

CONSUMPTION PATTERN OF COSMETICS AMONG CONSUMERS IN KERALA

Thesis Submitted to the
UNIVERSITY OF CALICUT
For the award of the Degree of
DOCTOR OF PHILOSOPHY IN ECONOMICS

By

SEBASTIAN JOSE

Under the supervision of
Dr. Shiby M Thomas
Associate Professor and Head



PG and Research Department of Economics
St. Joseph's college (Autonomous)
Devagiri, Kozhikode, Kerala, India
February 2024



**ST. JOSEPH'S COLLEGE (AUTONOMOUS),
DEVAGIRI, CALICUT, KERALA, INDIA**

PIN-673 008

Re-accredited by NAAC with A++

Affiliated to the University of Calicut

Phone:+91 9447331351

e-mail:shibymthomas@gmail.com

Dr. Shiby M Thomas
Associate Professor of Economics

Certificate

*Certified that the thesis entitled “Consumption pattern of cosmetics among consumers in Kerala” submitted by Mr. Sebastian Jose to the University of Calicut for the award of degree of **Doctor of Philosophy in Economics**, is a bonafide record of research work done by him in this department. This work has not been previously formed the basis for any award of degree or diploma.*

I also certify that the adjudicators have not suggested any changes/corrections in the thesis and recommend to accept in the present form.

Place: Devagiri

Date: 24/06/2024

Dr. Shiby M Thomas

Supervisor & Guide



**ST. JOSEPH'S COLLEGE (AUTONOMOUS),
DEVAGIRI, CALICUT, KERALA, INDIA
PIN-673 008**

**Re-accredited by NAAC with A++
Affiliated to the University of Calicut
Phone:+91 8157055566
e-mail:shibymthomas@gmail.com**

*Dr. Shiby M Thomas
Associate Professor of Economics*

Certificate

*Certified that the thesis entitled "**Consumption pattern of cosmetics among consumers in Kerala**" submitted by **Mr. Sebastian Jose** to the University of Calicut for the award of degree of **Doctor of Philosophy in Economics**, is a bonafide record of research work done by him in this department. This work has not been previously formed the basis for any award of degree or diploma.*

I also certify that the adjudicators have not suggested any changes/corrections in the thesis and recommend to accept in the present form.

Place: Devagiri

Date: 20/06/2024

Dr. Shiby M Thomas

Supervisor & Guide
UG & Research Department of Economics
St. Joseph's College Devagiri
Kozhikode-673008

DECLARATION

I Sebastian jose hereby declare that the work presented in the thesis entitled "*Consumption pattern of cosmetics among consumers in Kerala*" is based on the original work done by me under the guidance of **Dr. Shiby .M. Thomas, HoD and Associate Professor, PG & Research Department of Economics, St. Joseph's College, Devagiri, Calicut.** and has not been included in any other thesis submitted previously for the award of any degree. The contents of the thesis are undergone plagiarism check using iThenticate software at C.H.M.K. Library, University of Calicut, and the similarity index found within the permissible limit. I also declare that the thesis is free from AI generated contents.

Date: 20/02/2024



SEBASTIAN JOSE

Research Scholar
Department of Economics
St. Joseph's College (Autonomous)
Devagiri, Kozhikode 673008 Kerala India

Dr. SHIBY. M. THOMAS
Associate Professor & Head
PG & Research Department of Economics
St. Joseph's College Devagiri
Kozhikode-673008



Dr. Shiby. M. Thomas,
HoD and Associate Professor,
PG & Research Department of Economics,
St. Joseph's College (Autonomous)
Devagiri, Kozhikode

ACKNOWLEDGMENT

This is the final stretch of a very busy, very challenging, very interesting quest to realize one of my aspirations. It occurs to me that it would be inadequate if I did not express my deepest, most sincere appreciation to all those who helped make this endeavour a reality. All people from many walks of life provided encouragement, advice, and constructive criticism that helped shape this dissertation into its final form. I would like to express my sincere gratitude to each and every one of them.

*My utmost appreciation goes to **Dr. Shiby M. Thomas**, Associate Professor and Head of the Department of Economics at St. Joseph's College Devagiri, who has been both my guide and my research supervisor. With his wise counsel and unwavering encouragement, I found conducting this research to be a truly engaging intellectual endeavour. He had faith in my skills and relied on me to complete this task. His technical knowledge and zeal were crucial to the successful completion of this dissertation. I can't thank him enough for his careful and thorough guidance.*

*I am always thankful to the faculty members of the Department of Economics, **Fr. Anto N J, Dr. Asha Mathew and Dr. (Fr) Biju Joseph**, and **Prof: Thomachan KT, Dr sanathanan Velluva** for showing interest in my work and offering critical comments at various stages.*

*I offer my sincere thanks to **Dr. Sibichen M Thomas, Dr, Jose John Mallikassery, Dr. Sabu K Thomas, Dr. Bobby Jose** (Former Principals of Devagiri College) and **Dr Satheesh George** (Principal in charge) for their encouragement and valuable support which have been immensely helpful while completing this research work.*

*I extend my sincere thanks to **panchayath and municipalities** of 03 districts of the Kerala state, who helped me to collect addresses and basic details of the locations from whom I collected the primary data for this research. Further, I extend my deep gratitude to **Mrs Priyanka and Dr. Arvind**, who helped me to organise the primary*

data from these three districts of the state. Without their support, I wouldn't be able to complete this endeavour.

*I express my special thanks to my fellow researchers **Mrs Irfana, Dr. Jasna, Dr Bincy, Mrs. Esta Martin, Mrs. Deepa, Mr Ashraf, Mrs Ratheena and Mr. Saleem** for their invaluable support and assistance throughout my research.*

I extend my sincere thanks to the help of Dr. Vinod of C.H.M.K Library, University of Calicut, Thomson A.J, Librarian, St. Joseph's College (Autonomous) Devagiri, and all the other office staff of Devagiri College who helped me during this journey.

A Special thanks to my brother from another mother Mr. Laiju Lazar and family and my uncle Mr. P.T Abraham, who were a strong pillar of support throughout my journey. Last but not least, I would like to pay best regards and gratitude to my Wife Divya, she is always with me throughout this journey, my son Ayden Joseph Sebastian and my daughter Alline Elza Sebastian, my sisters (Josmy, Jismy, Dhanya), brothers (Anand, Linson, Arun), my parents, in-laws, and the entire family members, for their sincere encouragement, inspiration, love, and support. I owe all my accomplishments to those who stood by me at all times throughout my research work and throughout my difficult times. All this wouldn't have happened without the blessings of the Lord Almighty.

This Ph.D. thesis, " Consumption pattern of cosmetics among consumers in Kerala ", would not have been possible without the generous assistance, cooperation, and direction of many highly respected individuals. I'd like to provide my deepest appreciation to everyone involved.

Thank you all.....

Sebastian Jose

Abstract


This study examines the consumption patterns of cosmetics among consumers in Kerala, India, offering a nuanced exploration of the dynamic interplay between cultural influences, modern trends, and consumer choices. Leveraging a mixed-methods approach, our research combines quantitative surveys and qualitative focus group discussions to capture the multifaceted dimensions of this vibrant market.

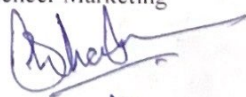
In the quantitative phase, a survey is administered across diverse demographic segments in urban and rural areas of Kerala. This survey encompasses key aspects such as demographic information, purchasing behaviors, preferred cosmetic product categories, and the impact of digital media on decision-making. Preliminary findings underscore a pronounced preference for cosmetics featuring natural and locally sourced ingredients, indicative of a growing inclination toward sustainability within the consumer base. Additionally, digital media emerges as a significant influencer, shaping beauty ideals and informing consumer choices.

Complementing the quantitative data, qualitative insights are gleaned through focus group discussions conducted with participants representing various age groups and socio-economic backgrounds. These discussions unveil the intricate tapestry of cultural influences, societal expectations, and personal narratives that contribute to cosmetics consumption patterns in Kerala. Traditional beauty norms, community networks, and the role of local influencers surface as pivotal factors shaping consumer choices.

The synthesis of quantitative and qualitative data paints a comprehensive picture of the cosmetics landscape in Kerala. As businesses strive to navigate this complex market, the study provides actionable insights. Strategies emphasizing the integration of traditional elements in product formulations, sustainability practices, and targeted digital marketing aligned with regional sensibilities emerge as key considerations. This research contributes a valuable understanding of the intersection between cultural dynamics and consumer behaviour, offering practical implications for businesses seeking to tailor their products and strategies to resonate with the diverse and culturally rich consumer base in Kerala.

Key words: Consumer Behaviour, Consumption Patterns, Digital Media Impact, Locally, Traditional Beauty Norms, Focus Group Discussions, Market Trends, Regional Preferences, Beauty Ideals, Urban-Rural Dynamics, Brand Loyalty, Demographic Analysis, Qualitative Research, Quantitative Survey, Consumer Preferences, Influencer Marketing


Dr. Shiby M. Thomas
Supervising Teacher



Sebastian J


സംഗ്രഹം

സാംസ്കാരിക സ്വാധീനങ്ങൾ, ആധുനിക പ്രവണതകൾ, ഉപഭോക്തൃ തിരഞ്ഞെടുപ്പുകൾ എന്നിവയ്ക്കിടയിലുള്ള ചലനാത്മകമായ പരസ്പരബന്ധത്തിന്റെ സൂക്ഷ്മമായ പര്യവേക്ഷണം വാഗ്ദാനം ചെയ്യുന്ന ഈ പഠനം ഇന്ത്യയിലെ കേരളത്തിലെ ഉപഭോക്താക്കൾക്കിടയിൽ സൗന്ദര്യവർദ്ധക വസ്തുക്കളുടെ ഉപഭോഗ രീതികൾ പരിശോധിക്കുന്നു. ഒരു സമ്മിശ്ര-രീതികളുടെ സമീപനം പ്രയോജനപ്പെടുത്തിക്കൊണ്ട്, ഞങ്ങളുടെ ഗവേഷണം ഈ ഊർജ്ജസ്വലമായ വിപണിയുടെ ബഹുമുഖ മാനങ്ങൾ പിടിച്ചെടുക്കുന്നതിന് ക്വാണ്ടിറ്റേറ്റീവ് സർവ്വേകളും ഗുണപരമായ ഫോക്കസ് ഗ്രൂപ്പ് ചർച്ചകളും സംയോജിപ്പിക്കുന്നു.

ക്വാണ്ടിറ്റേറ്റീവ് ഘട്ടത്തിൽ, കേരളത്തിലെ നഗര, ഗ്രാമ പ്രദേശങ്ങളിലെ വിവിധ ജനസംഖ്യാ വിഭാഗങ്ങളിൽ ഒരു സർവ്വേ നടത്തപ്പെടുന്നു. ജനസംഖ്യാപരമായ വിവരങ്ങൾ, വാങ്ങൽ പെരുമാറ്റങ്ങൾ, തിരഞ്ഞെടുത്ത സൗന്ദര്യവർദ്ധക ഉൽപ്പന്ന വിഭാഗങ്ങൾ, തീരുമാനമെടുക്കുന്നതിൽ ഡിജിറ്റൽ മീഡിയയുടെ സ്വാധീനം തുടങ്ങിയ പ്രധാന വശങ്ങൾ ഈ സർവ്വേ ഉൾക്കൊള്ളുന്നു. ഉപഭോക്തൃ അടിത്തറയിൽ സുസ്ഥിരതയിലേക്കുള്ള വർദ്ധിച്ചുവരുന്ന ചായ്വ് സൂചിപ്പിക്കുന്ന പ്രകൃതിദത്തവും പ്രാദേശികമായി ഉത്ഭവിക്കുന്നതുമായ ചേരുവകൾ ഉൾക്കൊള്ളുന്ന സൗന്ദര്യവർദ്ധക വസ്തുക്കളോടുള്ള വ്യക്തമായ മുൻഗണനയെ പ്രാഥമിക കണ്ടെത്തലുകൾ അടിവരയിടുന്നു. കൂടാതെ, ഡിജിറ്റൽ മീഡിയ ഒരു പ്രധാന സ്വാധീനം ചെലുത്തുന്നു. സൗന്ദര്യ ആശയങ്ങൾ രൂപപ്പെടുത്തുകയും ഉപഭോക്തൃ തിരഞ്ഞെടുപ്പുകളെ അറിയിക്കുകയും ചെയ്യുന്നു.

വിവിധ പ്രായ വിഭാഗങ്ങളെയും സാമൂഹിക-സാമ്പത്തിക പശ്ചാത്തലങ്ങളെയും പ്രതിനിധീകരിക്കുന്ന പങ്കാളികളുമായി നടത്തിയ ഫോക്കസ് ഗ്രൂപ്പ് ചർച്ചകളിലൂടെ ക്വാണ്ടിറ്റേറ്റീവ് ഡാറ്റയെ പൂർകമാക്കിക്കൊണ്ട് ഗുണപരമായ ഉൾക്കാഴ്ചകൾ ശേഖരിക്കുന്നു. കേരളത്തിലെ സൗന്ദര്യവർദ്ധക വസ്തുക്കളുടെ ഉപഭോഗ രീതികൾക്ക് സംഭാവന നൽകുന്ന സാംസ്കാരിക സ്വാധീനങ്ങൾ, സാമൂഹിക പ്രതീക്ഷകൾ, വ്യക്തിഗത വിവരണങ്ങൾ എന്നിവയുടെ സങ്കീർണ്ണമായ രേഖ ഈ ചർച്ചകൾ



Dr. Shiby M. Thomas
Department of Economics
St. Joseph's College Devagiri
Kozhikode-673008



Sebastian John

അനാവരണം ചെയ്യുന്നു. പരമ്പരാഗത സൗന്ദര്യ മാനദണ്ഡങ്ങൾ, കമ്മ്യൂണിറ്റി നെറ്റ്‌വർക്കുകൾ, പ്രാദേശിക സ്വാധീനം ചെലുത്തുന്നവരുടെ പങ്ക് എന്നിവ ഉപഭോക്തൃ തിരഞ്ഞെടുപ്പുകളെ രൂപപ്പെടുത്തുന്ന സുപ്രധാന ഘടകങ്ങളായി ഉയർന്നുവരുന്നു.

ക്വാണ്ടിറ്റേറ്റീവ്, ക്വാളിറ്റേറ്റീവ് ഡാറ്റയുടെ സമന്വയം കേരളത്തിലെ സൗന്ദര്യവർദ്ധക വസ്തുക്കളുടെ ഒരു സമഗ്രമായ ചിത്രം വരയ്ക്കുന്നു. ഈ സങ്കീർണ്ണമായ മാർക്കറ്റ് നാവിഗേറ്റ് ചെയ്യാൻ ബിസിനസുകൾ ശ്രമിക്കുമ്പോൾ, പഠനം പ്രവർത്തനക്ഷമമായ ഉൾക്കാഴ്ചകൾ നൽകുന്നു. ഉൽപ്പന്ന ഫോർമുലേഷനുകൾ, സുസ്ഥിരതാ രീതികൾ, പ്രാദേശിക സെൻസിബിലിറ്റികളുമായി യോജിപ്പിച്ച ടാർഗെറ്റുചെയ്ത ഡിജിറ്റൽ മാർക്കറ്റിംഗ് എന്നിവയിലെ പരമ്പരാഗത ഘടകങ്ങളുടെ സംയോജനത്തിന് ഊന്നൽ നൽകുന്ന തന്ത്രങ്ങൾ പ്രധാന പരിഗണനകളായി ഉയർന്നുവരുന്നു. ഈ ഗവേഷണം സാംസ്കാരിക ചലനാത്മകതയും ഉപഭോക്തൃ പെരുമാറ്റവും തമ്മിലുള്ള വിഭജനത്തെക്കുറിച്ചുള്ള മൂല്യവത്തായ ധാരണ സംഭാവന ചെയ്യുന്നു. കേരളത്തിലെ വൈവിധ്യമാർന്നതും സാംസ്കാരികമായി സമ്പന്നവുമായ ഉപഭോക്തൃ അടിത്തറയുമായി പ്രതിധ്വനിക്കുന്നതിനുവേണ്ടി തങ്ങളുടെ ഉൽപ്പന്നങ്ങളും തന്ത്രങ്ങളും അനുയോജ്യമാക്കാൻ ആഗ്രഹിക്കുന്ന ബിസിനസുകൾക്ക് പ്രായോഗിക പ്രത്യാഘാതങ്ങൾ വാഗ്ദാനം ചെയ്യുന്നു.

പ്രധാന വാക്കുകൾ: ഉപഭോക്തൃ പെരുമാറ്റം, ഉപഭോഗ പാറ്റേണുകൾ, ഡിജിറ്റൽ മീഡിയ ആഘാതം, പ്രാദേശികമായി, പരമ്പരാഗത സൗന്ദര്യ മാനദണ്ഡങ്ങൾ, ഫോക്കസ് ഗ്രൂപ്പ് ചർച്ചകൾ, മാർക്കറ്റ് ട്രെൻഡുകൾ, പ്രാദേശിക മുൻഗണനകൾ, സൗന്ദര്യ ആദർശങ്ങൾ, നഗര-ഗ്രാമ ചലനാത്മകത, ബ്രാൻഡ് ലോയൽറ്റി, ജനസംഖ്യാപരമായ ഗുണപരമായ ഗവേഷണം മുൻഗണനകൾ, ഇൻഫ്ലുവൻസർ മാർക്കറ്റിംഗ്


Dr. Shiby M. Thomas
Supervising Teacher
PG & Research Department of Economics
St. Joseph's College Devagiri
Kozhikode-673008


Sebastian Jose
Research Scholar

CONTENTS

	Page No.
I. List of Abbreviations	
II. List of Tables	
III. List of Figures	
Chapter 1 Introduction	
1.1 Introduction	
1.1.1 Purchase of cosmetics in world scenario	
1.1.2 Consumption of cosmetics Indian context	
1.1.3 Consumption cosmetics in Kerala context	
1.1.3 (a) Trivandrum	
1.1.3(b) Ernakulam	
1.1.3(c) Calicut	
1.2 Why chose Trivandrum, Ernakulam and Calicut for the study.	
1.3 Trivandrum: Cultural Heritage and Ayurveda	
1.3.1 Kallara: Rural Traditions and Cultural Practices	
1.3.2 Kowdiar: Affluence and Urban Elite	
1.4. Comparative Analysis and Regional Representation	
1.5 Calicut: Trade History and Religious Diversity	
1.5.1 Palayam: Urban Center and Youth Culture	
1.5.2 Ballusery: Rural Traditions and Natural Ingredients	
1.6 Comparative Analysis and Regional Representation	
1.7 Ernakulam: Urbanization and Commercial Hub	
1.7.1 Kalady: Spiritual and Cultural Significance	
1.7.2 Palarivattom: Urbanization and Commercial Hub	
1.8 Comparative Analysis and Regional Representation	
1.9 Regional Differences and Comparative Analysis	
1.10 Background of the study	
1.11 Importance of this research	
1.12 Scope of the study	
1.13 Statement of the problem	
1.14 Research Questions:	
1.15 Objectives of the study	
1.16 Methodology	
1.16.1 Sample selection.	
1.16.2 Data Analysis:	

1.16.2(a) Chi-square test	
1.16.2(b) ANOVA	
1.16.2(c) T-test	
1.16.3 Indices for analysis	
1.16.3(a) Brand identification index	
1.16.3(b) Advertisement impact index	
1.16.3(c) Demonstration effect index	
Chapter 2 Products	
2.1 Introduction	
2.2 Talcum powder	
2.3 Foundation cream	
2.4 Perfumes	
2.5 Moisturizer	
2.6 Lipstick	
2.8 Kajal	
Chapter 3 theoretical review and Literature Review	
3.1 Introduction	
3.2 Literature Review	
3.3 Theoretical framework	
3.4 Introduction	
3.5 Objectives of theoretical farmwork	
3.6 Consumer Behaviour and Utility Theory:	
3.7 Consumer Preferences and Utility.	
3.8 Marginal Utility and Consumer Choices	
3.9 Income and Budget Constraints	
3.10 Psychological Factors and Consumer Behaviour	
3.10.1 Demand and Supply:	
3.10.2 Market Structure and Competition:	
3.10.3 Behavioural Economics and Nudging:	
3.10.4 Environmental and Social Considerations:	
3.11 Demand and supply analysis	
3.11.1 Demand Analysis:	
3.11.2 Supply Analysis:	
3.12 Market structure in the cosmetic industry:	
3.12.1 Implication of market structure for cosmetic consumption patterns	
3.13 Behavioural Economics	
3.14 Environmental and Social Considerations	
3.14.1 Environmental Impact:	

3.14.2 Ethical and Social Considerations:	
3.14.3 Waste Management and Recycling:	
3.14.4 Conscious Consumption and Education:	
3.15 Keynes psychological law of consumption	
3.16 Relative income hypothesis theory	
3.17 Conclusion	
Chapter 4 Analysis	
4.1 Introduction	
4.2 To explore the demographic factors that influence consumption pattern of cosmetics among consumers in Kerala	
4.3 To analyses the impact of advertisement on selection of cosmetic brand among cosmetic consumers in Kerala.	4.4
4.5 To examine the influence of demonstration effect on consumption pattern of cosmetics among consumers in Kerala	4.6
4.5 Conclusion	
Chapter 5 FINDINGS, SUGGESTIONS, AND CONCLUSION	
5.1 Introduction	
5.2 Major Findings of the Study	
5.2.1 To explore the demographic factors that influence consumption pattern of cosmetics among consumers in Kerala	
5.2.2 To analyses the impact of advertisement on selection of cosmetic brand among cosmetic consumers in Kerala.	
5.2.3 To examine the influence of demonstration effect on consumption pattern of cosmetics among consumers in Kerala	
5.3 Suggestions and policy recommendations for the topic of consumption patterns of cosmetics among consumers in Kerala	
5.4 Indications for the future research on the topic of consumption patterns of cosmetics among consumers in Kerala	
Bibliography	
Appendix-Questionnaire	

LIST OF TABLES

Table Number	Title	Page Number
1	Distribution of Respondents by District	
2	Distribution of Respondents by Religion	
3	Distribution of Respondents by Location	
4	Distribution of Respondents by Born Location	
5	Distribution of Respondents by Gender	
6	Distribution of Respondents by Age Group	
7	Distribution of Respondents by Marital Status	
8	Distribution of Respondents by No of Children	
9	Distribution of Respondents by Family Type	
10	Distribution of Respondents by Education Status	
11	Distribution of Respondents by Employment Status	
12	Distribution of Respondents by Profession	
13	Distribution of Respondents by Occupation of Spouse	
14	Distribution of Respondents by House Ownership	
15	Distribution of Respondents by Monthly Individual Income	
16	Distribution of Respondents by Monthly Family Income	
17	Distribution of Respondents by Secondary Income Source	
18	Distribution of Respondents by Cosmetic Purchase Decision	
19	Distribution of Respondents by Purchase Frequency	
20	Distribution of Respondents by budget for cosmetics	
21	(A)Cosmetics products part of life	
22	(B)Social status	
23	(C) Branded products costly compare with Quality	
24	Cosmetics products part of life and Education	
25	Cosmetics products part of life and Education – Chi Square Test	
26	Cosmetics products part of life and Monthly Individual Income	
27	Cosmetics products part of life and Monthly Individual Income – Chi Square Test	
28	Social status and Education	
29	Social status and Education – Chi Square Test	
30	Social status and Monthly Individual Income	
31	Social status and Monthly Individual Income – Chi Square Test	

32	Branded products costly compare with Quality and Education	
33	Branded products costly compare with Quality and Education – Chi Square Test	
34	Branded products costly compare with Quality and Monthly Individual Income	
35	Branded products costly compare with Quality and Monthly Individual Income – Chi Square Test	
36	Distribution of Respondents by Experience Using Cosmetics	
37	Distribution of Respondents by Average Spending per Purchase	
38	Average Spending per Purchase and Age Group	
39	Average Spending per Purchase and Experience Using Cosmetics	
40	Average Spending per Purchase and Monthly Individual Income	
41	Average Spending per Purchase – Male and Female	
42	Average Spending per Purchase among Gender Groups – T Test	
43	Average Spending per Purchase among Age Groups	
44	Average Spending per Purchase among Age Groups – ANOVA	
45	Average Spending per Purchase and Experience Using Cosmetics	
46	Average Spending per Purchase and Experience Using Cosmetics - ANOVA	
47	Average Spending per Purchase and Monthly Individual Income	
48	Average Spending per Purchase and Monthly Individual Income – ANOVA	
49	Average Spending per Purchase and Presence of a Budget	
50	Average Spending per Purchase and Presence of a Budget – T Test	
51	Distribution of Respondents by Information Source	
52	Distribution of Respondents by Preferred Purchase Location	
53	Average Spending per Purchase and Preferred Purchase Location	
54	Average Spending per Purchase and Preferred Purchase Location – ANOVA	
55	Distribution of Respondents by Primary Influencing Factor	
56	Advertisement effects on consumer	
57	Distribution of Respondents by Preferred Advertisement	

58	Distribution of Respondents by Most Influential Advertisement	
59	Distribution of Respondents by Primary Influencing Factor	
60	Advertisement and purchase decision	
61	Distribution of Respondents by First Thought	
62	Distribution of Respondents by Reason for Preference	
63	Distribution of Respondents by Most Frequent Purchase	
64	Distribution of Respondents by Most Liked Characteristic	
65	Brand Identification Index	
66	Brand Identification Index and Average Spending per Purchase	
67	Brand Identification Index and Average Spending per Purchase – ANOVA	
68	Brand Identification Index and Age	
69	Brand Identification Index and Age – ANOVA	
70	Brand Identification Index and Monthly Individual Income	
71	Brand Identification Index and Monthly Individual Income – ANOVA	
72	Advertisement Impact Index	
73	Advertisement Impact Index and Average Spending per Purchase	
74	Advertisement Impact Index and Average Spending per Purchase – ANOVA	
75	Advertisement Impact Index and Age	
76	Advertisement Impact Index and Age – ANOVA	
77	Advertisement Impact Index and Monthly Individual Income – ANOVA	
78	Advertisement Impact Index and Monthly Individual Income – ANOVA	
79	Demonstration Index	
80	Demonstration Index and Average Spending per Purchase	
81	Demonstration Index and Average Spending per Purchase – ANOVA	
82	Demonstration Index and Age	
83	Demonstration Index and Age – ANOVA	
84	Demonstration Index and Monthly Individual Income	
85	Demonstration Index and Monthly Individual Income – ANOVA	
86	Distribution of Respondents by Celebrity Endorsement	
87	Distribution of Respondents by Primary Purpose	
88	Distribution of Respondents by Influence of Salesperson	
89	Distribution of Respondents by Belief in the Products	
90	Distribution of Respondents by Most Critical Purchase	

	Factor	
91	Distribution of Respondents by Past Experience Recommendation	
92	Logit Regression – Variables	
93	Logit Regression – Coefficients	

LIST OF FIGURES

Figure Number	Title	Page Number
1	Distribution of Respondents by Religion	
2	Distribution of Respondents by Born Location	
3	Distribution of Respondents by Gender	
4	Distribution of Respondents by Family Type	
5	Distribution of Respondents by House Ownership	
6	Distribution of Respondents by Monthly Individual Income	
7	Distribution of Respondents by Secondary Income Source	
8	Distribution of Respondents by budget for cosmetics	
9	(A) cosmetics products part of life	
10	(B) Social status	
11	(C) Branded products costly compare with Quality	
12	Distribution of Respondents by Experience Using Cosmetics	
13	Distribution of Respondents by Average Spending per Purchase	
14	Average Spending per Purchase among Age Groups – ANOVA Plot	
15	Average Spending per Purchase and Experience Using Cosmetics – ANOVA plot	
16	Average Spending per Purchase and Monthly Individual Income – ANOVA plot	
17	Average Spending per Purchase and Preferred Purchase Location – ANOVA plot	
18	Distribution of Respondents by First Thought	
19	Distribution of Respondents by Reason for Preference	
20	Distribution of Respondents by Most Frequent Purchase	
21	Distribution of Respondents by Most Liked Characteristic	
22	Brand loyalty	
23	Branded cosmetics	
24	Particular Brand preference	
25	foreign cosmetics to Indian cosmetics	
26	Indian cosmetics to foreign cosmetics	

27	Brand Identification Index and Average Spending per Purchase – ANOVA plot	
28	Brand Identification Index and Age – ANOVA plot	
29	Brand Identification Index and Monthly Individual Income – ANOVA plot	
30	Purchase based on advertisement	
31	Purchase cosmetics after getting information	
32	Perception pushes to buy a product	
33	Advertising messages are true	
34	Satisfaction after purchasing of advertised cosmetics	
35	Advertisement Impact Index and Average Spending per Purchase – ANOVA pl	
36	Advertisement Impact Iex and Age – ANOVA plo	
37	Advertisement Impact Index and Monthly Individual Income – ANOVA plot	
38	Influence of friends and relatives	
39	Purchase Influence	
40	promoted the use of cosmetics	
41	Demonstration Index and Average Spending per Purchase – ANOVA plot	
42	Demonstration Index and Age – ANOVA plot	
43	Demonstration Index and Monthly Individual Income – ANOVA plot	
44	Celebrity Endorsement	
45	Purpose of using Cosmetics	
46	Distribution of Respondents by Influence of Salesperson	
47	Distribution of Respondents by Belief in the Products	
48	Distribution of Respondents by Most Critical Purchase Factor	
49	Distribution of Respondents by Past Experience Recommendation	

LIST OF ABBREVIATIONS

USFDA	:	united states of food and drugs administration
□FMCG	:	fast moving consumer goods
CP	:	Consumption Pattern
CPC	:	Cosmetics Consumption
KCC	:	Kerala Consumer Choices
CDI	:	Cultural Dynamics of Influence
DMP	:	Digital Media Presence
LSP	:	Locally Sourced Products
NBI	:	Natural Beauty Ingredients
RTM	:	Regional Trend Mapping
SDB	:	Societal and Cultural Beauty
PPD	:	Product Preferences and Diversity
BLC	:	Beauty and Lifestyle Choices
DPI	:	Digital Platform Influence
BRV	:	Brand Recognition Value
TNC	:	Traditional Norms and Cosmetics
PRV	:	Product Regional Variations
LIR	:	Local Influencer Relationships
SES	:	Sustainability and Ethical Standards
PMR	:	Product Marketing Strategies
ECP	:	Environmental Conscious Practices
DAC	:	Digital Advertising Channels
		NPS: Net Promotor Score
□CTR	:	click through Rate
IARC	:	Research on Cancer

- **AII** : Advertisement Impact Index
- **BII** : Brand Impact Index

CHAPTER I

INTRODUCTION

CONTENTS

- 1.1 Introduction
- 1.2 Why chose Trivandrum, Ernakulam and Calicut for the study.
- 1.3 Trivandrum: Cultural Heritage and Ayuroveda
- 1.4. Comparative Analysis and Regional Representation
- 1.5 Calicut: Trade History and Religious Diversity
- 1.6 Comparative Analysis and Regional Representation
- 1.7 Ernakulam: Urbanization and Commercial Hub
- 1.8 Comparative Analysis and Regional Representation
- 1.9 Regional Differences and Comparative Analysis
- 1.10 Background of the study
- 1.11 Importance of this research
- 1.12 Scope of the study
- 1.13 Statement of the problem
- 1.14 Research Questions:
- 1.15 Objectives of the study
- 1.16 Methodology

1.1 Introduction

In the modern era most of the people are using cosmetics products such as talcum powder, hair oil, skin care products etc., The Greek word "KOSMETICOS," which meaning "to be attractive," is where the word cosmetics originates. The U.S.F.D.A. defines cosmetics as pharmaceuticals meant to be administered topically to the human body in order to promote attractiveness, cleanse, beautify, or change appearance without interfering with physiological functions. In the current global environment, cosmetics usage is rising daily.

The consumption pattern of cosmetics refers to the trends, behaviors, and preferences of individuals when it comes to purchasing and using cosmetic products. The cosmetics industry has experienced significant growth and transformation over the years, driven by evolving consumer demands, cultural shifts, and advancements in technology.

Consumers' consumption patterns in the cosmetics industry are influenced by various factors. Firstly, there has been a growing emphasis on natural and organic products, with consumers seeking cosmetics made from sustainable and eco-friendly ingredients. This trend reflects a broader concern for environmental impact and personal well-being.

Secondly, personalization has become a key aspect of cosmetics consumption. Many consumers now expect products tailored to their specific needs and preferences. Customizable formulations, shades, and packaging options are becoming increasingly popular, allowing individuals to express their unique identities through cosmetics.

Additionally, patterns of cosmetic use have been significantly impacted by the growth of social media and online influencers. Consumers often turn to these platforms for product recommendations, tutorials, and inspiration, leading to the popularity of certain brands and beauty trends. Social media has also fostered a sense of community among beauty enthusiasts, with online communities and forums dedicated to sharing product reviews, tips, and experiences.

Moreover, consumers' focus on inclusivity and diversity has prompted the cosmetics industry to expand its product offerings. Brands are now catering to a broader range of skin tones, hair types, and cultural backgrounds, acknowledging the importance of representation and inclusivity in beauty.

Lastly, convenience and technology have transformed the way cosmetics are consumed. Online shopping, subscription services, and beauty apps have made purchasing and discovering new products easier than ever. Augmented reality (AR) and virtual try-on features enable consumers to digitally test products before making a purchase, enhancing the overall shopping experience.

Overall, the consumption pattern of cosmetics is constantly evolving, driven by shifting consumer preferences, cultural influences, and technological advancements. Understanding these patterns is crucial for both consumers and businesses in order to adapt, innovate, and meet the ever-changing needs of beauty enthusiasts.

1.1.1 Purchase of cosmetics in world scenario

The purchase of cosmetics in the world scenario is influenced by various factors. Here are some key aspects to consider:

- **Market Size and Growth:** The global cosmetics market has witnessed significant growth over the years. Factors like increasing disposable income, urbanization, and changing beauty standards contribute to the expansion of the market.
- **Consumer Preferences and Trends:** Consumer preferences for cosmetics vary across regions and cultures. Trends such as natural and organic products, cruelty-free and sustainable beauty, and inclusive and diverse representation in the beauty industry have gained prominence in recent years.
- **E-commerce and Online Shopping:** The rise of e-commerce platforms has transformed the cosmetics industry. Global sales have increased as a result of consumers' convenient online shopping and access to a large variety of products from various brands.

- **Influencer Marketing and social media:** Influencers and social media platforms have a significant impact on cosmetics purchasing decisions. Consumers often seek recommendations, reviews, and tutorials from influencers, which can influence brand choices and product purchases.
- **Globalization and Cross-Cultural Influences:** Globalization has led to the exchange of beauty trends and product innovations across countries. Consumers are exposed to international brands and can easily access products from different regions, leading to a more diverse and globalized cosmetics market.
- **Regulatory Framework and Safety Standards:** Different countries have their own regulations and safety standards for cosmetics. Compliance with these regulations, including ingredient restrictions and product labeling, affects the sale and import/export of cosmetics worldwide.
- **Sustainable and Ethical Considerations:** Increasingly, consumers are becoming conscious of the environmental impact and ethical practices of cosmetic brands. Sustainable packaging, cruelty-free testing, and ethical sourcing of ingredients are factors that influence purchasing decisions.

It's crucial to remember that regional tastes, cultural standards, and economic circumstances can all have an impact on cosmetic purchases. A more thorough picture of the worldwide cosmetics purchasing situation can be obtained by examining local market research and trends. Several factors can influence the consumption patterns of cosmetics among consumers in Kerala. Here are some key factors to consider:

- **Socioeconomic Factors:** Income level, occupation, and education play a significant role. Consumers with higher disposable income and professional occupations may have more purchasing power for cosmetics. Education can also influence awareness and preferences for different types of cosmetics.

- **Cultural and Social Norms:** Kerala has its unique cultural and social norms, which can impact cosmetic consumption patterns. Traditional beauty practices, cultural preferences, and social acceptance of certain beauty standards may influence the types of cosmetics and brands that consumers choose.
- **Age and Gender:** Age and gender are important demographic factors. Different age groups and genders have distinct preferences and needs when it comes to cosmetics. For example, younger consumers may be more inclined towards trendy and innovative products, while older consumers may focus on anti-aging or skincare solutions.
- **Climate and Environmental Factors:** Kerala's tropical climate can affect the choice of cosmetics. Consumers may prefer lightweight or oil-free products to combat humidity. Environmental factors such as pollution levels and exposure to sunlight may also influence preferences for skincare and sun protection products.
- **Advertising and Brand Influence:** Marketing and advertising campaigns have a significant impact on consumers' purchasing decisions. Effective advertising strategies, celebrity endorsements, and brand loyalty can sway consumers towards specific cosmetic brands.
- **Product Quality and Safety:** Consumers prioritize product quality, safety, and efficacy. Factors like ingredient transparency, cruelty-free certifications, and sustainability practices can influence consumer choices.
- **Accessibility and Availability:** The availability and accessibility of cosmetics, both in terms of physical stores and online platforms, can affect consumption patterns. Consumers in urban areas may have more options and exposure to a wide range of cosmetic products compared to rural areas.

It is important to note that these factors can vary among individuals and may intersect in complex ways.

1.1.2 Consumption of cosmetics Indian context

The consumption of cosmetics in the Indian context has seen significant growth in recent years. Here are some key aspects to consider:

- **Increasing Disposable Income:** Rising disposable income levels have contributed to increased spending on cosmetics in India. As people have more money to spend on discretionary items, the demand for cosmetics has increased.
- **Changing Beauty Standards:** There has been a shift in beauty standards in India, with a greater emphasis on grooming and personal care. Consumers are increasingly adopting skincare and makeup products to enhance their appearance and meet evolving beauty ideals.
- **Growing Urbanization:** Urban areas in India have witnessed rapid growth and modernization, leading to increased exposure to global beauty trends. Urban consumers tend to have higher purchasing power and are more likely to invest in a wide range of cosmetics.
- **Influence of Bollywood and Media:** Bollywood, India's film industry, plays a significant role in shaping beauty trends and consumer preferences. Celebrities and media personalities often endorse cosmetic brands, influencing consumer choices and increasing product demand.
- **Digital Platforms and social media:** Social media channels are now an effective tool for raising consumer knowledge of cosmetics and for promoting the brand. Beauty influencers and makeup tutorials have gained immense popularity, shaped consumer preferences and driving product purchases.
- **Preference for Natural and Herbal Products:** In India, there is a growing inclination towards natural and herbal beauty products. Consumers often

prefer brands that offer organic, Ayurvedic, or natural ingredient-based cosmetics due to their perceived safety and wellness benefits.

- **Regional and Cultural Diversity:** India is a diverse country with distinct cultural preferences. Cosmetic consumption patterns can vary across different regions and communities due to cultural norms, traditional beauty practices, and preferences for specific products.
- **Increasing Retail and E-commerce Options:** The availability and accessibility of cosmetics have expanded with the growth of organized retail outlets, beauty specialty stores, and e-commerce platforms. Consumers now have a wider selection of brands and products to choose from, both online and offline.

It's important to note that while the consumption of cosmetics in India is growing, there are also variations in purchasing power, brand preferences, and product categories across different consumer segments and regions in the country.

1.1.3 Consumption cosmetics in Kerala context

The consumption of cosmetics in the Kerala context has been influenced by various factors. Here are some key aspects to consider:

- **Cultural Traditions and Preferences:** Kerala has its unique cultural practices and beauty traditions that impact cosmetic consumption. Ayurveda, a traditional system of medicine, influences the preference for natural and herbal cosmetics among consumers in Kerala.
- **Climate and Environmental Factors:** Kerala's tropical climate and high humidity levels influence the choice of cosmetics. Consumers often opt for lightweight, oil-free, and waterproof products that can withstand the region's weather conditions.
- **Education and Awareness:** Kerala has a high literacy rate, which contributes to a greater awareness of cosmetic products and their benefits. Educated

consumers are likely to be more discerning and informed when making purchasing decisions.

- **Economic Factors:** The economic aspects of consumption, like purchasing power and income levels, influence the use of cosmetics. Consumers with higher disposable income may have a greater ability to invest in premium or luxury cosmetics.
- **Preference for Natural and Organic Products:** Kerala's association with Ayurveda and the availability of natural resources contribute to a preference for natural and organic cosmetics. Consumers in Kerala often seek out products that align with their health-conscious and sustainable lifestyles.
- **Urbanization and Global Influences:** With the rapid urbanization and exposure to global trends, consumers in Kerala are increasingly influenced by international beauty standards. They may seek out popular global brands and trends in their cosmetics choices.
- **Influence of Media and Advertising:** Customer preferences and purchase decisions are greatly influenced by media, including print, web, and television. Advertising campaigns, endorsements by celebrities, and social media influencers can influence cosmetic consumption patterns.
- **Accessibility and Retail Options:** Consumption is influenced by the accessibility and availability of cosmetic products through a range of retail channels, such as physical storefronts and online marketplaces. Consumers in urban areas may have access to a wider range of brands and product options compared to rural areas.

It's important to note that these factors interact and vary among individuals and communities within Kerala. Analyzing specific market research, consumer behavior studies, and local trends can provide a more comprehensive understanding of cosmetics consumption patterns in Kerala.

For the better understanding I chose three districts in Kerala for consumption pattern of cosmetics in Kerala

1.1.3 (a) Trivandrum

Trivandrum district, located in the southern state of Kerala, exhibits unique characteristics in terms of cosmetic consumption patterns. This essay explores the trends, influences, and patterns that shape the consumption of cosmetics in Trivandrum. With its blend of traditional practices, cultural diversity, and urbanization, Trivandrum offers a captivating context for examining the preferences, factors, and dynamics surrounding cosmetic purchases. Understanding the consumption patterns in Trivandrum can provide valuable insights into the beauty industry's market strategies and help businesses cater to the evolving demands of consumers in the region.

- Cultural Traditions and Influences

Trivandrum district is deeply rooted in Kerala's rich cultural traditions, which have a significant impact on the consumption of cosmetics. Ayurveda, the ancient Indian system of medicine, holds sway in Trivandrum, leading to a preference for natural and herbal cosmetics. Consumers are drawn to products with traditional ingredients and formulations that align with Ayurvedic principles. The availability of Ayurvedic spas, wellness centers, and beauty clinics further enhances the demand for such products.

- Climate and Environmental Factors

The tropical climate of Trivandrum, characterized by high humidity and heat, shapes the choice of cosmetics among consumers. Lightweight, oil-free, and long-lasting formulations are popular to combat the region's weather conditions. Sunscreen and skincare products with UV protection find a significant market, given the abundant sunlight in the region. Environmental consciousness is also growing, leading to a preference for eco-friendly and sustainable cosmetics that minimize the impact on the local ecosystem.

- Urbanization and Changing Beauty Standards

Trivandrum's urbanization has contributed to the adoption of changing beauty standards and trends. The increasing influence of global media, Bollywood, and social media platforms has led to the emergence of new beauty ideals. Consumers in Trivandrum now seek out products that help them achieve these beauty standards. The rise of beauty influencers, makeup tutorials, and online communities has shaped consumer preferences, encouraging experimentation and the exploration of new cosmetic brands.

- Education and Awareness

Trivandrum boasts high literacy rates, leading to a well-informed and discerning consumer base. Educated individuals are more likely to be aware of the latest cosmetic trends, ingredients, and product benefits. They prioritize the quality, efficacy, and safety of cosmetics, making informed choices based on their research and knowledge. This has driven the demand for premium and high-quality cosmetic brands in Trivandrum.

- Economic Factors and Purchasing Power

The economic factors, including income levels and purchasing power, play a crucial role in cosmetics consumption. Trivandrum has seen considerable growth in the IT and service sectors, leading to increased disposable incomes. Consumers with higher purchasing power are more willing to invest in premium cosmetics, luxury brands, and innovative beauty products. This trend is particularly noticeable among the urban population.

