

A Study on Buyers of Cosmetic Products in Namakkal

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Abstract — This study analyzes the buying behavior of consumers towards cosmetic products in Namakkal, India. The primary objective is to identify the key factors influencing purchasing decisions, including demographic variables, product type preferences (herbal, organic, chemical), sources of information, and preferred purchase channels. Data was collected from 127 respondents using a structured questionnaire and analyzed through percentage analysis. The findings reveal that the majority of consumers are female, aged 15-30 years, and students. Ayurvedic & Herbal products are the most preferred, and the Internet is the dominant source of product awareness. E-shopping is the most favored purchase channel, and most consumers spend between ₹0-1000 monthly on cosmetics. The study provides valuable insights for cosmetic companies to design effective marketing strategies tailored to consumer preferences in emerging urban markets.

Keywords — Buying Behavior; Cosmetic Products; Consumer Preferences; Namakkal; Marketing Strategy.

1. Introduction

Understanding consumer behavior is paramount to the success of any business enterprise. In the highly competitive cosmetics industry, which is an integral and rapidly growing part of the Indian economy, this understanding becomes even more critical. The purchasing power and disposable incomes of Indian consumers have risen significantly, creating a lucrative market for cosmetic companies [1]. This growth is further fueled by increasing awareness of beauty and personal grooming, influenced by media, advertising, and social trends.

Consumer buying behavior encompasses the entire set of attitudes, preferences, and decisions a consumer makes in the marketplace. It is a complex process influenced by a multitude of factors including culture, psychology, social norms, and marketing stimuli [2]. For cosmetic products, these decisions are often swayed by quality perceptions, brand image, pricing, packaging, and increasingly, by digital media and peer recommendations.

This study focuses on the buying behavior of cosmetic consumers in Namakkal. It aims to dissect the demographic influences, product preferences, and the impact of media communication on purchasing patterns. The insights derived will equip marketers and cosmetic firms with the knowledge to refine their product offerings, tailor their promotional campaigns, and ultimately enhance customer satisfaction and loyalty in a discerning market.

2. Literature Survey

Research in the domain of cosmetic consumer behavior provides a strong foundation for this study. A.H. Hemanth Kumar and S. Franklin John (2018) investigated

factors affecting consumer purchase patterns, finding that income level and socio-cultural factors had a statistically significant impact, while psychological variables showed less influence in their specific context [3].

The role of media communication was highlighted by Kisan Shivaji Rao Desai (2019), whose study concluded that various elements significantly impact consumer behavior, offering cosmetic companies a better understanding of purchasing habits [4]. In the digital age, Nandhini and Priya (2020) emphasized the direct effect of online reviews, influencer marketing, and peer suggestions on purchase intentions, particularly among youth [5].

R. Vidhya and P. Kavitha (2021), in their study on Tier-II cities in Tamil Nadu, found that while price deals and availability were important, brand loyalty was stronger among working women than students [6]. This aligns with the earlier findings of Vikas Saraf (2003), who noted a strong consumer preference for branded products over non-branded alternatives [7].

Further, studies by Prof. Nilesh Ante et al. (2017) and P. Rameshwar et al. (2009) consistently identified brand and quality as the highest priorities for consumers when purchasing cosmetics, underscoring the need for marketers to focus on these aspects [8], [9]. This body of literature collectively underscores the multifaceted nature of cosmetic buying behavior and informs the variables examined in this research.

3. Research Methodology

The empirical approach for this study was designed to quantitatively capture and analyze the buying behavior of cosmetic consumers in Namakkal.

3.1 Research Design

A descriptive research design was employed, utilizing a survey method. A structured questionnaire was designed with closed-ended questions and a Likert Scale (Strongly Disagree to Strongly Agree) to measure attitudes.

3.2 Data Sources

The study relied on both primary and secondary data. Primary data was collected directly from respondents. Secondary data was gathered from journals, magazines, books, and online resources to provide context and support the analysis.

3.3 Sample Size and Technique

A sample size of 127 respondents from Namakkal was selected using a convenience sampling technique. This non-probability method was chosen for its practicality and cost-effectiveness in reaching the target population.

3.4 Analytical Tools

The collected data was analyzed using basic statistical tools, primarily percentage analysis. The responses were tabulated and interpreted to identify key trends and patterns in consumer behavior.

4. Results and Discussions

The analysis of the survey data yielded the following key results:

4.1 Demographic Profile

The respondent pool was predominantly female (57.5%). A vast majority (85%) belonged to the 15-30 years age group, and over half (52.8%) were students. This indicates that the core cosmetic consumer in Namakkal is a young, female student.

4.2 Product Preference and Consumption

Regarding product type, Ayurvedic & Herbal products were the most preferred (41.7%), followed by Organic products (37.8%). This suggests a growing consumer inclination towards natural and chemical-free products, likely driven by increased health and environmental awareness.

4.3 Sources of Awareness

The Internet (40%) was the most significant source for consumers to learn about cosmetic products, far surpassing

television (23.7%) and word of mouth (23.2%). This underscores the critical role of digital marketing and online presence for cosmetic brands targeting this demographic.

4.4 Brand Preference and Expenditure

A large majority of consumers (74%) showed no strong preference for either domestic or international brands, indicating they are open to both based on other factors like quality and price. Most consumers (48.8%) reported a monthly expenditure of ₹0-1000 on cosmetics, aligning with the student-dominated sample.

4.5 Purchase Channel

E-shopping (37.8%) emerged as the most preferred channel for buying cosmetics, followed equally by shopping malls and traditional shops (24.4% each). This highlights the accelerating shift towards online commerce, even in tier-II cities like Namakkal.

Table 1: Preferred Type of Cosmetic Products

Product Type	Number of Respondents	Percentage
Ayurvedic & Herbal	53	41.7%
Organic	48	37.8%
Chemical	26	20.5%
Total	127	100%

5. Conclusion

This study concludes that the cosmetic consumer in Namakkal is primarily a young, female student who is highly influenced by digital media and shows a strong preference for natural, herbal, and organic products. The dominance of e-shopping as a purchase channel signals a paradigm shift in retail behavior. The rational approach of consumers, prioritizing quality and brand while being open to both domestic and international options, presents a clear but competitive landscape for marketers.

The main limitation of the study is its confinement to a specific geographical area (Namakkal), which may limit the generalizability of the findings to larger metropolitan cities. The use of convenience sampling also introduces potential bias. For cosmetic companies, the applications of this study are significant. Marketing strategies should be digitally

focused, emphasizing online reviews and influencer partnerships. Product development should cater to the demand for natural ingredients. Furthermore, ensuring strong online distribution channels and competitive pricing for the budget-conscious young consumer will be key to capturing this growing market.

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