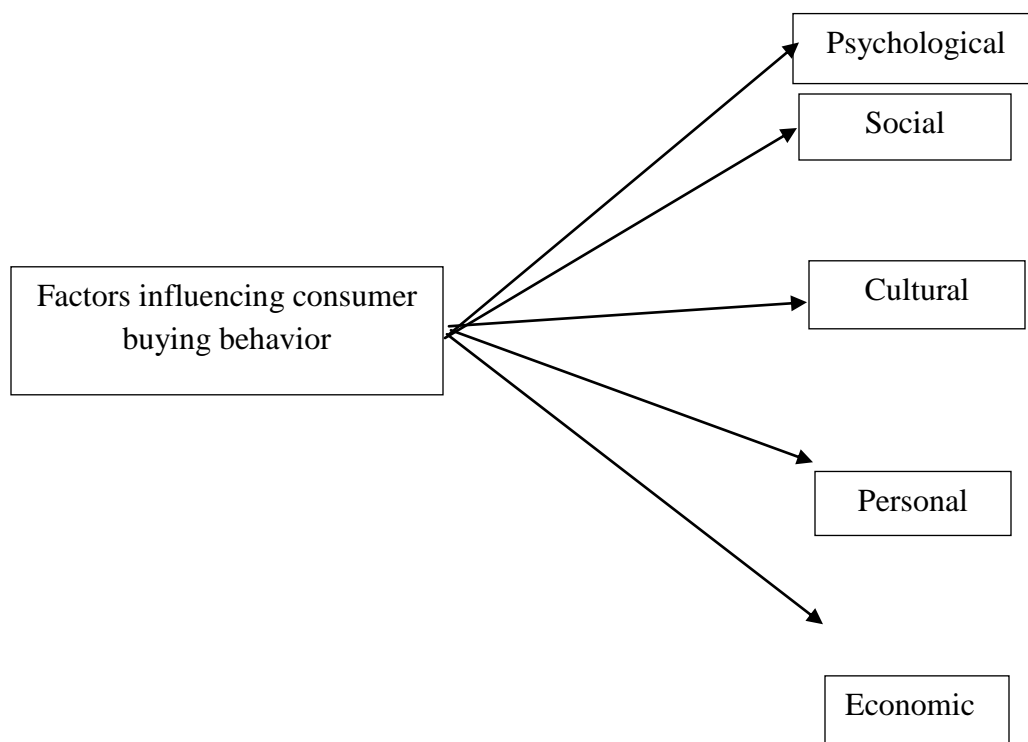
From the study it is found that the economic factors such as the liquid assets with the consumer also influence his buying behavior. The liquid assets are the assets that are readily convertible into the cash. If the customer has more liquid assets, then he/she is likely to spend more on the

luxury items and the shopping goods. It is further revealed that there is an increase in the awareness as well related to cosmetic products among the young generation consumers.

Kishan Shivajirao Desai (2014) analysed consumer buying behaviour of cosmetic products in Kolhapur.It is witnessed that the Indian cosmetic industry has witnessed rapid growth over the last couple of decades. There are also many reasons for the increased demand for cosmetic products in particular.

With the introduction of satellite television and a wide array of television channels as well as the internet, the average Indian consumer is constantly bombarded with advertisements and information on new cosmetic products which often translates into the desire to purchase them. Consumer behaviour encompasses a vast area including consumption pattern, consumer preferences, consumer motivation, and consumer buying process & shopping behaviour in the present context of buying cosmetic products.

From the study it is found that working professionals, state, central government employees followed by software professionals, irrespective of gender discrimination   were found more conscious of their appearance and ready to buy high priced products as compared to housewives & students.

3.0 Research Gap

The earlier studies have focussed on several kinds of variables influencing consumer buying behaviour with regard to cosmetic products in India. Not enough research is reported in Karnataka state, with reference to Bangalore, Mangalore, Mysore, North and coastal Karnataka.

The present study is designed to study consumer buying behaviour in Mysore city. The variables such as frequency of purchase, the brands and its awareness, list of cosmetics, level of satisfaction, the preferred quantity of cosmetics and the price levels are considered while conducting primary survey to collect the data.

Convenient method of sampling is used collect the data from 100 female respondents of different age groups, income levels and preferred retail outlets.