- Retail Channels and Accessibility

The availability and accessibility of cosmetic products through various retail channels significantly influence consumption patterns. Trivandrum offers a mix of physical stores, beauty specialty outlets, and online platforms where consumers can explore and purchase cosmetics. The presence of major shopping malls and beauty chains provides a wide range of cosmetic brands and products. Additionally, the

growth of e-commerce has made cosmetics more accessible, allowing consumers to conveniently shop for their preferred products from the comfort of their homes.

The consumption of cosmetics in Trivandrum district is influenced by a combination of cultural traditions, climate, urbanization, education, purchasing power, and retail options. Ayurveda-inspired products, natural formulations.

1.1.3(b) Ernakulam

Ernakulam district, located in the vibrant state of Kerala, presents a fascinating context to explore the consumption patterns of cosmetics. With its blend of urbanization, commercial activity, and cultural diversity, Ernakulam offers a unique landscape for examining the trends, influences, and patterns that shape the cosmetic industry in the region. This essay delves into the factors that influence cosmetic consumption in Ernakulam, shedding light on the preferences, market dynamics, and evolving demands of consumers in the district.

- **Urbanization and Changing Lifestyles**

Ernakulam district has witnessed rapid urbanization, leading to changing lifestyles and consumer preferences. Urban dwellers in areas like Kochi, the commercial capital, exhibit a higher inclination towards cosmetics, driven by exposure to global beauty trends, increasing beauty consciousness, and a desire to keep up with modern standards of grooming. The urban environment encourages the adoption of a wider range of cosmetics, including makeup, skincare, and personal care products.

- **Influence of Media and Advertising**

The influence of media, particularly television, print, and online platforms, plays a significant role in shaping cosmetic consumption in Ernakulam. Advertising campaigns, celebrity endorsements, and social media influencers have a powerful impact on consumer choices. Consumers in Ernakulam often seek out products endorsed by their favorite celebrities or those featured in popular media, which drives the demand for specific brands and products.

- Socioeconomic Factors

Socioeconomic factors such as income levels, educational attainment, and occupation contribute to the consumption of cosmetics in Ernakulam. Rising disposable incomes among the middle and upper-middle-class population have enabled increased spending on cosmetics. Educated consumers are more likely to be aware of cosmetic trends, ingredients, and benefits, influencing their purchasing decisions. Professionals working in sectors like IT, hospitality, and finance have higher purchasing power, allowing them to invest in premium or luxury cosmetics.

- Cultural and Traditional Influences

Ernakulam district is a melting pot of various cultures, with diverse communities residing in the region. Cultural and traditional influences impact the consumption of cosmetics. Kerala's rich cultural heritage and practices, such as Ayurveda, play a role in shaping consumer preferences for natural and herbal cosmetics. Traditional beauty rituals, such as applying homemade skincare concoctions, continue to be practiced by some communities in Ernakulam.

- Climate and Environmental Factors.

The tropical climate of Ernakulam, characterized by high humidity and heat, influences cosmetic consumption patterns. Consumers often seek products that are lightweight, oil-free, and offer sun protection to combat the region's weather conditions. Skincare products, especially those with hydration and sun protection properties, are in demand among consumers in Ernakulam.

- Retail Landscape and Accessibility

The availability and accessibility of cosmetics through various retail channels shape consumption patterns in Ernakulam. The district is home to numerous shopping malls, beauty specialty stores, and multi-brand outlets, offering consumers a wide range of cosmetic brands and products to choose from. Additionally, e-commerce platforms have gained popularity, providing convenient access to cosmetics and allowing consumers to shop from the comfort of their homes.

- Preference for Personal Care and Wellness Products

Ernakulam residents exhibit a growing preference for personal care and wellness products. Consumers prioritize products that promote overall well-being, including skincare items infused with natural ingredients, eco-friendly options, and products that cater to specific skin concerns.

The consumption of cosmetics in Ernakulam district is influenced by a combination of urbanization, media influence, socioeconomic factors, cultural traditions

1.1.3(c) Calicut

Calicut district, situated in the enchanting state of Kerala, provides a captivating context to examine the consumption patterns of cosmetics. With its rich cultural heritage, thriving markets, and diverse population, Calicut offers a unique landscape to explore the trends, influences, and patterns that shape the cosmetic industry in the region. This essay delves into the factors that influence cosmetic consumption in Calicut, shedding light on the preferences, market dynamics, and evolving demands of consumers in the district.

- Cultural Traditions and Influences

Calicut district is deeply rooted in Kerala's cultural traditions, which play a significant role in shaping the consumption of cosmetics. Ayurveda, the ancient Indian system of medicine, has a strong presence in Calicut, leading to a preference for natural and herbal cosmetics. Consumers are drawn to products that incorporate traditional ingredients and formulations, aligning with the principles of Ayurveda. The availability of Ayurvedic clinics, wellness centers, and beauty spas further enhances the demand for such products.

- Religious Practices and Festivals

Calicut is known for its religious diversity, with significant populations following Islam and Hinduism. Religious practices and festivals influence the consumption of cosmetics. During religious festivals and celebrations, such as Eid and Onam, there

is a surge in the demand for cosmetics as individuals seek to enhance their appearance for the festivities. Specific religious practices may also influence the choice of cosmetics, such as henna for Mehndi designs during weddings and special occasions.

- Urbanization and Changing Beauty Standards.

Calicut district has experienced urbanization, resulting in evolving beauty standards and trends. The influence of media, Bollywood, and social media platforms has led to the emergence of new beauty ideals among the urban population. Consumers in Calicut aspire to meet these standards, leading to a wider adoption of cosmetics. The rise of beauty influencers, makeup tutorials, and online communities has further shaped consumer preferences, encouraging experimentation and the exploration of new cosmetic brands.

- Socioeconomic Factors

Socioeconomic factors, including income levels, education, and occupation, contribute to the consumption of cosmetics in Calicut. Rising disposable incomes among the middle-class population have led to increased spending on cosmetics. Educated consumers are more likely to be aware of cosmetic trends, ingredients, and benefits, influencing their purchasing decisions. Professionals in sectors such as IT, healthcare, and hospitality have higher purchasing power, enabling them to invest in premium or luxury cosmetics.

- Climate and Environmental Factors

Calicut's tropical climate, characterized by high humidity and heat, influences the choice of cosmetics among consumers. Lightweight, oil-free, and long-lasting formulations are popular to combat the region's weather conditions. Skincare products with sun protection properties and those targeting hydration and oil control are in high demand among consumers in Calicut.

- Retail Landscape and Accessibility

The retail landscape plays a crucial role in shaping cosmetic consumption in Calicut. The district offers a mix of traditional markets, shopping complexes, and beauty specialty stores where consumers can explore and purchase cosmetics. The presence of both local and international brands caters to the diverse preferences of consumers. E-commerce platforms have also gained popularity, providing convenient access to a wide range of cosmetics and allowing consumers to shop from the comfort of their homes.

- Preference for Natural and Organic Products

Calicut residents exhibit a growing preference for natural and organic cosmetics. Consumers prioritize products that are free from harsh chemicals, incorporating natural and herbal ingredients. The demand for eco-friendly and sustainable cosmetics is on the rise, driven by an increasing awareness of environmental concerns and a desire for ethical beauty practices.

1.2 Why chose Trivandrum, Ernakulam and Calicut for the study.

The study of cosmetics consumption patterns requires careful selection of geographical locations that can provide insights into regional variations, cultural influences, and consumer behaviors. Trivandrum, Calicut, and Ernakulam, three major districts in the southern Indian state of Kerala, have been chosen for this study due to their unique characteristics and significance in understanding the dynamics of cosmetic consumption in Kerala. To explore the reasons behind the selection of Trivandrum, Calicut, and Ernakulam as research locations and highlights the distinctive aspects of each district that contribute to their suitability for studying cosmetics consumption patterns.

1.3 Trivandrum: Cultural Heritage and Ayurveda

Trivandrum, the capital city of Kerala, offers a rich cultural heritage and a deep-rooted connection to Ayurveda, the traditional Indian system of medicine. The city is home to numerous Ayurvedic wellness centers, spas, and clinics, making it an

ideal location to study the consumption patterns of herbal and natural cosmetics. Trivandrum's residents have a strong affinity for Ayurvedic practices and are likely to exhibit distinct preferences for Ayurvedic and natural cosmetic products. Additionally, Trivandrum's urban environment and cosmopolitan population provide insights into the adoption of global beauty trends and changing beauty standards.

The study of cosmetics consumption patterns requires careful selection of research locations that can provide valuable insights into regional variations, cultural influences, and consumer behaviors. Kallara and Kowdiar, two distinct areas in the Trivandrum district of Kerala, have been chosen for this study due to their unique characteristics and significance in understanding cosmetics consumption patterns. This essay explores the reasons behind the selection of Kallara and Kowdiar as research locations and highlights the distinctive aspects of each area that contribute to their suitability for studying cosmetics consumption patterns.

1.3.1 Kallara: Rural Traditions and Cultural Practices

Kallara, a rural area in the Trivandrum district, offers an intriguing context for studying cosmetics consumption patterns influenced by traditional practices and cultural traditions. The village's close-knit community and deep-rooted cultural heritage provide valuable insights into the intersection of rural life, beauty practices, and cosmetics consumption.

Kallara's residents, predominantly engaged in agricultural activities, adhere to age-old customs and rituals. The study in Kallara can shed light on the specific cosmetic preferences during traditional festivals, weddings, and religious ceremonies. Insights into the use of traditional beauty treatments, home remedies, and natural ingredients can also be gained, providing a deeper understanding of the influence of cultural practices on cosmetic consumption.

Additionally, Kallara's rural setting allows for an examination of the impact of environmental factors, such as climate and agricultural practices, on cosmetic preferences. The study can explore the demand for skincare products tailored to protect against sun damage, humidity, and other rural-specific conditions.

1.3.2 Kowdiar: Affluence and Urban Elite

Kowdiar, an affluent residential area in Trivandrum, represents the urban elite and offers a contrasting perspective on cosmetics consumption patterns. The area's opulent lifestyle, high-income households, and cosmopolitan outlook contribute to the adoption of global beauty trends and luxury cosmetics.

Kowdiar's residents, including professionals, business owners, and influential individuals, exhibit higher purchasing power and aspire to meet the beauty standards set by international brands and influencers. The study in Kowdiar can provide insights into the preferences for premium cosmetics, luxury skincare, and high-end beauty services. It can also explore the impact of social media, advertising, and beauty influencers on consumer choices.

Furthermore, Kowdiar's proximity to the city center and access to upscale shopping malls and boutiques make it a hub for cosmetic brands and beauty salons. This allows for the examination of the retail landscape and accessibility factors that influence cosmetics consumption patterns among the urban elite.

1.4. Comparative Analysis and Regional Representation

By selecting Kallara and Kowdiar as research locations, a comparative analysis of cosmetics consumption patterns can be conducted, allowing for a comprehensive understanding of regional differences within the Trivandrum district. Each area represents unique aspects of the district's cultural heritage, rural-urban dynamics, and socioeconomic diversity.

Kallara's focus on traditional practices and rural life provides insights into cosmetics consumption patterns influenced by cultural traditions, environmental factors, and community dynamics. On the other hand, Kowdiar's emphasis on affluence and urban elite perspectives offers valuable insights into the adoption of global beauty trends, luxury cosmetics, and the influence of media and advertising.

The selection of Kallara and Kowdiar ensures a comprehensive understanding of cosmetics consumption patterns in both rural and urban contexts within the

Trivandrum district. By conducting comparative analyses, the study can identify regional variations, cultural influences, and socioeconomic factors that shape cosmetic preferences and consumption habits.

1.5 Calicut: Trade History and Religious Diversity

Calicut, historically known for its trade connections, presents an intriguing context for studying cosmetics consumption patterns. The district's rich history of international trade has fostered exposure to diverse cultures and influences, shaping the preferences and consumption habits of its residents. Calicut's religious diversity, with significant populations following Islam and Hinduism, further adds to its appeal as a research location. Religious practices and festivals play a significant role in cosmetics consumption, offering valuable insights into the relationship between cultural traditions, religious rituals, and cosmetic preferences. The study in Calicut can shed light on the interplay between religious customs and cosmetic choices, such as the use of henna during weddings and special occasions.

The study of cosmetics consumption patterns requires careful selection of research locations that can provide valuable insights into regional variations, cultural influences, and consumer behaviors. Palayam and Ballusery, two distinct areas in the Calicut district of Kerala, have been chosen for this study due to their unique characteristics and significance in understanding cosmetics consumption patterns. This essay explores the reasons behind the selection of Palayam and Ballusery as research locations and highlights the distinctive aspects of each area that contribute to their suitability for studying cosmetics consumption patterns.

1.5.1 Palayam: Urban Center and Youth Culture

Palayam, located in the heart of Calicut city, represents a bustling urban center with a vibrant youth culture, making it an ideal research location for studying cosmetics consumption patterns influenced by urban lifestyles, trends, and educational institutions.

The area is home to several colleges, universities, and coaching centers, attracting a large student population. The study in Palayam can provide valuable insights into the cosmetic preferences and consumption habits of young adults, their exposure to global beauty trends through social media, and the influence of peer groups on cosmetic choices. Additionally, the presence of beauty salons, cosmetic stores, and grooming centers in Palayam offers convenient access to a wide range of cosmetic products, allowing for an exploration of the retail landscape and accessibility factors that shape consumer behavior.

Palayam's cosmopolitan atmosphere, with a mix of local residents, students from various parts of Kerala, and expatriates, contributes to a diverse consumer base. The study can uncover the interplay between cultural diversity, cosmopolitan influences, and cosmetic preferences among the population in Palayam.

1.5.2 Ballusery: Rural Traditions and Natural Ingredients

Ballusery, a rural area in the Calicut district, represents the agricultural heritage of Kerala and offers a unique perspective on cosmetics consumption patterns influenced by traditional practices and rural life.

The village's residents predominantly engage in agricultural activities, maintaining a deep connection with nature and traditional customs. The study in Ballusery can shed light on the specific cosmetic preferences during religious festivals, rural weddings, and cultural ceremonies. Insights into the use of natural ingredients, homemade beauty treatments, and traditional beauty rituals can be gained, providing a deeper understanding of the influence of cultural practices and environmental factors on cosmetic consumption.

Ballusery's agricultural landscape and proximity to natural resources offer a unique context to explore the demand for organic and natural cosmetics. The study can examine the preference for skincare products that cater to specific environmental conditions, such as protection against sun damage, natural remedies for skin issues, and beauty practices rooted in agricultural traditions.

1.6 Comparative Analysis and Regional Representation

By selecting Palayam and Ballusery as research locations, a comparative analysis of cosmetics consumption patterns can be conducted, allowing for a comprehensive understanding of regional differences within the Calicut district. Each area represents unique aspects of the district's urban-rural dynamics, cultural heritage, and socioeconomic diversity.

Palayam's focus on urban lifestyles, youth culture, and educational institutions provides insights into cosmetics consumption patterns influenced by global beauty trends, media influence, and peer groups. On the other hand, Ballusery's emphasis on rural traditions, agricultural practices, and natural ingredients offers valuable insights into cosmetics consumption patterns shaped by cultural customs, environmental factors, and traditional beauty practices.

The selection of Palayam and Ballusery ensures a comprehensive understanding of cosmetics consumption patterns in both urban and rural contexts within the Calicut district. By conducting comparative analyses, the study can identify regional variations, cultural influences, and socioeconomic factors that shape cosmetic preferences and consumption habits.

1.7 Ernakulam: Urbanization and Commercial Hub

Ernakulam, the commercial capital of Kerala, is known for its rapid urbanization, bustling markets, and cosmopolitan lifestyle. The district serves as a major economic hub, attracting professionals from various industries. Ernakulam's urban environment, with its evolving beauty standards and changing lifestyles, provides a fertile ground for studying the consumption patterns of cosmetics. The influence of media, advertising, and the rise of social media influencers has a significant impact on consumer choices in Ernakulam. The district's socioeconomic diversity, ranging from middle-class to affluent populations, offers insights into the relationship between purchasing power, educational attainment, and cosmetic consumption.

For the micro level study of cosmetics consumption patterns requires careful selection of research locations that can provide valuable insights into regional variations, cultural influences, and consumer behaviors. Kalady and Palarivattom, two prominent areas in the Ernakulam district of Kerala, have been chosen for this study due to their distinctive characteristics and significance in understanding cosmetics consumption patterns. To explore the reasons behind the selection of Kalady and Palarivattom as research locations and highlights the unique aspects of each area that contribute to their suitability for studying cosmetics consumption patterns.

1.7.1 Kalady: Spiritual and Cultural Significance

Kalady, located on the banks of the Periyar River, holds immense spiritual and cultural significance as the birth place of Adi Shankaracharya, a revered philosopher and theologian. The presence of several ashrams, temples, and spiritual centers in Kalady attracts a significant number of tourists and pilgrims throughout the year. This makes Kalady an intriguing research location for studying cosmetics consumption patterns influenced by spirituality, religious practices, and cultural traditions. The use of cosmetics during religious ceremonies, festivals, and pilgrimages can provide insights into the intersection of faith and beauty practices.

Furthermore, Kalady's proximity to the Cochin International Airport and its status as a tourist destination contribute to its cosmopolitan atmosphere. This allows for the exploration of the interplay between traditional cultural practices and the influence of global beauty trends on cosmetics consumption.

1.7.2 Palarivattom: Urbanization and Commercial Hub

Palarivattom, a bustling area in the city of Kochi, is known for its urbanization, commercial activity, and strategic location. As a prime business and residential hub, Palarivattom offers an ideal setting to study cosmetics consumption patterns influenced by urban lifestyles, changing beauty standards, and commercial influences.

The presence of shopping malls, multiplexes, and commercial complexes in Palarivattom provides convenient access to a wide range of cosmetic products. The district's urban environment fosters exposure to diverse beauty trends and influences, making it an intriguing research location for understanding the adoption of global beauty practices and the role of media, advertising, and social media influencers in shaping consumer choices.

Additionally, Palarivattom's diverse demographic profile, comprising professionals, students, and residents from different socioeconomic backgrounds, allows for the examination of the relationship between income levels, education, and cosmetic preferences. This provides valuable insights into the purchasing power, aspirations, and motivations of consumers in different segments of society.

1.8 Comparative Analysis and Regional Representation

By selecting Kalady and Palarivattom as research locations, a comparative analysis of cosmetics consumption patterns can be conducted, allowing for a comprehensive understanding of regional differences within the Ernakulam district. Each area represents unique aspects of the district's cultural heritage, urbanization levels, and commercial activities.

Kalady's spiritual significance and cultural practices provide insights into the intersection of faith and beauty practices. The study in Kalady can uncover the specific cosmetic preferences during religious ceremonies, festivals, and pilgrimage activities.

Palarivattom, on the other hand, represents the urbanized and commercial aspects of the Ernakulam district. It allows for an exploration of cosmetics consumption patterns influenced by changing beauty standards, media influence, and urban lifestyles.

The selection of Kalady and Palarivattom ensures a comprehensive understanding of cosmetics consumption patterns in both traditional and urbanized contexts within the Ernakulam district. By conducting comparative analyses, the study can identify

regional variations, cultural influences, and socioeconomic factors that shape cosmetic preferences and consumption habits.

1.9 Regional Differences and Comparative Analysis

By selecting Trivandrum, Calicut, and Ernakulam as research locations, a comparative analysis of cosmetics consumption patterns can be conducted, allowing for a comprehensive understanding of regional differences within Kerala. Each district has its distinct cultural traditions, economic factors, and urbanization levels, which can contribute to variations in cosmetic preferences and consumption habits. Comparative analysis provides insights into the factors that shape consumption patterns, such as cultural practices, climate, education, and accessibility to cosmetics.

Trivandrum's strong association with Ayurveda and natural cosmetics, Calicut's historical trade connections and religious diversity, and Ernakulam's urbanization and commercial prominence collectively offer a diverse and comprehensive view of cosmetics consumption in Kerala. The selection of these districts ensures a holistic understanding of the dynamics at play in the state's cosmetic market.

1.10 Background of the study

The background of the study on the consumption pattern of cosmetics among consumers in Kerala provides an overview of the context and significance of the research topic.

The cosmetic industry has witnessed substantial growth and transformation in recent years, both globally and within India. Kerala, a state in southern India, has emerged as a prominent market for cosmetics, reflecting the changing beauty and grooming preferences of its diverse population. As consumers become more conscious of personal care and appearance, understanding their consumption patterns and factors influencing their choices is crucial for cosmetic companies, marketers, and policymakers.

Kerala boasts a unique demographic composition, characterized by a mix of urban and rural populations, varied income levels, educational backgrounds, and cultural diversity. These factors, coupled with changing societal norms and beauty ideals, shape consumer preferences and behaviours related to cosmetics. Exploring the consumption patterns of cosmetics in Kerala provides valuable insights into the factors that influence consumer decision-making, brand preferences, and purchasing behaviours.

Furthermore, the way that customers interact with cosmetic products has changed dramatically as a result of technological breakthroughs and the growing popularity of digital media platforms. Consumer behaviour is influenced by digital advertising, social media influencers, and online shopping. Therefore, for marketers looking to effectively communicate with their target demographic, it is imperative that they comprehend how digital media has affected Kerala's cosmetic consumption patterns.

Additionally, sustainability, ethical considerations, and the safety of cosmetic products have gained prominence in recent years. Consumers are increasingly concerned about the environmental impact of cosmetics, product safety, and the ethical practices followed by cosmetic companies. Kerala's consumers are likely to exhibit similar concerns, making it essential to explore how sustainability, product safety, and ethical considerations influence their purchasing decisions and consumption patterns.

Considering these contextual factors, conducting a comprehensive study on the consumption pattern of cosmetics among consumers in Kerala is significant. The research will provide insights into consumer behaviour, preferences, and the dynamics of the cosmetic market in the region. The findings will help cosmetic companies develop targeted marketing strategies, create products that align with consumer preferences, and promote responsible consumption practices. Moreover, policymakers can utilize the research outcomes to develop evidence-based policies that protect consumer interests and support the sustainable growth of the cosmetics industry in Kerala.

1.11 Importance of this research

The research on the consumption pattern of cosmetics among consumers in Kerala holds significant importance for various stakeholders, including cosmetic companies, marketers, policymakers, and consumers themselves. Here are some key reasons highlighting the importance of this research:

Consumer Insights: Understanding the consumption patterns of cosmetics in Kerala provides valuable insights into consumer behaviour, preferences, and decision-making processes. It helps identify the factors that influence purchasing decisions, brand loyalty, and product preferences. With the use of these insights, businesses may better target the demands and expectations of Keralan consumers with their offerings, marketing plans, and communication initiatives.

Market Understanding: Kerala's cosmetic market is dynamic and evolving, influenced by cultural, economic, and demographic factors. Researching consumption patterns helps gain a deeper understanding of the market dynamics, trends, and opportunities. It enables companies to identify untapped market segments, emerging consumer preferences, and potential gaps in product offerings. This understanding can inform market entry strategies, product development, and effective targeting of specific consumer groups.

Product Development and Innovation: Studying the consumption patterns of cosmetics in Kerala aids in product development and innovation. By understanding consumer preferences, demands, and unmet needs, companies can develop new products that align with local preferences. This research helps identify the features, formulations, and packaging options that resonate with consumers in Kerala, thereby driving product innovation and differentiation.

Marketing and Communication Strategies: Researching consumption patterns provides insights into effective marketing and communication strategies in the cosmetic industry. It helps identify the most influential channels, platforms, and messages that reach and engage consumers in Kerala. Companies can tailor their

marketing campaigns, branding, and promotional activities to effectively communicate product benefits, build brand loyalty, and drive consumer engagement.

Policy Formulation: The findings of this research can inform policymakers in Kerala to develop evidence-based policies and regulations for the cosmetics industry. Understanding consumer behaviour helps identify consumer protection needs, promote responsible consumption, and address health and safety concerns. Policymakers can utilize research outcomes to create guidelines that ensure the availability of safe, quality products while safeguarding consumer rights and promoting industry sustainability.

Consumer Empowerment: Research on consumption patterns empowers consumers in Kerala by raising awareness and knowledge about cosmetic products. It helps consumers make informed decisions, evaluate product claims, and choose products that align with their preferences and values. Consumer empowerment promotes responsible consumption, enhances consumer satisfaction, and encourages a healthier marketplace.

Socio-Economic Impact: The research also provides insights into the socio-economic impact of the cosmetics industry in Kerala. It helps identify the employment opportunities, entrepreneurship potential, and economic contributions of the industry. Understanding the local market dynamics and consumer preferences enables policymakers and industry stakeholders to support the growth and development of the cosmetics sector, fostering economic benefits for the region.

By recognizing the importance of researching the consumption patterns of cosmetics in Kerala, stakeholders can make informed decisions, implement effective strategies, and contribute to the growth and sustainability of the cosmetic industry while meeting the needs and expectations of consumers in the region.

1.12 Scope of the study

The study's scope on the consumption pattern of cosmetics among consumers in Kerala encompasses several key aspects that can be explored. Here are some potential areas within the scope of this research:

Consumer Behaviour: The study can focus on understanding consumer behaviour related to the consumption of cosmetics in Kerala. This includes investigating factors that influence purchasing decisions, brand preferences, product choices, and the frequency of cosmetic purchases. It may also explore the impact of cultural, social, and economic factors on consumer behaviour.

Demographic Factors: Examining the influence of demographic variables such as age, gender, income, education, and occupation on cosmetic consumption patterns in Kerala can provide valuable insights. The study can explore how these factors affect consumer preferences, purchasing power, and the types of cosmetics chosen.

Product Categories: The research can investigate the consumption patterns across different categories of cosmetic products, such as skincare, haircare, makeup, fragrances, and personal care. It can delve into variations in consumer preferences and behaviours within each category, identifying popular products, usage patterns, and brand preferences.

Influencing Factors: The study can explore the impact of various factors on consumer behaviour and consumption patterns. This includes investigating the influence of advertising, marketing strategies, product packaging, pricing, product claims, and endorsements. It may also examine the role of digital media, social influencers, and peer recommendations in shaping consumer choices.

Sustainability and Ethical Considerations: The research can examine consumer attitudes and behaviours related to sustainable and ethical cosmetics in Kerala. This includes investigating preferences for environmentally friendly packaging, cruelty-free and natural products, and the willingness to pay a premium for ethical choices.

Online and Offline Channels: The study can analyse the consumption patterns across different distribution channels, including traditional brick-and-mortar stores and online platforms. It may explore the growth of e-commerce, consumer preferences for online shopping, and the impact of online reviews and recommendations on purchasing decisions.

Cultural and Regional Influences: Kerala's diverse cultural background and regional variations provide scope for investigating the influence of cultural and regional factors on consumer behaviour. This includes exploring the impact of traditional beauty practices, regional beauty ideals, and cultural norms on cosmetic consumption patterns.

Consumer Perception and Awareness: The research can assess consumer perception and awareness regarding product safety, ingredient knowledge, and regulatory standards. It may explore consumers' understanding of product labelling, potential risks associated with certain ingredients, and their preference for certified or organic products.

Longitudinal Analysis: Conducting a longitudinal analysis can provide insights into changes in consumer behaviour and consumption patterns over time. By examining trends, shifts in preferences, and the impact of external factors like economic changes or global events, the study can uncover patterns and offer a comprehensive view of consumer behaviour in Kerala.

It's important to note that the specific scope of the study can be refined based on the research objectives, available resources, and the focus of the research. By delineating the scope of the study, researchers can effectively plan their data collection methods, analysis techniques, and draw meaningful conclusions that contribute to the existing knowledge on the consumption patterns of cosmetics among consumers in Kerala.

1.13 Statement of the problem

The consumption pattern of cosmetics among consumers in Kerala has undergone significant changes in recent years, driven by factors such as evolving beauty standards, cultural influences, marketing strategies, and technological advancements. However, there is a lack of comprehensive research that examines the specific factors influencing consumer behaviour and the dynamics of the cosmetic market in Kerala. Therefore, the problem addressed by this research is to understand the consumption pattern of cosmetics among consumers in Kerala and

identify the key factors that influence their purchasing decisions, brand preferences, and usage patterns.

1.14 Research Questions:

1. What are the key demographic factors that influence the consumption pattern of cosmetics among consumers in Kerala? How do variables such as age, gender, income, education, and occupation impact their cosmetic choices?
2. How do cultural factors and beauty ideals shape the consumption pattern of cosmetics in Kerala? What are the cultural influences that affect consumer preferences, brand choices, and usage patterns?
3. What is the impact of advertising and marketing strategies on the selection of cosmetic brands among consumers in Kerala? How do promotional activities, brand endorsements, and product claims influence consumer behaviour and brand preferences?
4. To what extent do digital media platforms and online shopping influence the consumption pattern of cosmetics in Kerala? How do consumers engage with digital platforms, social influencers, and online reviews in their cosmetic purchasing decisions?
5. How do sustainability and ethical considerations influence the consumption pattern of cosmetics in Kerala? What are the consumers' preferences for environmentally friendly packaging, cruelty-free products, and ethical practices in the cosmetic industry?
6. What are the consumers' perceptions and awareness regarding product safety, ingredient knowledge, and regulatory standards? How do consumers evaluate product labels, ingredient information, and potential risks associated with cosmetic products?

By addressing these research questions, the study aims to gain a comprehensive understanding of the consumption pattern of cosmetics among

consumers in Kerala, thereby contributing to the existing knowledge base and providing insights for cosmetic companies, marketers, policymakers, and other stakeholders in the industry.

1.15 Objectives of the study

- 1) To explore the demographic factors that influence consumption pattern of cosmetics among consumers in Kerala
- 2) To analyse the impact of advertisement on selection of cosmetic brand among cosmetic consumers in Kerala.
- 3) To examine the influence of demonstration effect on consumption pattern of cosmetics among consumers in Kerala

1.16 Methodology

The cosmetics industry has witnessed significant growth in recent years, fuelled by evolving consumer preferences and the influence of social media. Understanding the consumption patterns of cosmetics is crucial for companies seeking to effectively meet the demands of consumers and devise targeted marketing strategies. This research aims to delve into the consumption patterns of cosmetics among consumers in Kerala, a state in India known for its unique cultural diversity and distinct consumer behaviour.

The primary objective of this study is to comprehensively analyse the consumption patterns of cosmetics among consumers in Kerala. By examining the factors influencing purchasing decisions, usage habits, brand loyalty, and preferences of consumers, we aim to gain valuable insights into the dynamics of the cosmetics market in this region. These insights will contribute to a deeper understanding of the consumer mindset, enabling businesses to tailor their product offerings and marketing approaches accordingly.

A mixed-methods approach will be used in this study to combine quantitative and qualitative methods in order to provide a thorough insight of Kerala's cosmetic consumption trends. The following steps will be undertaken:

There were two phases to this study's execution.

First stage: The research was exploratory in nature during this first phase. There were two phases to this. The first step was conducting an extensive literature review has been done to understand the consumption pattern of cosmetics, advertisement impact, influence of others to purchase cosmetics, Indian cosmetics market's features, main players, market segmentation, and purchasing trends. A series of focus group sessions with cosmetic consumers were held thereafter to evaluate their preferences, perceptions, and usage and buying habits. FGDs will be conducted with selected participants to gather qualitative insights into their experiences, attitudes, and motivations regarding cosmetics consumption. These discussions will provide a deeper understanding of consumer perceptions, cultural influences, and emerging trends, allowing for richer data analysis. The results of this exploratory search served as the foundation for creating the following stage's interview schedule.

Second stage: At the second step, a survey method-based descriptive study was conducted. Data for the study were collected from the urban and semi urban areas of three main districts in Kerala viz. Kowdiar and Kallara from Thiruvananthapuram district, Kalady and Palarivattom from Ernakulam district and Balussery and Palayam from Kozhikode district. A schedule of interviews was employed as the method for data collection, focusing on key aspects such as consumer demographics, purchasing behaviours, preferred product categories, brand preferences, advertisement impact, demonstration effect, sources of information, and factors influencing decision-making. The survey will be administered through online platforms and in-person interviews, targeting a wide range of consumers.

1.16.1 Sample selection.

Sample size is calculated with the help of Cochran formula. The Cochran formula is a crucial tool in research methodology, particularly in the realm of sample size determination. This formula, developed by William G. Cochran, addresses a fundamental question in research: How many participants should be included in a study to ensure that the results are reliable and generalizable to a larger population?

In this discussion, we'll delve into the reasons why researchers often choose the Cochran formula for their studies.

Firstly, the significance of sample size cannot be overstated in research. A small sample may not adequately represent the population, leading to unreliable findings. On the other hand, an excessively large sample could be resource-intensive and unnecessary. The Cochran formula strikes a balance by providing a systematic approach to determine an optimal sample size.

The formula itself is based on statistical principles, taking into account key factors such as the desired level of confidence, margin of error, and population variability. This ensures that the sample size is tailored to the specific characteristics of the study, allowing researchers to make precise inferences from their data.

The Cochran formula's consideration of confidence level is one of its most important features. The likelihood that the genuine population parameter lies inside the computed interval is represented by the confidence level. Typically set at 95%, researchers may adjust this level based on the study's goals and acceptable risk of Type I errors. The formula facilitates this customization, allowing researchers to align their sample size with the desired level of confidence.

Margin of error, another critical component in the Cochran formula, reflects the acceptable range of variability in the sample estimate compared to the population parameter. Researchers must decide how much precision they require, and the formula accommodates this by allowing them to input their desired margin of error. This ensures that the study results are not only statistically significant but also practically meaningful.

Variability within the population is a factor that researchers must grapple with when designing a study. The Cochran formula addresses this by incorporating the estimated population proportion or variance. This element acknowledges that populations differ, and a one-size-fits-all approach to sample size determination may not be appropriate. By considering the variability within the specific population of

interest, the formula helps researchers tailor their sample size to the characteristics of the study population.

Practical constraints, such as budget and time limitations, are ubiquitous in research. The Cochran formula acknowledges these constraints by providing a clear and transparent method for determining sample size. Researchers can use the formula to strike a balance between the precision they desire and the resources available. This pragmatic approach enhances the feasibility of the study without compromising its scientific integrity.

Furthermore, the Cochran formula contributes to the overall rigor and reliability of research studies. Rigorous research design includes not only well-defined research questions and appropriate methodologies but also the careful consideration of sample size. Inadequate sample sizes can lead to underpowered studies, reducing the likelihood of detecting true effects. By using the Cochran formula, researchers enhance the robustness of their studies, increasing the chances of meaningful and impactful findings.

The formula's widespread adoption in various disciplines underscores its versatility and applicability. Whether in healthcare, social sciences, or business research, the Cochran formula provides a standardized approach to sample size determination. This universality is advantageous as it fosters consistency and comparability across studies, facilitating meta-analyses and the accumulation of knowledge in specific domains.

In conclusion, the Cochran formula stands as a cornerstone in the methodology of research studies. Its utilization is rooted in its ability to address the nuanced considerations of confidence level, margin of error, and population variability. By accommodating these factors, the formula empowers researchers to determine sample sizes that align with their study objectives, resource constraints, and the characteristics of the population under investigation. In doing so, the Cochran formula contributes to the scientific rigor, reliability, and overall quality of research endeavors across diverse disciplines.

1.16.2 Data Analysis:

Quantitative data from the survey will be analysed using logit regression and statistical methods such the t-test, ANOVA, and chi-square test and formed three indices for to identify patterns, correlations, and other appropriate statistical tools to identify patterns, correlations, and significant differences in cosmetics consumption among different demographic groups, regions, or time periods. This helps in making objective and data-driven interpretations and inferences about the factors influencing cosmetics consumption in Kerala.

1.16.2(a) Chi-square test

The cosmetics industry has witnessed significant growth in recent years, and understanding the consumption patterns of cosmetics among consumers is crucial for businesses and policymakers alike. Kerala, a vibrant state in India, boasts a diverse consumer base with varying preferences. In this study, we delve into the use of the Chi-Square test as a statistical tool to analyse consumption patterns of cosmetics among consumers in Kerala. The Chi-Square test allows researchers to explore potential relationships between categorical variables, enabling data-driven insights into factors that influence cosmetics consumption in the region.

The beauty and cosmetics market in Kerala has been evolving rapidly, influenced by factors such as changing lifestyles, economic growth, and globalization. With a rising middle class and increased disposable income, the demand for cosmetics has surged. To comprehend the factors driving consumer preferences, researchers employ statistical methods like the Chi-Square test to make informed decisions and optimize marketing strategies.

A non-parametric statistical test called the Chi-Square test is used to evaluate if two or more categorical variables significantly differ or have an association with one another. It assesses whether the observed frequency distribution differs significantly from the expected distribution, allowing researchers to evaluate patterns and associations within the data.

In this study, data is collected from diverse sources, including surveys, questionnaires, and sales records from cosmetics retailers in various regions of Kerala. Variables such as age groups, gender, income levels, preferred cosmetics type, and shopping frequency are considered. The data is organized into contingency tables, which serve as the foundation for conducting the Chi-Square test.

Hypothesis Formulation:

To utilize the Chi-Square test effectively, must establish clear hypotheses. For instance, a hypothesis could be formulated as follows:

- 1) There will be significant influence of various socio-demographic variables (age, gender, education, economic status, level of occupation, marital status, place of residence) on the consumption pattern, selection of cosmetic brand among cosmetic consumers in Kerala
- 2) Income as a predictor of consumption pattern, advertisement, demonstration effect, selection of cosmetic brand among cosmetic consumers in Kerala.
- 3) There will be significant relationship between impact of advertisement and selection of cosmetic brand among consumers in Kerala
- 4) There will be significant influence of demonstration effect on consumption pattern of cosmetic consumers in Kerala.
- 5) There is a significant influence on age group while purchasing cosmetics products.
- 6) There is no significant relationship between the education and cosmetics in daily life. The significance of cosmetics in daily life and a person's monthly income do not significantly correlate.
- 7) The significance of cosmetics in daily life and a person's monthly income do not significantly correlate.

- 8) There is no significant relationship between the monthly family income and monthly individual income spending for cosmetics.
- 9) Advertisement impact index is similar in every individual in different income class.
- 10) There is no significant relationship between demonstration index and average spending per purchase
- 11) There is no significant relationship between demonstration index and age.

Calculation of Chi-Square Statistic:

After preparing the contingency table, the following formula is used to get the Chi-Square test statistic:

$$\chi^2 = \sum [(Observed\ frequency - Expected\ frequency)^2 / Expected\ frequency]$$

Degree of Freedom and Critical Value:

A Chi-Square test's degrees of freedom are based on how many rows (r) and columns (c) the contingency table has. It is calculated as $df = (r - 1) * (c - 1)$. Researchers then determine the critical value from Chi-Square distribution tables based on the chosen level of significance (usually 0.05).

Interpreting Results:

Upon calculating the Chi-Square test statistic and comparing it to the critical value, we can assess whether the null hypothesis should be rejected or not. Reject the null hypothesis and draw the conclusion that there is a substantial correlation between the variables if the computed value is higher than the critical value. However, if the computed value is smaller, there is no significant relationship and the null hypothesis cannot be rejected.

Findings and Implications:

The application of the Chi-Square test allows me to identify meaningful patterns in cosmetics consumption among different demographics in Kerala. For instance, the

results may indicate that younger consumers prefer certain types of cosmetics while older consumers have different preferences. and gender and income differences also have the preferences in purchase of cosmetics. By using these insights, companies can adjust their pricing, product offerings, and marketing tactics to better meet the wide range of needs of their target market.

The Chi-Square test is an invaluable statistical tool for analysing consumption patterns of cosmetics among consumers in Kerala. By identifying associations and differences between categorical variables, researchers can gain deep insights into the factors influencing cosmetics consumption in the region. This knowledge empowers businesses to make data-driven decisions and enhances their ability to cater to the preferences of Kerala's diverse consumer base in the dynamic cosmetics market.

1.16.2(b) ANOVA

The beauty and cosmetics industry in Kerala has been experiencing significant growth, driven by changing consumer lifestyles, increased awareness, and rising disposable incomes. Understanding the consumption patterns of cosmetics among consumers is essential for businesses to develop effective marketing strategies and cater to the diverse preferences of the population. In this study, we explore the use of Analysis of Variance (ANOVA) as a statistical tool to analyse consumption patterns of cosmetics among consumers in Kerala. ANOVA enables researchers to examine the variation in cosmetics preferences across different demographic groups and regions, shedding light on factors that influence consumer behaviour in the region.

Kerala's unique cultural diversity and geographical characteristics make it an intriguing market for cosmetics consumption. The consumption patterns of cosmetics vary among different demographic groups, such as age, gender, income levels, and geographic locations. To comprehend these patterns, researchers employ statistical methods like ANOVA to identify significant differences and relationships between variables, contributing to a deeper understanding of consumer behaviour.

ANOVA is a parametric statistical test that assesses if there are statistically significant differences between three or more groups by comparing their means. In the context of cosmetics consumption, ANOVA allows researchers to assess whether there are significant variations in preferences among different demographic groups in Kerala.

Research Design and Data Collection:

To conduct this study, data is collected through surveys and questionnaires. Firstly, categorize the data based on relevant variables such as age groups, gender, income levels, preferred cosmetics type, and brand loyalty. These categories create separate groups, and ANOVA is applied to assess differences in the mean consumption patterns across these groups.

4. Formulating Hypotheses:

Before applying ANOVA, formulate hypotheses to guide their analysis. For example:

- 1) There will be significant influence of various socio-demographic variables (age, gender, education, economic status, level of occupation, marital status, place of residence) on the consumption pattern, selection of cosmetic brand among cosmetic consumers in Kerala
- 2) Income as a predictor of consumption pattern, advertisement, demonstration effect, selection of cosmetic brand among cosmetic consumers in Kerala.
- 3) There will be significant relationship between impact of advertisement and selection of cosmetic brand among consumers in Kerala
- 4) There will be significant influence of demonstration effect on consumption pattern of cosmetic consumers in Kerala.
- 5) There is a significant influence on age group while purchasing cosmetics products.

- 6) There is no significant relationship between the education and cosmetics in daily life.
- 7) No discernible correlation exists between the significance of cosmetics in everyday life and an individual's monthly income.
- 8) There is no significant relationship between education and social status through use of cosmetics.
- 9) There is no significant relationship between the monthly family income and monthly individual income spending for cosmetics.
- 10) Advertisement impact index is similar in every individual in different income class.
- 11) There is no significant relationship between demonstration index and average spending per purchase
- 12) There is no significant relationship between demonstration index and age.

One-Way ANOVA:

In this study, we focus on one-way ANOVA, which involves analysing variations in one independent variable (e.g., age groups) to examine its impact on a dependent variable (e.g., cosmetics consumption). Compute the F-statistic, which contrasts the variability within and between groups for a clearer understanding. Reject the null hypothesis if the F-statistic exceeds the critical threshold, showing a substantial difference in the age groups' patterns of cosmetics consumption.

Interpreting Results:

After performing an ANOVA, analyze the statistical results to derive insightful findings. The null hypothesis is rejected if the p-value is less than the selected significance level, which is usually 0.05. This indicates that there are notable variations in the groups under comparison's patterns of cosmetics usage. The null

hypothesis, on the other hand, cannot be disproved if the p-value is higher than the significance level, indicating that no significant differences exist.

Findings and Implications:

The application of ANOVA enables to identify significant variations in cosmetics consumption patterns across different demographic groups in Kerala. For instance, the study may reveal that younger consumers have different preferences compared to older consumers, or that consumers from different income levels exhibit varying brand loyalties. These insights help businesses tailor their marketing strategies, product offerings, and pricing to better target their diverse consumer base.

ANOVA is a powerful statistical tool that provides valuable insights into consumption patterns of cosmetics among consumers in Kerala. By assessing variations and relationships between demographic groups, researchers gain a deeper understanding of consumer behaviour, aiding businesses in making data-driven decisions. The findings from ANOVA analysis contribute to the optimization of marketing strategies and the development of tailored products and services, enhancing customer satisfaction and loyalty in Kerala's dynamic cosmetics market.

1.16.2(c) T-test

Due to reasons including shifting customer preferences, rising disposable income, and increased knowledge of beauty goods, Kerala, India's cosmetics business, has seen impressive growth in recent years. It is crucial for companies and decision-makers to comprehend how customers use cosmetics in order to create efficient marketing campaigns and create goods that are tailored to the population's various demands. In this work, we investigate how the t-test may be used as a statistical tool to examine Keralan consumers' cosmetics use habits. The t-test enables researchers to compare means between two groups, revealing any appreciable variations in cosmetics preferences depending on different demographic factors.

Background:

Kerala, known for its cultural diversity and unique consumer landscape, offers an interesting context to examine cosmetics consumption patterns. Different

demographic groups, such as age, gender, income levels, and urban/rural regions, may exhibit varying preferences for cosmetics products. The t-test is a commonly used statistical method to explore such differences and relationships between two groups in the context of consumer behaviour.

A parametric statistical test called the t-test is used to compare the means of two groups and identify any differences that are statistically significant. In the study of cosmetics consumption, the t-test enables researchers to examine whether there are noteworthy variations in preferences between two demographic groups, providing valuable insights into consumer behaviour.

Research Design and Data Collection:

To conduct this study, data is collected through surveys, questionnaires, and sales records from cosmetics retailers across different regions in Kerala. Researchers categorize the data based on relevant variables, such as age groups, gender, income levels, and urban/rural distinctions. Two groups are then created based on these variables, and the t-test is applied to compare the means of cosmetics consumption between the two groups.

Formulating Hypotheses:

Before conducting the t-test, formulate hypotheses to guide their analysis. For instance:

- 1) There will be significant influence of various socio-demographic variables (age, gender, education, economic status, level of occupation, marital status, place of residence) on the consumption pattern, selection of cosmetic brand among cosmetic consumers in Kerala
- 2) Income as a predictor of consumption pattern, advertisement, demonstration effect, selection of cosmetic brand among cosmetic consumers in Kerala.
- 3) There will be significant relationship between impact of advertisement and selection of cosmetic brand among consumers in Kerala

- 4) There will be significant influence of demonstration effect on consumption pattern of cosmetic consumers in Kerala.
- 5) There is a significant influence on age group while purchasing cosmetics products.
- 6) There is no significant relationship between the education and cosmetics in daily life.
- 7) No discernible correlation exists between the significance of cosmetics in everyday life and an individual's monthly income.
- 8) There is no significant relationship between education and social status through use of cosmetics.
- 9) There is no significant relationship between the monthly family income and monthly individual income spending for cosmetics.
- 10) Advertisement impact index is similar in every individual in different income class.
- 11) There is no significant relationship between demonstration index and average spending per purchase
- 12) There is no significant relationship between demonstration index and age.

Independent and Dependent Variables:

In the context of this research, the demographic variable (e.g., urban vs. semi urban) is the independent variable, and cosmetics consumption is the dependent variable. The t-test aims to evaluate whether the means of cosmetics consumption differ significantly between the two independent groups.

Types of t-tests:

Depending on the nature of the data and research design, researchers can employ different types of t-tests:

a. Independent Samples T-Test: This test compares the means of two independent groups (e.g., urban vs. rural consumers) for a continuous dependent variable (e.g., cosmetics spending).

b. Paired Samples T-Test: This test compares the means of the same group under two different conditions (e.g., before and after a marketing campaign) for a continuous dependent variable.

Calculating the t-statistic:

For an independent samples t-test, researchers calculate the t-statistic using the formula:

$$t = (\text{Mean of Group 1} - \text{Mean of Group 2}) / (\text{Standard Error})$$

8. Degrees of Freedom and Critical Value:

The degrees of freedom for an independent samples t-test depend on the sample sizes of the two groups being compared. Researchers then determine the critical value from the t-distribution table based on the chosen level of significance (usually 0.05).

Interpreting Results:

By computing the t-statistic and contrasting it with the crucial value, researchers can determine whether or not to reject the null hypothesis. Researchers reject the null hypothesis if the t-statistic is larger than the crucial value, showing that there are notable variations in the two groups' intake of cosmetics. The null hypothesis, however, cannot be disproved if the t-statistic is less, indicating that there are no meaningful differences.

Findings and Implications:

The application of the t-test allows researchers to identify significant variations in cosmetics consumption patterns between different demographic groups in Kerala. For instance, the study may reveal that rural consumers spend more on certain types

of cosmetics compared to urban consumers or that there is gender-based differences in cosmetics preferences. These insights enable businesses to tailor their marketing strategies, product offerings, and pricing to better target their consumer base in Kerala.

The t-test is a valuable statistical tool for analysing consumption patterns of cosmetics among consumers in Kerala. By comparing means between two groups, researchers gain valuable insights into the differences and relationships based on various demographic variables. The findings from the t-test analysis contribute to the optimization of marketing strategies, enabling businesses to cater to the diverse needs and preferences of Kerala's dynamic cosmetics market.

1.16.3 Indices for analysis

Understanding customer behaviour and consumption patterns has become vital for firms in this area as a result of the cosmetics industry's impressive rise over the years. Kerala offers a fascinating market for cosmetics entrepreneurs due to its varied population and distinct cultural preferences. Researchers use statistical indices as a potent instrument for data analysis and coming to insightful conclusions in order to get insightful knowledge into customer choices and preferences.

This study intends to investigate the cosmetics consumption habits of consumers in Kerala and the effects of different elements, such as brand recognition and advertising. Statistical indices are essential for conducting an organized analysis of the data collected throughout the study and for spotting patterns and trends that might not be immediately obvious.

We can determine the average consumption of cosmetics, the degree of decision variability, and any potential correlations between variables by using statistical metrics like mean, standard deviation, and correlation coefficient. Brand recognition, recall, and loyalty indices may also be used to quantify brand identity, one of the major factors affecting customer decisions.

Additionally, commercials have a big impact on what customers buy. The efficacy of advertising techniques may be evaluated using statistical indicators including brand awareness lift, purchase intent, conversion rate, and customer engagement metrics. These indices allow researchers to evaluate the effectiveness of advertising efforts and pinpoint the most effective ways to target Keralan customers.

Surveys, interviews, and market research will be used to gather the data for this study, allowing us to acquire a thorough understanding of the varied tastes and actions of Keralan consumers of cosmetics. The findings of this study will have important ramifications for firms in the cosmetics sector, assisting them in honing their marketing tactics, enhancing their brand identities, and customising their goods to match the wants of this niche market.

Finally, in the context of Kerala's cosmetics use, the use of statistical indicators is essential for revealing the underlying patterns of consumer behaviour. This research aims to contribute to a deeper understanding of consumer preferences, the impact of brand identification, and the efficacy of advertising efforts by analysing data through these objective measures. This will help businesses make informed decisions and succeed in this dynamic and competitive market.

1.16.3(a) Brand identification index

In the research of consumption patterns of cosmetics among consumers in Kerala, to measure brand identification, used various statistical indices, including:

1. **Brand Awareness:** This index measures the extent to which consumers in Kerala are aware of different cosmetic brands.
2. **Brand Recognition:** It assesses consumers' ability to recognize and identify specific cosmetic brands from a given set of options.
3. **Brand Recall:** This index determines consumers' ability to remember and recall cosmetic brands without any prompts or cues

4. **Brand Preference:** To understand consumers' preferences for specific cosmetic brands over others.
5. **Brand Loyalty:** This index gauges the level of loyalty consumers have towards particular cosmetic brands, indicating repeat purchases.
6. **Market Share:** To determine the percentage of the market captured by each cosmetic brand in Kerala.
7. **Brand Perception:** This index explores consumers' perceptions and associations with different cosmetic brands, such as perceived quality, value, or image.
8. **Net Promoter Score (NPS):** To gauge consumer loyalty and likelihood to recommend a cosmetic brand to others.

These statistical indices helped to gain insights into how consumers in Kerala interact with and perceive various cosmetic brands, which can be valuable for understanding consumption patterns and marketing strategies in the region.

1.16.3(b) Advertisement impact index

When studying the impact of advertisements on the consumption pattern of cosmetics among consumers in Kerala, used various statistical indices to assess the effectiveness of advertising strategies. Some relevant indices include:

1. **Brand Awareness: Lift** To measure the increase in brand awareness among consumers in Kerala after exposure to the advertisements.
2. **Purchase Intent:** This index assesses the likelihood of consumers in Kerala to purchase cosmetics products after seeing the advertisements.
3. **Conversion Rate:** To determine the percentage of consumers in Kerala who actually bought cosmetics products after being exposed to the advertisements.

4. **Brand Recall Improvement:** This index measures the improvement in consumers' ability to remember and recall the advertised cosmetic brands.
5. **Ad Recall:** To assess consumers' ability to remember and recall the specific advertisements they have seen.
6. **Click-Through Rate (CTR):** For online advertisements, this index calculates the percentage of clicks on the ad out of the total impressions.
8. **Customer Engagement Metrics:** This includes metrics like time spent on the ad, number of interactions, likes, comments, and shares for online advertisements
9. **Surveys and Questionnaires:** To know about the impact of advertisement used customized questionnaires to gather consumer feedback and perceptions about the advertisements' impact on their cosmetic purchase decisions.

By using these statistical indices, researchers can quantify and analyse the impact of advertisements on consumers' behaviour and consumption patterns of cosmetics in Kerala, providing valuable insights for marketing strategies and advertising campaigns.

1.16.3(c) Demonstration effect index

The statistical index for the demonstration effect in the research of consumption patterns of cosmetics among consumers in Kerala would typically depend on the specific objectives and variables of the study. Some common statistical indices used in such research might include:

1. **Mean (Average):** To determine the average consumption of cosmetics among consumers in Kerala.
2. **Standard Deviation:** To measure the variability or dispersion of consumption patterns within the sample.

3. **Correlation Coefficient:** To explore the relationship between the demonstration effect and the consumption patterns of cosmetics.
4. **Regression Analysis:** To understand the impact of the demonstration effect on cosmetics consumption while controlling for other relevant factors
5. **T-test or ANOVA:** To compare the consumption patterns between different consumer groups, such as gender, age, or income levels.
6. **Chi-Square Test:** To assess associations between categorical variables like brand preferences and the demonstration effect.

These are the specific statistical indices chosen for the research design and data collection for the study.

Qualitative data from FGDs will undergo thematic analysis to identify patterns, recurring themes, and insights that emerge from participants' narratives.

5. **Ethical Considerations:** The study will abide by ethical standards, guaranteeing participant anonymity, informed permission, and privacy of the data gathered. The results of the study will be shared in an aggregate format without revealing the identity of specific participants.

Demographic factors

1. **Age:** The age distribution of the population in these areas might play a role. Different age groups have varying skincare concerns and preferences, with younger individuals often being more open to trying new cosmetic products.
2. **Socioeconomic status:** The income levels and socioeconomic status of the residents can influence their purchasing power and the types of cosmetics they can afford. Higher-income individuals might be more inclined to purchase premium or luxury cosmetics, while those with lower incomes may opt for more affordable options.
3. **Cultural and regional preferences:** The cultural background and regional influences in Kowdiar and Kallara can impact the consumption patterns of

cosmetics. Different cultures and regions may have distinct beauty ideals and preferences, which can reflect in the choice of cosmetics and skincare routines.

4. **Gender:** The consumption pattern of cosmetics can vary between genders. Traditionally, women have been the primary consumers of cosmetics, but there has been an increasing trend of men showing interest in grooming products as well. Analyzing the gender distribution in these areas can provide insights into the specific consumption patterns.
5. **Lifestyle and occupation:** The lifestyle and occupation of the residents can also influence their cosmetic consumption patterns. Professionals in certain industries might have different cosmetic needs compared to those in other occupations, and individuals with active or outdoor lifestyles might have specific skincare requirements.

These are some of the demographic factors that could potentially impact the consumption pattern of cosmetics at Kowdiar and Kallara in Trivandrum, Palarivattom and Kalady in Ernakulam and Palayam and Balussery in Calicut.

Expected Outcomes:

By employing this research methodology, we anticipate uncovering valuable insights into the consumption patterns of cosmetics among consumers in Kerala. The findings will shed light on the factors influencing purchasing decisions, the role of cultural influences, brand loyalty dynamics, and emerging trends. These results will act as a basis for companies in the cosmetics sector to make well-informed decisions, create successful marketing plans, and modify their product lines to suit the distinct tastes of Keralan customers.

In conclusion, this research methodology introduction sets the stage for a comprehensive study on the consumption patterns of cosmetics among consumers in Kerala. By combining quantitative and qualitative approaches, this research aims to contribute significant insights to the cosmetics industry, facilitating better understanding and decision-making to meet the evolving needs of consumers in this region.

CHAPTER 2

PRODUCTS

CONTENTS

- 2.1 *Introduction*
- 2.2 *Talcum powder*
- 2.3 *Foundation cream*
- 2.4 *Perfumes*
- 2.5 *Moisturizer*
- 2.6 *Lipstick*
- 2.8 *Kajal*

2.1 Introduction

Cosmetic products encompass a wide range of items that are used for personal care, beauty enhancement, and self-expression. They play a significant role in people's daily routines, helping them to look and feel their best. Here is an overview of cosmetic products:

Skincare Products: The purpose of skincare products is to protect, hydrate, and cleanse the skin. Cleansers, toners, moisturizers, serums, masks for the face, and sunscreens are among them. The goal of skincare products is to enhance the texture, appearance, and general health of the skin.

Makeup: Makeup is applied to the face to draw attention to certain features and create various looks. Foundation, concealer, powder, blush, eyeshadow, eyeliner, mascara, lipstick, and lip gloss are among the items in this category. People can express their unique style and accentuate their inherent beauty with makeup.

Fragrances: Fragrances are cosmetic items that add good smell to the body. They include perfumes, colognes, body sprays, and scented lotions. Fragrances can evoke emotions, create a lasting impression, and enhance personal grooming.

Hair Care Products: Hair care products are used to keep hair looking and feeling good. Shampoos, conditioners, hair oils, masks, mousses, styling gels, and hair sprays are among them. Hair care products address various concerns such as cleansing, hydration, nourishment, styling, and hair loss prevention.

Personal Care Items: Personal care items include products that promote cleanliness, hygiene, and grooming. They include items like soaps, shower gels, body lotions, deodorants, antiperspirants, toothpaste, and oral care products. Personal care items contribute to overall well-being and confidence.

Cosmetic products are formulated using a combination of ingredients, including natural extracts, synthetic compounds, preservatives, and colorants. Advances in cosmetic science have led to the development of innovative formulations that cater to specific skin types, concerns, and cultural preferences.

Consumer preferences for cosmetic products vary based on factors such as age, gender, cultural background, personal values, and lifestyle choices. Some individuals may prioritize natural or organic products, while others may focus on efficacy or brand reputation. Consumer behavior in the cosmetics industry is influenced by factors like advertising, word-of-mouth, social media, and product reviews.

Cosmetic products not only impact individuals on a personal level but also have broader societal implications. They contribute to beauty standards, self-confidence, and self-expression. The cosmetic industry plays a significant role in the economy, generating employment opportunities and driving innovation in product development and marketing strategies

Overall, cosmetic products are diverse, dynamic, and influential in the lives of consumers. They serve various purposes, allowing individuals to enhance their appearance, express their unique style, and prioritize self-care. The continuous evolution of cosmetic products and consumer preferences makes the industry a fascinating area for research, development, and exploration.

2.2 Talcum powder

Talcum powder is used to maintain our beauty and for fragrance. Talcum powder has inevitable part in our daily life. Talcum powder is using irrespective of status. The main ingredient of talcum powder is talc, other main ingredients are magnesium, silicon and oxygen. Talcum powder not only used for fragrance but also it is used to maintain moisturizing the skin and helping to prevent rashes. Talc is safe for use in cosmetic and personal hygienic product to entire world. One of the primary uses of talcum powder is in personal care routines, particularly for maintaining dryness and freshness. It is commonly applied to areas prone to perspiration, such as underarms, feet, and groin, to absorb moisture and prevent chafing. Talcum powder is also used in baby care to prevent diaper rash and keep the baby's skin dry and comfortable.

In addition to its moisture-absorbing properties, talcum powder has cosmetic applications. It is often used as a setting powder to mattify the skin and set makeup in place. Talcum powder can help reduce shine and create a smooth, matte finish on the face. It is also used in various cosmetic formulations, such as body powders, face powders, and dry shampoos, to provide a soft, velvety texture.

However, it is important to note that there have been concerns regarding the safety of talcum powder when used in the genital area. A possible correlation between the usage of talcum powder and a higher risk of ovarian cancer in women has been proposed by certain studies. Use of body powder containing talc in the vaginal area has been categorized by the International Agency for Research on Cancer (IARC) as "possibly carcinogenic to humans."

To address these concerns, many cosmetic companies have introduced talc-free alternatives, using ingredients like cornstarch or arrowroot powder. These alternatives provide similar benefits without the potential risks associated with talcum powder.

Now a days talcum powder using by irrespective of age and gender. Men and women are equally using talcum powder. Sometimes talcum powders used to remove bad odor from our body. Elder people sprinkle talcum powder on new born babies. Even we are using talcum powder on dead body. So, we don't have any barrier for use talcum powder. People are using talcum powder on testicles; it will cut down the friction and absorbs moisture. Talcum powder always makes the skin dry and prevent rashes.

In the present globalized world, we can purchase different branded talcum powders from the market. Gender and age differentiate the brands of talcum powders. Companies are ready to produce talcum powders on the basis of gender and age. Some talcum powders specially designed for men, women and babies.

In conclusion, talcum powder is a widely used cosmetic product known for its moisture-absorbing properties and cosmetic applications. It has been used for personal hygiene, moisture control, and as a cosmetic enhancer. However, due to the

potential risks associated with talc, individuals may consider using talc-free alternatives for their personal care and cosmetic needs. It is always advisable to stay informed about the latest research and consult with healthcare professionals for personalized advice.

2.3 Foundation cream

The purpose of foundation creams and cosmetic sticks is to keep the skin tone consistent, cover discoloration, and occasionally alter the natural tone of the skin. We can buy different kinds of foundations from the market. Moisturizing foundation, sun cream foundations are also available in the market. Foundations helps to cover all the marks and pigmentations of our body.

The use of cosmetics will enhance our beauty. Face painting is an art and it is noted in the religious books. The Old Testament mentions face painting (Ezekiel 23:40). In today's society, foundation cream is nothing new. Egyptians of antiquity also employed foundations. The majority of people are prepared to lighten their skin tone with foundation. Chalk and lead powder were applied by ancient Greek women to achieve a pale complexion. Many women painted their faces with lead paint during the Italian Renaissance. Many women have died after using lead-based makeup since lead is not good for their skin.

In the 18th century, Ladies wore lead-based makeup products. Theater artists used this for heavy white base. In 19th century, women would apply foundation cream for dark tone to achieve fair tone. The first commercial foundation was Max Factor's pan-cake. It was originally developed to use in films. But later film actresses use this product for personal use. People are not ready to wear heavy makeup products. So, manufacturers made new makeup foundations for nude makeup. Now people can purchase different makeup products or brands from anywhere in the world as per their budget and skin tone. Now producers ready to produce different color foundations according to the skin tone. People skin types are also different so producers producing foundations according to the skin types. In the globalized world

people can access different brands from the market. Advertisements are inevitable part for selecting the brand.

Women and men are equally use makeup products. Studies revealing the evidence for this. Yes, men can also wear makeup. There is no gender barrier to wear makeup and use of makeup products. Studies states that men are the best makeup artist in the world.

2.4 Perfumes

The Latin word "perfumare," which means "smoke through," is where the word perfume originates. Perfumery is the art of creating perfumes. The society uses perfumes on a daily basis. Perfumes means a substance create to provide nice smell and beautiful odor. We can purchase different kinds of perfumes from the market. Perfumes contains oil, it is very expensive in the market and it has longest staying power of fragrance. In English, a word is mentioned for a person who loves perfumes is cognoscenti. Perfumes is a mixture of aromatic essential oil, aroma compound etc,. Perfumes are in liquid form, used for aromatic odor for body. Perfumes are part of organic chemistry. The usage of scents in ancient culture is demonstrated by historical writings and archeological digs.

Egypt, Mesopotamia, the Indus Valley Civilization, and ancient China are where the craft of perfumery originated. Romans and Muslims community refined the further making of perfumes. Tapputi, the women chemist was the first perfume maker in Mesopotamia. In the Indus valley civilization (3300BC- 1300BC) shows the existence of perfumes and perfumery. The world's oldest perfumes were discovered in Pyrgos, Cyprus in the year 2003. An ancient perfume Rodo (rose) was recreated for The Greek National Archeological Museum.

The book "chemistry of perfume and distillations by Arab chemist Al-Kindi (Alkindus) point out that a hundred recipes are used for fragrance such as fragrant oils, aromatic water, salves and substitutes or imitation of costly drugs. The process of extracting oil from flowers is first introduced by the Persian chemist Ibn Sina (also known as Avicenna). Rose was the first experimented flower for extraction of

oil. This procedure most commonly used today. Mixture of oil and crushes of herbs or petals was used for strong blend until the discovery of extracting of oil from flower. Rose water is commonly used in worldwide and it is more delicate and spontaneously popular.

In the 16th and 17th century perfumes were used by wealthy people to mask of their infrequent bathing. Italian barber Giovanni Paolo Feminis created a water-based perfume called Aqua Admirabilis in the year 1693, today it is known as Eau de Cologne. In 1732 his nephew Johann Mario Farina took over the business. Now the center of European perfume design and trade is Italy and France.

Sometimes perfumes are causes for health issues or environmental problems natural ingredients will never make any health issues but artificial chemical will cause for health and environmental problems. Now a days different brands of perfumes are available in the market we can purchase on the basis of price, climate and gender.

2.5 Moisturizer

Moisturizer or emollient is a cosmetic product used for protecting lubricating and moisturizing the skin. Moisturizing the skin is natural process with sebum, produced by healthy skin but some of the person suffering by dryness of skin. So, moisturizers help them to moisture the skin. The word emollient is derived from the Latin word *mollire*, to soften.

Transdermal water effect is evaporate the water from deeper layer of the skin of the human being. In order to maintain their body from dryness people are ready to use moisturizer. Moisturizers main the rate of water with active ingredients of moisturizing cream or lotion.

There are different kinds of moisturizers are available in the market. The most effective moisturizer is petrolatum, although it is not much popular due to oil consistency of this product. Other well-liked moisturizers are Shea butter, stearic acid, polyethylene glycols, lanolin, cocoa butter, cetyl alcohol, stearic acid, silicone oil, liquid paraffin, castor oil etc. there are different types of moisturizers are available in the market such as ointments, bath soaps, bath oil or lotions.

Moisturizers consist of antioxidants, emulsifiers, solvents and fragrances. Some of the moisturizers are marked as having anti-aging and skin tightening effects. Some of the ingredients are from animal extract and from many plants. It is claimed to impart skin benefits with some scientific evidence.

Moisturizers are used for skin treatment. Moisturizers widely used in sunscreen, skin cleansers, after shave lotion, shaving cream, antiperspirants and hair tonics. Some of the disposable napkins contains moisturizers. Some of the scientific reviews reveal that moisturizers having beneficial effects in eczema. Over usage of moisturizers creates an allergic reaction. Moisturizers sometimes changes the skin from normal to sensitive. This will also create some skin diseases. Now a days different brands of moisturizers are available from the market. We can also import international brands. On the basis of gender, we can select the aroma and lots moisturizers available as per the skin type.

2.6 Lipstick

Lipstick is a cosmetic product that applies on lips. It will enhance our beauty and will give different shades to our lips. Now lots of variety lipstick colors and brands are available in the market. Some of the lipstick provide color and hydration to lips. Some of the persons uses lip balms as lipstick.

Around 5000 years ago ancient Sumerian men and women were possibility of wore lipsticks. They made lipstick with gemstones; they crushed the gemstones and decorate their lips and around the eyes. For create red lipstick Egyptians crushed bugs (carmine). Ancient Indus Valley Civilization women also used lipstick. They made lipstick from the pieces of ochre with beveled ends. In order to showcase social status Egyptians wore lipstick, instead of gender. They extracted the red dye from different chemicals, but that chemicals dye causes serious illness. For the shimmering effect people used pearlescent substance found in fish scales.

Women who lived in Minoan civilization colored their lips with red cosmetics. Tyrian purple, the toxic pigment, vermilion and crushed mulberries were used by Greek women for dyeing their lips. For protecting delicate skin Chinese made lipstick beeswax over 1000 years. Scented oil was added during the Tang Dynasty.

In early 20th century limited number of lipstick shades was available. During 19th and 20th century dark red lipstick was most popularized shade. Flappers used lipstick for showcase their independence. Elizabeth Arden began to introduce different lipstick shades in the early 1930s. She influenced other firms to create different shades of lipstick. Lipsticks was also considered as the symbol of adult sexuality inn1930s. Lipstick also considered as the symbol of womanhood. Immigrants of many American parents did not accept teenage girl wearing lipstick. A research study in 1973 point out that over 50% of teenage girls quarreled with their parents for wear lipstick in social gathering. Semi-matte lipstick colors were introduced in 1990s. The most popular color in that period was brown. In 21st century shade is pearl. Hot pink, neon and orange become popular in 2012. Nude lipsticks popular in the year 2014. Popular brands like Huda Beauty, Sephora, Kylie cosmetics introduced new trendy lipstick when it applies look like a glossy lipstick but when it dries look like a matte lip color. It was introduced in late 2015 and 2016.

Before the pandemic of covid-19 the trend changes to semi-matte or glossy finish. During the pandemic of Covid -19 lipstick use is very rare due to the facial mask.

2.8 Kajal

Kajal, also known as kohl or surma, is a popular cosmetic product used for enhancing the appearance of the eyes. It is widely used in various cultures, including India and Kerala, for both aesthetic and traditional purposes. Here is an overview of kajal use and purchase:

Kajal holds cultural and traditional significance in many communities. It has been used for centuries, believed to protect the eyes from evil spirits, ward off negative energy, and promote eye health. In Kerala, kajal is often applied to infants and young children as a protective measure and to enhance their eye beauty.

Kajal is primarily used to define and enhance the eyes. It is applied along the waterline or the lower lash line to create a dramatic and alluring look. Kajal is known for its deep black color and smooth texture, which can give the eyes a bold and expressive appearance. It is commonly used for both everyday wear and special occasions.

Traditional kajal formulations were made using natural ingredients such as soot, ghee, and other plant extracts. However, modern commercial kajal products are often manufactured using safe and regulated formulations, including a combination of natural and synthetic ingredients. These formulations ensure safety, hygiene, and longevity of the product

Kajal is widely available in various forms, including pencil, stick, powder, and gel. It can be purchased from cosmetic stores, beauty outlets, online retailers, and even local markets in Kerala. Both local and international brands offer a wide range of kajal products, catering to different preferences and budgets.

Consumers in Kerala have different brand preferences when it comes to purchasing kajal. Some popular brands include Maybelline, Lakme, Lotus Herbals, Himalaya, and traditional Ayurvedic brands. Consumers often consider factors such as brand reputation, product quality, pricing, and personal recommendations when making purchasing decisions.

When purchasing kajal, it is important to ensure the safety and quality of the product. Consumers should look for reputable brands that comply with safety regulations and use high-quality ingredients. It is advisable to check for product certifications, manufacturing dates, and ingredient lists to make informed choices

Kajal can be applied using different techniques to achieve various looks. Consumers in Kerala often follow traditional application methods passed down through generations or experiment with contemporary styles. Techniques such as tightlining, winged eyeliner, or smoky eye effects can be achieved using kajal.

Consumer preferences for kajal can vary based on personal preferences, skin sensitivity, and desired effects. Some individuals prefer long-lasting and smudge-proof formulas, while others may prioritize products that are suitable for sensitive eyes or contact lens wearers. Consumers also consider factors like ease of application, color intensity, and product versatility.

In conclusion, kajal is a widely used cosmetic product in Kerala, cherished for its aesthetic and cultural significance. Consumers can choose from a variety of brands and formulations, considering factors such as safety, quality, and personal preferences. Whether for everyday wear or special occasions, kajal remains a popular choice for enhancing the beauty of the eyes.

CHAPTER 3

LITERATURE REVIEW AND THEORETICAL REVIEW

CONTENTS

- 3.1 *Introduction*
- 3.2 *Literature Review*
- 3.3 *Theoretical framework*
- 3.4 *Introduction*
- 3.5 *Objectives of theoretical framework:*
- 3.6 *Consumer Behaviour and Utility Theory:*
- 3.7 *Consumer Preferences and Utility.*
- 3.8 *Marginal Utility and Consumer Choices*
- 3.9 *Income and Budget Constraints*
- 3.10 *Psychological Factors and Consumer Behaviour*
- 3.11 *Demand and supply analysis*
- 3.12 *Market structure in the cosmetic industry:*
- 3.13 *Behavioural Economics*
- 3.14 *Environmental and Social Considerations*
- 3.15 *Keynes psychological law of consumption*
- 3.16 *Relative income hypothesis theory*
- 3.17 *Conclusion*

3.1 Introduction

The literature review section of the research on the consumption pattern of cosmetics among consumers in Kerala aims to provide a comprehensive overview of existing studies, theories, and findings related to the topic. This section critically examines the available literature to identify the gaps in knowledge, establish the foundation for the current research, and highlight the significance of the study. By reviewing relevant scholarly works, industry reports, and empirical studies, this section contributes to a deeper understanding of consumer behaviour and consumption patterns in the cosmetic industry in Kerala.

The literature review begins by exploring the broader concepts of consumer behaviour and consumption patterns in the context of the cosmetics industry. It delves into theories and frameworks that explain the factors influencing consumer choices, such as cultural influences, demographic variables, and psychological factors. The review also discusses the evolving beauty standards, societal norms, and the impact of social media on consumer behaviour.

Subsequently, the literature review focuses on studies specific to the consumption pattern of cosmetics among consumers in Kerala. It examines research that investigates the demographic factors influencing consumer behaviour, such as age, gender, income, education, and occupation. Additionally, it explores the cultural influences and regional variations that shape consumer preferences and brand choices in Kerala.

Furthermore, the literature review analyses studies on the impact of advertising and marketing strategies on the selection of cosmetic brands in Kerala. It highlights the role of promotional activities, endorsements, and product claims in shaping consumer behaviour and brand preferences. The review also discusses the influence of digital media platforms, social influencers, and online shopping on the consumption pattern of cosmetics in Kerala.

Another important aspect covered in the literature review is the consumers' awareness and preferences regarding sustainability, product safety, and ethical

considerations in the cosmetic industry. It discusses studies that explore consumers' attitudes towards environmentally friendly packaging, cruelty-free products, and ethical practices followed by cosmetic companies.

Moreover, the literature review investigates studies on consumer perceptions and awareness regarding product safety, ingredient knowledge, and regulatory standards. It examines research on consumers' evaluation of product labels, ingredient information, and their understanding of potential risks associated with cosmetic products.

Lastly, the literature review discusses studies that analyse the impact of the COVID-19 pandemic on the consumption pattern of cosmetics in Kerala. It explores how consumer behaviours, purchasing patterns, and preferences have changed in response to the pandemic and the implications for the cosmetic industry.

By synthesizing the existing literature, the literature review section provides a solid foundation for the current research on the consumption pattern of cosmetics among consumers in Kerala. It highlights the research gaps and justifies the need for further investigation. The insights gained from the literature review will guide the research methodology, data collection, and analysis, enabling the study to contribute to the existing body of knowledge and offer practical implications for the cosmetic industry in Kerala.

3.2 Literature Review

Rudd (1997), *Cosmetics Consumption and Use among Women: Ritualized Activities that Construct and Transform the self*. This paper focused on consumption of cosmetics in female consumers. Study was conducted through group discussion and personal interview method. Interview question is based on brand and products used regular basis. Data were analysed by using frequency and thematic analysis. Age group of the female students was 19-45 they were full time and part time students. They are belonging to different countries such as Middle Eastern, Asian, African Americans and Caucasian. Cosmetics consumption is started early to mid-adolescences. People have their own brand preference

Lal et al., (2008) this study mainly focusses on spending pattern of cosmetics in rural area Karimnagar district. They selected 220 respondents from random sampling method. They gathered information through structured questionnaire method. The initial stage of research is exploratory in nature. The data from the respondent was tabulated and analysed by using percentage analysis. The survey reveals that most of the people in rural area were illiterate so they used local language for obtaining information. The people in rural area are only aware about cosmetics and toiletry products like soap, talcum powder, fairness cream, shampoo. The main important item in the house is television, so television advertisements closely influence the people in rural area. Most of the rural youth try to use branded items. We can't underestimate the people in rural area because they are aware about the branded cosmetics product and trying to purchase those products. Their major income is devoted to buy cosmetics products. They want to showcase themselves as modern in the society. So Indian cosmetics industry can step forward to rural area.

Khraim (2011) this study investigates on Emirates of Abu Dhabi in the UAE female's brand loyalty on cosmetics buying behaviour. Data were collected through questionnaire. This questionnaire distributed to 382 female respondents. He used descriptive analysis, one way ANOVA and Pearson correlation. The seven factors of brand loyalty are brand name of the product, quality of the product, price, design and package, promotion activities, service quality and store environment. The major findings of the study where brand name has strong correlation with brand loyalty. Through these study marketers has strong understanding of the targeting customers. Brand loyalty has important place in the marketing strategies.

Junaid et al., (2013) a study on the purchase behaviour and cosmetic consumption pattern among young females in Delhi and NCR". This study focus on young female's consumption of cosmetics in Delhi and NCR. This research studies what are the marketing strategies influences the purchase of cosmetics in young females. Target sample size was 15 years to 35 years and those who settled in Delhi and NCR. Primary data observed by questionnaire strategy. The result was analysed through SPSS version 16. The study helps the pharmaceutical companies to

formulate their different marketing strategies. They found that cosmetic consumption and income of female consumer is closely related and they are more conscious about the appearance and aware about related cosmetics. This female consumer interested to buy herbal products.

Kumarl, John and Senith (2014) were used primary and secondary data used for collecting consumer purchase decisions on cosmetics products in Tamilnadu and Kerala. For this study they prepared questionnaire for 500 sample consumers and 412 questionnaires were received for require information. The study involved two parts, first section consists of questionnaire reacted to demographic characteristics and second section is related the influence of consumer behaviour towards cosmetics consumption. For complete the data collection researchers used SPSS for Microsoft windows 20.00. In order to analyze the demographic characteristics researchers used standard deviation and one-way analysis of variance (ANOVA) used to analyses any important relationship exist among cosmetics consumers. After analysis they found that income has important place in the purchasing decision of the consumers. Social culture and influence of external party influence the purchase decisions. Celebrities and peer groups influenced the young cosmetics users. Different advertisements and offers highly influence the people in the society. So, this study helps the marketers to change their marketing strategy according to the consumer behavior.

Ampofo (2014) study examines effects of advertisements on consumer buying behavior for cosmetics products by residents in and around Nagarabhavi, Bangalore. For this study researcher selected 100 young respondents residing at Nagarabhavi, Bangalore. Researcher used snowball sampling techniques for easy access of respondents. Primary data collected from 100 respondents and sales manager with the help of questionnaire. Collected data analyzed by SPSS and STATA. From this study we can understand that, on an average, advertisement does have high influence on decision making of the consumer. So the firm must concentrate on advertisement and sales promotion activities. Apart from advertisement, income does have the major role of purchase of cosmetics. So advertisements and income has a vital role

of consumption of cosmetics. We never neglect the two things from the market. This study will help the people who are in cosmetics markets.

Vijayaragavan (2014) study of socio-economic status of the consumers relating to the cosmetic products in Rajapalayam, conducted through both Primary and Secondary data. Primary data collected with the help of questionnaire and interviewed consumers in Rajapalayam. Secondary data has been framed from books, journals, periodicals and magazines. In this study used sampling method. He collected the data from 150 members from the different localities of Rajapalayam. In this study revealed that branding is the main key success of the modern business world. It is one of the important weapons for creating demand and sustains the demand. Socio economic factor is also influencing the purchase of cosmetic products from the market.

Desai (2014) study was investigated the various factors influence the consumer purchasing decisions. The study was based on primary and secondary data. Primary data collected by the researcher from Kolhapur, Maharashtra with the help of questionnaire. Maharashtra is the fastest developing city and high level of per capita. The secondary data from books, magazines, and the internet. Convenience sampling method was used for collecting primary data from the 100 respondents. The statistical tools like simple percentage method ranking techniques were used for the analysis. The data analyzed and interpreted with the help of tables and figures. Modern market is very sensitive, so consumer is the king of the market. While purchasing cosmetics consumer are more conscious about the quality of the products. One of the main findings of the study was people are very much interested in Ayurveda cosmetics. So, in this study opened the new market for the Ayurveda products.

Lavanya (2014) study showcased that the factors influencing the purchase behavior of skin care products among working women in Madurai. For this study researcher taken 259 convenient sample and SPSS used for the data analysis. This research was descriptive in nature. The primary data were collected from the leading cosmetics shop and beauty Parlors in Madurai. In this study we can understand that there was

several important factors influence the purchase of cosmetics products. Price is the one of the important factors for women cosmetics purchase. Here we can understand age has no relationship with price of the product purchase. Regarding the results, the cosmetic companies can use this data to focus on customer groups and products development. Additionally, the cosmetic companies can use this data as a starting point for their research when it comes to marketing campaigns.

Kazim and Kantharaj(2015) study of impact of advertisement on cosmetics consumption used randomly selected 100 youth respondent who resided in Bangalore city. This 100-youth age in-between 15-24. In this study researcher used primary data as well as secondary data. Primary data collected through questionnaire method. These collected data analysed by SPSS. Secondary data collected from previous studies, journals, internet etc., in this study revealed that there is strong relationship between advertisement and purchasing decision of cosmetics products. Advertisements has important place in influence the brand selection of the cosmetics products. One of the strange things was revealed from this study was religion also influences the purchase of the cosmetics products. But mother tongue does not have any influence on purchase of cosmetics products. The result of the study will help stakeholders to improve their advertisement strategy and increase the sales.

Fatima and Lodhi (2015) conducted research on the 200 young males or females who are using different brands of cosmetics in Karachi city. For this study they used correlation and regression analysis for identify the relationship between variables. In this study tried to focus impact of advertisement on buying behaviour of the consumer. For collecting data, they were used primary as well as secondary data. Primary data collected with the structured questionnaire and distributed to the people who are residing in city of Karachi. The result of the study can be helpful for the managers in cosmetics industry. Through this study they can change their strategies. There are two important factors influences the buying behaviour of cosmetics. Advertisements give the maximum awareness of the cosmetics products. One thing is that the users of the cosmetics are very loyal to their brand. Information regarding the cosmetics products is from friends, colleagues, peers etc.

Khan (2015) selected 125 women respondents to study impact of advertisement and sales promotion on women skin care consumers in the city of Jaipur. For the collection of primary study researcher distributed 125 questionnaires for in and around city of Jabalpur. Statistical tools like ranking and chi-square methods used for analyses the data. Working and non-working women respondents included in this 125 respondents. From this study we can understand that there is no significant relationship between the sale and purchase of skin care products and also there is no relationship between gifts and purchase of skin care products. In this study only concentrated in Jabalpur city. Marketers can design their sales promotion activities and strategies with the help of this research.

Anute, Deshmukh and Khandagale (2015) aim of this study was consumers buying behaviour towards cosmetics products. 200 respondents were participated in this research. Survey method was used for collecting information from the respondent in Pune city. Data collected by two sources primary and secondary data. Primary data collected with the help of questionnaire. Primary data is always crucial in every research. All relevant secondary data were used for data collections. MS EXCEL -2007 used for the analysis of the data. The main cosmetics purchase age in between 15-30. Most of the people (65%) used domestic brands. Around Rs 1000-2000 was spent in every month. People are more loyal to their brands. This research will help the people who are marketing cosmetics products.

Pooja Deshmukh (2015) “Male consumption pattern of cosmetics products in Aurangabad city, Maharashtra”. This study based on the consumption of cosmetics of male consumers in Aurangabad. In this study they selected different age group of 50 males in Aurangabad. Primary data was collected through questionnaire method. The results were analysed through SPSS version 16. The result of this study will help the cosmetics market industry for their further development of the company. The study revealed that consumption of cosmetics is very high in male consumers. Analysis revealed that there is a strong bond between income and monthly spending pattern on consumer products.

Vidhyajawahar and Tamizhjothi (2016) this study discovers in what way the marketing mix and demographical factors influence the brand preference and purchasing behavior among the 91 female cosmetics consumers in Sirkazhi region.

Data were collected through questionnaire method. The sample was collected by convenient sample method. The independent variables are education, income, age, marital status, occupation, social factors and dependent factors was brand preference. Analysis of this study was conducted through descriptive statistics by using Chi-square method. Use of beauty care products are increasing due to their social pressure. There was a strong relationship between price of the products, education and brand preference. And there was no relationship between place, age promotion, income level and marital status. This study will help the companies for improving their market share.

Sumathi and Begum (2016) studied the impact on advertisement on consumer behaviour of cosmetics products. The research area of this study was in Mangalore. They used structured questionnaire for face-to-face interview. Research design of the study was both descriptive and analytical. Purposive random sampling method was used for the sample collection. Primary data collected from the 100 respondents from in and around Mangalore city. The secondary data collected from internet, magazines, relevant books, journals, and newspapers. From this study we can understand that consumers demanded cosmetics products based on their taste and preferences. Advertisement has a vital role in purchase of cosmetics product. Other factors like psychological and environmental has an important place. Apart from the external factors, consumer always sticks on their mental satisfaction. In this study marketers will get the correct insight on consumer preference.

Alhedhaif, Lele and Kaifi (2016) focus on the brand loyalty among female consumers for cosmetics products in Saudi Arabia. This study examines the brand preference of the Saudi Arabian females. This study also focuses on factors influencing the consumption of cosmetics. For collection of primary data, they used an electronic questionnaire. Respondent marked the answers on the basis of five scales Likert scale. Questionnaire also focused frequency of repeat purchase of the same brand cosmetics products. It can help the influence of brand loyalty. For this study took 75 female respondents under the age in-between 15-50 in Saudi Arabia. This study helps to understand the brand consciousness of the Saudi Arabian female and manufactures will get the complete information regarding the selling strategies.

Bechan and Hoque (2016) fastest growth of income in Nigeria has resulted upsurge the consumption of luxury products, including luxury cosmetics products. In this study researchers tried to showcase the influence on income growth on purchase of luxury cosmetics products. This cross-sectional study was conducted among 100 respondents who were selected using sampling techniques. Two third of the respondent were full time job people. Non probability sample were used for descriptive research. For collecting primary data, the researcher distributed the questionnaire to leading cosmetics shop at peak time period. The questionnaire prepared on the basis of previous studies. Participation of the study was voluntarily. From this study we can understand that money and power have more influence on the purchasing decisions. Consumers have complete insight on the benefits of the luxury cosmetics products. This study will help the companies to promote more products for the consumers. They can improve the production and sale strategies according to the consumers need.