Chi square analysis is used verifies the stated hypothesis of no significant difference among the factors influencing consumer buying behavior of cosmetic products.

4.0 Objectives the Study

1.   To evaluate demographic profile of the consumers using cosmetic products

2.   To analyse the factors influencing consumer buying behavior of cosmetic products

4.1 Hypothesis:

H (0): There is no significant difference among the factors influencing consumer buying behavior of cosmetic products

H (1): There is significant difference among the factors influencing consumer buying behavior of cosmetic products.

4.2 Data analysis and interpretation

Section A

Demographic profile of the respondents

Objective 1: To evaluate demographic profile of the consumers using cosmetic products

The objective is designed to evaluate demographic profile of the consumers using cosmetic products among the consumers of cosmetic brands such as Ayur, Lakme, Oriflam, Dabur, Himalaya L'Oréal, Maybelline, Revlon, Garnier, AVON, Fair &Lovely, Shahnaz Hussain, Nivea, Elle18, Lotus, Olay, MAC, Biotique are considered for the study. The cosmetic products such as Nail polish, Eyeliner, Lip liner, Lip stick, Maskara, Face cream, Foundation cream, Compact powder, Face powder, Body fragrances and Body lotion are included in the study.

The preferred retail outlets such as More, Big bazar, Loyal world, Reliance trends, Supermarkets & Retail outlets, online retail outlets such as AMAZON, FLIPKART, MESHOW, MYNTRA, AJIO are considered for the study.

TABLE1.1 PREFERRED RETAIL OUTLET VS MARITAL STATUS		Married	Un married	Divorcee	Total
Online Retail outlets - AMAZON/FLIPKART/Me-Show/Myntra/Ajio	F	16	9	0	25
	%	16.0	9.0	0.0	25.0
Retail outlets	F	7	5	0	12
	%	7.0	5.0	0.0	12.0
More	F	12	4	1	17
	%	12.0	4.0	1.0	17.0
Reliance trends	F	6	2	0	8
	%	6.0	2.0	0.0	8.0
Loyal world	F	0	1	0	1
	%	0.0	1.0	0.0	1.0
Big Bazar	F	23	14	0	37
	%	23.0	14.0	0.0	37.0
Total	F	64	35	1	100
	%	64.0	35.0	1.0	100.0

The above table 1.1 shows cross tabulation of preferred retail outlet Vs Marital status of the female respondents of the study.

From the study it is revealed that 64% of the respondents are married among which 23% of the respondents are preferred to shop at Big-Bazar, followed by 16% at online retail outlets, 12% prefer More retail outlets, 7% super markets/ retail outlets and 6% prefer reliance trends.

TABLE 1.2 PREFERRED RETAIL OUTLET VS AGE IN YEARS							
		20-30 years	30-40 years	40-50 years	> 50 years	10-20 years	Total
Online Retail outlets - AMAZON/FLIPKART/Me-Show/Myntra/Ajio	F	10	11	1	0	3	25
	%	10.0	11.0	1.0	0.0	3.0	25.0
Retail outlets	F	6	2	4	0	0	12
	%	6.0	2.0	4.0	0.0	0.0	12.0
More	F	5	9	2	1	0	17
	%	5.0	9.0	2.0	1.0	0.0	17.0
Reliance trends	F	2	3	2	1	0	8
	%	2.0	3.0	2.0	1.0	0.0	8.0
Loyal world	F	1	0	0	0	0	1
	%	1.0	0.0	0.0	0.0	0.0	1.0
Big Bazar	F	12	16	5	2	2	37
	%	12.0	16.0	5.0	2.0	2.0	37.0
Total	F	36	41	14	4	5	100
	%	36.0	41.0	14.0	4.0	5.0	100.0

The above table 1.2 shows cross tabulation of Preferred retail outlet Vs Age (years)of the female respondents of the study.

From the study it is revealed that 36% of the respondents are in their early young age of 20-30 years, followed by 41% are in the age group of 30-40 years, 14% of the respondents are in their late middle age of 40-50 years.

Majority of the respondents (37 %) prefer, Big bazar retail outlet, followed by online retail outlets (25%) and More retail outlet (17%) respectively.