Nair and Pillai (2017) the study of purchasing pattern of cosmetics in Kerala carried out in two stages. First stage was exploratory in nature and second stage was descriptive in nature. They collected primary data with the help of questionnaire. They visited leading cosmetics shop in three different cities in Kerala viz. Thiruvananthapuram, Kochi, Kozhikode. Sample size was 300. Data was analysed through Pearson Chi-square. In their findings we can understand that male and female consumers equally buying the cosmetics products but mode of purchase is different. This study will help the cosmetics markets to upgrade their marketing strategies.

Gupta and Jain (2017) study were conducted in Ludhiana for evaluate post effect of advertisement on consumer buying behaviour. Both primary and secondary data used for the study. Primary data was collected with structured interview conducted on 100 cosmetics users in Ludhiana. Convenience sampling method was adopted in this study. Exploratory research design was adopted in this study. This study was conducted on female students whose age group in-between 18 to 25 years. The main aim of cosmetics use was attracting the opposite gender. The main influence of

cosmetics consumption was television advertisements, mall advertisement and peer group suggestions.

Bhatt and Sankhla (2017) the study focus on the purchasing behaviour consumers towards cosmetics products. Descriptive research design used for this study. Both primary and secondary data used to conduct this research. Primary data had been collected with structured questionnaire. Sample size of the research was 100, collected from Navsari city in Gujarat. From this we can understand that cosmetics industry is one of growing industries in India. Person more interested to use herbal products and purchasing decisions was depends on advice of beautician. From this study we can understand that cosmetics product as necessary part of respondents. This study will help the marketers to improve their production and marketing strategies.

Banergy, Chauhan et.al (2017) studied impact of advertisement on consumer buying behaviour with reference to cosmetics products with the complete survey of primary and secondary data. Research study is descriptive as well as exploratory in nature. Primary data collected through questionnaire method from Gwalior region. The sample size of the data was 80 individuals who are living in Gwalior region. Non-probability random sampling method was used for sampling method. Secondary data collected from magazines, journal various websites, previous survey report etc. In this study revealed that advertisement has prime role in purchase of cosmetics products.

Sankaranarayanan (2017) used cluster analysis to study Consumption pattern of cosmetics among female college students and 120 samples were collected with the help of questionnaire. Cluster analysis based on three different heads that is usage, attitude and benefit perceptions. Cross tabulation and chi square analysis showcased that there are no differences in demographic profile, physical characteristics and brand choice across the cluster. This study showed that, there are different subdivisions in college girl's cosmetic market as per their habit, outlook and benefits from the cosmetic usage. Spending for cosmetics is entirely different in this cluster.

However, their purchase and consumption of cosmetics were not varying with cluster. Brand value has no such important place in this cluster.

Latha (2017) studied the factors influencing the cosmetics consumption in Chennai city. For this study she took 120 young adult respondents by convenient random sampling and data was analyzed with SPSS package version 20. The study used descriptive research and research tool was Likert Scale and the statistical tools were Percentage analysis, Chi-square, analysis of variance and factor analysis. Primary data was collected through structured questionnaire. In this study reveals that age of the respondent was the one of the important factors influence the purchase of cosmetics. Other factors influences were price of the products, attractive packaging, sales promotion activities, advertisement, ingredients used in the products and warehouse storages.

Laksmi and Geetha (2018) was used ex-post facto research design was used for the study of cosmetics consumption pattern and usage among women. Sample size of the study 120 women in Hyderabad city. In these 120 respondents, 60 respondents was age group of 20-40 and another 60 respondent's age in-between 40-60. Simple random sample techniques were used for selecting sample. Primary data was collected with the help of questionnaire. The collected primary data was analyzed by frequencies and percentage method. This study reveals that every women respondent was concern about their appearance. Most of them used to purchase skin and hair products. This study will help the manufactures to explore and develop new varieties of products.

Showrav and Iqbal (2018) study focus on factors influencing cosmetics products in Dhaka city, Bangladesh. In this study cosmetic means personal care products. Personal care products include shampoo, moisturizer, perfumes, lipsticks, toothpaste, aftershave lotion, soap and deodorants. Independent variables were selected after literature review and previous studies conducted in this area. Exploratory and descriptive research used to design clarity of the research problem. Their sample size of the research was 400 but only 321 cosmetics users were correctly responded. Sample was selected through random sampling. Data analysed

through SPSS20.00. In order to describe the demographic characteristics researchers used descriptive statistics. There three factors influence the purchase of cosmetics in Dhaka city, such as consumer perception, external influence and psychological motives. Through this study marketers can segment the marketing strategies and implement the marketing mix more effectively. Marketers should do the research on psychological factors and social influence for better understanding of the consumer behaviour towards the purchase of cosmetics consumption.

Anjana (2018) this paper found out the factors influencing buying decision of a cosmetics consumer. Quality, brand, price, advertisement and packaging are the five factors influencing the purchase of cosmetics products. This data collected through primary and secondary research. Focused group of this study was youth and adults in Cochin City. This data analysed through correlation and ANOVA test. This research paper advantages to add an extra awareness and understanding to cosmetic companies regarding purchasing pattern of cosmetics. Through this study cosmetic companies can improve their sale.

Nirmala and Panchanatham (2019) was used to gather primary and secondary data on the purchasing habits of women customers in Puducherry with regard to cosmetic products and television advertisements. Correlation, an independent ample t-test, and ANOVA were used to analyze this data. Using a questionnaire, 80 female Puducherry consumers provided the data, which was then analyzed using SPSS software. Cosmetics products has very important role in human life. The primary goal of this study was to determine how television advertisement's function and how social culture, subculture, attitude and beliefs, socioeconomic class, and education affect the purchase of cosmetics. The study found out that the television advertisement and buying behaviour of cosmetics has closely related each other. There are so many other reasons also influence the buying behavior of women cosmetics consumption. Another finding was there is no cultural or family background for purchasing of cosmetics products.

Shamila (2019) studied the advertisement influence on brand switching in fairness cream market in Mataradist. Sri Lanka. Convenience sampling techniques was used

for the sample collection. Researcher collected primary data from 150 respondents; in these 150 respondents 100 were women respondent. Secondary data collected from text books, journals, website etc. collected data were analyzed through IBM SPSS 21(statistical package for social science) package. Through regression and correlation analysis reveals that brand switching and advertisements are closely related each other. It means that investment in advertisements will give the return to the company. Another fact reveals from the study was there is a small relationship between price consciousness and an advertisements and sales promotion. Young and adult females are more attracted in fairness creams with advertisements. Lower income groups easily shifted their brand according with influence of advertisements. So, sales promotion activities highly influence the brand selection of the consumers.

Shajahan and Safi (2019) studied consumer behavior towards cosmetic products in Thiruchirappalli district Tamil Nadu. Sample size of the responded was 200. Both primary and secondary data form the study's foundation. Data collection was conducted using the convenience sampling approach. The gathered data was examined using straightforward ranking and percentage methods. The study's key conclusions include the fact that women make up the majority of the market for cosmetics. Majority of the respondents try to choose retail shops for cosmetics products because it assures quality products. Purchase decisions always depend on friend's suggestions, family member's advice and beautician's feedback regarding cosmetics. This study will help the service provider's sales and markets can improve their sales tactics.

3.3 Theoretical framework

3.4 Introduction

The study of consumption patterns of cosmetics within the field of economics requires a theoretical framework that encompasses key economic concepts and models. This framework helps analyse consumer behaviour, market dynamics, and the factors influencing the demand and consumption of cosmetics. By applying economic theories to the study of cosmetics consumption patterns, we can gain

insights into consumer choices, market trends, and policy implications. This essay presents a theoretical framework based on relevant economic concepts and models that can be applied to the study of consumption patterns of cosmetics.

In the introduction part we have a complete overview regarding consumption pattern of cosmetics among consumers in Kerala. Still, we need more literature review to fulfil the consumption of cosmetics products and how the factors influence the consumption of cosmetics products. There are several factors influence the consumption of cosmetics, such as income of the consumer, advertisements, taste and preferences, influence of peer groups etc., so here we analyse the main factors influence the cosmetics consumption.

Years back we all think that cosmetics products are luxury goods but now a days we can't even imagine that cosmetics products are only meant to rich class society. In a globalised economy people are always conscious about their appearance and attitudes. So, people trying purchase cosmetics products for enhancing their beauty. Emergence of social media creates the value of cosmetics products and how people can showcase their attitudes. We know that people always think about what others think about us. So, cosmetics products are the symbol of status. That is why people conscious about their appearances and they are ready to use more cosmetics products.

Several economists point out the importance of consumption and what are the factors influence the consumption. In this modern world cosmetics products are the vital part of our daily life. So, the study about consumption of cosmetics products is very relevant. Consumption is not only intake of food items but also the usage of other products. Consumption theory was first introduced by the eminent economist John Maynard Keynes. The logical starting point of the Keynesian theory is effective demand. Demand is very important in purchase of cosmetics products. Without any demand nobody will purchase the cosmetics products and there is no value for the products. One of the important determinants of effective demand is consumption.

The study of consumption patterns of cosmetics in economics holds significant importance due to several reasons. Understanding the consumption behaviour of individuals in relation to cosmetic products provides valuable insights into market dynamics, economic trends, and societal influences. Here are some key reasons why studying the consumption pattern of cosmetics is significant in the field of economics:

Economic Contribution: The cosmetics industry is a substantial contributor to the economy. By studying the consumption patterns of cosmetics, economists can assess the industry's economic impact, including its contribution to GDP, employment generation, and trade. This analysis helps policymakers and businesses understand the industry's size, growth potential, and its role in overall economic development.

Market Demand and Consumer Behaviour: Studying cosmetics consumption patterns allows economists to analyse market demand and consumer behaviour. By examining the factors that influence consumer choices, such as price, income, preferences, and cultural influences, economists can gain insights into market trends, demand elasticity, and shifts in consumer preferences. This information aids businesses in developing effective marketing strategies, pricing decisions, and product innovations.

Price Determination and Market Efficiency: Consumption patterns of cosmetics play a crucial role in determining market prices. By analysing demand and supply dynamics, economists can understand the factors influencing price fluctuations and market efficiency. This knowledge is valuable for both producers and consumers as it helps them make informed decisions related to pricing, investment, and resource allocation.

Income Distribution and Social Welfare: The consumption of cosmetics is influenced by individual income levels and preferences. Analysing consumption patterns allows economists to assess income distribution and its impact on social welfare. By understanding the affordability of cosmetics across different income

groups, policymakers can design targeted interventions to ensure equitable access to cosmetic products and enhance consumer welfare.

Industry Competitiveness and Innovation: Consumption patterns provide insights into industry competitiveness and innovation. By studying consumer preferences and emerging trends, economists can identify opportunities for product diversification, market segmentation, and innovation. This analysis aids businesses in identifying market niches, developing competitive strategies, and fostering growth and sustainability in the cosmetics industry.

Environmental and Social Sustainability: The consumption of cosmetics has implications for environmental sustainability and social responsibility. Economists studying consumption patterns can assess the industry's environmental impact, such as waste generation, carbon emissions, and resource consumption. This analysis helps policymakers and businesses develop strategies for promoting sustainable production practices, eco-friendly alternatives, and responsible consumption patterns.

Policy Implications: Understanding the consumption patterns of cosmetics allows economists to identify policy implications and potential regulatory interventions. For example, analyzing the impact of advertising and marketing on consumer choices can inform policies related to consumer protection, labeling, and deceptive practices. Additionally, insights into consumer behavior can aid policymakers in designing campaigns to promote responsible consumption, ethical sourcing, and safe use of cosmetic products.

In conclusion, studying the consumption pattern of cosmetics in economics provides valuable insights into market dynamics, consumer behavior, price determination, industry competitiveness, and policy implications. It contributes to a comprehensive understanding of the cosmetics industry's economic significance and its impact on social welfare, environmental sustainability, and innovation. Such knowledge is crucial for policymakers, businesses, and consumers in making informed decisions and fostering sustainable and responsible economic development.

The theoretical framework of the consumption pattern of cosmetics among consumers in Kerala serves a specific purpose and is guided by clear objectives. The purpose and objectives of the theoretical framework are as follows:

The purpose of the theoretical framework is to provide a conceptual structure that guides the study on the consumption pattern of cosmetics among consumers in Kerala. It offers a theoretical lens through which researchers can analyse and interpret the factors that influence consumers' choices and behaviours regarding cosmetic products. The framework helps in organizing the research study, providing a foundation for data collection and analysis, and facilitating the generation of meaningful insights.

3.5 Objectives of theoretical framework:

To Identify Key Demographic Factors: One objective of the theoretical framework is to identify and understand the demographic factors that influence the consumption pattern of cosmetics in Kerala. This includes factors such as age, gender, income level, occupation, education, and social status. By examining these factors, the framework aims to uncover how they shape consumer preferences, purchasing behaviours, and usage patterns of cosmetic products.

To Explore Socio-Cultural Influences: Another objective is to explore the socio-cultural influences that impact the consumption pattern of cosmetics in Kerala. This involves examining the cultural norms, traditions, beauty ideals, and societal expectations that drive consumer choices in cosmetics. The framework aims to shed light on how these influences shape consumer attitudes, motivations, and perceptions towards cosmetic products.

To Analyse Economic Factors: The framework seeks to analyse the economic factors that play a role in the consumption pattern of cosmetics among consumers in Kerala. This includes factors such as price, income, affordability, and availability of cosmetic products. By investigating the economic aspects, the framework aims to understand how consumers' purchasing power, price sensitivity, and market conditions impact their consumption behaviour.

To Assess Environmental and Health Considerations: Another objective is to assess the environmental and health considerations in the consumption pattern of cosmetics. The framework aims to examine consumers' awareness and preferences for eco-friendly and sustainable cosmetic products. It also aims to explore the impact of health concerns, product safety, and ingredient preferences on consumer choices.

To Examine Consumer Attitudes and Perceptions: The framework intends to examine consumer attitudes, perceptions, and beliefs towards cosmetics. This includes understanding their motivations for using cosmetic products, perceived benefits, and concerns. By analysing consumer attitudes, the framework seeks to uncover the underlying drivers of consumer behaviour and decision-making related to cosmetics.

To Provide Insights for Industry and Policy: One of the objectives of the theoretical framework is to provide insights and implications for the cosmetics industry and policymakers. The framework aims to generate knowledge that can inform marketing strategies, product development, and industry practices. It also aims to highlight potential areas for policy interventions related to consumer protection, safety regulations, and ethical considerations.

By aligning with these objectives, the theoretical framework provides a structured approach to studying the consumption pattern of cosmetics among consumers in Kerala. It enables researchers to delve deeper into the factors that influence consumer behaviour, thereby contributing to a better understanding of the dynamics of the cosmetics market and informing relevant stakeholders about effective strategies and policies.

3.6 Consumer Behaviour and Utility Theory:

Consumer behaviour is a field of study that explores how individuals make decisions regarding the purchase, use, and disposal of goods and services. Understanding consumer behaviour is crucial in economics as it helps explain why consumers make specific choices and how their preferences influence market outcomes. Utility

theory, a fundamental concept in consumer behaviour, provides insights into the satisfaction or utility consumers derive from consuming goods and services. This essay explores the relationship between consumer behaviour and utility theory, highlighting their relevance to understanding the consumption patterns of cosmetics.

3.7 Consumer Preferences and Utility.

Consumer preferences play a central role in determining consumption patterns. Preferences refer to the subjective evaluation's individuals place on different goods and services. Utility theory suggests that consumers aim to maximize their overall satisfaction or utility from the goods and services they consume. Utility is a measure of the satisfaction or happiness derived from consuming a particular good or service.

Consumer preferences for cosmetics are influenced by various factors. These include individual tastes, cultural influences, social norms, personal values, and self-image. Some individuals may prioritize specific cosmetic attributes such as brand reputation, natural ingredients, or cruelty-free production. Others may be more concerned with the aesthetic appeal, packaging, or the ability to enhance their self-esteem. Understanding consumer preferences and how they translate into utility is essential in analysing cosmetics consumption patterns.

3.8 Marginal Utility and Consumer Choices

Marginal utility is a key concept in utility theory that helps explain how consumers make choices. It refers to the additional satisfaction or utility derived from consuming one more unit of a good or service. According to the law of diminishing marginal utility, as individuals consume more of a specific good, the additional satisfaction or utility derived from each additional unit decreases.

In the context of cosmetics consumption, marginal utility analysis can provide insights into consumer choices. For example, initially, the purchase of a new lipstick may provide high levels of satisfaction and utility. However, as more lipsticks are acquired, the marginal utility derived from each additional lipstick decreases. Eventually, a point may be reached where the consumer perceives little or no

additional utility in acquiring more lipsticks. Understanding the concept of diminishing marginal utility helps explain why consumers may exhibit a decreasing willingness to pay for additional cosmetic products as their collection grows.

3.9 Income and Budget Constraints

Consumer behaviour is also influenced by income and budget constraints. Consumers have limited resources and must make choices based on their budgetary constraints. Utility theory assumes that consumers aim to allocate their limited resources in a way that maximizes their overall utility.

In the context of cosmetics consumption, income levels influence the quantity and quality of cosmetic products individuals can afford. Consumers with higher incomes may have more resources available to spend on cosmetics and may be willing to purchase higher-priced, luxury brands. Conversely, consumers with lower incomes may need to prioritize their spending and opt for more affordable cosmetic options.

Understanding the relationship between income, budget constraints, and consumer choices is crucial in analysing cosmetics consumption patterns across different income groups. It helps identify how changes in income levels may impact the demand for cosmetics and the types of products that are affordable and desirable for consumers with varying income levels.

3.10 Psychological Factors and Consumer Behaviour

Consumer behaviour is not solely driven by rational decision-making based on utility maximization. Psychological factors also influence consumer choices. Cognitive biases, emotions, social influences, and marketing communications can all impact consumer behavior.

In the context of cosmetics consumption, psychological factors play a significant role. Marketing communications, such as advertisements and endorsements, can shape consumer perceptions and preferences for specific cosmetic products. Social influences, including peer pressure, cultural norms, and societal beauty standards, can also impact cosmetic choices.

Understanding the interplay between psychological factors and consumer behavior is crucial in comprehending the consumption patterns of cosmetics. It helps explain why individuals may be attracted to specific

Consumer behaviour is a fundamental concept in economics that focuses on how individuals make choices based on their preferences and constraints. Utility theory is a cornerstone of consumer behaviour analysis, positing that consumers aim to maximize their overall satisfaction or utility from the goods and services they consume. In the context of cosmetics consumption, utility theory helps explain why individuals purchase and use cosmetics, considering factors such as aesthetic preferences, self-image, and social influences.

3.10.1 Demand and Supply:

The study of consumption patterns of cosmetics involves analysing the demand and supply dynamics in the cosmetics market. The demand for cosmetics is influenced by factors such as income, price, consumer tastes, advertising, and cultural norms. Economic models, such as the demand curve and elasticity of demand, can be employed to understand the responsiveness of cosmetics demand to changes in these factors. On the supply side, the behaviour of cosmetic manufacturers, distributors, and retailers, as well as the availability of raw materials and production costs, influences the quantity and variety of cosmetics available in the market.

3.10.2 Market Structure and Competition:

The cosmetics industry exhibits various market structures, ranging from perfect competition to monopolistic competition and oligopoly. The choice of market structure impacts pricing, product differentiation, and market power. Economic models, such as the theory of monopolistic competition, can help explain how cosmetic companies differentiate their products through branding, packaging, and advertising to attract consumers and gain a competitive edge. Market structure analysis is crucial for understanding the dynamics of the cosmetics market and its implications for consumer choices and market outcomes.

3.10.3 Behavioural Economics and Nudging:

Behavioural economics provides insights into how individuals make decisions that may deviate from the assumptions of rationality in traditional economic models. In the context of cosmetics consumption, behavioural economics can shed light on the impact of cognitive biases, heuristics, and social influences on consumer choices. The concept of nudging, popularized by behavioural economists, explores how subtle changes in the presentation or framing of choices can influence consumer behaviour. Understanding these behavioural aspects is crucial for designing effective policies and marketing strategies that promote responsible and informed cosmetics consumption.

3.10.4 Environmental and Social Considerations:

The study of cosmetics consumption patterns in economics should also consider the environmental and social dimensions. Environmental economics provides tools to analyze the environmental impact of cosmetic production, packaging, and disposal, as well as the potential for sustainable practices and eco-friendly alternatives. Social economics examines the social implications of cosmetics consumption, including issues related to body image, self-esteem, and societal pressures. Integrating these dimensions into the theoretical framework provides a holistic understanding of the economic, environmental, and social aspects of cosmetics consumption.

3.11 Demand and supply analysis

Theoretical frameworks provide a conceptual structure for conducting research and analysing the demand and supply dynamics in the consumption pattern of cosmetics. In the context of this research, the theoretical framework comprises two key components: demand analysis and supply analysis. Each component is guided by relevant economic theories and concepts. The following is a theoretical framework for demand and supply analysis in the consumption pattern of cosmetics research:

3.11.1 Demand Analysis:

Demand analysis focuses on understanding the factors that influence consumers' willingness and ability to purchase cosmetics. The following theories and concepts can be incorporated into the demand analysis:

A. Theory of Consumer Behaviour:

This theory examines how individuals make consumption decisions based on their preferences and constraints. It considers utility theory, which suggests that consumers aim to maximize their satisfaction or utility from consuming goods. The demand analysis can incorporate the concepts of total utility, marginal utility, and consumer preferences to understand the demand for cosmetics.

B. Price Elasticity of Demand:

Price elasticity of demand measures the responsiveness of consumers to changes in prices. Incorporating price elasticity of demand into the analysis helps determine how sensitive consumers are to price changes in the cosmetics market. It helps identify whether demand is elastic (highly responsive to price changes) or inelastic (less responsive to price changes).

C. Income and Price Determinants:

Consumer income and prices of cosmetics are crucial determinants of demand. The analysis can consider the income elasticity of demand, which measures the responsiveness of demand to changes in consumer income. Additionally, the analysis should examine the impact of prices of cosmetics on demand and consumers' purchasing power.

D. Consumer Preferences and Trends:

Consumer preferences, tastes, and trends play a significant role in shaping the demand for cosmetics. Analysing consumer preferences can provide insights into the types of cosmetics, brands, ingredients, and packaging that consumers prefer. It helps identify the factors that influence their purchasing decisions and the impact of changing trends on demand.

3.11.2 Supply Analysis:

Supply analysis focuses on understanding the factors that influence producers' willingness and ability to supply cosmetics. The following theories and concepts can be incorporated into the supply analysis:

A. Theory of Production and Costs:

The theory of production examines how firms produce goods and services. It considers concepts such as production functions, economies of scale, and production costs. Supply analysis should incorporate these concepts to understand the production process and cost structure of cosmetics.

B. Technology and Innovation:

Technological advancements and innovation play a significant role in the cosmetics industry. The analysis should consider how technology affects production efficiency, quality, and product development. It should also examine the impact of innovation on the supply of new cosmetic products and the competitiveness of firms in the market.

C. Government Regulations and Policies:

Government regulations and policies can significantly influence the supply of cosmetics. The analysis should consider how regulations related to product safety, labelling, ingredient restrictions, and environmental concerns impact the supply side of the cosmetics market. It should also examine the effect of industry-specific regulations and policies on production and supply.

D. Producer Expectations and Market Conditions:

Producer's expectations about future market conditions and their perception of demand are vital considerations in the supply analysis. The framework should incorporate factors such as market forecasts, industry outlook, and producer expectations regarding profitability and market growth. It should also consider how these expectations influence production decisions and supply behaviour.

3.12 Market structure in the cosmetic industry:

The market structure in the cosmetic industry can be characterized as a combination of different market structures due to the presence of various types of products and brands. However, it generally exhibits elements of monopolistic competition. Here's an overview of the market structure in the cosmetic industry:

Monopolistic Competition:

Monopolistic competition is a market structure characterized by a large number of firms producing differentiated products. In the cosmetic industry, there are numerous brands offering a wide range of cosmetic products, such as skincare, makeup, hair care, fragrances, and personal care items. Each brand attempts to differentiate its products through branding, packaging, product features, and marketing strategies.

Product Differentiation:

Product differentiation plays a significant role in the cosmetic industry. Companies aim to create unique and distinct products to capture consumer attention and loyalty. This differentiation can be based on factors like ingredients, formulations, functionality, packaging, and brand image. Companies invest heavily in research and development to introduce innovative products that cater to specific consumer needs and preferences.

Branding and Advertising:

Branding and advertising are crucial aspects of the cosmetic industry. Companies invest in building strong brand identities and marketing campaigns to create brand recognition, trust, and loyalty among consumers. Advertising plays a vital role in shaping consumer perceptions and influencing their purchase decisions. Companies use various channels, including television, print media, online platforms, and social media, to promote their products and reach their target audience.

Market Entry and Exit:

The cosmetic industry allows relatively easy entry for new firms due to the absence of significant barriers to entry. This results in a high degree of competition among existing and new players. However, establishing a strong brand reputation, distribution network, and product differentiation can pose challenges for new entrants. At the same time, firms may exit the market if they face intense competition or fail to meet consumer demands.

Market Power of Large Companies:

While the cosmetic industry consists of numerous small and medium-sized companies, there are also a few large multinational corporations that hold substantial market power. These companies often have established brands, extensive product portfolios, and global distribution networks. Their market power allows them to influence pricing, distribution channels, and market trends. However, the presence of smaller players with niche products and unique value propositions provides competition and diversity in the market.

Retail Distribution Channels:

The cosmetic industry utilizes various retail distribution channels, including department stores, specialty cosmetic stores, beauty salons, drugstores, online platforms, and direct sales. These channels provide consumers with diverse options for purchasing cosmetic products. In recent years, e-commerce has gained significant importance, enabling consumers to access a wide range of products and brands conveniently.

Government Regulations:

Government regulations and standards play a role in the cosmetic industry. Regulations focus on product safety, labelling requirements, ingredient restrictions, and claims made by companies. These regulations aim to protect consumer health and safety while ensuring transparency and accountability in the industry. Compliance with regulations adds to the costs and complexities faced by cosmetic companies.

The cosmetic industry exhibits characteristics of monopolistic competition, with a large number of firms offering differentiated products. Product differentiation, branding, and advertising are key strategies for companies to gain a competitive edge. While entry into the market is relatively easy, market power is concentrated among a few large corporations. The industry relies on diverse retail distribution channels, and government regulations ensure product safety and consumer protection.

3.12.1 Implication of market structure for cosmetic consumption patterns

Product Diversity and Consumer Choice

The market structure characterized by monopolistic competition and product differentiation offers a wide variety of cosmetic products to consumers. This abundance of choices allows consumers to select products that align with their preferences, needs, and individual characteristics. Consumers can choose from various brands, formulations, ingredients, and packaging options, leading to diverse consumption patterns.

Brand Loyalty and Consumer Preferences:

The presence of multiple brands in the market fosters brand loyalty and consumer preferences. Consumers develop affinities for specific brands based on factors like product quality, brand reputation, marketing efforts, and personal experiences. This loyalty and preference influence their consumption patterns as they tend to stick to their preferred brands, leading to repeat purchases and consistent consumption of specific cosmetic products.

Price Sensitivity and Elasticity of Demand:

The market structure in the cosmetic industry affects consumer price sensitivity and the elasticity of demand. With numerous brands offering similar products, consumers have the flexibility to switch between brands based on price differentials. Consumers may exhibit price sensitivity and respond to changes in prices, especially when similar products are available at different price points. This elasticity of demand influences consumption patterns as consumers adjust their purchases based on price fluctuations.

Marketing and Advertising Influence:

The market structure and competitive nature of the cosmetic industry drive companies to invest heavily in marketing and advertising. Companies employ various strategies to capture consumer attention, create brand awareness, and influence consumer preferences. Marketing and advertising efforts significantly impact consumer consumption patterns as they shape perceptions, introduce new

products, promote trends, and drive consumer demand for specific cosmetic products.

Consumer Education and Awareness:

The competitive market structure encourages companies to educate consumers about their products, ingredients, benefits, and usage. This education and awareness campaigns help consumers make informed choices and understand the value proposition of different cosmetic products. Consumer education initiatives contribute to the development of consumption patterns that prioritize factors like product safety, sustainability, ethical sourcing, and specific consumer needs.

Innovation and Product Development:

The market structure in the cosmetic industry encourages innovation and product development. Companies strive to differentiate themselves by introducing new and innovative cosmetic products to the market. This constant innovation leads to the introduction of novel formulations, packaging, and technologies, influencing consumer consumption patterns. Consumers are often attracted to new and innovative products, leading to shifts in consumption patterns as they embrace emerging trends and product advancements.

Market Power and Consumer Protection:

The market structure's concentration of market power among a few large corporations has implications for consumer protection. Regulatory authorities monitor the industry to ensure fair competition, product safety, and ethical practices. These regulations safeguard consumer interests and influence consumption patterns by promoting responsible consumption, ensuring transparency, and protecting consumers from deceptive practices.

The market structure in the cosmetic industry influences consumer consumption patterns through factors such as product diversity, brand loyalty, price sensitivity, marketing and advertising influence, consumer education, innovation, and consumer protection. Understanding these implications helps businesses tailor their strategies to meet consumer demands and preferences, while policymakers can implement regulations that promote consumer welfare and sustainable market practices.

3.13 Behavioural Economics

Behavioural economics provides valuable insights into consumer decision-making processes in the consumption pattern of cosmetics. It combines principles from psychology and economics to understand how individuals make choices and the factors that influence their behaviour. When applied to the cosmetic industry, behavioural economics sheds light on various aspects of consumer decision making. Here are some key points:

Cognitive Biases:

Cognitive biases are systematic patterns of thinking that can lead to irrational or suboptimal decision making. In the context of cosmetic consumption, several cognitive biases can influence consumer behaviour. For example:

Anchoring bias: Consumers may be influenced by the initial price they see, anchoring their perception of value and willingness to pay for cosmetics.

Availability bias: Consumers might be more inclined to purchase cosmetics that are more readily available or come to mind easily, rather than considering a broader range of options.

Framing bias: The way cosmetic products are presented or framed can influence consumer perceptions. Different descriptions, visuals, or contexts can lead to varying consumer responses.

Loss Aversion:

Consumers tend to exhibit a greater aversion to losses than an equivalent gain. In the context of cosmetics, consumers may be more motivated to purchase products that promise to solve or prevent a particular issue (e.g., aging, acne) as they perceive the avoidance of negative outcomes (e.g., looking older, having blemishes) as more valuable than the potential positive outcomes.

Social Influence and Herding:

Consumers are often influenced by social factors and the behaviour of others. Social influence can play a significant role in the consumption of cosmetics. Consumers

may be influenced by trends, celebrity endorsements, peer recommendations, and social media influencers. The desire to conform to social norms or seek social approval can impact their choices and consumption patterns.

Nudging and Choice Architecture:

Nudging refers to the design of choice environments to influence consumer decisions in a predictable way without restricting choices. By understanding consumer behaviour and decision-making biases, cosmetic companies can employ nudge strategies to encourage certain consumption patterns. For example, placing best-selling or high-margin products in prominent locations or using persuasive messaging to guide consumer choices.

Time Preferences:

Consumer time preferences play a role in their decision-making. For example, consumers may choose instant gratification by purchasing cosmetics that promise immediate results, even if the long-term benefits are uncertain. Understanding time preferences helps companies design products and marketing strategies that align with consumers' desire for immediate satisfaction.

Emotional Factors:

Emotions play a crucial role in consumer decision making, including in the cosmetic industry. Consumers often make purchasing decisions based on emotional responses such as the desire for self-enhancement, confidence, or self-expression. Cosmetic companies leverage emotions through branding, storytelling, and advertising campaigns to evoke specific emotional responses and influence consumer choices.

Decision Paralysis and Choice Overload:

Consumers can experience decision paralysis and become overwhelmed when faced with numerous cosmetic options. Too many choices can lead to decision fatigue and reluctance to make a purchase. Cosmetic companies can address this by simplifying

choices, providing recommendations, or offering personalized product suggestions based on consumer preferences.

By incorporating insights from behavioural economics into the understanding of consumer decision making, the cosmetic industry can better comprehend the factors influencing consumer choices and consumption patterns. This knowledge can be utilized to develop effective marketing strategies, product positioning, pricing strategies, and interventions that align with consumer's cognitive biases and decision-making processes.

3.14 Environmental and Social Considerations

Consumption of cosmetics among consumers in Kerala, like in many other regions, should take into account environmental and social considerations. Here are some important factors to consider:

3.14.1 Environmental Impact:

The cosmetics industry has a significant environmental impact throughout its lifecycle, from sourcing raw materials to manufacturing, packaging, and disposal. Consumers in Kerala can make more sustainable choices by considering the following:

- **Sustainable sourcing:** Look for cosmetics brands that prioritize sustainably sourced ingredients, such as organic, natural, or ethically harvested materials.
- **Packaging:** Choose products with minimal packaging or packaging made from recyclable or biodegradable materials. Avoid excessive single-use packaging.
- **Cruelty-free and vegan:** Opt for cosmetics that are not tested on animals and do not contain animal-derived ingredients.

- Eco-friendly production: Support brands that implement environmentally friendly manufacturing practices, such as reducing water usage and energy consumption.

3.14.2 Ethical and Social Considerations:

Consumers in Kerala can make conscious choices that align with ethical and social considerations. Here are some aspects to consider:

- Fair trade and labour practices: Support brands that ensure fair wages, safe working conditions, and adherence to labour rights for workers involved in the production of cosmetics.
- Social responsibility: Look for companies that engage in social initiatives and give back to the community, such as supporting local artisans or charitable causes.
- Diversity and inclusivity: Choose brands that promote diversity and inclusivity by offering a wide range of products suitable for various skin tones, hair types, and cultural preferences.
- Health and safety: Prioritize cosmetics that adhere to safety standards, are free from harmful ingredients, and promote consumer well-being.

3.14.3 Waste Management and Recycling:

Proper waste management and recycling practices are crucial in reducing the environmental impact of cosmetic consumption. Consumers in Kerala can contribute to sustainability by:

- Recycling: Dispose of cosmetic packaging responsibly by segregating and recycling materials such as glass, plastic, and paper. Follow local recycling guidelines.
- Refillable and reusable options: Opt for cosmetics that offer refillable or reusable packaging to minimize waste generation.

- **Upcycling:** Find creative ways to repurpose cosmetic containers or packaging to give them a new life, reducing the need for additional resources.

3.14.4 Conscious Consumption and Education:

Promoting awareness and educating consumers about the environmental and social impact of cosmetic consumption is essential. Key considerations include:

- **Consumer education:** Encourage consumers to be informed about the ingredients used in cosmetics, their potential impact on health and the environment, and the importance of making sustainable choices.
- **Sustainable alternatives:** Highlight eco-friendly and sustainable alternatives, such as homemade or DIY cosmetics using natural ingredients.
- **Support local and sustainable brands:** Promote local brands that prioritize sustainability, fair trade, and ethical practices, contributing to the local economy.

By incorporating these environmental and social considerations into their consumption patterns, consumers in Kerala can contribute to a more sustainable and responsible cosmetics industry. Additionally, supporting brands that prioritize these considerations can encourage positive change within the industry and contribute to a greener and more socially conscious future.

By integrating these theoretical concepts and frameworks into the analysis, researchers can gain a comprehensive understanding of the demand and supply dynamics in the consumption pattern of cosmetics. This theoretical framework provides a solid foundation for conducting empirical research, data collection, and analysis, enabling researchers to draw meaningful conclusions about the factors driving the demand and supply of cosmetics in the market.

3.15 Keynes psychological law of consumption

As Shapiro rightly remarked that, consumption is the result of easy chair meditation of Keynes. In Keynes psychological law of consumption function says that when people's income increases the consumption is also increases but not by as much as income increases. When income increases the consumption of cosmetics will increase. So, income is the vital part of consumption of cosmetics. When income increase people will upgrade their social status, so they will contact with other rich and well-known people. In this Keynesian theory he states that individual consumption is always independent not interdependent. Every consumer decision always depends on his or her income status and his consumption is irreversible. So, consumption of cosmetics product is always depending on his income. In this Keynesian consumption theory states that consumption is always depends on income but income is not only the factor of consumption. There are lot of other factors influences the consumption decision.

3.16 Relative income hypothesis theory

Keynesian consumption theory is valid in the present world situation but in relative income hypothesis theory James Duesenberry states that consumption is not independent it is always interdependent. He states that consumption should deals with social character of consumers. By social character he meant that every consumer has tendency to keep up with joneses. Which means when income or status improves people always look forward to the rich neighbours. So, they have the tendency for the people to strive constantly towards higher consumption and emulate superior consumption habits. As per the Keynesian theory when income increases consumption also increases. When income increase people always try to imitate the rich neighbour or upper-class people. So, we can understand that income is the important criteria for purchase cosmetics or consumption of cosmetics. In order to get more privilege from the society people are ready to purchase cosmetics products. Every people try to showcase their best figure to others so they are ready to consume more valuable cosmetics products is the important part in people life, especially in high class society. People are always enquiring new and quality

products from friends and advertisements. So, **demonstration effect** is clearly understood from the imitation behaviour of an individual. Demonstration effect means, people trying to imitate or emulate from neighbouring people. So the average propensity to consume never fall. This because if income of all families increases in the same proportion, relative income remains constant and therefore the consumption expenditure on relative income will remain unchanged. Original insight of demonstration effect was from Thorstein Veblen. He argued that one person's consumption pattern will be emulated by other people for their happiness.

In recent studies, household expenditure made in India reveals that household expenditure is very high in urban area compared with rural area. This also because of demonstration effect. Consumption of cosmetics products is increased day by day in urban and semi urban area. Every people wish to show their beauty to everyone. Now a days people think that cosmetics products usage will enhance their beauty and they can prove that they are from high class society. In order to update their beauty concepts, they always enquire and adopt others beauty tricks and cosmetics products. When income increases people are ready to catch upgraded branded beauty products.

The eminent economist James Duesenberry points out that it is a phenomenon arguing that, one person is not happy with the present consumption level, and trying to copying or emulate others for happiness. If a person using cosmetics products with his or her present income but he or she always look forward to the neighbour's use of cosmetic products and try to consume the neighbour's superior level of consumption habits. People always think that other person is happier with their present upgraded consumption pattern. So, the neighbours always trying to imitate that neighbour. Now a days cosmetics consumption is not a rare thing but consumption of costly branded products is rare. Sometimes the income of individual 'A' less than the income of individual 'B' but individual 'A' is trying to make consumption of individual 'B'. In cosmetic consumption is also same as the behaviour of individual 'A'. Cosmetic consumption of one person will influence the consumption of others. Now a days people are interested in social media platform so

they are influenced by social media. Now celebrities and you tube vloggers promoting lots of cosmetics products, so people are more attracted towards that promotions and they are interested to try that product. That is why Duesenberry states that demonstration effect is prevalent in our economy.

In relative income hypothesis Duesenberry states that when income increases the consumption will also increase proportionally. Same way when income increases consumption of cosmetics products will also increases. When income increases people interact with high standard people and they try to imitate their consumption habits. But when income decreases the consumption of cosmetics is fall but proportionally less than decreasing income. People are always reluctant to showcase their financial problems to others. In this situation people will dissaving to sustain their present consumption. The tendency of consumption is not fall with fall in income is called **Ratchet Effect**. This is because, Duesenberry states that, the individual tries to maintain their consumption at the peak level but sometimes financial issues may hurdle for maintain the previous consumption. In that time, they are trying to compromise for their saving habits and try to maintain present consumption. In the present scenario people are reluctant to showcase their financial problems to their neighbours and relatives. When income increases, people will get adjusted with higher level of consumption pattern, so they are not ready to compromise as fall as decreasing income. In relative income hypothesis Duesenberry states that consumer consumption habits are depends on others consumption habits. But consumption is not always based on others consumption pattern, its sometimes based on their attitude and his or her instinct habits.

Now a days people try to showcase their status with their appearance. So, cosmetics products have vital role in that part. Further, this because the individual become adjusted to their previous high level of consumption pattern and it is difficult to reduce their consumption when income fall. They always maintain their consumption expenditure behaviour by reducing their saving habits. Therefor people consumption of cosmetics products never falls due to income fall. They always try to maintain their cosmetic consumption by reducing the saving behaviour.

My opinion regarding consumption behaviour is that, in the present world scenario people are acquiring income for happiness. Now individuals work to maintain their happiness. Money is important in our life but in the modern century people work hard and enjoy more. So, consumption is not only based on income it is also based on happiness. When we purchase one cosmetics product from the shop and get good results or appreciation from others will give more happiness. In the next time we will purchase the same products to get more happiness. In order to increase the happiness level people are ready to spend more money for traveling, visiting zoo, visit pilgrimage etc, so consumption and happiness is closely interlinked and interconnected. In some cases, consumer is more happy while they purchase costly items like house, cars, international branded cosmetics etc, Happiness is always connected with psychological facts, some situation will make one person happy and not to other person. So, happiness is always subjective. We cannot calculate happiness with numbers we can only feel it. Happiness and satisfaction are more similar but it is different. Satisfaction means when we spent cash on one product and if it is worthy will get satisfaction. But happiness is that when one person appraises for that spending habit.

3.17 Conclusion

The theoretical framework for the consumption pattern of cosmetics encompasses various concepts and theories from economics, behavioural economics, and consumer behaviour. It aims to understand the factors that influence consumer choices and behaviours in the cosmetics industry. Here is a summary of the key components of the theoretical framework:

Demand and Supply Analysis:

Demand and supply analysis helps explain how consumers' preferences, income levels, price sensitivity, and market conditions affect the quantity of cosmetics consumed. It considers factors such as price elasticity of demand, consumer income, and the availability and pricing of cosmetic products in the market.

Consumer Behaviour:

Consumer behaviour theories, including utility theory and behavioural economics, explore the psychological and social aspects of decision making. These theories delve into cognitive biases, emotions, social influences, and other factors that impact consumer choices in the cosmetic industry. They provide insights into how consumers perceive, evaluate, and make decisions regarding cosmetic products.

Market Structure:

Understanding the market structure in the cosmetic industry is crucial. The industry often exhibits characteristics of monopolistic competition, with multiple brands offering differentiated products. This market structure affects consumer choices through product diversity, brand loyalty, price sensitivity, marketing strategies, and consumer education.

Environmental and Social Considerations:

The theoretical framework recognizes the importance of environmental and social considerations in the consumption of cosmetics. It highlights the need for sustainable sourcing, packaging, and manufacturing practices, as well as ethical considerations such as fair trade, animal welfare, and social responsibility.

Decision-Making Biases:

Behavioural economics concepts shed light on the cognitive biases that influence consumer decision making. These biases, such as anchoring bias, availability bias, and loss aversion, can impact how consumers perceive and choose cosmetic products. Understanding these biases helps in designing effective marketing strategies and nudges to influence consumer behaviour.

Marketing and Advertising Strategies:

Theoretical framework acknowledges the role of marketing and advertising in shaping consumer choices. Effective marketing campaigns, brand positioning, and persuasive messaging influence consumer perceptions, preferences, and

consumption patterns. It considers how advertising strategies, including celebrity endorsements, social media influence, and emotional appeals, impact consumer behaviour.

Consumer Education and Awareness:

Consumer education is a crucial aspect of the theoretical framework. Educating consumers about cosmetic ingredients, product safety, sustainability, and ethical considerations helps them make informed choices. It also fosters awareness of the environmental and social impact of cosmetic consumption, encouraging consumers to prioritize sustainability and responsible consumption.

By integrating these elements, the theoretical framework provides a comprehensive understanding of the consumption patterns of cosmetics. It considers economic principles, consumer behaviour theories, market dynamics, environmental and social considerations, and the role of marketing and advertising. This holistic approach enables researchers, policymakers, and businesses to analyse and shape consumer behaviours and develop strategies that align with consumer preferences and societal values.