TABLE 1.3 PREFERRED RETAIL OUTLET VS INCOME (000'S) /MONTH					
		20-30	30-40	40-50	Total
Online Retail outlets - AMAZON/FLIPKART/Me-Show/Myntra/Ajio	F	15	10	0	25
	%	15.0	10.0	0.0	25.0
Retail outlets	F	7	5	0	12
	%	7.0	5.0	0.0	12.0
More	F	8	8	1	17
	%	8.0	8.0	1.0	17.0
Reliance trends	F	1	6	1	8
	%	1.0	6.0	1.0	8.0
Loyal world	F	1	0	0	1
	%	1.0	0.0	0.0	1.0
Big Bazar	F	13	21	3	37

	%	13.0	21.0	3.0	37.0
Total	F	45	50	5	100
	%	45.0	50.0	5.0	100.0

The above table 1.3 shows cross tabulation of preferred retail outlet Vs Income (000's) /month of the female respondents of the study.

From the study it is revealed that 50% of the respondents belongs to the category of income of Rs 30-40 thousand per month followed by, 45% of the female respondents belong to the category of Rs 20-30 thousand per month. Majority of the respondents prefer Big Bazar as their retail destination for cosmetic products followed by online retail outlets.

TABLE 1.4 PREFERRED RETAIL OUTLET VS HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS						
		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total
Online Retail outlets - AMAZON/FLIPKART/Me-Show/Myntra/Ajio	F	6	11	3	5	25
	%	6.0	11.0	3.0	5.0	25.0
Retail outlets	F	4	5	0	3	12
	%	4.0	5.0	0.0	3.0	12.0
More	F	5	4	2	6	17
	%	5.0	4.0	2.0	6.0	17.0
Reliance trends	F	3	3	2	0	8
	%	3.0	3.0	2.0	0.0	8.0
Loyal world	F	0	1	0	0	1
	%	0.0	1.0	0.0	0.0	1.0
Big Bazar	F	6	19	4	8	37
	%	6.0	19.0	4.0	8.0	37.0
Total	F	24	43	11	22	100
	%	24.0	43.0	11.0	22.0	100.0

The above table 1.4 shows cross tabulation of preferred retail outlet Vs frequency of shopping of cosmetic products.

From the study it is revealed that 43% of the respondents buy cosmetic products At least once in a month, followed by 24% of the respondents buy cosmetic products at least once in every six months and 22% of the respondents buy cosmetic products once in a week.

Objective 2:

To analyse the factors influencing consumer buying behavior of cosmetic products;

Hypothesis

H (0): There is no significant association among the factors influencing consumer buying behavior of cosmetic products

H (1): There is no significant association among the factors influencing consumer buying behavior of cosmetic products.

The objective is designed to analyse the factors influencing consumer buying behavior of cosmetic products. The factors such as Cosmetic Brands, Cosmetic Products, which are cross tabulated with respect to the type of retail outlets and the frequency of purchasing of cosmetic products.

TABLE 2.1 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS								Chi-Square	
Online Retail outlets	Cosmetic Brands		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P
AMAZON/FLIPKART/ Me-Show/Myntra/Ajio	Himalaya	F	2	0	0	1	3	0.469	0.631
		%	8.0%	0.0%	0.0%	4.0%	12.0%		
	Ayur	F	0	1	0	0	1		
		%	0.0%	4.0%	0.0%	0.0%	4.0%		
	Maybelline	F	0	1	0	0	1		
		%	0.0%	4.0%	0.0%	0.0%	4.0%		
	All of the above	F	4	9	3	4	20		
		%	16.0%	36.0%	12.0%	16.0%	80.0%		
	Total	F	6	11	3	5	25		
		%	24.0%	44.0%	12.0%	20.0%	100.0%		

The above table 2.1 is developed to examine the association of consumer buying behavior among the cosmetic brands with reference to Online Retail outlets (AMAZON/FLIPKART/Me-Show/Myntra/Ajio). Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic brands such as Himalaya, Ayur Maybelline and all of them together as their preferred brands. The consumer buys the cosmetic products At least once in a month (44%). The opinions are found to be non-significantly associated with the factors (Cosmetic brands) influencing consumer buying behavior of cosmetic products. (CC = 0.469, P = 0.631)

TABLE 2.2 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS								Chi-Square	
Retail outlets	Cosmetic Brands		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P

Retail outlets	Garnier	F	0	0	0	1	1	.591	.375
		%	0.0%	0.0%	0.0%	8.3%	8.3%		
	Lakme	F	0	1	0	0	1		
		%	0.0%	8.3%	0.0%	0.0%	8.3%		
	Oriflam	F	1	0	0	0	1		
		%	8.3%	0.0%	0.0%	0.0%	8.3%		
	All of the above	F	3	4	0	2	9		
		%	25.0%	33.3%	0.0%	16.7%	75.0%		
	Total	F	4	5	0	3	12		
		%	33.3%	41.7%	0.0%	25.0%	100.0%		

The above table 2.2 is developed to examine the association of consumer buying behavior among the cosmetic brands with reference to Online Retail outlets /Super markets. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic brands such as Garnier, Lakme, Oriflam and all of them together as their preferred brands. The consumer buys the cosmetic products At least once in a month (41.7%). The opinions are found to be non-significantly associated with the factors (Cosmetic brands) influencing consumer buying behavior of cosmetic products. (CC = 0.591, P = 0.375).

TABLE 2.3 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS								Chi-Square	
Retail outlets	Cosmetic Brands		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P
More	Garnier	F	2	0	0	0	2	.789	.005
		%	11.8%	0.0%	0.0%	0.0%	11.8%		
	Fair & lovely	F	1	1	0	0	2		
		%	5.9%	5.9%	0.0%	0.0%	11.8%		
	Biotique	F	1	1	0	0	2		
		%	5.9%	5.9%	0.0%	0.0%	11.8%		
	Ayur	F	0	0	2	0	2		
		%	0.0%	0.0%	11.8%	0.0%	11.8%		
	All of the above	F	1	2	0	6	9		
		%	5.9%	11.8%	0.0%	35.3%	52.9%		
	Total	F	5	4	2	6	17		
		%	29.4%	23.5%	11.8%	35.3%	100.0%		

The above table 2.3 is developed to examine the association of consumer buying behavior among the cosmetic brands with reference to More retail outlet. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic brands such as Garnier, Fair & lovely, Biotique, Ayur and all of them together as their preferred brands. The consumer buys the cosmetic products At least once in a month (23.5%). The opinions are found to be significantly associated with the factors (Cosmetic brands) influencing consumer buying behavior of cosmetic products. (CC = 0.789, P = 0.005)

TABLE 2.4 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS								Chi-Square	
Retail outlets	Cosmetic Brands		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P
Reliance Trends	Lakme	F	0	0	1	0	1	.667	.380
		%	0.0%	0.0%	12.5%	0.0%	12.5%		
	Biotique	F	0	1	0	0	1		
		%	0.0%	12.5%	0.0%	0.0%	12.5%		
	MAC	F	1	0	0	0	1		
		%	12.5%	0.0%	0.0%	0.0%	12.5%		
	All of the above	F	2	2	1	0	5		
		%	25.0%	25.0%	12.5%	0.0%	62.5%		
	Total	F	3	3	2	0	8		
		%	37.5%	37.5%	25.0%	0.0%	100.0%		
Loyal world	All of the above	F	0	65	30	5	100		
		%	0.0%	65%	30%	5%	100.0%		

The above table 2.4 is developed to examine the association of consumer buying behavior among the cosmetic brands with reference to Reliance Trends retail outlet. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic brands such as Lakme, Biotique, MAC, and all of them together as their preferred brands. The consumer buys the cosmetic products At least once in a month (37.5%). The opinions are found to be non-significantly associated with the factors (Cosmetic brands) influencing consumer buying behavior of cosmetic products. (CC = 0.667, P = 0.380).

The table 2.4 is extended further to examine the buying behavior of cosmetic products at loyal world retail outlet. From the study it is found that loyal world is the most preferred destination to buy the cosmetic products of the corresponding brands such as Lakme, Biotique, MAC, and all of them together.