The field of consumption pattern of cosmetics among consumers in Kerala offers several potential areas for future research and advancements. Here are some key areas that researchers could explore:

Sustainable Consumption: Investigate consumer attitudes and behaviours towards sustainable cosmetics, including their willingness to pay for environmentally friendly and ethically sourced products. Examine the effectiveness of eco-friendly packaging, recycling initiatives, and sustainable marketing strategies in influencing consumer choices.

Digitalization and E-commerce: Study the impact of digital platforms and e-commerce on consumer behaviour in the cosmetics industry. Explore the role of online reviews, social media influencers, and virtual try-on technologies in shaping

consumer preferences and purchasing decisions. Analyse the factors influencing consumers' trust and confidence in online cosmetic purchases.

Cross-cultural and Demographic Analysis: Conduct comparative studies on consumption patterns of cosmetics among different demographic groups in Kerala, such as age, gender, income levels, and geographical locations. Explore cultural influences, social norms, and lifestyle factors that shape consumer preferences and choices.

Consumer Perception and Safety: Investigate consumer perceptions of cosmetic safety, including concerns related to harmful ingredients, product labelling, and regulatory compliance. Assess the impact of consumer awareness campaigns and education initiatives on safety perceptions and purchasing behaviour.

Psychological Factors: Examine the role of psychological factors in cosmetic consumption, such as self-image, self-esteem, and body image. Investigate the influence of cosmetic usage on consumers' well-being, psychological satisfaction, and emotional attachment to products.

Technological Advancements: Explore the impact of technological advancements on the cosmetics industry and consumer behaviour. Investigate the adoption and acceptance of beauty-tech innovations like personalized skincare, augmented reality makeup, and smart beauty devices. Analyse how these technologies influence consumer preferences, purchasing decisions, and product usage

Effects of Influencer Marketing: Investigate the effectiveness and ethical implications of influencer marketing in the cosmetics industry. Examine the extent to which consumers are influenced by social media influencers, the credibility of sponsored content, and the ethical considerations surrounding influencer endorsements.

Consumer Engagement and Co-creation: Explore the role of consumer engagement and co-creation in the development of cosmetic products. Investigate how involving consumers in the product development process, through surveys, feedback, and co-

creation initiatives, influences their preferences, brand loyalty, and consumption patterns.

Health and Wellness Trends: Study the impact of the growing health and wellness trends on cosmetic consumption patterns. Analyse the consumer demand for natural, organic, and clean beauty products, as well as the influence of holistic well-being on cosmetic choices.

Long-term Effects and Sustainability: Assess the long-term effects of cosmetic usage on consumers' health, well-being, and the environment. Investigate the potential health risks associated with certain cosmetic ingredients and the efficacy of sustainable cosmetic alternatives.

By addressing these research areas, scholars can contribute to a deeper understanding of the consumption patterns of cosmetics among consumers in Kerala. This knowledge can inform businesses, policymakers, and consumers themselves, fostering sustainable practices, ethical consumption, and improved consumer well-being in the cosmetics industry.

A theoretical framework for the study of consumption patterns of cosmetics, incorporates concepts from consumer behaviour, demand and supply analysis, market structure, behavioural economics, Keynesian psychological law of consumption, Relative income hypothesis and environmental and social considerations. By applying this framework, we can analyse the factors influencing cosmetics consumption, market dynamics, and the implications for individuals, businesses, and society. Such research can inform policy decisions, marketing strategies, and consumer education initiatives to promote sustainable and responsible cosmetics consumption.

CHAPTER 4

ANALYSIS

CONTENTS

4.1. *Introduction*

4.1 Introduction

The research analysis section of the study on the consumption pattern of cosmetics among consumers in Kerala focuses on presenting and interpreting the findings obtained through data collection and analysis. This section aims to provide a detailed examination of the research outcomes, answering the research questions and addressing the research objectives. By analyzing the collected data, this section offers valuable insights into the consumption patterns, factors influencing consumer behavior, and the dynamics of the cosmetic market in Kerala.

The analysis begins by presenting an overview of the research methodology, including the sample size, data collection methods, and data analysis techniques employed. It emphasizes the reliability and validity of the research process to ensure the accuracy and credibility of the findings.

Next, the section presents the key findings related to the consumption pattern of cosmetics among consumers in Kerala. It explores the demographic factors that influence consumer behavior, such as age, gender, income, education, and occupation. The analysis delves into the impact of these variables on consumer preferences, brand choices, and usage patterns. It provides insights into how different demographic segments in Kerala engage with cosmetic products and identifies any significant variations.

Furthermore, the analysis highlights the cultural influences and regional variations that shape consumer behavior and consumption patterns in Kerala. It examines the impact of cultural norms, beauty ideals, and traditional practices on consumer preferences and brand choices. The findings shed light on the cultural factors that play a crucial role in the consumption of cosmetics and help identify any specific regional trends.

Moreover, the analysis addresses the impact of advertising and marketing strategies on the selection of cosmetic brands among consumers in Kerala. It explores the effectiveness of various promotional activities, endorsements, and product claims in influencing consumer behavior and brand preferences. The analysis provides

insights into the channels and messages that resonate with consumers in Kerala, enabling companies to develop targeted marketing strategies.

Additionally, the analysis examines the influence of digital media platforms and online shopping on the consumption pattern of cosmetics in Kerala. It investigates how consumers engage with digital platforms, social influencers, and online reviews in their cosmetic purchasing decisions. The findings highlight the role of digital media in shaping consumer behavior and the opportunities it presents for cosmetic companies to effectively reach their target audience.

The analysis also explores the influence of sustainability and ethical considerations on consumer behavior in Kerala. It examines consumers' preferences for environmentally friendly packaging, cruelty-free products, and ethical practices followed by cosmetic companies. The findings provide insights into the importance of sustainability and ethics in consumer decision-making and their implications for the cosmetic industry.

Additionally, the analysis addresses consumer perceptions and awareness regarding product safety, ingredient knowledge, and regulatory standards. It explores how consumers evaluate product labels, ingredient information, and their understanding of potential risks associated with cosmetic products. The findings help identify any gaps in consumer awareness and highlight areas where companies can improve transparency and communication.

By presenting and interpreting the research findings, the research analysis section offers valuable insights into the consumption patterns of cosmetics among consumers in Kerala. It enables a deeper understanding of consumer behavior, preferences, and market dynamics, providing practical implications for cosmetic companies, marketers, policymakers, and other stakeholders in the industry.

4.2 To explore the demographic factors that influence consumption pattern of cosmetics among consumers in Kerala

Table 1. Distribution of Respondents by District

Understanding consumer behavior is essential to corporate organization's success. To forecast future trends, marketing professionals are continually monitoring the

consumer behavior and buying choices. Consumer behavior is best to understood as the study of what, when, how, and why people make purchases. Area is the most important factor for analyzing the cosmetics consumption. For the better analysis we collected data from the three districts of Kerala. The three districts are one is southern side of Kerala that is Thiruvananthapuram. According to Census India's preliminary data, Thiruvananthapuram has a population of 743,691 in 2011. Thiruvananthapuram is renowned center for education and research. Consumption of cosmetics is also influenced on the basis of education. The brand and purchase are very much influenced the education. the second district was selected from the northern part of Kerala that is Calicut. According to the census of 2011 the population of Calicut district is 3,086,293(30.87 lakhs). The third district is Ernakulam. Ernakulam is the central business city of Kerala. The population of the Ernakulam district is 3,282,388 (32.82lakhs). There are different types of people are come to Ernakulam and this is also influenced the consumption pattern of cosmetics.

From the help of piolet survey, I considered one semi urban and one urban place in these three districts. From the initial conscience I tried to select one rural and urban area in each district of Kerala, but the reality is there is no rural area in Kerala. To represent southern part of Kerala I selected Thiruvananthapuram, in these districts I chose one urban area and semi urban area. Kowdiar is one of the urban areas in Thiruvananthapuram and Kallara is the semi urban area in Thiruvananthapuram. From Ernakulam district I chose palarivattom as urban area and Kalady was semi urban area. Palayam was the urban area from Calicut district and semi urban area is Balusseri.

Table 1: Distribution of Respondents by District

District	Frequency
Thiruvananthapuram	139
Ernakulam	143
Kozhikode	129
Total	411

Source :Primary Data

The districts wise samples are given in the table 5.1. the districts wise samples were selected on the basis of coverage of three regions in Kerala and the total population from the three districts is 411 under the age group of 18-40. The total sample size from Thiruvananthapuram district is 139, and Ernakulam district is 143 and 129 in Kozhikode respectively. I took this sample size with the help of Cochran's formula. According to Cochran, W.G you can use Cochran formula to determine the ideal sample size. Cochran's formula is thought to be particularly useful in scenarios with big population. The total sample used for further data analysis according to the sample adequacy determined on the basis of Krejice Morgan table. The response rate of the survey was 100%.

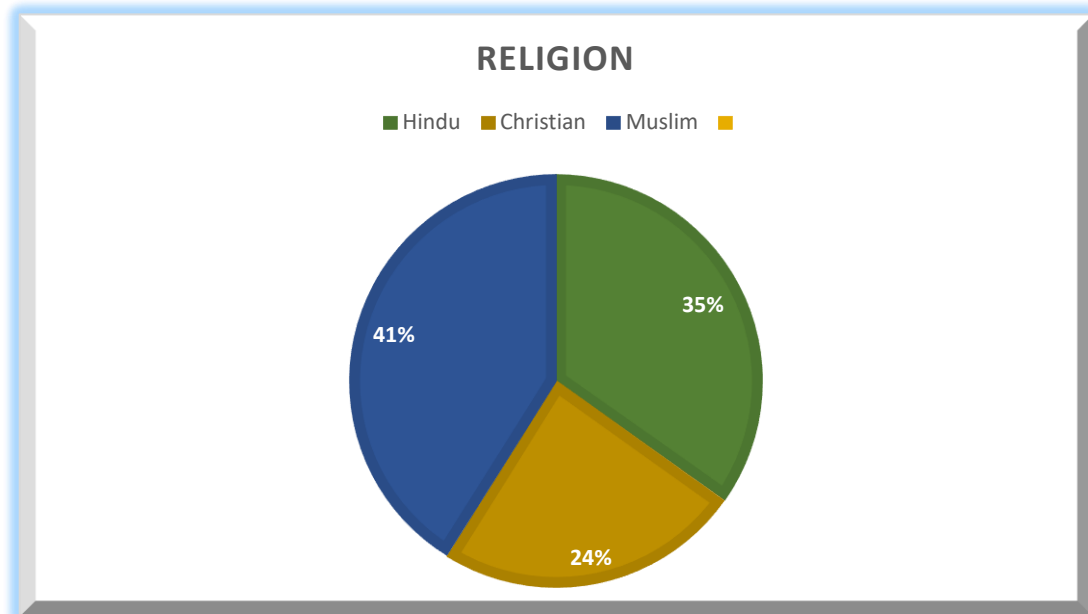
Table 2: Distribution of Respondents by Religion

Religion is an institution is found in everywhere of the society. In this world religion is a tool for everything. Most of the people in the world believes in one or another religion. Religion is not a mandatory thing for a life but the people believe in God so God is belonging to a particular religion. Etymology (meaning of word) of religion derived from the Latin word 'religare', which means 'to tie to bind'. The United States president Joe Biden (2022) pointed out that India is a home to a great diversity of faiths. The prominent religion in India is Hindu, Christian and Muslim.

Religion	Frequency	Percent
Hindu	143	34.8
Christian	99	24.1
Muslim	169	41.1
Total	411	100.0

Source: Primary data

Figure 1: Distribution of Respondents by Religion



Source: Field Survey

The study is only limited to three major religion that is Hindu, Christian and Muslim. The total sample size from the three districts is 411 and out of this 41.1 percent are from the Muslim religion, 143 sample from Hindu religion and least sample from Christian community. The large sample is 41.1 percentage people from the Muslim community and 24.1 percentage from Christian community.

Table 3: Distribution of Respondents by Location

Generally, in economics area are divided into two urban and rural areas. Reserve bank of India defines rural area are those areas population density will be less than 49000. In India most 70% population living in rural areas. But in Kerala there is no rural area is under the RBI definition. Rural India contributes more to the GDP by the way of agriculture, self-employment, service etc.

Highly populated and man-made things are evident in urban areas. Most of the people are engaged in trade, commerce or service. The reality of Kerala is, there is no rural area is evident. So, I chose semi urban area for the sample collection. Semi

urban area which means highly populated area is not as developed as the urban area and not as much populated as city.

Location	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Semi urban	85	106	58	249
Urban	54	37	71	162
Total	139	143	129	411

Source: Primary data

The total sample size from the three districts is 411. the total person in semi urban area is 249 and 162 people from the urban area. in rural area all houses are very near and easily access. But in urban areas houses are far detached and in between several shops are visible. The highest sample population from Ernakulam district and 139 respondents from Thiruvananthapuram and 129 respondents from Kozhikode.

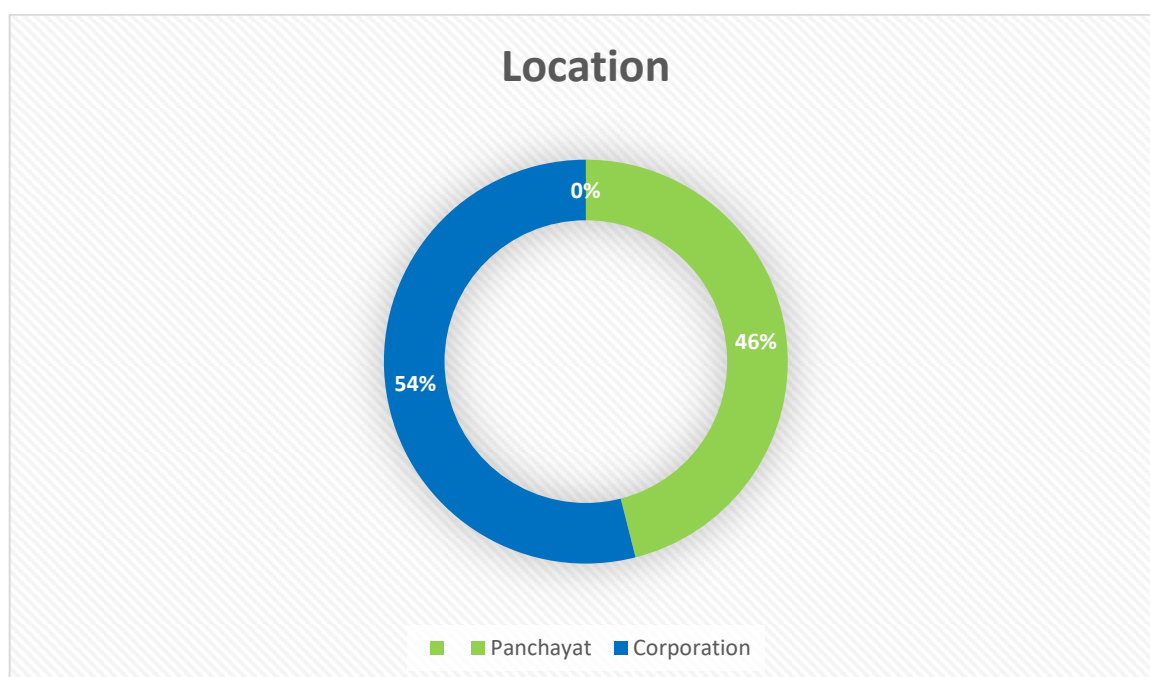
Table 4: Distribution of Respondents by Born Location

In Malayalam we can see one proverb Jyathiyalullathu thoothal pokumo? (What is bread in the bone, cannot go out of flesh), this proverb we can incorporate with consumption habits of the people because born and brought up place will influence people in their life. For the better understanding of the purchasing habit, I collected data from panchayath and corporation. In panchayath area we can see a limited numbers of the established firms or company. So, we will get the purchasing habit of the people from the village area. In corporation area we will get detailed review of urban center people purchasing habit. The cornerstone of Kerala's development strategy has been the efficient decentralization made possible by the 73rd and 74th amendments to the Indian Constitution, along with the state-specific legislation passed in 1994 that gave local self-governments more authority and access to resources.

Born Location	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Panchayat	64	83	51	198
Corporation	75	60	78	213
Total	139	143	129	411

Source: Primary data

Figure 2: Distribution of Respondents by Born Location



Source: Field Survey

The above table data was collected from panchayath and corporation area of three districts. From the total sample size 213 (46%) people from corporation area and 198 (54%) people from panchayat locality. Highest data was collected from Ernakulam district and 129 sample data was collected from Kozhikode district. The total sample size is 411.

Table 5: Distribution of Respondents by Gender

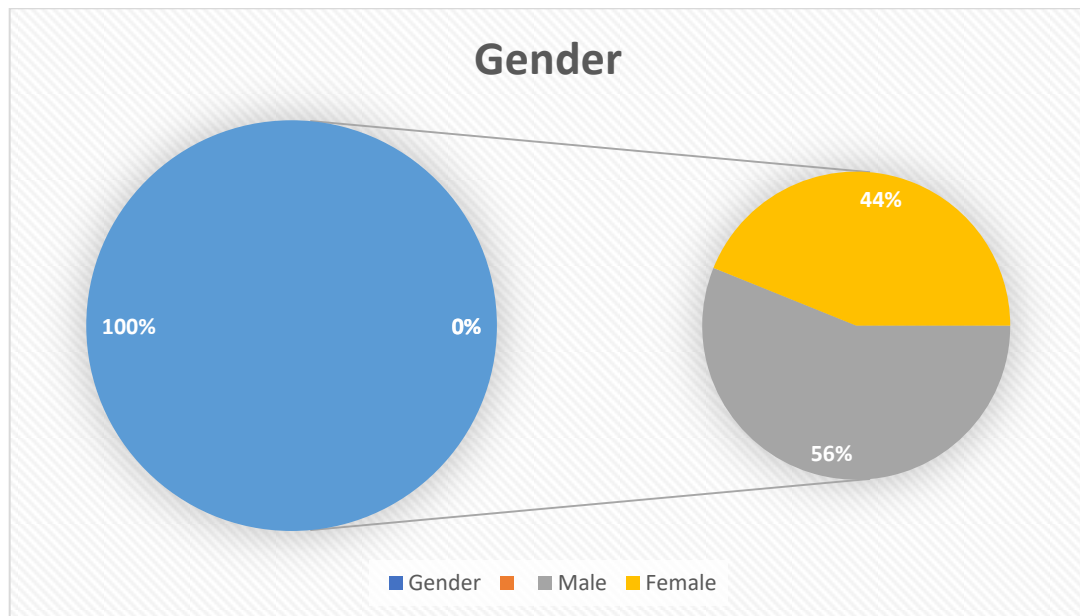
Vigneron and Johnson (1999) stated that people's give more importance for their appearance and material life style. That is why people wanted to satisfy their own

and need to look more attractive. This situation created by a market boom in the cosmetic and toiletries industries across the world. We all think that men is not that much using cosmetics products but the reality is now a days men is using cosmetics and related products for to enhance their appearance. To keep their individuality is the fundamental motivation behind men's cosmetic product use (Featherstone, 1991). In the modern world, a significant number of men have attempted to alter their perception of themselves via the use of cosmetics in an effort to conform to the new roles anticipated of them (Aaker, 1999). Now I remember one proverb is, they are not all saints that use holly water.

Gender	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Male	78	74	69	221
Female	61	69	60	190
Total	139	143	129	411

Source: Primary data

Figure 3: Distribution of Respondents by Gender



Source: Field Survey

The above table shows the consumption of cosmetics by gender. Out of the sample 139 sample population from Thiruvananthapuram. In these 139 samples 78 people are male and 61 people from female category. The least population from Kozhikode district. From the 129-sample population 69 sample belongs to male category and 60 people from female category. There is no connection between respondents' use of cosmetics and their sexual orientation. The findings are in direct opposition to the widely held stereotype that cosmetics are exclusively marketed to women. Males are also preoccupied with their looks since, in the present society, one associates his personality with appearance. The total female participation from three district was 190 (44%) and 221(56%) male sample population participated in this field survey.

Table 6: Distribution of Respondents by Age Group

Businesses have been working to find the proper recipe to draw customers and experience growth from all angles since the beginning of time. This table is an effort to look at the relationship between age and cosmetic usage. Here Parmar and Gupta (2007) studied the demographic factors influence cosmetics consumption and found that age, occupation and income have vital impact on cosmetic consumption. More than that brand loyalty doesn't have any influence on purchase of cosmetics. Age was crucial since it aids the researcher in shedding light on future research, particularly in the context of product marketing, where it aids marketers in focusing on certain demographic categories like age.

Age Group	Gender		Total
	Male	Female	
<20	15	18	33
21-25	64	23	87
26-30	26	36	62
31-35	57	54	111
36-40	21	33	54
41-45	38	26	64
Total	221	190	411

Source: Primary data

For the effective research data, I chose 20-45 years age group for the sample population. The age group of 31 to 35 years old has the biggest number of cosmetics users. The outcome is consistent with the assumption that people in this age range are more concerned about their looks. Their self-confidence and contentment are correlated with how they come across to others, thus they place significance on it. The people between the ages of 21 and 25 are placed next to it. Although there is a correlation between age and cosmetic liking or hate, there is no correlation between age and how they are used.

Table 7: Distribution of Respondents by Marital Status

Marriage is a legally recognized and socially accepted relationship, often between a man and a woman or same sex, that is governed by laws, norms, conventions, beliefs, and attitudes that outline the partners' obligations and grant status to their kids. Marriage is promising in between two persons. So, their likes and dislikes may vary with their living standard. Cosmetics usage and marital status is much related. In our study I chose married and unmarried guys for the better understanding of purchasing habits of cosmetics. Widowed, separated and divorced guys also participated in this survey, that will help us to differentiate the married and other categories purchasing habits of cosmetics. Most of the people likes to use cosmetics products and they demanding new varieties of products as per their near dear person's suggestions.

Marital Status	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Single	49	47	37	133
Married	62	67	61	190
Divorced	14	12	19	45
Widowed	9	11	9	29
Separated	5	6	3	14
Total	139	143	129	411

Source: Primary data

From this table understand that married people were the active participant in the field survey. 190 married guys participated in this data collection. The lowest participation from spouse separated people. To analyses the correlation between the appearances of the two sexes in relation to marital status. The cosmetic resemblance of married, unmarried, divorced widowed and separated customers of both sexes differs significantly. Compared to single men and women, married people are more likely to appreciate cosmetics. The same cosmetic usage tabulation was conducted, and it was discovered that widowed people tend to use less cosmetics after their spouse departed. Separated people preferences for cosmetics are observed to be lower from their separation, although they are still seen using cosmetics.

Table 8: Distribution of Respondents by No of Children

In Malayalam proverb ‘Pennu ketti, kannu ketti’ (Marry in haste and repent at leisure) and when a baby come to our life our leg is also tied. Jokes apart, Sex is not only for the enjoyment it is also for a birth of future generation. When we are a single or a couple the responsibility is very limited. The birth of a new baby will turn our irresponsibility to a responsible person. So, when the number of children increases the cosmetics usage is decreased in my studies.

No. of Children	Frequency
0	147
1	110
2	111
3	42
4	1
Total	411

Source: Primary data

The correlation between cosmetic usage in the two sexes according to number of children status frequency table was determined. The cosmetic consumption and number of children in both sexes differs significantly. Compared to having a baby child, no children respondents are more likely to appreciate cosmetics. The same cosmetic usage tabulation was conducted, and it was discovered that more than three children tend to use less cosmetics after second or third baby. Respondents’

preferences for cosmetics are observed to be higher before having a baby, although they are still seen using them after being parents. In our data 147 people haven't a baby and use of cosmetics is higher compare to a baby parent. When the number of children increases the use of cosmetics decreased. From this table we can understand that when the number of children increases the consumption pattern of cosmetics decreased. There is negative correlation between the use of cosmetics and having a baby.

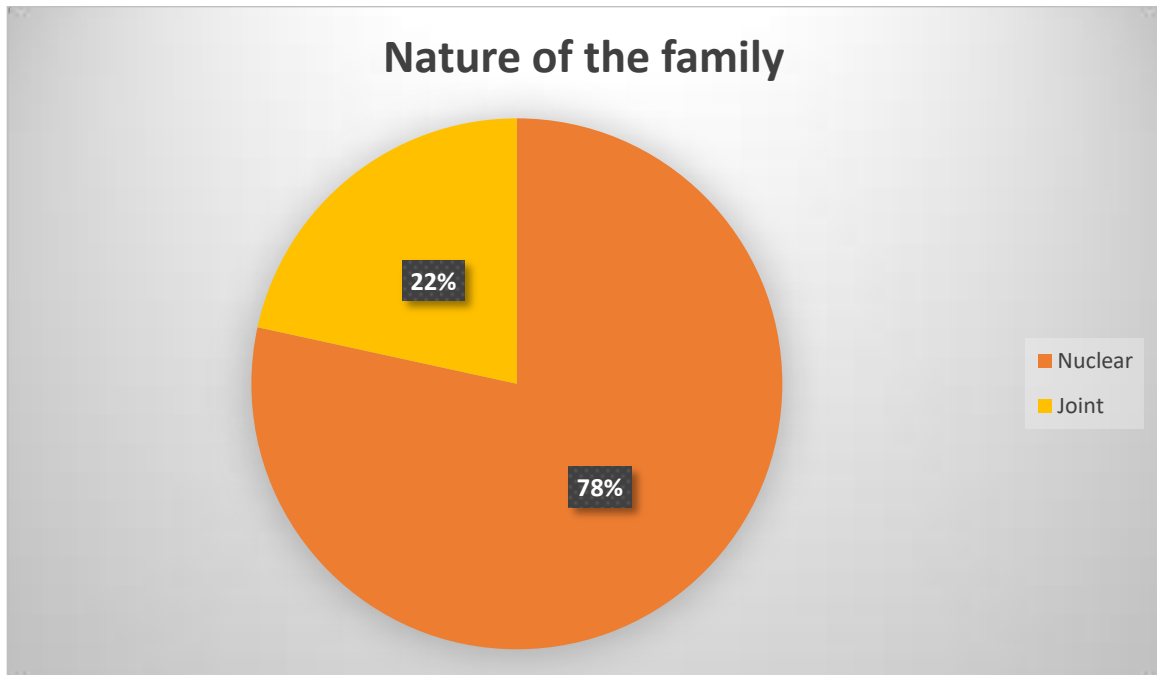
Table 9: Distribution of Respondents by Family Type

Family is a group of people that live together as a single home and interact with one another in their individual social roles, typically those of spouses, parents, children, and siblings, because they are related by marriage, blood, or adoption. It is important to distinguish a family group from a household, which could include boarders and roommates living together in one home. In India mostly to types of family one nuclear and another one is joint family system. Every person in the family try to improve their appearance with the use of cosmetics. The assumption that using cosmetics will increase one's physical appearance is shared by many people. A person's ability to modify themselves through makeup might lead to an improvement in self-confidence. Early adolescence is when a person begins to experiment with cosmetics in order to create their personal identity. Cosmetics are frequently employed as a strategy for managing one's self-image and social self-presentation.

Nature of Family	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Nuclear	109	123	86	318
Joint	30	20	43	93
Total	139	143	129	411

Source: Primary data

Figure 4: Distribution of Respondents by Family Type



Source: Field Survey

From this table we can see that there are two categories where we selected, one is nuclear family and joint family. Family size is very important in cosmetics usage. Thiruvananthapuram is the capital of Kerala; we consider 30 joint family for the data collection and from Kozhikode I consider 43 joint family. Joint family system is very low in Ernakulam district. 78 percent of the people are under the nuclear family system. When we consider the state Kerala the joint family system is very rare, 93 (22%) joint family we got for the data collection.

Table 10: Distribution of Respondents by Education Status

Contrary to different informal and informal techniques of socialization, education is the discipline that is concerned with methods of teaching and learning in schools or school-like situations. Education may be seen as the dissemination of a society's ideals and collective wisdom. It is comparable to what social scientists refer to as socialization or enculturation in this regard. Education standard always make the sense of their appearance. Many Indians experience low self-confidence and a

negative body image. They may easily and temporarily alter their appearance by using cosmetics, which will boost their confidence. The majority of studies on people's self-esteem have historically focused on their perceptions of their physical type and size. Unfortunately, there hasn't been much focus on a specific step people may do to boost their self-confidence when using cosmetics. People may use cosmetics to discover and exhibit their own personality by using a variety of products and colors.

Education	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Schooling	18	22	19	59
Under Graduate	14	14	12	40
Post Graduate	40	30	42	112
Professional Qualification	39	43	28	110
Others	27	35	28	90
	138	144	129	411

Source: Primary data

Table shows the distribution of respondents by education status from three districts in Kerala. Majority of the participants from post graduate's holders. There is a slight difference from postgraduate participants and professionally qualified persons. 112 post graduate people were participated in this survey. In Trivandrum district 138 people participated. Highest people were participated from Ernakulam district. In Ernakulam district highest participants were professionally qualified.

Table 11: Distribution of Respondents by Employment Status

Keyne's income and employment theory has given consumerism the most significant role in contemporary society. According to this hypothesis, output will decline if consumption "does not expand, the demand for products will diminish, and thereafter." Unemployment might result from it. As a result, consumption has a significant impact on a nation's revenue, output, and employment. People working for to satisfy their wants and needs. Consumption of cosmetics is we consider as

wants but some people consider this as their need. Sometimes their work is closely related to this cosmetics product.

Employment Status	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Full-time	70	68	54	192
Part-time	35	60	40	135
Unemployed	12	4	8	24
Not ready to work	22	11	27	60
Total	139	143	129	411

Source: Primary data

In this table shows the employment status of the respondent. Majority of the respondent was from Thiruvananthapuram district. 139 is the sample population from Thiruvananthapuram. The least working participation from Kozhikode district. When combined this three district 192 people were full time employer and only 24 people were unemployed. Only 60 sample people were not ready to work. The least participants from student population. Consumption habit of the cosmetics products in student side is already did by other researchers. So, we deliberately chose other category people for our research

Table 12: Distribution of Respondents by Profession

The cosmetics sector is expanding annually at a pace of 5.3%. The largest market sector for cosmetics is skincare, which accounts for 42% of the market. The market for cosmetics and beauty products in America is worth \$84 billion. In the US, the industry for cosmetics and personal care is estimated to be worth \$84 billion. (Zippia. "24 Powerful Cosmetics Industry Statistics [2023]: What's Trending In The Beauty Business?" Zippia.com. Aug. 9, 2022, <https://www.zippia.com/advice/cosmetics-industry-statistics/>). cosmetics usage not only in the film and glamour industry, it is influence even in the medical field. when we going to international standard hospitals, we can see the appearance of nursing and other staffs. Most of the people in the different profession using cosmetics products. In our research

selected student, homemakers, salaried people, self-employed and others (seasonal workers, dependents of spouse and parents).

Profession	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Student	11	3	5	19
Homemaker	23	16	21	60
Salaried	49	57	41	147
Self-employed	36	30	40	106
Others	20	37	22	79
Total	139	143	129	411

Source: Primary data

This research considers employment in all forms. However, the study separated the work into five groups, including student, homemaker, salaried, self-employed and others. Students have also been included to the category since they are important consumers of cosmetics. From this table we can understand that 147 salaried persons participated in this survey, majority of the salaried persons from Ernakulam district. We considered government and non-government salaried persons. The least participant of the data collection is students. From the previous studies I understood that, students are the best cosmetics consumers, but my research showing salaried persons are the best cosmetics consumers. They try use cosmetics products as part of their work. This suggests that while a client prefers a specific cosmetic product, there is discernible effect of profession. Other factors influence the cosmetics consumption are, Product Availability, Brand Name, Friends/Peer Group, Product Quality, Advertisement, Attractive Packaging, Economical Price, Product Ingredients, and Satisfaction of Need.

Table 13: Distribution of Respondents by Occupation of Spouse

Everyone has a natural love of aesthetics. Consumer behavior for cosmetics has changed significantly as a result of China's enormous cosmetics industry growth and rapid economic expansion. Cosmetics are now often used to improve people's

appearance. Some of the people uses cosmetics based on their spouse occupation. The secret to company success is understanding consumer behavior. Understanding of their opinions and purchasing tendencies towards cosmetics appears vital given their enormous potential market.

Occupation of Spouse	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
Homemaker	24	26	19	69
Salaried	28	30	35	93
Self-employed	54	54	40	148
Others	33	33	35	101
Total	139	143	129	411

Source: Primary data

table .. shows occupation of the spouse and how to related their purchasing of cosmetics. Majority of the participants from self-employed category. The least participation from home maker side, that is 69. From Ernakulam district 143 people were participated in our research survey. Other category (farmers, dependent of parents, seasonal workers) participation in research is remarkable.

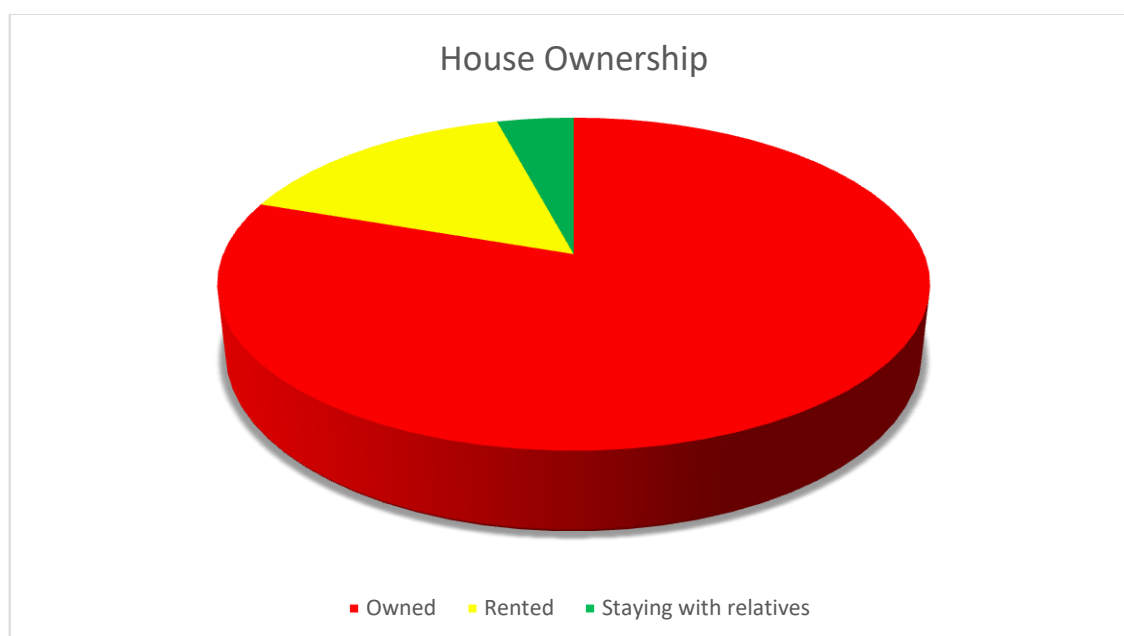
Table 14: Distribution of Respondents by House Ownership

Economic literature has extensively explored the connection between housing prices and household saving and spending. Macroeconomic studies have frequently documented a substantial correlation between the development of home prices and household spending (e.g., Skinner, 1996; Case et al., 2005; Carroll et al., 2011). The microeconomic research has investigated a number of potential mechanisms to account for this link. When the housing component of their lifetime income unexpectedly changes, families adapt their spending and saving habits in accordance with the *wealth effect*.

House Ownership	District			Total	%
	Thiruvananthapuram	Ernakulam	Kozhikode		
Owned	113	113	104	330	80.29
Rented	20	25	19	64	15.57
Staying with relatives	6	5	6	17	4.13
Total	139	143	129	411	

Source: Primary data

Figure



Source: Field Survey

From the above table data, we can understand that, the majority (80.29%) of the sample population owned houses and 4.13 percent people only live with their relatives. Those who live with relatives were only temporary stay. They living with their relatives because of the job or study purpose. 15.57 percent people living in rented houses. The difference between the three-category people is far different.

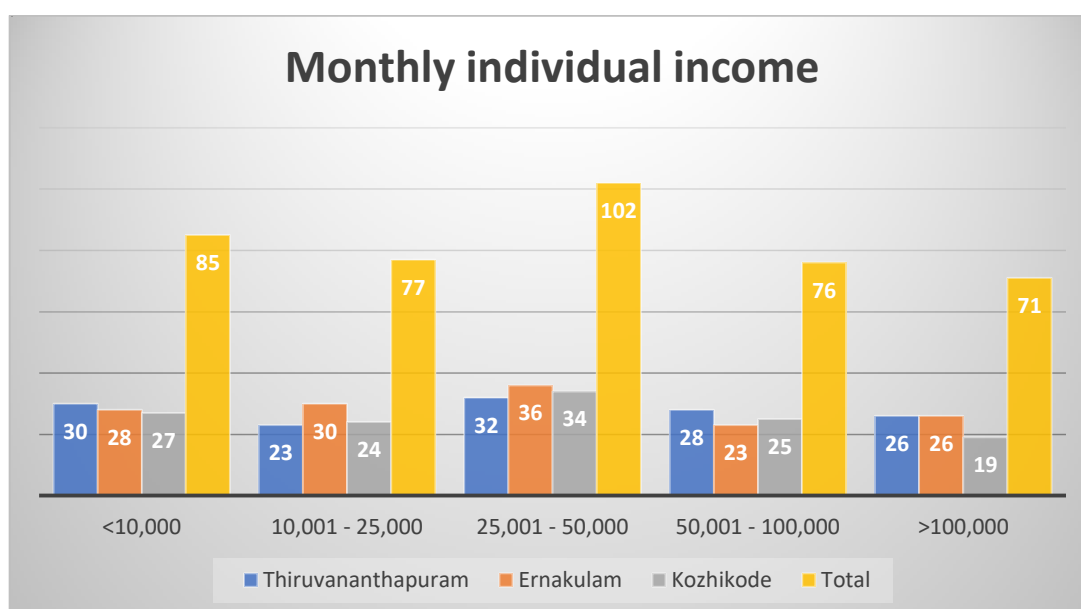
Table 15: Distribution of Respondents by Monthly Individual Income

This customer response is demonstrated by the income impact. The shift in a consumer's purchases of products as a result of a change in his financial situation is known as the "income impact."

Monthly Individual Income	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
<10,000	30	28	27	85
10,001 - 25,000	23	30	24	77
25,001 - 50,000	32	36	34	102
50,001 - 100,000	28	23	25	76
>100,000	26	26	19	71
Total	139	143	129	411

Source: Primary data

Figure 6: Distribution of Respondents by Monthly Individual Income



Source: Field Survey

In the bar diagram Thiruvanthapuram districts shows in blue color, orange color bar diagram represents Ernakulam district and gray color denotes Kozhikode. The total work participation oin the research represents in yellow color diagram. From this bar diagram we can easy to understand the values and what here mentioned. Monthly individual income starting from less than 10000 rupees to more than one lakh rupees. We know that income and consumption is closely related. When the income increases the consumption of every product also increases. So, income and consumption are positively related. In my research 25001-50000 range income people is more. And more than one lakh income category people is 71. In my research the difference of income category is not much different

Table 16: Distribution of Respondents by Monthly Family Income

Individual income and family income is entirely different. If the person is not much earned, they can avail thing from their family. In order to gauge a population's economic health, two direct monetary measurements are used: household income and consumption spending. Consumption spending, however, is preferred over income as it represents the household's long-term economic situation, particularly in low-income nations (Friedman 1957). It is crucial to remember, however, that expenses and income do not correlate well, with income possibly serving as a better measure of wellbeing for a number of reasons. One of them is the potential for consuming without spending, at least during the same time frame. Expenditures are therefore thought to better represent "long-term" or "permanent" income and are from this point of view considered to be a better indicator of economic well-being and concomitant inequities, according to Atkinson (1998).

Monthly Family Income	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
<10,000	23	26	13	62
10,001 - 25,000	28	32	31	91
25,001 - 50,000	27	31	28	86
50,001 - 100,000	30	27	32	89
>100,000	31	27	25	83
Total	139	143	129	411

Source: Primary data

The annual income of the family of the research participants is the demographic factor. According to their income, respondents are classified into the following five groups: Under 10000, 10001 – 25000, 25001-50000, 50001-100000 and more than one lakh. From this table we can understand that there is slight variation was the selection sample population. The highest monthly income group people were 50001-100000. The interesting facts is that, in this data collection we considered students also but they also earing something for their bread and beatification.

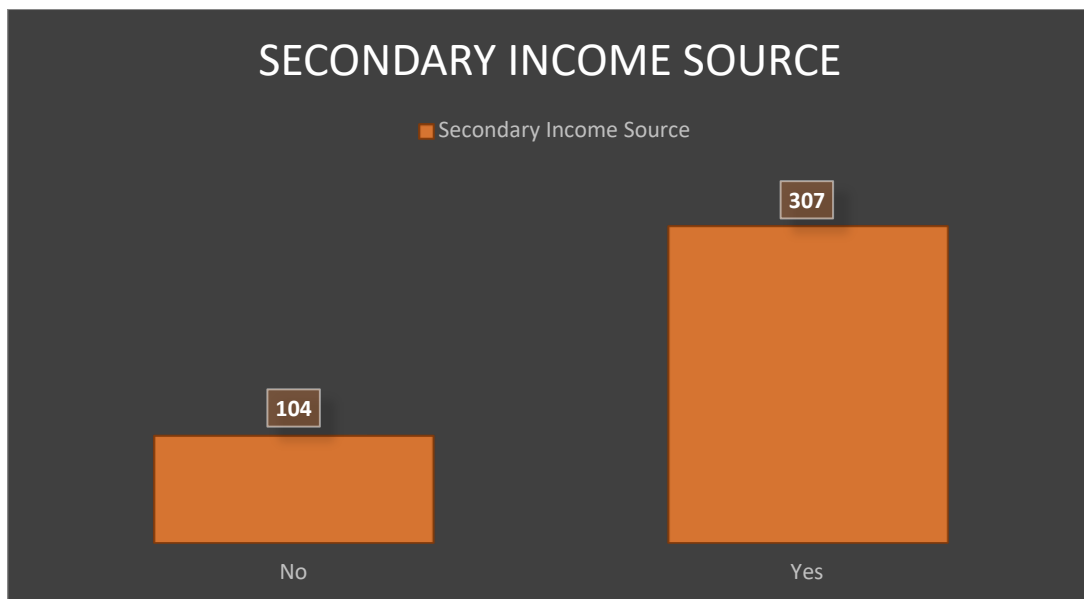
Table 17: Distribution of Respondents by Secondary Income Source

Income is the money that a person (individuals or businesses) receives on a regular basis, whether it is daily, weekly, monthly, or yearly. Allowances and perquisites have monetary and non-monetary values that are included in income. Unless specifically exempted, all income is subject to income taxation. Section 2(24) of the Income Tax Act of 1961 States Wages, profits and gains from business and profession, dividends, voluntary donations from trusts and philanthropic institutions established entirely or in part for charitable or religious reasons, perquisites, and special or other allowances, any interest payments made by the corporation to the assessed, capital gains are all considered sources of income. Income from Other Sources refers to earnings that do not fall under any of the other headings. Examples include **gifts, interest on savings or money market accounts, dividends, etc.**

Secondary Income Source	District			Total
	Thiruvananthapuram	Ernakulam	Kozhikode	
No	34	45	25	104
Yes	105	98	104	307
Total	139	143	129	411

Source: Primary data

Figure 7: Distribution of Respondents by Secondary Income Source



Source: Field Survey

In our research survey I found that 307 people from 411 receiving income from other sources. Only 104 people not receiving any kind of income than his/her own. The highest secondary source of income earns in Thiruvananthapuram people.

Table 18: Distribution of Respondents by Cosmetic Purchase Decision

Now a days consumption of any products is based on the suggestions from social media and customer reviews. Although consumption is a complex phenomenon that lies at the heart of environmental issues, it is still frequently explained in terms of individual behavior. This may be due to the dearth of comprehensive, cross-disciplinary explanations for consumption. All humans require the ability to make decisions. Using the right decision-making processes may ensure that you manage issues in the best way possible and put solutions into action with the least amount of risk. While choosing a cosmetic product, there are various options available. Get as much information as you can about the products and the choice. Establish your informational needs and the best sources to meet them. For any circumstance, think about looking for information both within and externally. While we choosing cosmetics, we have different people for advice or suggestions. For instance, by

merely seeing what is in front of you, you might be able to acquire some knowledge internally through a self-assessment process. Get further information from friends, relatives, books, the internet, or other sources.

Purchase Decision	District			Total	%
	Thiruvananthapuram	Ernakulam	Kozhikode		
Self	81	97	66	244	59.4
Parents	36	35	42	113	27.5
Grandparents	10	6	11	27	6.5
Siblings	9	3	9	21	5.1
Friends	3	2	1	6	1.5
Total	139	143	129	411	100

Source: Primary data

In the new era people self-sustained and self-reliant, so their purchasing decision made themselves. In the above table we can understand that 59.4 percent people took decision on purchase of cosmetics was themselves. In my research reveals that only 1.5 percent people influenced by friends. The highest sample collection from Ernakulam district.

Table 19: Distribution of Respondents by Purchase Frequency

The frequency of a customer's purchases from a company is measured by their buy frequency. Although it may be computed over any length of time, purchase frequency is frequently estimated over 365 days.

Purchase Frequency	District			Total	%
	Thiruvananthapuram	Ernakulam	Kozhikode		
Weekly	21	17	25	63	15.3
Monthly	33	25	33	91	22.1
Half-yearly	51	53	39	143	34.8
Yearly	34	48	32	114	27.7
Total	139	143	129	411	100

Source: Primary data

From the table we can understand that purchase frequency is mentioned under four headings, weekly, monthly, half-yearly and yearly. For the better understanding I incorporated daily based purchase also but nobody is purchasing cosmetics daily basis. Most of the people buying cosmetics products half-yearly. 143 (34.8%) people from 411 purchasing cosmetics in half-yearly. Only 15.3 percent people buying cosmetics products weekly. Only 91(22.1%) people purchasing cosmetics in monthly but not every product in our bucket list. Majority of the participants from Ernakulam district. Ernakulam district is considered as commercial capital city of Kerala.

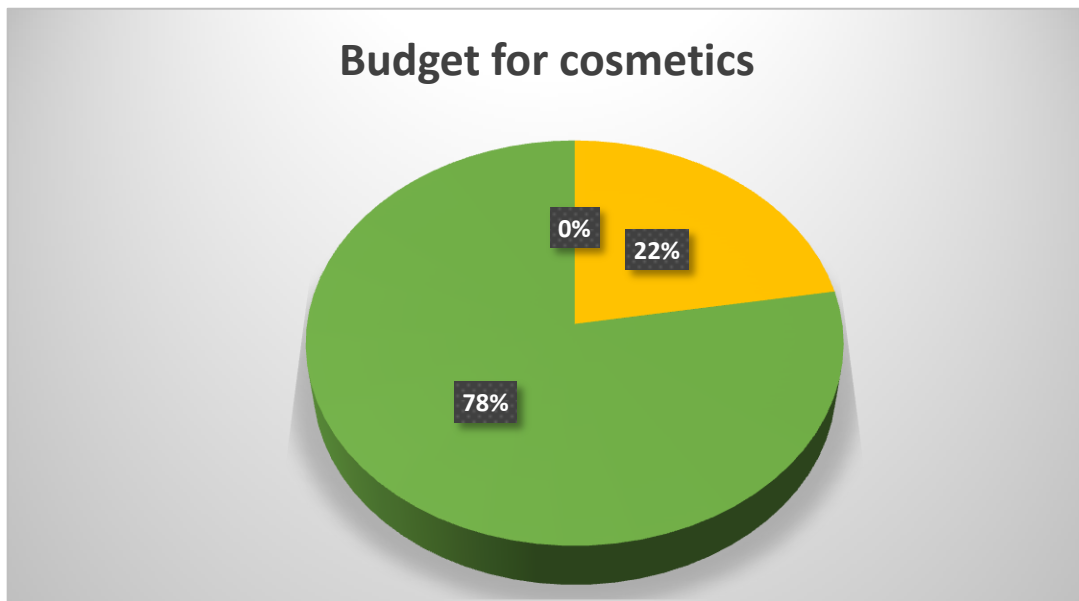
Table 20: Distribution of Respondents by budget for cosmetics

It might seem clear that you need a budget in order to develop a new beauty product. Making a budget at the beginning of the use of a cosmetic product, in part because so many expenditures are unknowable and difficult to estimate. Because of this, many people forgo budgeting completely or make rough estimates of expenditures. If you want to be a successful income manager, you must create a thorough budget for the use of cosmetic products. Price of product and everything else in between should be included in your budget.

Cosmetics Budget	District			Total	%
	Thiruvananthapuram	Ernakulam	Kozhikode		
No	30	32	33	95	22%
Yes	109	111	96	316	78%
Total	139	143	129	411	100%

Source: Primary data

Figure 8: Distribution of Respondents by budget for cosmetics



Source: Field Survey

Setting a budget for your cosmetics purchase is very important. For the better financial planning we need a budget for everything. In Malayalam, there is one proverb ‘Sampathu kalathu thai pathu vachaal aapathu kaalathu kaa pathu thinnaam. (Application in youth makes old age comfortable). So, in our research majority of the people had better financial budget for cosmetics purchase. Only 22% people buying cosmetics without any budget planning. From 78% people who were agreed about the budget planning.

Table 21:(A)Cosmetics products part of life

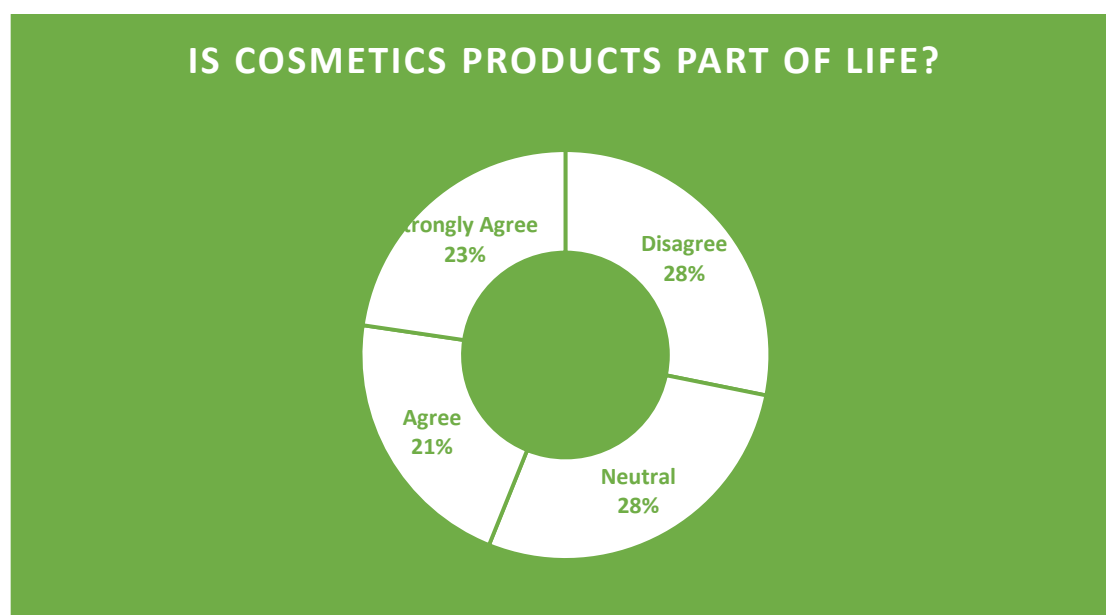
Everyday living includes cosmetics for both men and women. Millions of men and women use cosmetics to improve or alter their looks worldwide. Makeup, as it is commonly known, includes items like foundation, eye shadow, eye liner, mascara, blush, and lipstick. Nail polish, body washes and moisturizers, fragrances, and hair coloring or style products are examples of additional cosmetics. Since many millennia ago, there has been makeup. The Egyptians were the first known people to employ cosmetics to accentuate their attractiveness. Back then, makeup was limited

to body paint or rudimentary eye coloring. These days, both men and women use cosmetics extensively. Yes, even males are now more mindful of their appearance and care about it. In this research we finding that cosmetics products are important in life. People had different opinion regarding cosmetics use.

	Frequency	Percent
Strongly Disagree	97	23.6
Disagree	96	23.4
Neutral	73	17.8
Agree	78	19.0
Strongly Agree	67	16.3
Total	411	100.0

Source: Primary data

Figure 9 : (Q.16.A) Cosmetics products part of life



Source: Field Survey

From the above pie diagram, we can understand that 23% people strongly agree that cosmetics product is an important part in their life. The highest number of people (28%) believe that cosmetics product is just only a part of the life, not a important factor in their life. The equal amount of people is neutral in their opinion. 21% of people agreed the statement. From this data we can analyses that, there was a slight change in respondent's opinion.

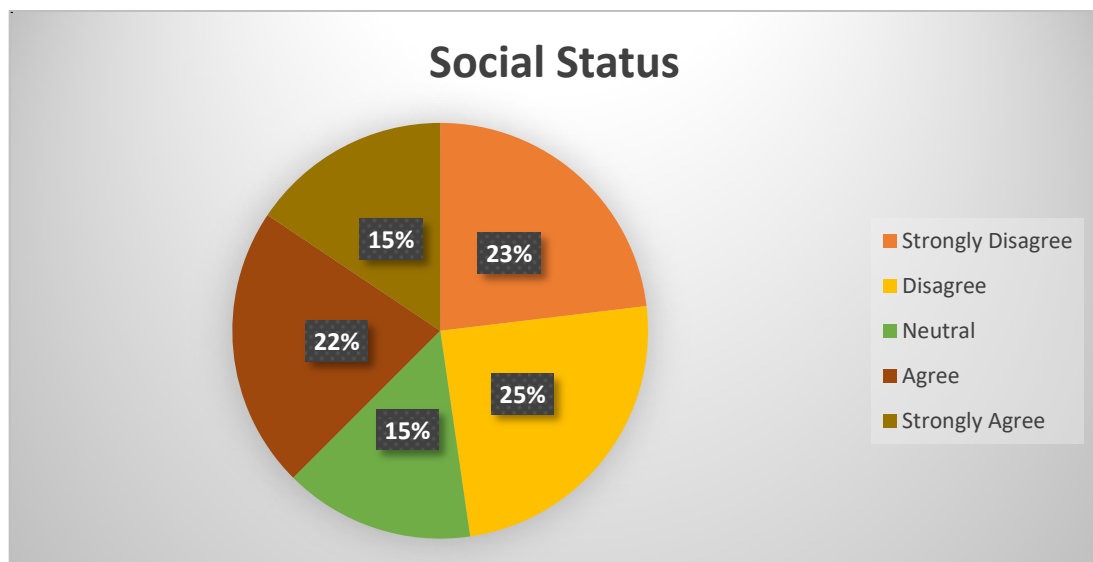
Table 22: (B) Social status

The degree of social worth that someone is deemed to possess is known as their social status. It relates more explicitly to the degree of reverence, respect, and honor that is often bestowed upon individuals, groups, and organizations in a culture. Status is founded on generally held opinions about who people of a society believe has comparably more or less social worth, or who they believe is superior in terms of competence or moral attributes, in other words, who they believe is better. Possession of some traits that are traditionally regarded to denote superiority or inferiority determines status.

Social status	Frequency(f)	Values(x)	Product (fx)
Strongly Disagree	95	1	95
Disagree	101	2	202
Neutral	61	3	183
Agree	90	4	360
Strongly Agree	64	5	320
Total	411		1160

Source: Primary data
 Neutral $1160/411 = 2.82$

Figure 10: B Social status



Source: Field Survey

Every people have their opinion regarding social status and importance of cosmetics use. From this data we can understand that neutral and agreed people were believes that cosmetics products have important in their lives. So, the majority is believing that cosmetics products create value in their life. 23%people strongly disagree the statement. 25% people disagree the statement.

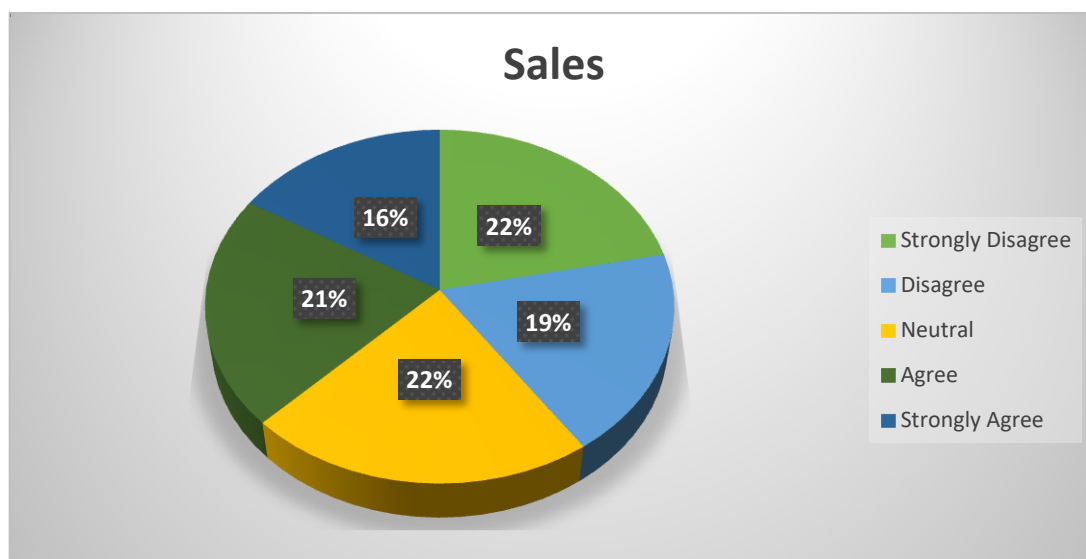
Table 23: (C) Branded products costly compare with Quality

When marketers present a product to the public with its own distinctive identity, this is known as product branding. This may be done via the product name, brand, design, or any other feature that sets it apart from competing products. In these situations, the parent firm (the brand) loses relevance as the product identity takes center stage. A consumer's sentiments, experiences, and opinions about a good or service are all combined to form their brand perception. Instead of what a brand claims to represent, its what consumers think it stands for. Although if brand impression is only a mental association, it is crucial for forging emotional bonds with customers.

	Frequency	Percent
Strongly Disagree	89	21.7
Disagree	77	18.7
Neutral	91	22.1
Agree	87	21.2
Strongly Agree	67	16.3
Total	411	100.0

Source: Primary data

Figure 11: (C)Branded products costly compare with Quality



Source: Field Survey

From the table and pie diagram we can understand that 22% of the people strongly disagree and neutral attitude towards the statement of branded products are costly compared than quality. 21% people agreed the statement. 16% people strongly agreed the statement.

Table 24: Cosmetics products part of life and Education

In this table showing a cross tabulation between importance of cosmetics products in daily life and education.

Education	Cosmetics products part of life and Education					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Schooling	11	24	5	16	3	59
Under Graduate	7	10	7	7	9	40
Post Graduate	33	17	26	6	30	112
Professional Qualification	21	34	17	26	12	110
Others	25	11	18	24	12	90
Total	97	96	73	79	66	411
%	23.6	23.4	17.8	19.2	16	100.0

Source: Primary data

From the above table we can understand that, there are five categories of education. 23.6% population strongly disagreed that there is a strong significant relationship between monthly family income and education. Only 16% agreed that there is significant relationship between the education and monthly family income. 17.8% people had a neutral attitude towards this question.

From the table we can understand that, the mean response from the undergraduate and other qualification people has neutral opinion regarding importance of cosmetics in daily life. The mean response of the rest of the people falls in ‘disagree’.

Table 25:Cosmetics products part of life and Education – Chi Square Test

In this chi square test, we can understand the relationship between importance of cosmetics products in daily life and education.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	60.127 ^a	16	.000
Likelihood Ratio	64.829	16	.000
Linear-by-Linear Association	.243	1	.622
No of Valid Cases	410		

Source: Primary data

The null hypothesis is rejected as the calculated values (60.127) is higher than table value (26.296) of chi square. As per the table linear by linear association between the two variables is 0.243. Thus, we can say that the education and the importance cosmetics in daily life is positively related.

Table 26: Cosmetics products part of life and Monthly Individual Income

The globe is technologically developing as people's lifestyles change. A certain percentage of people make good money. This money is spent on products that are promoted in the mainstream media. Beauty products also encourage viewers to buy

them. Independent of the rural or urban market, cosmetics producers distribute their products in sachets in all retail locations. These variables encourage the public to buy cosmetics, which eventually increases the public's spending behavior on cosmetics. In the table showcasing that any relationship between monthly family income and monthly individual income spending for cosmetics purchase.

Monthly Individual Income	Cosmetics products part of life and Monthly Individual Income					Total	%
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
<10,000	8	42	8	17	10	85	20.7
10,001 - 25,000	24	24	5	14	10	77	18.7
25,001 - 50,000	31	10	21	20	20	102	24.8
50,001 - 100,000	12	11	27	12	14	76	18.5
>100,000	22	9	12	15	13	71	17.3
Total	97	96	73	78	67	411	100.0

Source: Primary data

From the above table showing the cross tabulation between monthly individual income and importance of cosmetics products in daily life. From the table we can understand that, the mean opinion of the respondents with income less than 25000 disagreed that cosmetics have importance in daily life. Other income category people have neutral opinion regarding the importance of cosmetics in daily life.

Table 27: Cosmetics products part of life and Monthly Individual Income – Chi Square Test

	AHBR	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	81.659 ^a	16	.000
Likelihood Ratio	80.219	16	.000
Linear-by-Linear Association	1.999	1	.157
N of Valid Cases	411		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.57.

Source: Primary data

The null hypothesis is rejected as the calculated values (81.659) is higher than table value (26.296) of chi square. As per the table linear by linear association between the two variables is 1.999. Thus, we can say that the monthly income and the importance cosmetics have a strong positive relationship.

Table 28: Social status and Education

		Social status and Education					Total	%
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Education	Schooling	16	10	1	17	15	59	14.4
	Under Graduate	5	11	13	2	9	40	9.7
	Post Graduate	42	25	6	14	25	112	27.3
	Professional Qualification	22	27	19	34	8	110	26.8
	Others	10	27	22	24	7	90	21.9
Total		95	100	61	91	64	411	100.0
%		23.1	24.3	14.8	22.1	14.8	100.0	

Source: Primary data

From the table we can understand that, the mean opinion of the respondents with schooling agreed that the use of cosmetics products creates social status but the mean opinion of the respondents with post-graduation disagrees it. The mean response of the rest of the people falls in ‘neutral’.

Table 29: Social status and Education – Chi Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	81.605 ^a	16	.000
Likelihood Ratio	88.755	16	.000
Linear-by-Linear Association	.530	1	.467
N of Valid Cases	411		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.95.

Source: Primary data

The null hypothesis is rejected as the calculated values (81.605) is higher than table value (26.296) of chi square. As per the table linear by linear association between the two variables is 0.530. Thus, we can say that the education level has a significant influence on the belief that the use of cosmetics creates social status.

Table 30: Social status and Monthly Individual Income

		Social status and Monthly Individual Income					Total	
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Monthly Individual Income	<10,000	20	24	8	14	19	85	20.7
	10,001 - 25,000	24	15	5	19	14	77	18.7
	25,001 - 50,000	37	20	10	23	12	102	24.8
	50,001 - 100,000	7	18	28	12	11	76	18.5
	>100,000	7	24	10	22	8	71	17.3
Total		95	101	61	90	64	411	100.0
		23.1	24.6	14.8	21.9	15.6	100.0	

Source: Primary data

The mean response in all the income categories fall on ‘neutral’ regarding the influence of cosmetics on gaining social status.

Table 31: Social status and Monthly Individual Income – Chi Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	68.317 ^a	16	.000
Likelihood Ratio	64.162	16	.000
Linear-by-Linear Association	.883	1	.348
N of Valid Cases	411		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.54.

Source: Primary data

The null hypothesis is rejected as the calculated values (68.317) is higher than table value (26.296) of chi square. As per the table linear by linear association between the two variables is 0.883. Thus, we can say that the monthly has a significant influence on the belief that the use of cosmetics creates social status.

Table 32: Branded products costly compare with Quality and Education

		Branded products costly compare with Quality and Monthly Individual Income					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Education	Schooling	8	13	10	10	18	59
	Under Graduate	11	7	6	8	8	40
	Post Graduate	20	30	22	22	18	112
	Professional Qualification	34	15	24	26	11	110
	Others	16	11	29	22	12	90
Total		89	76	91	88	67	411

Source: Primary data

From the above table we can understand that the most number of respondents with educational qualification of schools believes that the branded cosmetics are costly. Rest of the respondents' opinion fall largely on neutral.

Table 33: Branded products costly compare with Quality and Education – Chi Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.095 ^a	16	.005
Likelihood Ratio	32.406	16	.009
Linear-by-Linear Association	1.826	1	.177
N of Valid Cases	410		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.54.

Source: Primary data

The null hypothesis is rejected as the calculated values (34.095) is higher than table value (26.296) of chi square. As per the table linear by linear association between the two variables is 1.826. Thus, we can say that the education level has a significant influence on the belief that the branded cosmetics are expensive.

Table 34: Branded products costly compare with Quality and Monthly Individual Income

		Branded products costly compare with Quality and Monthly Individual Income					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Monthly Individual Income	<10,000	37	11	10	7	20	85
	10,001 - 25,000	4	10	27	20	16	77
	25,001 - 50,000	30	16	26	28	2	102
	50,001 - 100,000	11	18	17	20	10	76
	>100,000	7	22	11	12	19	71
Total		89	77	91	87	67	411

Source: Primary data

Table 35: Branded products costly compare with Quality and Monthly Individual Income – Chi Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	92.353 ^a	16	.000
Likelihood Ratio	101.516	16	.000
Linear-by-Linear Association	3.079	1	.079
N of Valid Cases	411		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.57.

Source: Primary data

The null hypothesis is rejected as the calculated values (92.353) is higher than table value (26.296) of chi square. As per the table linear by linear association between

the two variables is 3.079. Thus, we can say that the monthly income has a significant influence on the belief that the branded cosmetics are expensive.

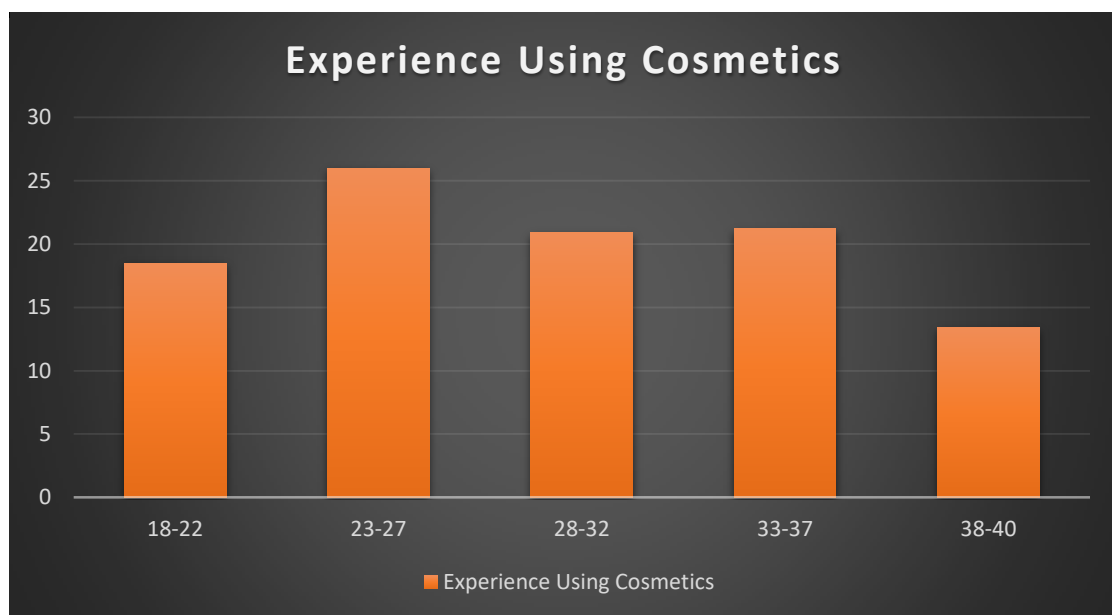
Table 36: Distribution of Respondents by Experience Using Cosmetics

All humans are born with the ability to be beautiful. Everyone wants to display themselves in a positive light when they are among other people. They frequently use cosmetics in order to feel fresh and nice. Because individuals believe that cosmetics enhance their personalities, the sale of cosmetics is expanding quickly in India.

Age		Frequency	Percent
Valid	18-22	76	18.5
	23-27	107	26.0
	28-32	86	20.9
	33-37	87	21.2
	38-40	55	13.4
	Total	411	100.0

Source: Primary data

Figure 12: Distribution of Respondents by Experience Using Cosmetics



Source: Field Survey

From the above table and bar diagram explaining the relationship between age and experience of cosmetics usage. The highest level of cosmetics used by the age group 23-27. 26% people are selected in 23-27 age group. 21.2% people are selected in the age group of 33-37. The least participants from the age group 38-40.

Table 37: Distribution of Respondents by Average Spending per Purchase

The United States is significantly responsible for the cosmetics industry's status as one of the most lucrative marketplaces in the world. With more and more individuals around the nation buying personal care and beauty goods, the cosmetics sector is rising quickly. Following thorough investigation, our data analysis team discovered:

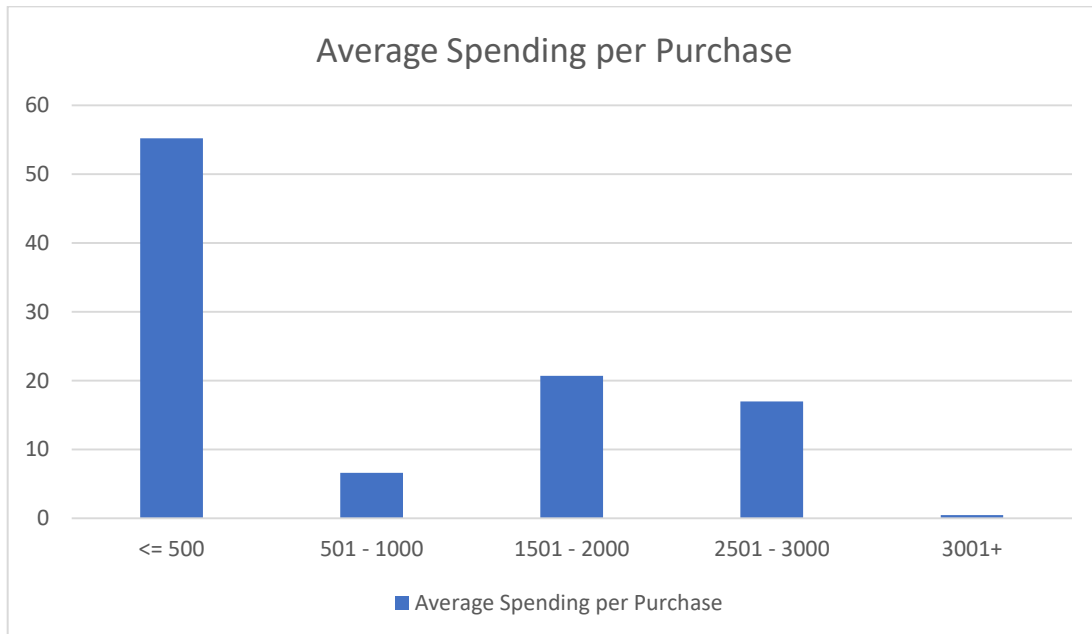
- In the United States, cosmetics sales bring in around \$49.2 billion annually.
- People typically spend \$244 to \$313 each month on cosmetics.
- The worldwide cosmetics sector is valued at \$571.10 billion.
- The cosmetics sector is expanding at a 3.8% annual pace.
- The largest sector of the cosmetics business, personal care items account for 44.4% of total sales (\$253.3 billion).
- According to COVID-19, the beauty and cosmetics business shrank by 8% in 2020.

(Zippia. "24 Powerful Cosmetics Industry Statistics [2023]: What's Trending In The Beauty Business?" Zippia.com. Mar. 2, 2023, <https://www.zippia.com/advice/cosmetics-industry-statistics/>)

Monthly Spending		Frequency	Percent
Valid	<= 500	227	55.2
	501 - 1000	27	6.6
	1501 - 2000	85	20.7
	2501 - 3000	70	17.0
	3001+	2	.5
	Total	411	100.0

Source: Primary data

Figure 13: Distribution of Respondents by Average Spending per Purchase



Source: Field Survey

Cosmetics purchase is not a new thing in our economy. From the table and bar diagram representing average spending for cosmetics products. Out of 411, 55.2% people spending less than 500 rupees. Only 5% people spending more than Rs.3000 for cosmetics purchase. 21% spending in between 15001-2000 rupees for cosmetics purchase.

Table 38: Average Spending per Purchase and Age Group

Seventy-one percent of U.S. respondents to a recent study anticipate to spend as much, or more, on beauty and enhancement goods in early 2022 as they did earlier since the start of the epidemic; 52% want to maintain spending level, while 13% expect to cut expenditure. In 2022, 45% of surveyed customers plan to buy skin care items (anti-aging creams, serums, etc.), whereas 7% plan to buy sunless tanning items. In 2022, 38 percent of customers questioned said they planned to buy cologne or perfume. Women's cologne, perfume, and smell sales increased in value by 23% between January 2021 and January 2020.

Consumers will spend 70% of their money on deodorant in 2022 (although dollar sales of these items decreased 10% from January 2021 to January 2020), 21% on teeth-whitening products, and 15% on aftershave. 9% more people plan to buy hand and body cream. (Jan 14th, 2022 Jeb Gleason-Allured, content director, Global Cosmetic Industry)

		Average Spending per Purchase					Total
		<= 500	501 - 1000	1501 - 2000	2501 - 3000	3001+	
Age Group	18-22	17	8	5	3	0	33
	23-27	43	3	19	20	2	87
	28-32	29	2	18	13	0	62
	33-37	72	6	21	12	0	111
	38-40	29	0	10	15	0	54
	41-45	37	8	12	7	0	64
Total		227	27	85	70	2	411

Source: Primary data

The participants in the current study are customers from three districts of Kerala. They came from the general public and were chosen at random. They have the power to make purchases, making them prospective consumers. There were 411 people in the sample. The participants were divided into six groups according to their ages. From the table we can understand that the age group between 18-45. The average spending of the purchase was in between less than 500 to more than 3000. The highest spending category was 33-37 age group. The highest spending amount was less than five hundred. Only a few people spend more than Rs. 3000. Average spending and age is not much related.

Table 39: Average Spending per Purchase and Experience Using Cosmetics

The cosmetics sector in India had a considerable development as a result of shifting lifestyles and rising awareness. In terms of producing the most money from the beauty and personal care business in 2021, India is placed fourth internationally. A small number of multinational corporations like Unilever, Procter & Gamble, and L'Oréal dominate the global cosmetics sector. Despite their enormous success in

India, homegrown competitors now compete on an equal basis with younger, organic businesses. But, local businesses like MamaEarth, Khadi Essentials Plum, and SoulTree were given the chance to market their home-made cosmetics and personal care products as the foreign brands were unable to meet the demand for items appropriate for Indian skin types.

		Average Spending per Purchase					Total	%
		<= 500	501 - 1000	1501 - 2000	2501 - 3000	3001+		
Cosmetic Experience (Binned)	18-22	12	0	9	2	0	23	5.6
	23-27	27	4	4	1	2	38	9.2
	28-32	25	4	21	24	0	98	23.9
	33-37	46	8	17	8	0	79	19.2
	38-40	89	11	21	28	0	149	36.3
	41-45	28	0	13	7	0	48	11.7
Total		227	27	85	70	2	411	100.0

Source: Primary data

For the better understanding of average spending and cosmetics purchase experience I chose 18–45-year age group sample. Here we used cross tabulation analysis. Spending pattern in between less than 500 and more than 3000. From the table we can understand 227 people from 411 person chose less than 500 rupees for cosmetics purchase. Cosmetics purchase experience and average spending purchase is closely linked. Spending was very limited when the age increases. Cosmetics purchase and average spending not closely related. When the young age the spending was very low. After the young age the spending was very low. In between 23-27 only 9.2 percent people spending more than 3000 rupees.

Table 40: Average Spending per Purchase and Monthly Individual Income

Average monthly expenses are the sum of all monthly outlays made by an individual, family, or business. Anybody worried about saving, growing, overspending, or improving spending habits may build a realistic budget with the aid

of typical monthly costs. The average monthly cost may be determined in a number of simple methods.

		Average Spending per Purchase					Total	%
		<= 500	501 - 1000	1501 - 2000	2501 - 3000	3001+		
Monthly Individual Income	<10,000	58	5	8	12	0	83	20.2
	10,001 - 25,000	37	5	13	22	0	77	18.7
	25,001 - 50,000	62	3	24	13	0	102	24.8
	50,001 - 100,000	34	9	27	6	0	76	18.5
	>100,000	36	5	13	17	2	73	17.8
Total		227	27	85	70	2	411	100.0

Source: Primary data

From the above table showing the cross tabulation of average spending and monthly individual income. When we analyse the table, when the monthly income is highest, the average spending per purchase is also high. Here few guys have more than 1 lakh income they purchased more than 3000 rupees.

Table 41: Average Spending per Purchase – Male and Female

Cosmetics is no longer the monopoly of females. Male is also using cosmetics products. The United States is significantly responsible for the cosmetics industry's position as one of the world's most valuable marketplaces. The cosmetics sector is expanding quickly as more and more Americans purchase personal care and beauty goods. Our data analysis team conducted a thorough investigation and discovered: The annual revenue from cosmetics sales in the United States is around \$49.2 billion.

- American consumers spend between \$244 and \$313 per month on cosmetics on average.
- \$571.10 billion is the estimated value of the worldwide cosmetics market.

- The cosmetics sector is expanding at a yearly pace of 3.8%.
- The largest market sector for cosmetics is personal care items, which account for 44.4% of the market volume (\$253.3 billion).
- According to COVID-19, the beauty and cosmetics business shrank by 8% in 2020.

(Zippia. "24 Powerful Cosmetics Industry Statistics [2023]: What's Trending In The Beauty Business?" Zippia.com. Mar. 2, 2023, <https://www.zippia.com/advice/cosmetics-industry-statistics/>)

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Average Spending per Purchase	Male	221	1134.39	1113.142	74.878
	Female	190	1167.89	1107.775	80.366

Source: Primary data

From the above table we can understand that Spending differences between male and female consumers of cosmetic items are negligible on average. Yet, it is discovered that gender has no appreciable influence on the average expenditure per purchase, despite the fact that the attitude mean scores of male respondents are somewhat different from those of their female counterparts.

The total population was 411. From the 411-sample population the majority of the respondents was male. Out of 411, the female population was 190.

Table 42: Average Spending per Purchase among Gender Groups – T Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Average Spending per Visit	Equal variances assumed	.688	.407	-.305	409	.761	-33.506	109.883	-249.512	182.501
	Equal variances not assumed			-.305	400.368	.761	-33.506	109.843	-249.447	182.435

Source: Primary data

The average spending per purchase for cosmetics by gender groups was calculated using the independent sample t-test, as shown in the above table. Men shoppers have demonstrated more pricing awareness than female counterparts. Spending by gender does not differ greatly. Yet, it is discovered that gender has no appreciable influence on the average Expenditure per Purchase, despite the fact that the attitude mean scores of male respondents are somewhat different from those of their female counterparts.

Table 43: Average Spending per Purchase among Age Groups

Average Spending per Purchase								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<20	15	586.67	744.376	192.197	174.45	998.89	100	3000
21-25	87	1381.61	1221.468	130.955	1121.28	1641.94	100	4000
26-30	62	1337.10	1158.325	147.107	1042.94	1631.26	100	3000
31-35	111	943.24	985.866	93.574	757.80	1128.69	100	3000
36-40	54	1337.04	1234.763	168.030	1000.01	1674.06	100	3000
41-45	64	962.50	996.422	124.553	713.60	1211.40	100	3000
>45	18	1233.33	965.889	227.662	753.01	1713.66	200	3000
Total	411	1149.88	1109.436	54.724	1042.30	1257.45	100	4000

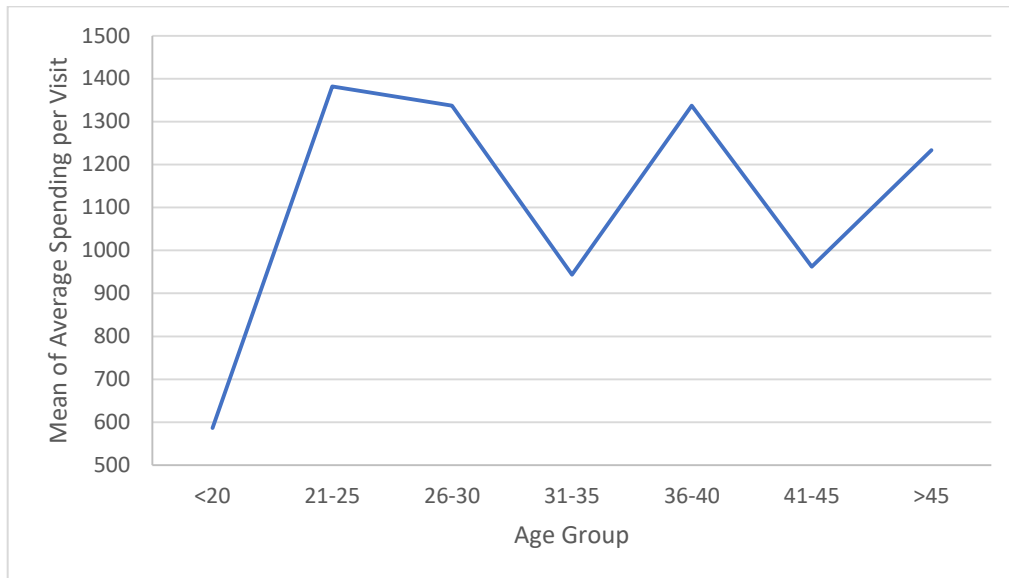
Source: Primary data

Table 44: Average Spending per Purchase among Age Groups – ANOVA

Average Spending per Purchase					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20606550.094	6	3434425.016	2.867	.010
Within Groups	484040943.824	404	1198121.148		
Total	504647493.917	410			

Source: Primary data

Figure 14 : Average Spending per Purchase among Age Groups – ANOVA Plot



Source: Field Survey

Here, one-way ANOVA is used to analyse the effect of age on the variables influencing the preferences for cosmetic items. The study of a one-way ANOVA in the table above shows how age affects consumers' average spending per purchase. The Advertising factor has a significance level of $p < 0.05$, as seen in the table. It shows that the null hypothesis may not hold true and that the alternative hypothesis is supported. This suggests that age does not significantly affect the average expenditure when deciding whether to buy cosmetics, nor does it significantly affect any other criteria. As per the ANOVA test, the F value is significant (sig 0.10) Hence may reject the null hypothesis.

Table 45: Average Spending per Purchase and Experience Using Cosmetics

Average Spending per Visit								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-5	23	1200.00	1004.535	209.460	765.61	1634.39	200	3000
6-10	38	750.00	1054.142	171.004	403.51	1096.49	100	4000
11-15	52	1350.00	1123.981	155.868	1037.08	1662.92	100	3000
16-20	24	504.17	733.354	149.695	194.50	813.83	200	3000
21-25	107	1382.24	1166.175	112.738	1158.73	1605.76	100	3000
26-30	48	1116.67	1107.486	159.852	795.09	1438.25	100	3000
31-35	64	982.81	1029.494	128.687	725.65	1239.97	100	3000
36-40	42	1504.76	1181.762	182.350	1136.50	1873.02	100	3000
>40	13	507.69	429.072	119.003	248.41	766.98	100	1000
Total	411	1149.88	1109.436	54.724	1042.30	1257.45	100	4000

Source: Primary data

Table 46: Average Spending per Purchase and Experience Using Cosmetics - ANOVA

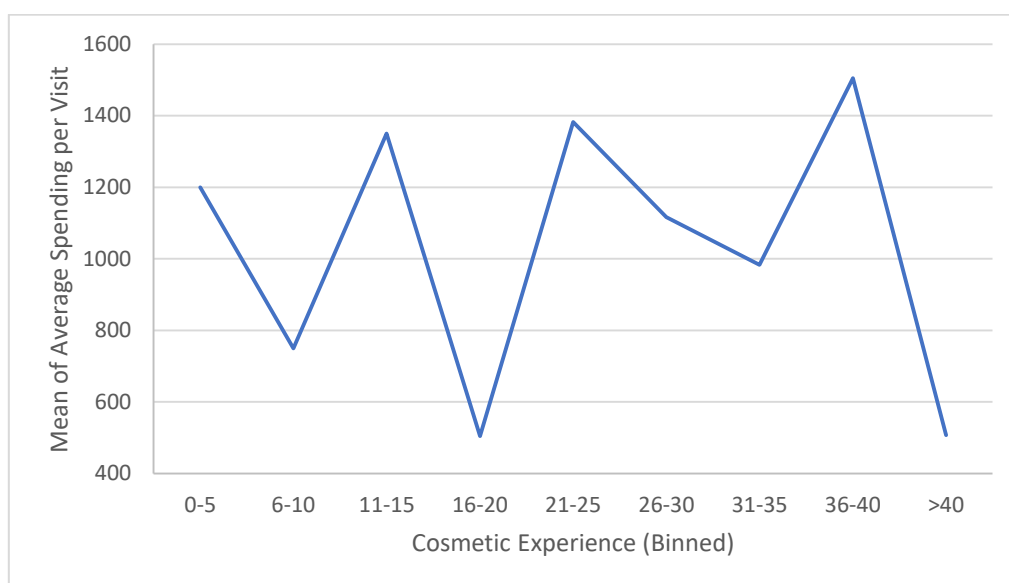
Average Spending per Visit					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36490610.097	8	4561326.262	3.917	.000
Within Groups	468156883.821	402	1164569.363		
Total	504647493.917	410			

Source: Primary data

Here the p-value is less than 0.05 and the calculated critical value of the one way ANOVA(3.917) is higher than the value according to the F-table of critical value of one way ANOVA(1.94), Thus the null hypothesis is rejected and we can say that the

average spending per purchase is associated with experience in the usage of cosmetics.