TABLE 2.5 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS								Chi-Square	
Retail outlets	Cosmetic Brands		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P
Big-Bazar	Lakme	F	0	1	1	0	2	.603	.274
		%	0.0%	2.7%	2.7%	0.0%	5.4%		
	Fair & lovely	F	0	0	0	1	1		
		%	0.0%	0.0%	0.0%	2.7%	2.7%		
	Himalaya	F	0	0	0	1	1		
		%	0.0%	0.0%	0.0%	2.7%	2.7%		
	Revlon	F	1	0	0	0	1		
		%	2.7%	0.0%	0.0%	0.0%	2.7%		
	Ayur	F	0	1	0	0	1		
		%	0.0%	2.7%	0.0%	0.0%	2.7%		
	Dabur	F	0	0	0	1	1		
		%	0.0%	0.0%	0.0%	2.7%	2.7%		
	All of the above	F	5	17	3	5	30		
		%	13.5%	45.9%	8.1%	13.5%	81.1%		
	Total	F	6	19	4	8	37		
		%	16.2%	51.4%	10.8%	21.6%	100.0%		

The above table 2.5 is developed to examine the association of consumer buying behavior among the cosmetic brands with reference to Big-Bazar retail outlet. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic brands such as Lakme, Fair & lovely, Himalaya, Revlon, Ayur, Daburand all of them together as their preferred brands. The consumer buys the cosmetic products At least once in a month (51.4 %). The opinions are found to be non-significantly associated with the factors (Cosmetic brands) influencing consumer buying behavior of cosmetic products. (CC = 0.603, P = 0.274).

TABLE 2.6 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS-AGGREGATE?							Chi-Square	
Cosmetic Brands		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P
Garnier	F	2	0	0	1	3	.685	.037
	%	2.0%	0.0%	0.0%	1.0%	3.0%		
Lakme	F	0	2	2	0	4		

	%	0.0%	2.0%	2.0%	0.0%	4.0%
Fair & lovely	F	1	1	0	1	3
	%	1.0%	1.0%	0.0%	1.0%	3.0%
Biotique	F	1	2	0	0	3
	%	1.0%	2.0%	0.0%	0.0%	3.0%
Himalaya	F	2	0	0	2	4
	%	2.0%	0.0%	0.0%	2.0%	4.0%
Revlon	F	1	0	0	0	1
	%	1.0%	0.0%	0.0%	0.0%	1.0%
MAC	F	1	0	0	0	1
	%	1.0%	0.0%	0.0%	0.0%	1.0%
Ayur	F	0	2	2	0	4
	%	0.0%	2.0%	2.0%	0.0%	4.0%
Dabur	F	0	0	0	1	1
	%	0.0%	0.0%	0.0%	1.0%	1.0%
Oriflam	F	1	0	0	0	1
	%	1.0%	0.0%	0.0%	0.0%	1.0%
Maybelline	F	0	1	0	0	1
	%	0.0%	1.0%	0.0%	0.0%	1.0%
All of the above Garnier	F	15	35	7	17	74
	%	15.0%	35.0%	7.0%	17.0%	74.0%
Total	F	24	43	11	22	100
	%	24.0%	43.0%	11.0%	22.0%	100.0%

The above table 2.6 is developed to examine the association of consumer buying behavior among the cosmetic brands with reference to the complete list of cosmetic brands listed in the table. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that 74% of consumers in aggregate prefer to buy cosmetic products from a diverse segment of Cosmetic brands. All the brands are recognized by the consumer for their requirements of cosmetic products. The consumer buys the cosmetic products At least once in a month (43.0%). The opinions are found to be significantly associated with the factors (Cosmetic brands) influencing consumer buying behavior of cosmetic products. (CC = 0.685, P = 0.037- H (0): Rejected and H (1): Accepted)

TABLE 2.7 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS								Chi-Square	
Online Retail outlets	Cosmetic Products			At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P
- AMAZON/FLIPKART/Me-	Lip liner, Face cream,	F	0	1	0	0	1	.643	.077
		%	0.0%	4.0%	0.0%	0.0%	4.0%		

Show/Myntra/Ajio	Body lotion, Body Fragrances								
	Face powder	F	0	0	0	3	3		
		%	0.0%	0.0%	0.0%	12.0%	12.0%		
	Face cream	F	2	0	0	0	2		
		%	8.0%	0.0%	0.0%	0.0%	8.0%		
	Body Fragrances	F	0	1	0	0	1		
		%	0.0%	4.0%	0.0%	0.0%	4.0%		
	All of the above	F	4	9	3	2	18		
		%	16.0%	36.0%	12.0%	8.0%	72.0%		
	Total		6	11	3	5	25		
			24.0%	44.0%	12.0%	20.0%	100.0%		

The above table 2.7 is developed to examine the association of consumer buying behavior among the cosmetic products with reference to online retail outlet. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic products such as Lip liner, Face cream, Body lotion, Body Fragrances, Face powder, Face cream, Body Fragrances and all of them together as their preferred cosmetic products through online retail stores.