Figure 15: Average Spending per Purchase and Experience Using Cosmetics – ANOVA Plot



Source: Field Survey

Table 47: Average Spending per Purchase and Monthly Individual Income

Average Spending per Visit								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<10,000	85	944.71	1124.141	121.930	702.23	1187.18	100	4000
10,001 - 25,000	77	1374.03	1216.272	138.607	1097.97	1650.09	100	3000
25,001 - 50,000	102	1003.92	1072.419	106.185	793.28	1214.56	100	3000
50,001 - 100,000	76	1192.11	941.879	108.041	976.88	1407.33	100	3000
>100,000	71	1316.90	1144.176	135.789	1046.08	1587.72	100	3000
Total	411	1149.88	1109.436	54.724	1042.30	1257.45	100	4000

Source: Primary data

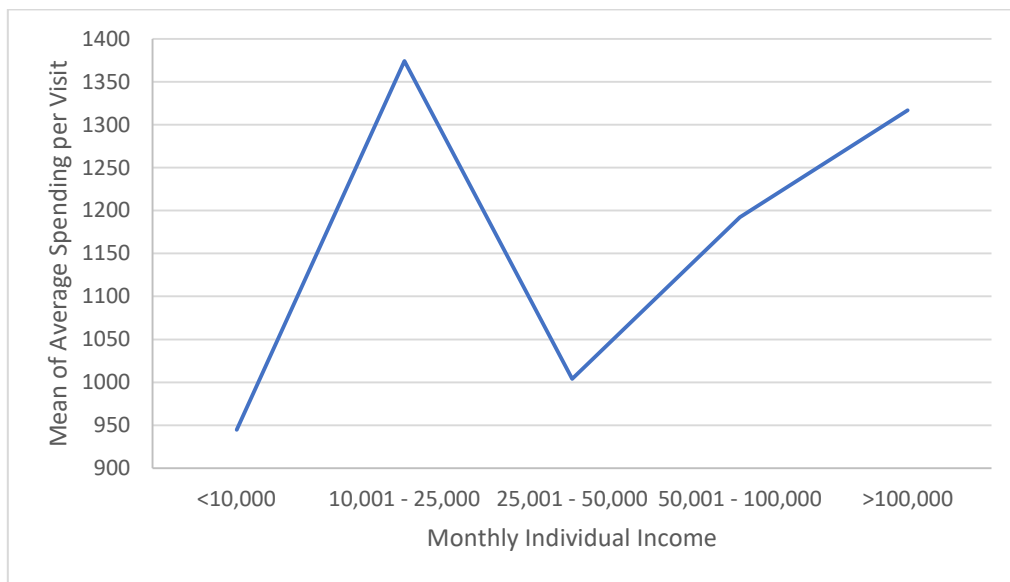
Table 48: Average Spending per Purchase and Monthly Individual Income – ANOVA

ANOVA					
Average Spending per Visit					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11735911.482	4	2933977.870	2.417	.048
Within Groups	492911582.435	406	1214067.937		
Total	504647493.917	410			

Source: Primary data

Here the p-value is slightly less than 0.05 and the calculated critical value of the one way ANOVA(2.417) is higher than the value according to the F-table of critical value of one way ANOVA(2.37), Thus the null hypothesis is rejected and we can say that the average spending per purchase is associated with the monthly individual income.

Figure 16: Average Spending per Purchase and Monthly Individual Income – ANOVA Plot



Source: Field Survey

Table 49: Average Spending per Purchase and Presence of a Budget

	Cosmetics Budget	N	Mean	Std. Deviation	Std. Error Mean
Average Spending per Visit	No	95	1183.16	1066.277	109.398
	Yes	316	1139.87	1123.540	63.204

Source: Primary data

Table 50: Average Spending per Purchase and Presence of a Budget – T Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Average Spending per Visit	Equal variances assumed	.001	.974	.333	409	.739	43.284	129.954	-212.176	298.745
	Equal variances not assumed			.343	161.845	.732	43.284	126.343	-206.209	292.778

Source: Primary data

4.7 To analyses the impact of advertisement on selection of cosmetic brand among cosmetic consumers in Kerala.

Table 51: Distribution of Respondents by Information Source

Due to their social nature, humans are always surrounded by individuals who can affect their purchasing decisions. People attempt to mimic other people and also want to fit in with society. Their purchasing decisions are therefore impacted by others around them. A person forms preferences as a youngster by observing their family members purchase goods, and they maintain those choices as they get older. The reference group's members typically have similar purchasing habits and

influence one another. A person's position in society has an impact on him or her. If a person holds a high position, his purchasing decisions will be heavily impacted by his position.

		Freque ncy	Perce nt	Valid Percent	Cumulativ e Percent
Valid	Advertisement	93	22.6	22.6	22.6
	Friends and Relatives	87	21.2	21.2	43.8
	Peer groups	37	9.0	9.0	52.8
	Social media	78	19.0	19.0	71.8
	Magazines and TV programs	64	15.6	15.6	87.3
	Beauty parlor	52	12.7	12.7	100.0
	Total	411	100.0	100.0	

Source: Primary data

Table 51 showcasing information source of cosmetics purchase. Here we can see different kinds of information sources. The highest contributor of cosmetics information was advertisement. 22.6 percent people got information from advertisement. The least source is from peer group category. Social media also influenced the information gathering for purchase of cosmetics.

Table 52: Distribution of Respondents by Preferred Purchase Location

		Freque ncy	Perce nt	Valid Percent	Cumulativ e Percent
Valid	Shopping mall	53	12.9	12.9	12.9
	Online	52	12.7	12.7	25.5
	Branded cosmetic showrooms	50	12.2	12.2	37.7
	Hypermarket/supermarket	118	28.7	28.7	66.4
	Normal shops	89	21.7	21.7	88.1
	Others	49	11.9	11.9	100.0
	Total	411	100.0	100.0	

Source: Primary data

Table 53: Average Spending per Purchase and Preferred Purchase Location

Descriptives								
Average Spending per Visit								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Shopping mall	53	983.02	998.987	137.221	707.66	1258.37	100	3000
Online	52	1205.77	1003.995	139.229	926.26	1485.28	100	3000
Branded cosmetic showrooms	50	1428.00	1144.470	161.853	1102.75	1753.25	100	3000
Hypermarket/supermarket	118	1122.03	1247.708	114.861	894.56	1349.51	100	4000
Normal shops	89	1156.18	957.501	101.495	954.48	1357.88	100	3000
Others	49	1042.86	1191.812	170.259	700.53	1385.19	100	3000
Total	411	1149.88	1109.436	54.724	1042.30	1257.45	100	4000

Source: Primary data

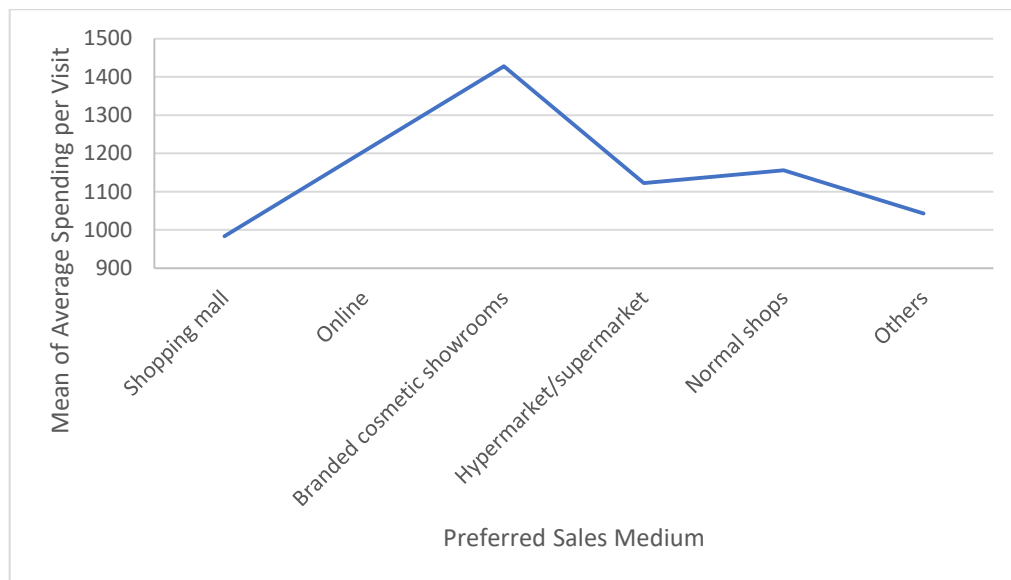
Table 54: Average Spending per Purchase and Preferred Purchase Location – ANOVA

Average Spending per Visit					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6161894.717	5	1232378.943	1.001	.417
Within Groups	498485599.200	405	1230828.640		
Total	504647493.917	410			

Source: Primary data

Here the p-value is more than 0.05 and the calculated critical value of the one way ANOVA(1.001) is lower than the value according to the F-table of critical value of one way ANOVA(2.21), Thus the null hypothesis cannot be rejected and we have to say that the average spending per purchase is not associated with preferred purchase location.

Figure 17: Average Spending per Purchase and Preferred Purchase Location – ANOVA Plot



Source: Field Survey

Table 55: Distribution of Respondents by Primary Influencing Factor

		Frequency	Percent
Valid	Convenience	181	44.0
	Quality	108	26.3
	Proximity	24	5.8
	Discounts and sales	51	12.4
	One-stop shopping	47	11.4
	Total	411	100.0

Source: Primary data

In this table we can understand that the primary influencing factor is convenience. 44% people agreed that the primary factor of the purchase of cosmetics is convenience. Only 5.8 percent people looking for proximity.

Table 56: Advertisement effects on consumer

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Advertisement affects purchase decision	Count	94	119	91	43	64	411
Advertisement of cosmetics will help to find new brands in Kerala.	Count	36	78	51	69	177	411
Buying cosmetic products after watching its advertisement	Count	43	77	78	67	146	411

Source: Primary data

From the table 56 advertisement effects on consumers, focusing three questions in the three columns. The first column states that advertisement affect the purchase

decision of consumers. 119 people disagreed to this statement. Only 64 people strongly agreed to the column number 1. The second statement is advertisement of cosmetics will help to find new brands in Kerala. 117 people strongly agreed to the statement and 69 people agreed to the statement. Buying of cosmetic products after watching its advertisement is the third column representing. From this table we can understand that 146 people strongly agreed to the statement. Only 43 people strongly disagreed to this opinion.

Table 57: Distribution of Respondents by Preferred Advertisement

Another key feature of every purchase is what kind of advertising messages stimulating the purchase. We know that advertisement is most important factor of purchase of a product but consumers have their own choices. These choices should know the creative designers of the advertisement agency. So, they are put some interesting thing in the advertisement. From the table 58 we can understand that the most influential advertisement media is weekly and magazines. So. For this influence the creators puts some beautifications in their advertisements. Such as, the presence of celebrity, color tone, language skills, presentation skills, professional tests etc.

		Frequency	Percent
Valid	Celebrity presence	135	32.8
	presentation	51	12.4
	Professional test	75	18.2
	Creative design	84	20.4
	Advertising style	66	16.1
	Total	411	100.0

Source: Primary data

According to table 57 we can understand that the employment of celebrities as brand ambassadors is a contemporary advertising strategy that has become quite significant in the study of advertising. The variable could have an effect on consumers' inclinations to make purchases. From the 135 (32.8) people out of 411-sample preferred celebrity presence in the advertisement. Their purchase is based on

the celebrity presence. The least factor of the influence of purchase is presentation. Only 12.4% people are looking for presentation skill for their consumption of cosmetics.

Table 58: Distribution of Respondents by Most Influential Advertisement

The size of the Indian media market is among the largest in the world due to its accessibility, reach, and commercial potential. Modern advertisers have a huge variety of media options but choosing the appropriate media is crucial to the effectiveness of marketing. The timing, position, and advertising message are very important in advertisement field. The target audience is one of the key considerations in choosing the media. The crucial elements are media planning, media selection, media strategy and media research factors. These initiatives are taken by the advertiser for popularizing the product and brand. The Table 58 shows the most influential advertisement media in Kerala.

		Frequency	Percent
Valid	TV ad	59	14.4
	Radio ad	38	9.2
	Digital media ad	61	14.8
	Magazines and weeklies	117	28.5
	Social media ad	89	21.7
	Online ad	47	11.4
	Total	411	100.0

Source: Primary data

The Table 58 shows the most influential advertisement media in Kerala. It is inferred from the above table 58 that, the most influential media is magazines and weekly. From the 411-sample population, we can analyses that 28.5% (117) people purchase cosmetics on the basis of magazines and weekly. The second influencing media is social media (21.7%). Respondents who are influenced by the radio is 9.2%. From this table we can understand that each and every advertisement media has a vital role in the purchase cosmetics.

Table 59: Distribution of Respondents by Primary Influencing Factor

Several distinct aspects affect consumer behavior. It's crucial to understand that, owing to external causes (such as pandemics, layoffs, and housing crashes), customer expectations are continuously changing. As a result, companies must be adaptable and willing to adjust in order to meet changing consumer demands.

Advertisement Influence Rank					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV ad	92	22.4	22.4	22.4
	Radio ad	41	10.0	10.0	32.4
	Digital media ad	60	14.6	14.6	47.0
	Magazines and weeklies	101	24.6	24.6	71.5
	Social media ad	68	16.5	16.5	88.1
	Online ad	49	11.9	11.9	100.0
	Total	411	100.0	100.0	

Source: Primary data

Attitude towards magazines and weekly is key variable in the research of advertisement. It is a medium via which ads are presented to customers and may influence their intentions to make purchases. 22.4 percent people were buying cosmetics products based on television advertisement. 10% people are interested on radio advertisement.

Table 60: Advertisement and purchase decision

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Checking of online cosmetics advertisement while browsing	87	112	124	25	63
Purchase cosmetics through online after seeing these advertisement	38	77	78	46	172
Cosmetics use of celebrities in the commercial advertisement affecting buying decision of cosmetics	65	154	113	56	23

Source: Primary data

In the above table we can understand that in the first column represents the checking of online cosmetics advertisement while browsing. In this first column we can understand that 124 people have the neutral behavior towards to this question. Only 63 people strongly agreed this statement. In the second column focusing purchase of cosmetics through online after seeing advertisement. Here we can thoroughly understand that 172 people strongly agreed to this statement. Only 38 people strongly disagreed to this statement. Finally, in the third column showcased the Cosmetics use of celebrities in the commercial advertisement affect your buying decision of cosmetics. From the table we can analyses that 154 people disagreed to this statement. Only 23 people strongly agreed to this statement.

Table 61: Distribution of Respondents by First Thought

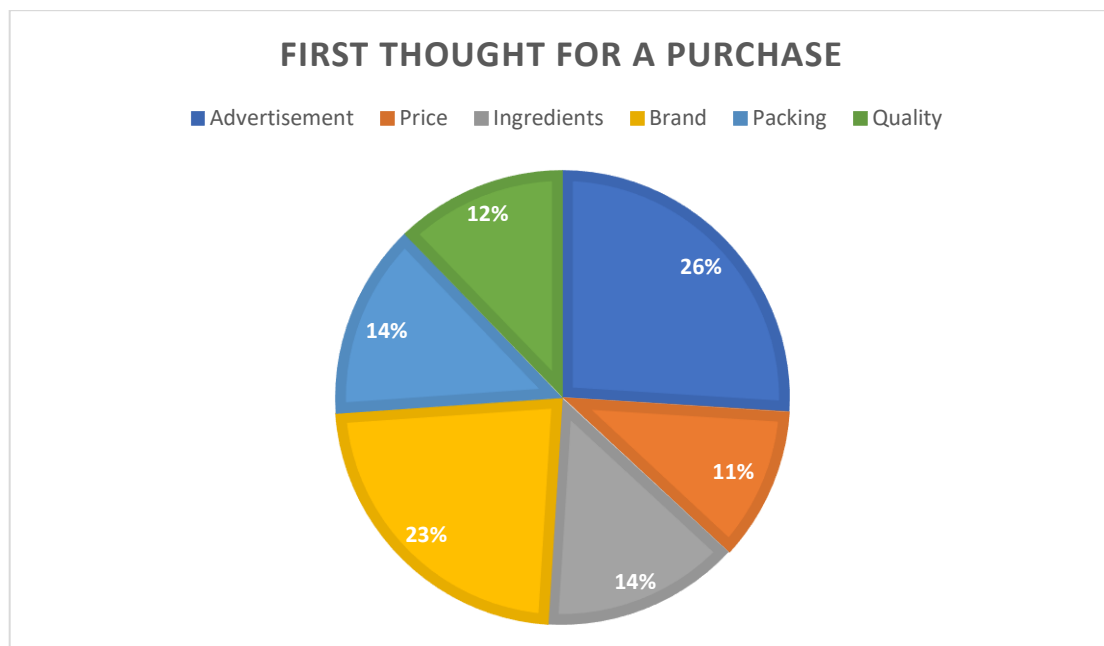
In the present day, most people are undoubtedly somewhat affected by advertisements and other types of advertising. Both the public and private sectors, as well as both organizations, have discovered that reaching their target audience effectively will undoubtedly help them succeed. Although they also promote causes

like those of political candidates and even if they deter social issues like drug and alcohol consumption, advertising and other promotional strategies are efficiently used to sell and promote goods and services. The beginning of the new millennium is also bringing about the most innovative and rapid changes in marketing and advertising history.

		Frequency	Percent
Valid	Advertisement	107	26.0
	Price	45	10.9
	Ingredients	58	14.1
	Brand	94	22.9
	Packing	57	13.9
	Quality	50	12.2
	Total	411	100.0

Source: Primary data

Figure 18: Distribution of Respondents by First Thought



Source: Field Survey

Purchasing of any items from the market is the big task for a consumer. From this research 26 percent people looking into packing while they purchasing a cosmetics product. Interesting fact is that only 11% people focusing price while they purchasing cosmetic products. Brand is the second most important factor for purchase of cosmetics. 23% people look into branded products while they purchase cosmetics.

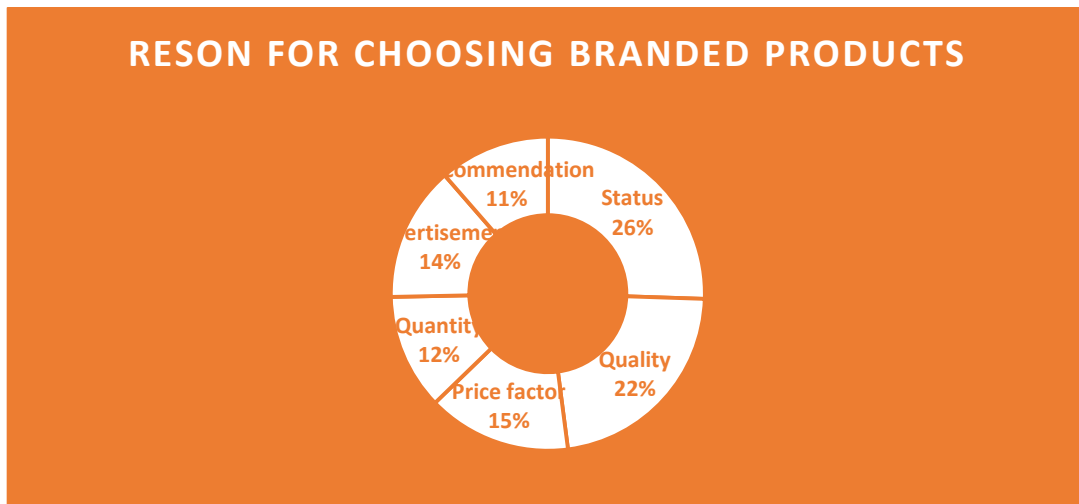
Table 62: Distribution of Respondents by Reason for Preference

The brand has developed a reputation for reliability, dependability, and trustworthiness throughout time. Customers seek ease, joy, and contentment in their lives, and they partially achieve this through the goods they purchase. Consumers develop a perception of a brand's reliability if they repeatedly have a good experience with it, which provides them comfort when making purchases. Humans are inherently risk-averse and want safety. Suppose you have to choose a restaurant for supper while on a work trip in a strange city. Because you are familiar with the national brand, you are more inclined to choose it than a local eatery. Choosing it is secure and predictable since you know what to anticipate.

		Frequency	Percent
Valid	Status	105	25.5
	Quality	92	22.4
	Price factor	61	14.8
	Quantity	49	11.9
	Advertisement	57	13.9
	Recommendation	47	11.4
	Total	411	100.0

Source: Primary data

Figure 19: Distribution of Respondents by Reason for Preference



Source: Field Survey

Which cosmetics device do you use? Which vehicle do you drive? What lipstick do you choose? The brands we choose to represent who we are and what we aspire to represent. The brands that people use become emotionally connected to them and are seen as a component of their self-image. So in our research also reveals that majority of the person in this survey focusing their status while choosing branded products. 26 percent of the people chose cosmetics based on the brand. 22.4 percent people purchasing branded products due to their quality assurance. 14% people influenced the advertisement while they chose branded products.

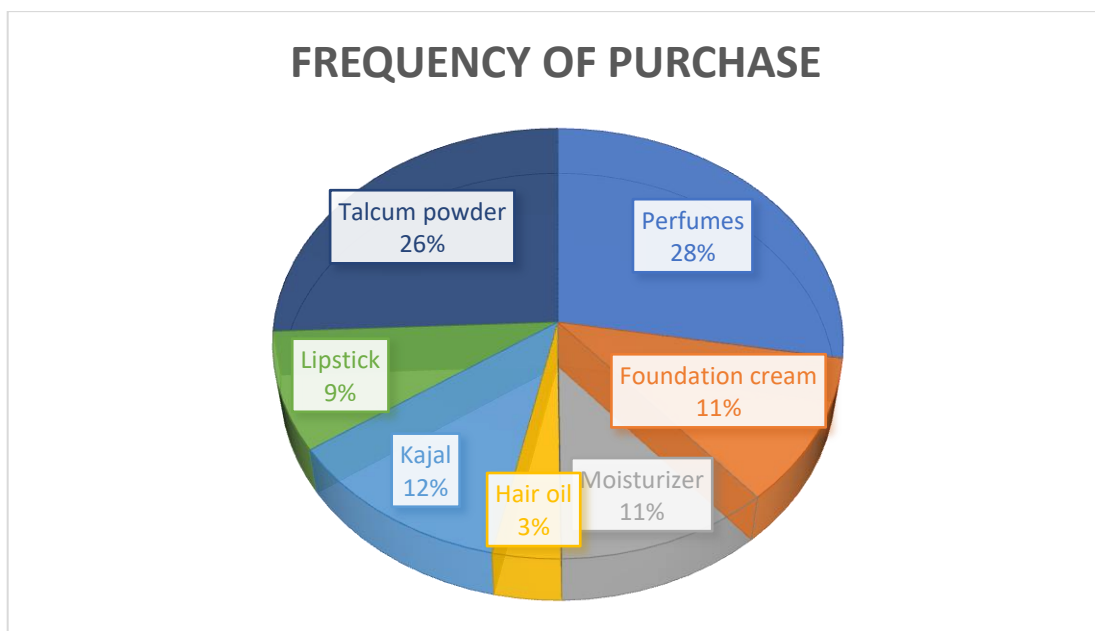
Table 63: Distribution of Respondents by Most Frequent Purchase

The whole of a customer's views, interests, intentions, and decisions on how they will behave in the marketplace while making a purchase of a good or service is their consumer buying behavior. The identification of customers and their purchasing habits should come first if a marketer wishes to target specific consumers with specific products and services. Consumer behavior is driven by the requirements of the person, the group, and the organization. Thus, it is essential to have a thorough grasp of how those demands connect to customer purchasing behavior. Understanding how consumers interact with the marketing mix can help you better understand their purchasing habits.

		Frequency	Percent
Valid	Perfumes	109	28
	Foundation cream	46	11.2
	Moisturizer	46	11.2
	Hair oil	15	3.6
	Kajal	50	12.2
	Lipstick	38	9
	Talcum powder	107	26
	Total	411	100.0

Source: Primary data

Figure 20: Distribution of Respondents by Most Frequent Purchase



Source: Field Survey

From the above pie chart reveals that 28% people frequently purchasing perfumes in the bucket list. 9% people purchasing lipstick from this list. Frequency of purchase of lipstick is marginal because it is mainly using women. The second highest purchase of cosmetics is talcum powder. The least purchased cosmetics is hair oil. Only 3% people frequently purchasing oil as cosmetics. Other three product had marginal difference in frequency of purchase.

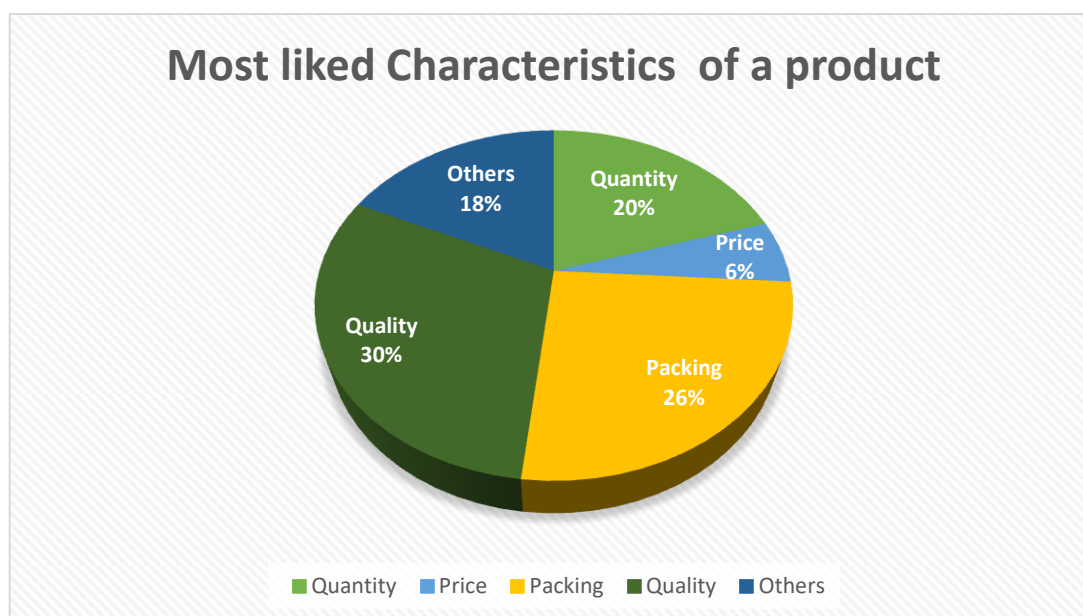
Table 64: Distribution of Respondents by Most Liked Characteristic

Consumers purchase goods from stores less frequently. People frequently evaluate the qualities, costs, and styles of various things when buying. Shopping items are therefore more closely contrasted with, and customers spend a lot more time considering options than convenience products. Compared to convenience items, shopping products are supplied carefully, have fewer locations, and need human selling and advertising.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quantity	83	20.2	20.2	20.2
	Price	24	5.8	5.8	26.0
	Packing	106	25.8	25.8	51.8
	Quality	124	30.2	30.2	82.0
	Others	74	18.0	18.0	100.0
	Total	411	100.0	100.0	

Source: Primary data

Figure 21: Distribution of Respondents by Most Liked Characteristic



Source: Field Survey

The table and pie chart shows the most liked characteristics of a product from the table and pie chart we can understand that 30% of the people give more importance to quality rather than any components in our list. Only 6% people give importance to price of the product. 26% people attracted the package of the product. Other factors like fragrance, celebrity presence, brand, brand ambassador etc., also influence the purchase of cosmetics.

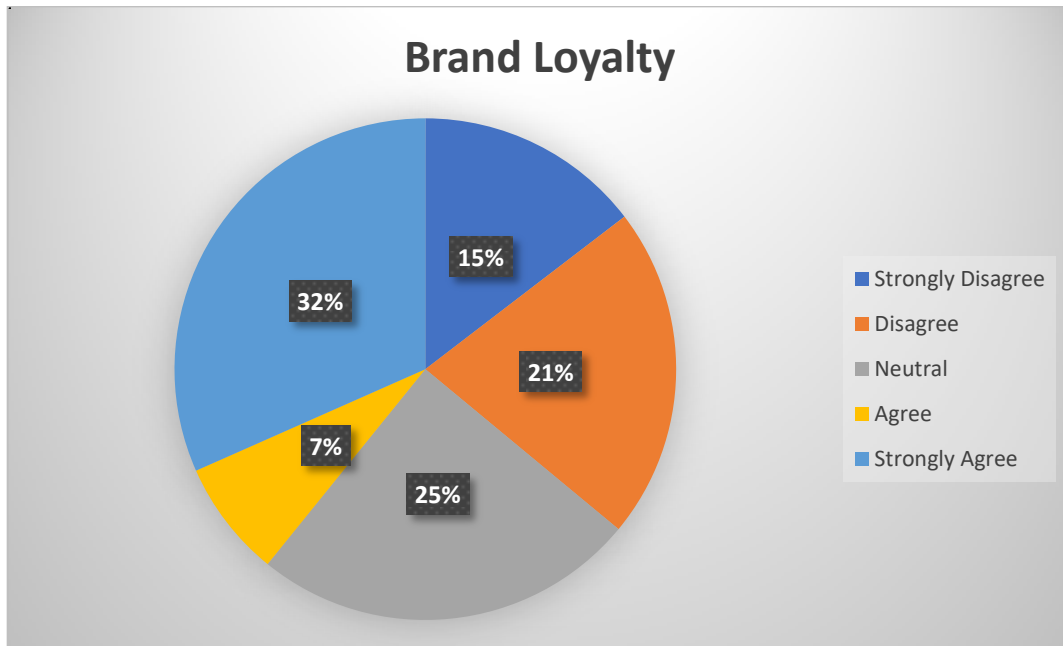
Table 65: Brand Identification Index

According to the most recent studies, the global market for cosmetics was worth 460 billion USD in 2014 and is projected to reach 675 billion USD by 2020, growing at a rate of 6.4%. Of the various cosmetic products, skin care has the highest market share, while oral cosmetics would experience the fastest growth during the period predicted by this study (<http://www.businesswire.com>). Color cosmetics are one of the markets in India that are expanding the quickest because to the increase in the embrace of western culture. The prevalence of color cosmetics goods in the Indian market is developing as the aesthetic attractiveness of the younger population rises. According to estimates, India is one of the Asian nations with the quickest growth rates for color cosmetics. Here we can see the importance of the brand in the Indian market.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand loyalty	60	88	102	31	130
Use of branded cosmetics products	52	96	108	37	118
Interest on particular brand	55	91	87	56	122
Preference foreign brand	31	88	102	66	124
Preference of Indian brand	52	138	118	63	40

Source: Primary data

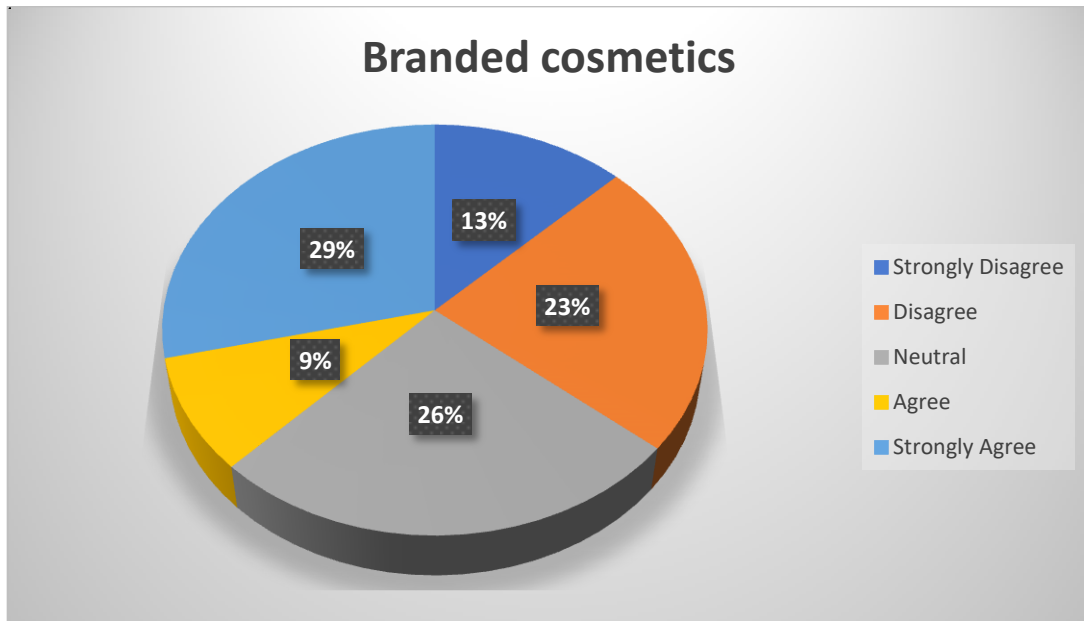
Figure 22: Brand loyalty



Source: Field Survey

From the above table and in the pie chart we can understand the interest on branded cosmetics products in Kerala. For the better understanding we divided the preference into five heads. This all about psychological preference of cosmetics products by a person. All decisions based on people preference. 33.A denoted the brand loyalty, 130 people had strong brand loyalty towards cosmetics products. 60 people strongly disagree towards the brand loyalty. 102 people had the neutral behavior toward brand loyalty. From the table we can understand 130 people had strong brand loyalty and 31 people agreed the statement towards brand loyalty. So, we can sum-up that people have strong brand loyalty towards cosmetics products.

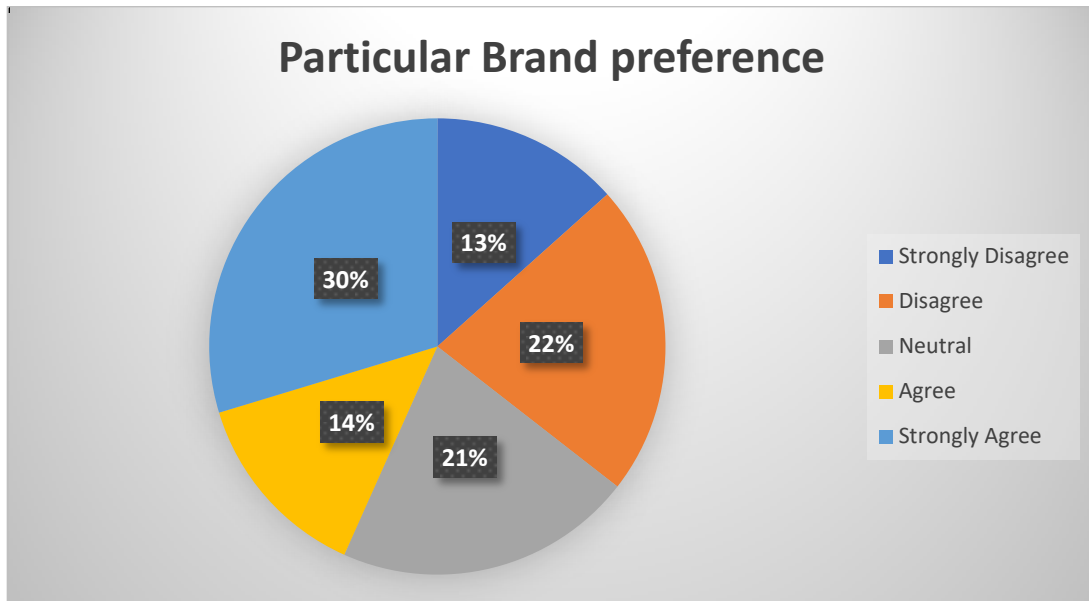
Figure 23: Branded cosmetics



Source: Field Survey

Second Colum 33.B and the above pie chart denotes the preference towards branded products. Here also we can see that 118 (29%) people strongly prefer branded products. 108(26%) people had neutral behavior towards the branded products. 23% people disagree the statement because they prefer cosmetics products but branding is not big botheration for them. 13% strongly disagree to branded cosmetics.

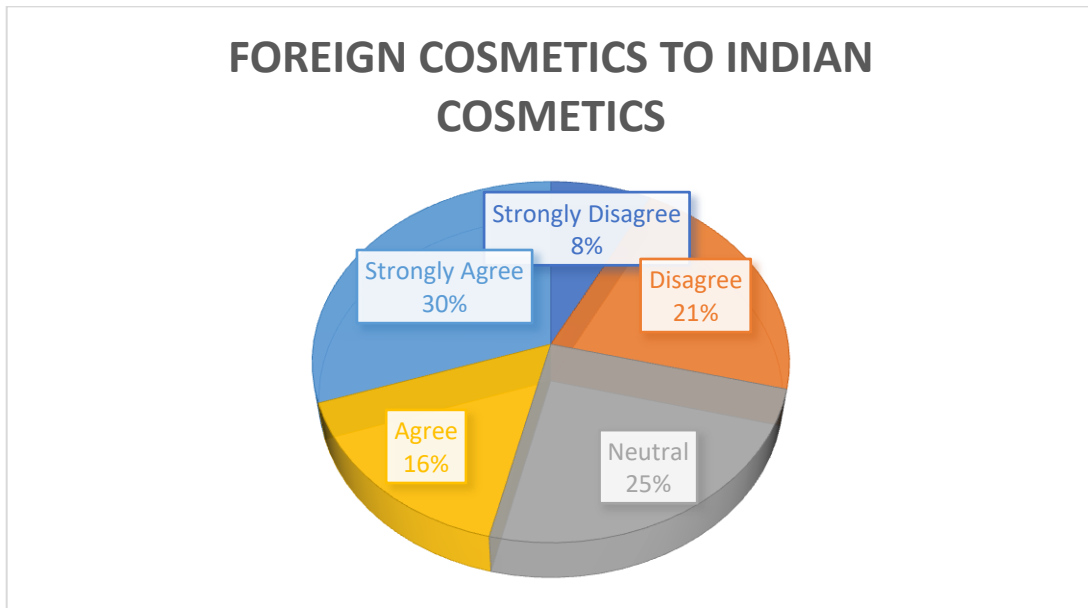
Figure 24: Particular Brand preference



Source: Field Survey

Four of the top 10 cosmetics firms in the world are based in the US, while two are each in Japan and France. The biggest cosmetics firm in the world is still L'Oréal, followed by P&G and Unilever. According to sales in 2020, Cosmetics Technology ranks the top ten cosmetics firms. Cosmetics are intended to improve one's look (makeup), hide imperfections, accentuate natural features (such brows and eyelashes), add color to the face, and can even be used to completely alter the appearance of the face to resemble another person, animal, or object. From this pie chart and the above table we can understand that 30% people strongly agreed the brand preference. 14 % people agreed the brand preference statement. They had their own branded cosmetics for the use. 21% neutral in this statement.

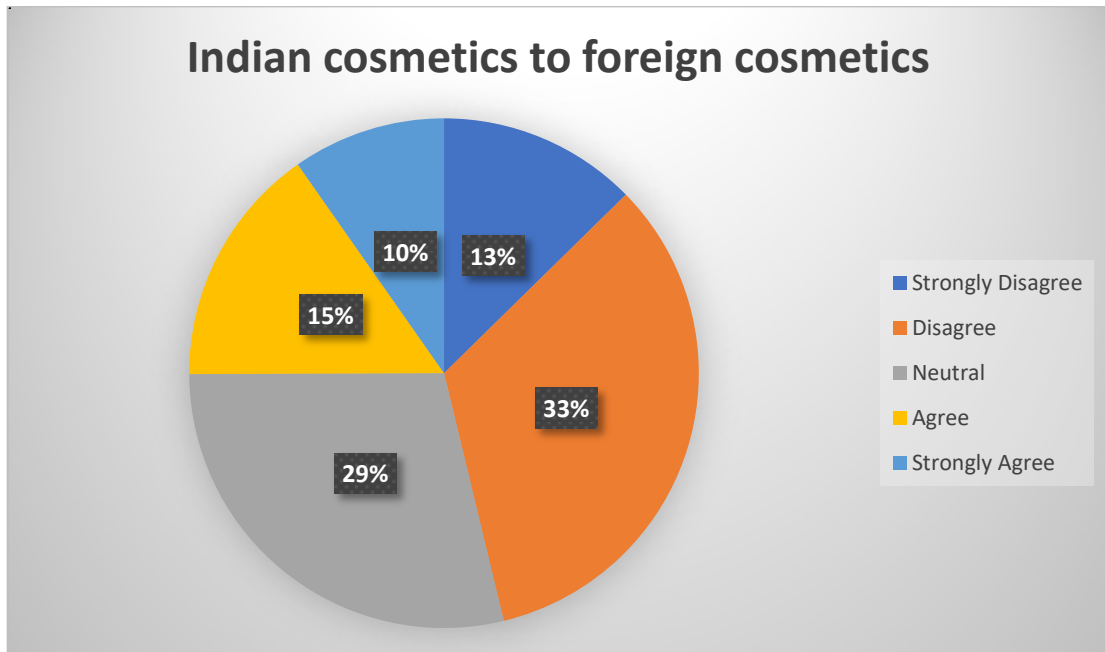
Figure 25: foreign cosmetics to Indian cosmetics



Source: Field Survey

International and Indian goods are now available in the same stores. The above pie chart points out that 30% people strongly agreed the statement. they usually buy foreign products than Indian products. but they interested to use the high-end Indian cosmetics brands. 21% people disagreed the statement. 25% people interested to wear foreign brands and domestic brands. The cosmetics market is becoming extremely competitive as a result. To reach the widest possible audience with their products, every firm chooses to use the most recent marketing techniques. Cosmetics have always played a significant role in people's lives. They have been a part of our life since prehistoric times. They used to solely come from natural sources, but now they may also be chemical compounds or a combination of both.

Figure 26: Indian cosmetics to foreign cosmetics



Source: Field Survey

Personal care, skincare, makeup, scents, and other products are all considered cosmetics. It aids in preserving, enhancing, and protecting the body. In the above pie chart, we can understand that 33% people disagree towards the statement. They prefer branded foreign cosmetics products. 13% people strongly disagree the statement. 10% people agree the statement. With modern cosmetic products, one may alter their entire appearance. There are a lot of things available to modify how you appear. People's daily life are heavily reliant on cosmetics. This explains why the cosmetics market is doing so well. In India, some of the well-known cosmetics companies are Lakme, Colorbar, and L'Oreal.

There is no denying that India has a sizable population and a sizable market for its products. The cosmetics sector is expanding quickly in India as a result of changing lifestyles and rising consciousness.

The popularity of cosmetics has greatly increased as a result of the growth of beauty influencers. More clients are inspired to experiment as a result of the expanding

requirement. The development of the digital age and rising wealth have both fuelled the expansion of the cosmetics industry. By 2026, the market for cosmetics is anticipated to have doubled in value.

Table 66: Brand Identification Index and Average Spending per Purchase

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<= 500	227	.64282	.122767	.008148	.62676	.65888	.360	.920
501 - 1000	27	.58667	.194383	.037409	.50977	.66356	.400	.960
1501 - 2000	85	.60565	.128011	.013885	.57804	.63326	.360	.840
2501 - 3000	70	.64457	.116876	.013969	.61670	.67244	.480	.840
3001+	2	.52000	.000000	.000000	.52000	.52000	.520	.520
Total	411	.63114	.129582	.006392	.61858	.64371	.360	.960

Source: Primary data

Table 67: Brand Identification Index and Average Spending per Purchase – ANOVA

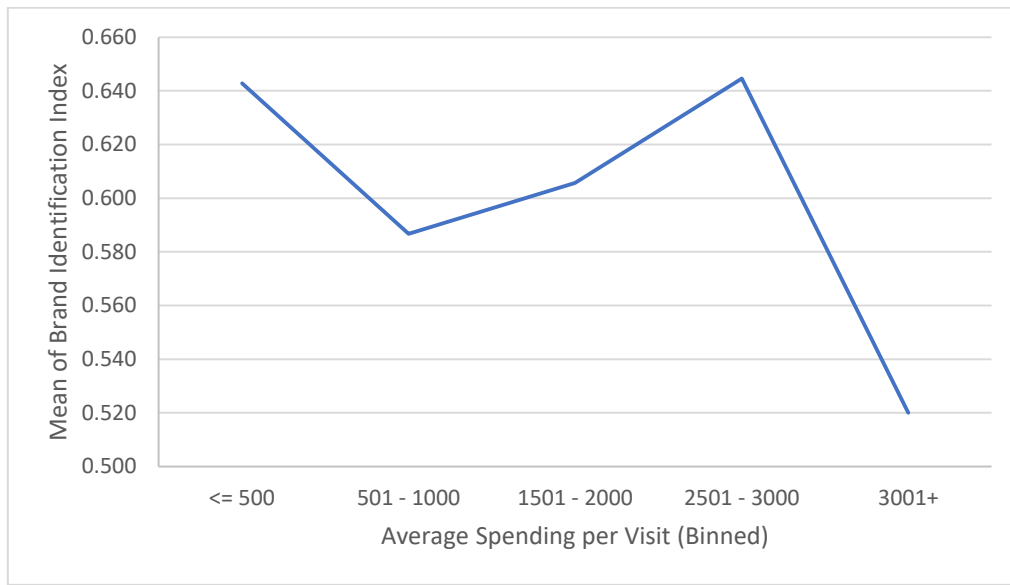
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.177	4	.044	2.677	.031
Within Groups	6.708	406	.017		
Total	6.885	410			

Source: Primary data

Here the p-value is less than 0.05 and the calculated critical value of the one way ANOVA(2.677) is higher than the value according to the F-table of critical value of

one way ANOVA(2.37), Thus the null hypothesis is rejected and we can say that the average spending per purchase is associated with the brand identification index.