The consumer buys the cosmetic products At least once in a month (44%). The opinions are found to be non-significantly associated with the factors (Cosmetic products) influencing consumer buying behavior of cosmetic products. (CC = 0.643, P = 0.0.077).

TABLE 2.8 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS								Chi-Square	
Retail outlets	Cosmetic Products		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P
Retail outlets	Lip stick	F	0	1	0	0	1	.790	.021
		%	0.0%	8.3%	0.0%	0.0%	8.3%		
	Body Lotion	F	0	0	0	2	2		
		%	0.0%	0.0%	0.0%	16.7%	16.7%		
	All of the above	F	4	4	0	1	9		
		%	33.3%	33.3%	0.0%	8.3%	75.0%		
	Total	F	4	5	0	3	12		
		%	33.3%	41.7%	0.0%	25.0%	100.0%		

The above table 2.8 is developed to examine the association of consumer buying behavior among the cosmetic products with reference to Retail outlets or super markets. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic products such as Lip stick, Body Lotion, and all of them together as their preferred cosmetic products through Retail outlets or super markets.

The consumer buys the cosmetic products At least once in a month (41.7 %). The opinions are found to be significantly associated with the factors (Cosmetic products) influencing consumer buying behavior of cosmetic products. (CC = 0.790, P = 0.021).

TABLE 2.9 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS								Chi-Square	
Retail outlets	Cosmetic Products		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P
More	Lip stick	F	0	1	0	0	1	0.667	0.380
		%	0.0%	5.9%	0.0%	0.0%	5.9%		
	Face powder	F	0	0	2	0	2		
		%	0.0%	0.0%	11.8%	0.0%	11.8%		
	Body Lotion	F	1	0	0	0	1		
		%	5.9%	0.0%	0.0%	0.0%	5.9%		
	Face cream	F	0	0	0	2	2		
		%	0.0%	0.0%	0.0%	11.8%	11.8%		
	Nail polish	F	1	0	0	0	1		
		%	5.9%	0.0%	0.0%	0.0%	5.9%		
	All of the above	F	3	3	0	4	10		
		%	17.6%	17.6%	0.0%	23.5%	58.8%		
	Total	F	5	4	2	6	17		
		%	29.4%	23.5%	11.8%	35.3%	100.0%		

The above table 2.9 is developed to examine the association of consumer buying behavior among the cosmetic products with reference to more retail outlets. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic products such as Lip stick, Face powder, Body Lotion, Face cream, Nail polish, and all of them together as their preferred cosmetic products through More Retail outlets.

The consumer buys the cosmetic products At least once in a month (23.5%). The opinions are found to be non-significantly associated with the factors (Cosmetic products) influencing consumer buying behavior of cosmetic products. (CC = 0.667, P = 0.380).

TABLE 2.10 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS			At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	Chi-Square CC	P
Retail outlets	Cosmetic Products							CC	P
Reliance Trends	Face powder	F	0	1	0	0	1		
		%	0.0%	12.5%	0.0%	0.0%	12.5%		
	Body Lotion	F	1	0	0	0	1		
		%	12.5%	0.0%	0.0%	0.0%	12.5%		
	Face cream	F	0	0	1	0	1	0.667	0.380
		%	0.0%	0.0%	12.5%	0.0%	12.5%		
	All of the above	F	2	2	1	0	5		
		%	25.0%	25.0%	12.5%	0.0%	62.5%		
	Total	F	3	3	2	0	8		
		%	37.5%	37.5%	25.0%	0.0%	100.0%		
Loyal world	All of the above	F	0	64	20	16	100		
		%	0.0%	64.0%	20.0%	16.0%	100.0%		

The above table 2.10 is developed to examine the association of consumer buying behavior among the cosmetic products with reference to Reliance Trends. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic products such as Face powder, Body Lotion, Face cream and all of them together as their preferred cosmetic products through Reliance Trends and Loyal world retail outlets

The consumer buys the cosmetic products At least once in a month (23.5%). The opinions are found to be non-significantly associated with the factors (Cosmetic products) influencing consumer buying behavior of cosmetic products. (CC = 0.667, P = 0.380).

TABLE 2.11 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS			At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	Chi-Square CC	P
Retail outlets	Cosmetic Products							CC	P
Big-Bazar	Lip stick	F	0	0	1	0	1	0.568	0.127
		%	0.0%	0.0%	2.7%	0.0%	2.7%		
	Face powder	F	0	0	0	1	1		
		%	0.0%	0.0%	0.0%	2.7%	2.7%		

Face cream	F	0	1	0	1	2			
	%	0.0%	2.7%	0.0%	2.7%	5.4%			
Body Fragrances	F	0	0	0	1	1			
	%	0.0%	0.0%	0.0%	2.7%	2.7%			
All of the above	F	6	18	3	5	32			
	%	16.2%	48.6%	8.1%	13.5%	86.5%			
Total	F	6	19	4	8	37			
	%	16.2%	51.4%	10.8%	21.6%	100.0%			

The above table 2.11 is developed to examine the association of consumer buying behavior among the cosmetic products with reference to Big-Bazar retail outlet. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products.

From the study it is found that Online Retail buyers prefer the cosmetic products such as Lip stick, Face powder, Face cream, Body Fragrances and all of them together as their preferred cosmetic products through Big-Bazar retail outlets.

The consumer buys the cosmetic products At least once in a month (51.4%). The opinions are found to be non-significantly associated with the factors (Cosmetic products) influencing consumer buying behavior of cosmetic products. (CC = 0.568, P = 0.127).

TABLE 2.12 HOW FREQUENTLY DO YOU SHOP AT RETAIL OUTLETS-AGGREGATE?							Chi-Square	
Cosmetic Products		At least once in every six months	At least once in a month	At least once in 15 days	once in a week	Total	CC	P
Lip liner, Face cream, Body lotion, Body Fragrances	F	0	1	0	0	1	0.466	0.148
	%	0.0%	1.0%	0.0%	0.0%	1.0%		
Lip stick	F	0	2	1	0	3		
	%	0.0%	2.0%	1.0%	0.0%	3.0%		
Face powder	F	0	1	2	4	7		
	%	0.0%	1.0%	2.0%	4.0%	7.0%		
Body Lotion	F	2	0	0	2	4		
	%	2.0%	0.0%	0.0%	2.0%	4.0%		
Face cream	F	2	1	1	3	7		
	%	2.0%	1.0%	1.0%	3.0%	7.0%		
Body Fragrances	F	0	1	0	1	2		
	%	0.0%	1.0%	0.0%	1.0%	2.0%		

Nail polish	F	1	0	0	0	1		
	%	1.0%	0.0%	0.0%	0.0%	1.0%		
All of the above	F	19	37	7	12	75		
	%	19.0%	37.0%	7.0%	12.0%	75.0%		
Total	F	24	43	11	22	100		
	%	24.0%	43.0%	11.0%	22.0%	100.0%		

The above table 2.12 is developed to examine the association of consumer buying behavior among the cosmetic products with reference to retail outlets in Karnataka. Chi-square analysis is used to verify the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products in aggregate.

From the study it is found that Online Retail buyers prefer the cosmetic products such as Lip liner, Face cream, Body lotion, Body Fragrances, Lip stick, Face powder, Body Lotion, Face cream, Body Fragrances, Nail polish and all of them together as their preferred cosmetic products through retail outlets in aggregate.

The consumer buys the cosmetic products At least once in a month (43.0%). The opinions are found to be non-significantly associated with the factors (Cosmetic products) influencing consumer buying behavior of cosmetic products. (CC = 0.466, P = 0.148).

Verification of Hypothesis:

In aggregate, the consumer buying behavior, considering both cosmetic brands, cosmetic products and frequency i.e. How frequently the consumers shop at retail outlets the hypothesis of no significant association among the factors influencing consumer buying behavior of cosmetic products is accepted (P > 0.05).

CONCLUSION:

The cosmetic products are proven to be preferred by the consumers at least once in a month. All the listed cosmetic products are great demand with regard to the consumer buying behavior. From the study it is further revealed that online retail outlets, Big- Bazar, Loyal world and more super markets are preferred by the consumers for their cosmetic products buying requirements.

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