Figure 27: Brand Identification Index and Average Spending per Purchase – ANOVA Plot



Source: Field Survey

Table 68: Brand Identification Index and Age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<20	15	.55467	.122700	.031681	.48672	.62262	.360	.760
21-25	87	.67448	.128703	.013798	.64705	.70191	.400	.960
26-30	62	.61290	.113316	.014391	.58413	.64168	.360	.880
31-35	111	.63640	.116376	.011046	.61451	.65829	.400	.880
36-40	54	.60444	.131790	.017934	.56847	.64042	.360	.800
41-45	64	.62625	.116066	.014508	.59726	.65524	.360	.920
>45	18	.61333	.228344	.053821	.49978	.72689	.400	.920
Total	411	.63114	.129582	.006392	.61858	.64371	.360	.960

Source: Primary data

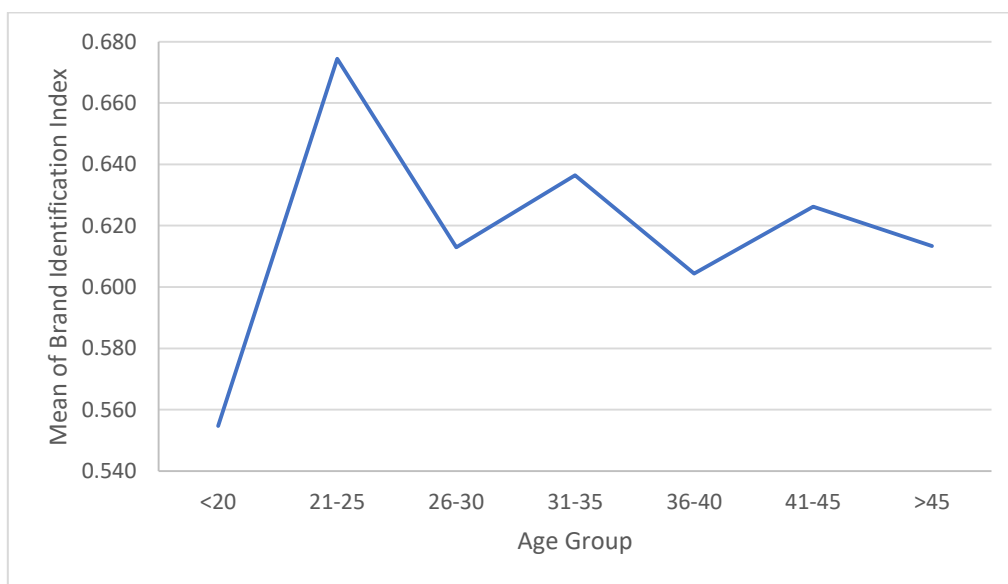
Table 69: Brand Identification Index and Age – ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.321	6	.053	3.288	.004
Within Groups	6.564	404	.016		
Total	6.885	410			

Source: Primary data

Here the p-value is less than 0.05 and the calculated critical value of the one way ANOVA(3.288) is higher than the value according to the F-table of critical value of one way ANOVA(2.10), Thus the null hypothesis is rejected and we can say that the brand identification indexes associated with age of the respondent.

Figure 28: Brand Identification Index and Age – ANOVA Plot



Source: Field Survey

Table 70: Brand Identification Index and Monthly Individual Income

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<10,000	85	.65647	.127435	.013822	.62898	.68396	.360	.960
10,001 - 25,000	77	.64208	.116057	.013226	.61574	.66842	.400	.840
25,001 - 50,000	102	.62118	.116681	.011553	.59826	.64409	.360	.920
50,001 - 100,000	76	.61632	.134053	.015377	.58568	.64695	.360	.840
>100,000	71	.61915	.154603	.018348	.58256	.65575	.400	.920
Total	411	.63114	.129582	.006392	.61858	.64371	.360	.960

Source: Primary data

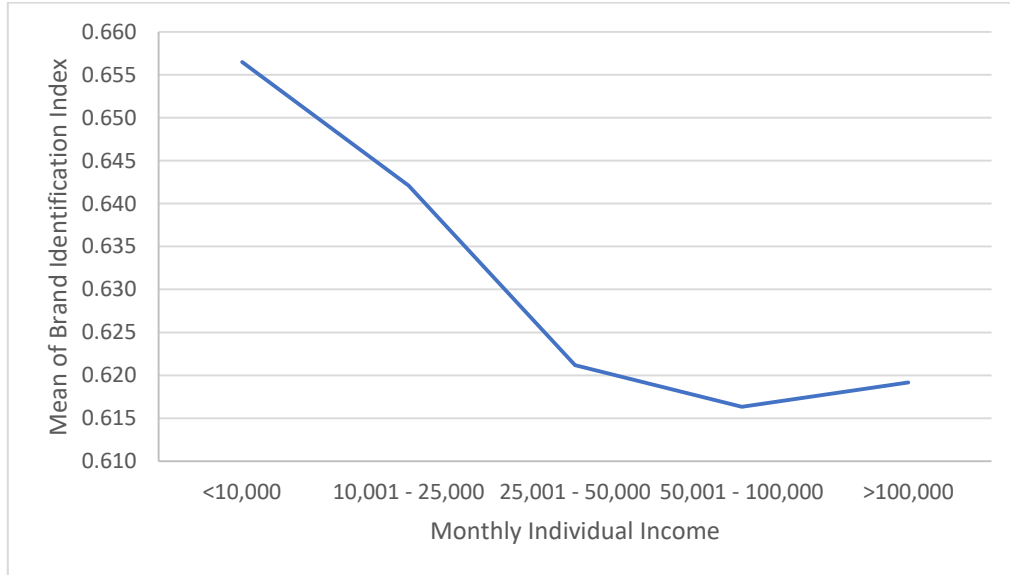
Table 71: Brand Identification Index and Monthly Individual Income – ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.101	4	.025	1.508	.199
Within Groups	6.784	406	.017		
Total	6.885	410			

Source: Primary data

Here the p-value is more than 0.05 and the calculated critical value of the one-way ANOVA (1.508) is lower than the value according to the F-table of critical value of one-way ANOVA (2.37), Thus the null hypothesis cannot be rejected and we have to say that the brand identification index is not associated with monthly individual income.

Figure 29: Brand Identification Index and Monthly Individual Income – ANOVA Plot



Source: Field Survey

The brand identification index calculated as the average of the values given by the respondents for the following statement.

- I have strong brand loyalty
- I prefer branded cosmetics products
- I have an interest based on some particular brand
- I prefer foreign brand to Indian brand
- I prefer Indian brand to foreign brand

For each statement the respondents were as to give ranking 1-5, were 1 represent strongly disagree 5 represents strongly agree.

Table 72: Advertisement Impact Index

In the current economy, information is regarded as one of the most precious resources since it fosters all economic activity and expansion. Information sharing is

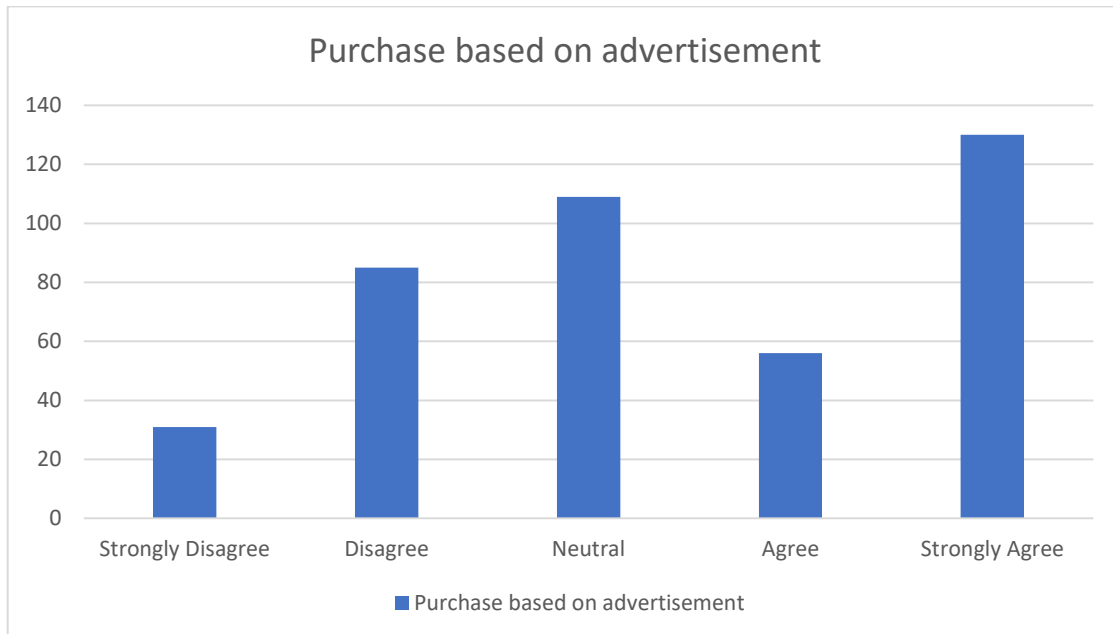
crucial in marketing since a company's clients are separated from it by time, space, socioeconomic differences, information, and interest. These gaps need to be filled for marketing to be effective and efficient. Advertising serves as a link between a company and its customers. While there is only one component of the promotion mix—advertising—it is sometimes seen as being significant in the entire marketing mix design. Because to its widespread use and prominent exposure, it is a significant social and economic issue in Indian society. A strong marketing technique, advertising may help you draw in people, educate them about your goods, and gain their confidence. Most businesses employ some form of advertising to help them market their goods and services. You can create great advertisements for your business by having a solid understanding of what advertising is and why it's critical for businesses to employ it. In this essay, we examine the value of advertising and provide some advice on how to write a compelling commercial.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
purchase cosmetics based on advertisement	31	85	109	56	130
purchase cosmetics after getting information	78	127	70	49	87
perception pushes to buy a product	59	105	85	50	112
Advertising messages are true	45	116	122	47	81
Satisfaction based on after purchasing advertised cosmetics products.	74	108	92	50	87

Source: Primary data

From the table and the bar diagram showcasing that people often purchase cosmetics based on advertisement.

Figure 30: Purchase based on advertisement

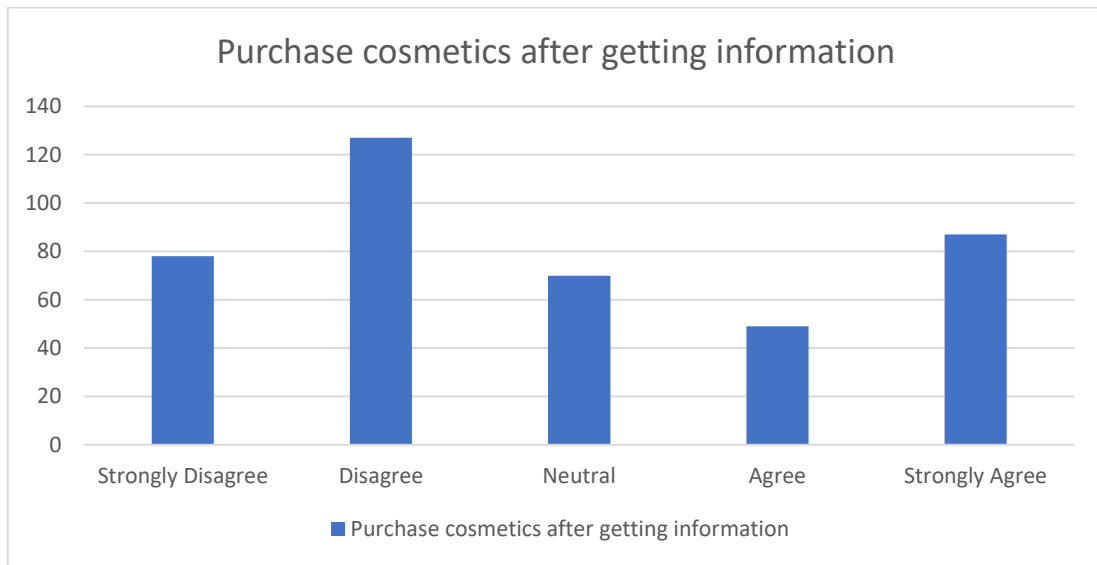


Source: Field Survey

130 people strongly agreed that their purchase is based on advertisement. So, the majority from this survey revealed that the purchase is based on an advertisement. so, advertisement helping the people to choose the right product. 109 people from 411 sample point out that they had a neutral behavior towards the advertisement. 31 people strongly dis agreed the statement. Majority of the respondents believe the advertisement campaign

Figure 31: Purchase cosmetics after getting information

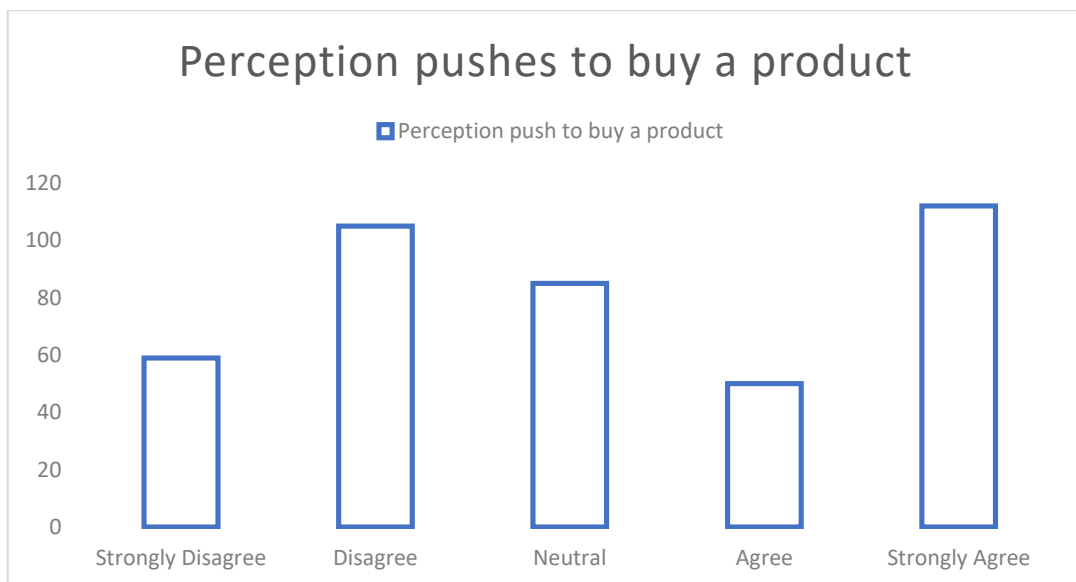
The second row of the table shows that people purchase cosmetics after getting information.



Source: Field Survey

From the table and bar diagram mentioned that 127 people disagreed that people purchase cosmetics after getting information. 87 people strongly agreed that they purchased cosmetics products after getting adequate information. 70 people had neutral behavior towards this question. 78 people strongly disagree.

Figure 32: Perception push to buy a product

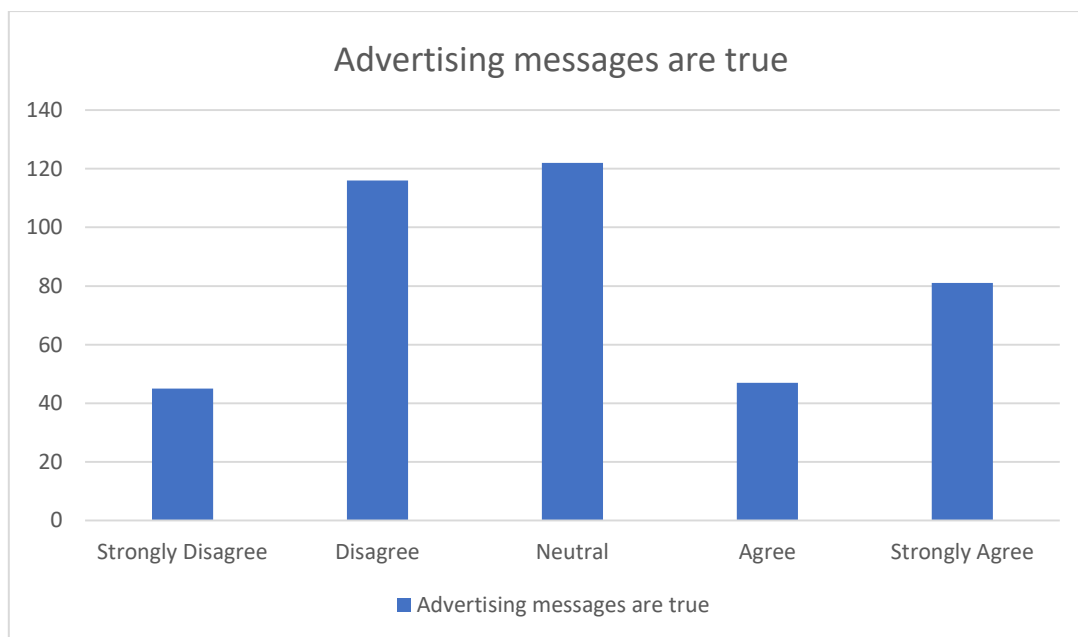


Source: Field Survey

From the above table and bar diagram revealed that people's perception pushes to buy a cosmetics product. 112 people strongly agreed that perception always pushed them for purchase of cosmetics. 105 people disagreed that no perceptions push them to purchase any cosmetics products. 59 people strongly disagreed the statement.

Cosmetics advertising works by utilizing a variety of strategies to persuade its target market to purchase skincare and cosmetics goods. The efficacy of advertising often rests on persuading the target population that they need beauty improvement and that the promoted product can truly improve their look. The cosmetics manufacturers and their advertising producers may employ a variety of strategies to induce customers to buy their products, depending on the laws governing advertising claims in the country where the advertising is displayed.

Figure 33: Advertising messages are true



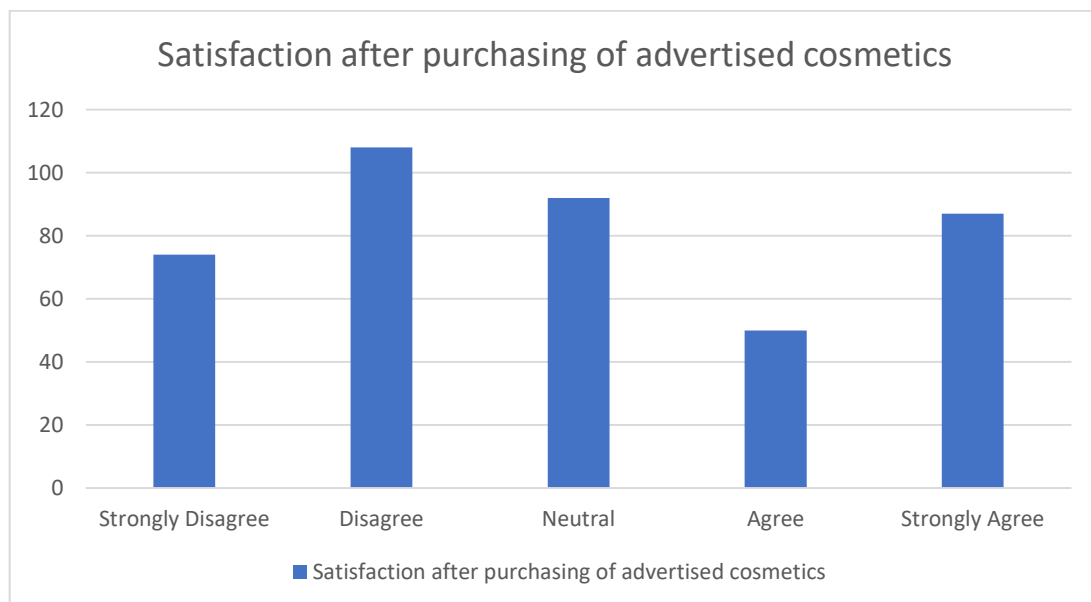
Source: Field Survey

The above table and the bar diagram focusing that to what extent people believe the reality of advertisement messages. From the data we can understand that 116 people were not believe the advertisement messages and 45 people strongly disagreed about the advertisement messages. 122 people had the neutral opinion regarding the reality

of the advertisement messages. Only 47 and 87 people agreed and strongly agreed the trueness behind the advertisement messages.

The efficacy of the communication determines whether or not the cosmetics image is positioned in the thoughts of the customer. To maintain and grow market share in the face of ever-growing media clutter, marketers turn to a variety of advertising tactics. In India, a significant sum of money is spent on advertising since it is now required that all organizations assess the impact of advertising. Since advertising affects cosmetics sales, research is conducted to determine which part of advertising has had the greatest impact on consumers.

Figure 34: Satisfaction after purchasing of advertised cosmetics



Source: Field Survey

From the above table and bar diagram shows the 410-respondent feedback regarding satisfaction after purchasing advertised cosmetics products. From the above table and bar diagram shows the 410-respondent feedback regarding satisfaction after purchasing advertised cosmetics products. Out of 410 respondents, 108 people were disagreed about the satisfaction after purchasing advertised cosmetics products. Only 50 people were getting satisfaction after watching advertisement. Out 410

people, 74 people strongly disagreed the statement. 92 people had a neutral behavior towards the statement.

Table 73: Advertisement Impact Index and Average Spending per Purchase

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<= 500	227	.61674	.111411	.007395	.60217	.63131	.320	.920
501 - 1000	27	.63852	.170603	.032833	.57103	.70601	.480	.960
1501 - 2000	85	.59012	.094195	.010217	.56980	.61043	.440	.800
2501 - 3000	70	.61200	.096633	.011550	.58896	.63504	.440	.840
3001+	2	.80000	.000000	.000000	.80000	.80000	.800	.800
Total	411	.61275	.111386	.005494	.60195	.62355	.320	.960

Source: Primary data

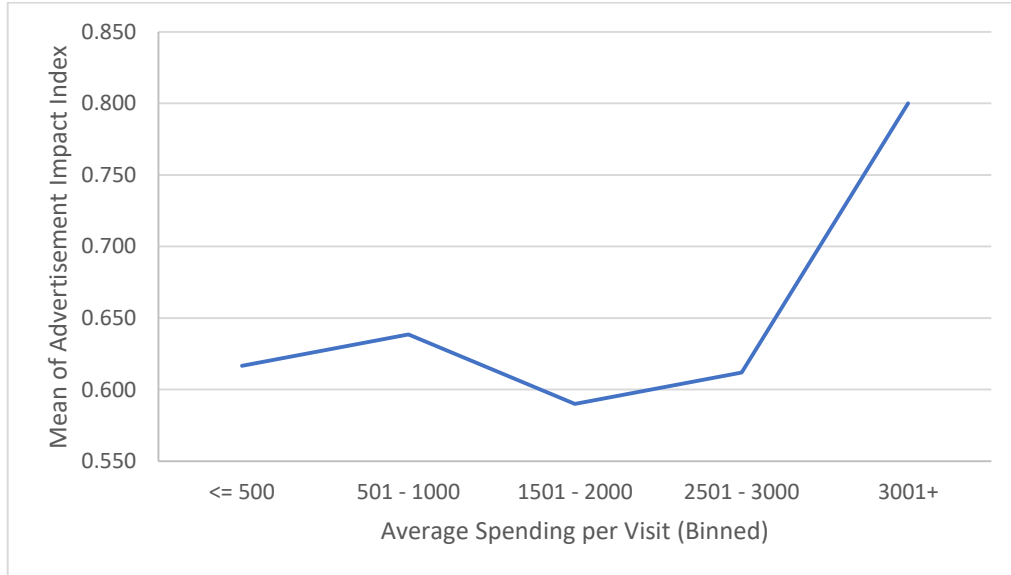
Table 74: Advertisement Impact Index and Average Spending per Purchase – ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.135	4	.034	2.772	.027
Within Groups	4.952	406	.012		
Total	5.087	410			

Source: Primary data

Here the p-value is less than 0.05 and the calculated critical value of the one-way ANOVA (2.772) is higher than the value according to the F-table of critical value of one-way ANOVA (2.37), Thus the null hypothesis is rejected and we can say that the average spending per purchase is associated with advertisement impact index.

Figure 35: Advertisement Impact Index and Average Spending per Purchase – ANOVA Plot



Source: Field Survey

Table 75: Advertisement Impact Index and Age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<20	15	.61600	.142468	.036785	.53710	.69490	.400	.800
21-25	87	.59218	.088573	.009496	.57331	.61106	.440	.840
26-30	62	.66645	.087499	.011112	.64423	.68867	.520	.880
31-35	111	.58919	.126370	.011994	.56542	.61296	.320	.920
36-40	54	.62963	.097419	.013257	.60304	.65622	.440	.800
41-45	64	.61500	.114365	.014296	.58643	.64357	.400	.960
>45	18	.61111	.129292	.030474	.54682	.67541	.480	.760
Total	411	.61275	.111386	.005494	.60195	.62355	.320	.960

Source: Primary data

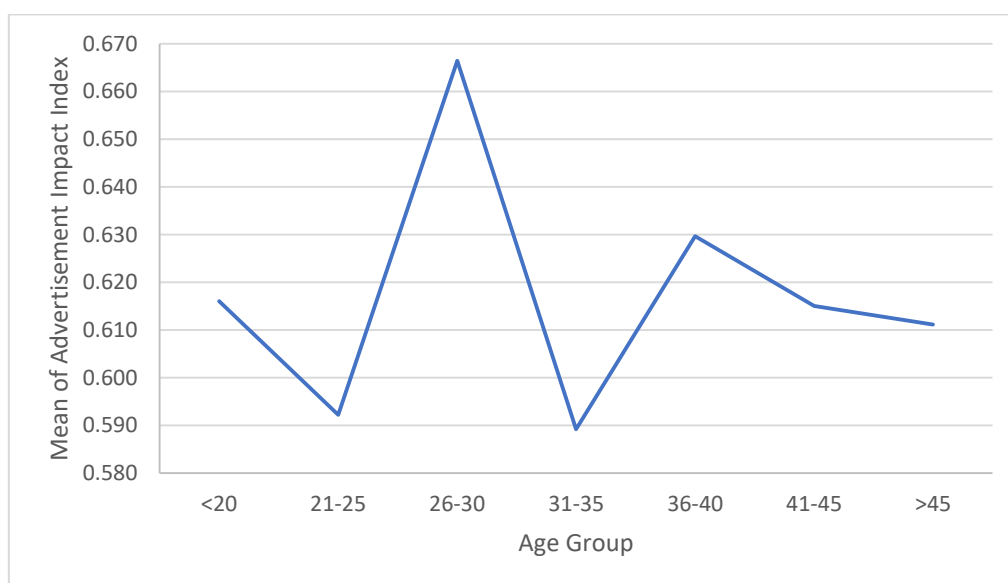
Table 76: Advertisement Impact Index and Age – ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.293	6	.049	4.117	.001
Within Groups	4.794	404	.012		
Total	5.087	410			

Source: Primary data

Here the p-value is less than 0.05 and the calculated critical value of the one-way ANOVA (4.117) is higher than the value according to the F-table of critical value of one-way ANOVA (2.10), Thus the null hypothesis is rejected and we can say that the advertisement impact index is associated with the age of the respondents.

Figure 36: Advertisement Impact Index and Age – ANOVA Plot



Source: Field Survey

Table 77: Advertisement Impact Index and Monthly Individual Income – ANOVA

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<10,000	85	.61035	.123620	.013409	.58369	.63702	.320	.840
10,001 - 25,000	77	.60000	.088258	.010058	.57997	.62003	.480	.840
25,001 - 50,000	102	.66314	.095097	.009416	.64446	.68182	.440	.920
50,001 - 100,000	76	.54105	.075747	.008689	.52374	.55836	.440	.760
>100,000	71	.63380	.129464	.015365	.60316	.66445	.400	.960
Total	411	.61275	.111386	.005494	.60195	.62355	.320	.960

Source: Primary data

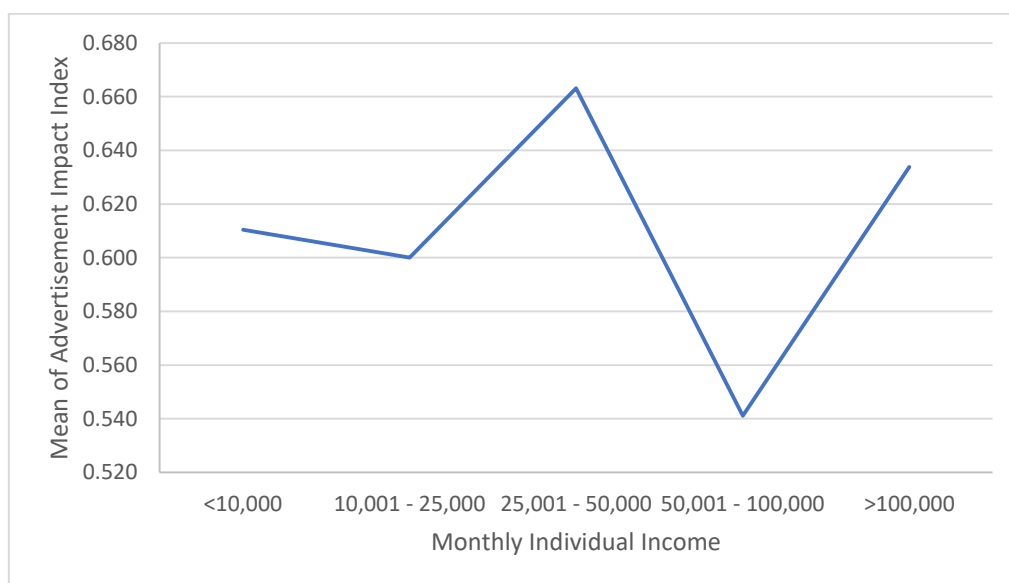
Table 78: Advertisement Impact Index and Monthly Individual Income – ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.694	4	.174	16.039	.000
Within Groups	4.393	406	.011		
Total	5.087	410			

Source: Primary data

Here the p-value is less than 0.05 and the calculated critical value of the one-way ANOVA (16.039) is higher than the value according to the F-table of critical value of one-way ANOVA (2.37), Thus the null hypothesis is rejected and we can say that the advertisement impact index is associated with the monthly income of the respondents.

Figure 37: Advertisement Impact Index and Monthly Individual Income – ANOVA Plot



Source: Field Survey

For the better understanding of the table, I run the one-way ANOVA. From the table 77, table 78 and ANOVA figure representing the advertisement impact index and individual monthly income. On the basis of the results, we accept our H1 and reject the null hypothesis, advertisement Impact Index is not similar in every individual in different Income class. The results of our study are significant. So, we can reject the null hypothesis. there for significant impact index is different in individuals in different income class.

The advertisement impact index calculated as the average of the values given by the respondents for the following questions.

- Does advertisement affect your purchase decision?
- “Advertisement of cosmetics will help to find new brands in Kerala.” To what extent do you agree with this statement?
- I will buy cosmetic products after watching its advertisement

For each questions the respondents were as to give us for 1-5, were 1 represent strongly disagree 5 represents strongly agree.

4.8 To examine the influence of demonstration effect on consumption pattern of cosmetics among consumers in Kerala

Table 79: Demonstration Index

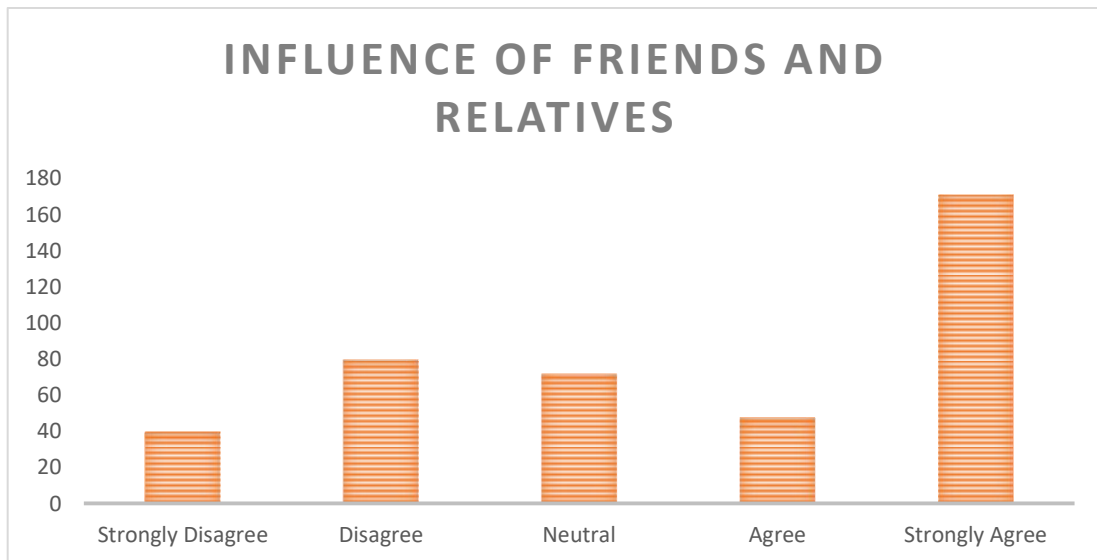
Demonstration or imitating is the tendency to emulate or imitate one person habits or consumption pattern. In other words, the demonstration effect is the propensity for a person to imitate or duplicate the consuming habits and manners of others, including friends, family, neighbors, etc. This element influences both the volume of demand for products and services. Demonstration effect is affects in all subjects of human activities. People always influenced by one or other way. The below table shows the imitation tendency of a group of people.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Friends or family members or colleagues or classmates using cosmetics	40	80	72	48	171
Prefer to buy cosmetics due to the influence of others	34	63	85	39	190
promoted the use of cosmetics	61	105	92	25	128

Source: Primary data

From the table and the bar diagram point out that, in the first row showcased the influence of friends or family members or colleagues or classmates of using cosmetics. 171 people strongly agreed that above mentioned category people influence the consumption of cosmetics. Only 40 people strongly disagreed the fact. 72 people had a neutral behavior towards this question.

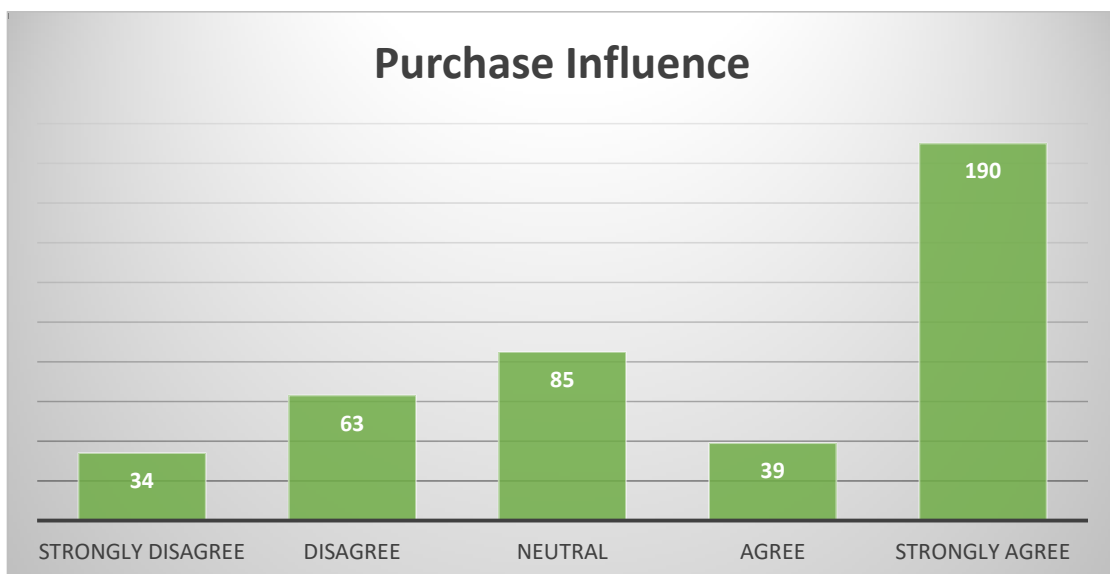
Figure 38: influence of friends and relatives



Source: Field Survey

From the above table second row (38 B) mentioned that people prefer to buy cosmetics due to the influence of others. 190 people out of 411 strongly agreed the statement. Their purchase always influenced by the purchase of others. 39 people agreed the statement.

Figure 39: Purchase Influence

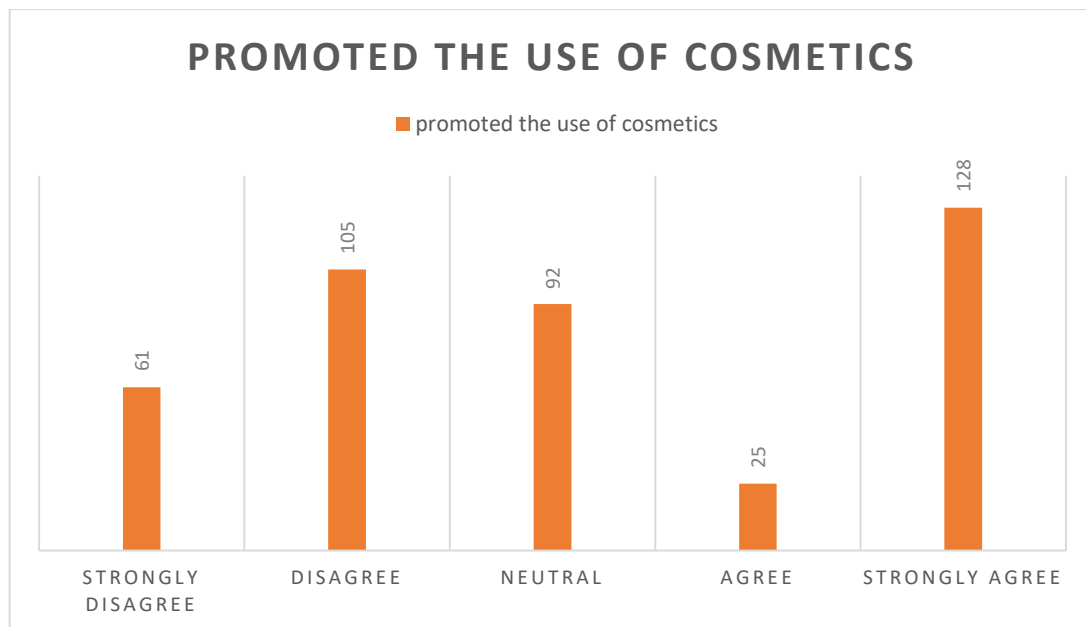


Source: Field Survey

Only 34 people strongly disagreed the statement. 85 people had neutral behavior towards this question

Figure 40: promoted the use of cosmetics

From the table third column mentioned that have they promoted the use of cosmetics? There is slight difference between strongly agreed people and disagreement people. 128 people from 411 sample population were strongly agreed the statement in the above bar diagram. 105 people disagree the statement. 92 people had the neutral behavior towards the statement.



Source: Field Survey

Table 80: Demonstration Index and Average Spending per Purchase

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<= 500	227	.69016	.172198	.011429	.66764	.71268	.333	1.000
501 - 1000	27	.60494	.112358	.021623	.56049	.64939	.467	.867
1501 - 2000	85	.72706	.195078	.021159	.68498	.76914	.333	1.000
2501 - 3000	70	.69619	.172370	.020602	.65509	.73729	.333	1.000
3001+	2	.60000	.000000	.000000	.60000	.60000	.600	.600
Total	411	.69278	.175333	.008649	.67578	.70978	.333	1.000

Source: Primary data

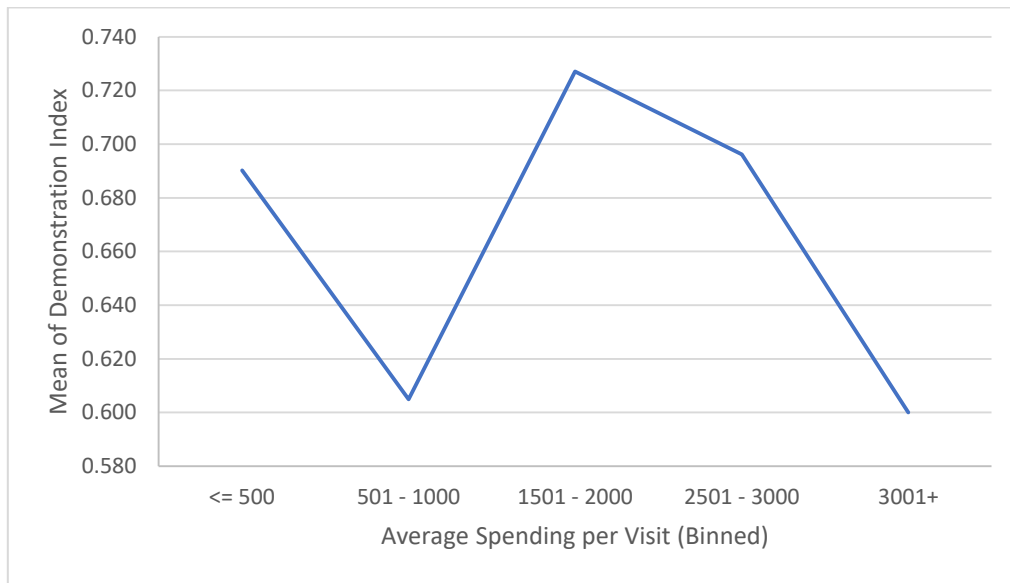
Table 81: Demonstration Index and Average Spending per Purchase – ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.328	4	.082	2.710	.030
Within Groups	12.276	406	.030		
Total	12.604	410			

Source: Primary data

Here the p-value is less than 0.05 and the calculated critical value of the one way ANOVA(2.710) is higher than the value according to the F-table of critical value of one way ANOVA(2.37), Thus the null hypothesis is rejected and we can say that the average spending per purchase is associated with the demonstration effect.

Figure 41: Demonstration Index and Average Spending per Purchase – ANOVA Plot



Source: Field Survey

The above table 80 and 81 showcasing the demonstration effect and average spending per purchase. For the better understanding of the table, I run analysis of variance. The null hypothesis is there is no significant relationship between demonstration index and average spending per purchase. But from the table we can understand that there is a significant relationship between demonstration effect and average spending per purchase. So, we reject the null hypothesis and accept the alternative hypothesis.

Table 82: Demonstration Index and Age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<20	15	.52444	.090384	.023337	.47439	.57450	.400	.667
21-25	87	.76322	.161632	.017329	.72877	.79767	.467	1.000
26-30	62	.74086	.182317	.023154	.69456	.78716	.333	1.000
31-35	111	.65045	.167263	.015876	.61899	.68191	.333	1.000
36-40	54	.70494	.200879	.027336	.65011	.75977	.333	1.000
41-45	64	.66875	.155768	.019471	.62984	.70766	.400	1.000
>45	18	.63704	.100254	.023630	.58718	.68689	.400	.733
Total	411	.69278	.175333	.008649	.67578	.70978	.333	1.000

Source: Primary data

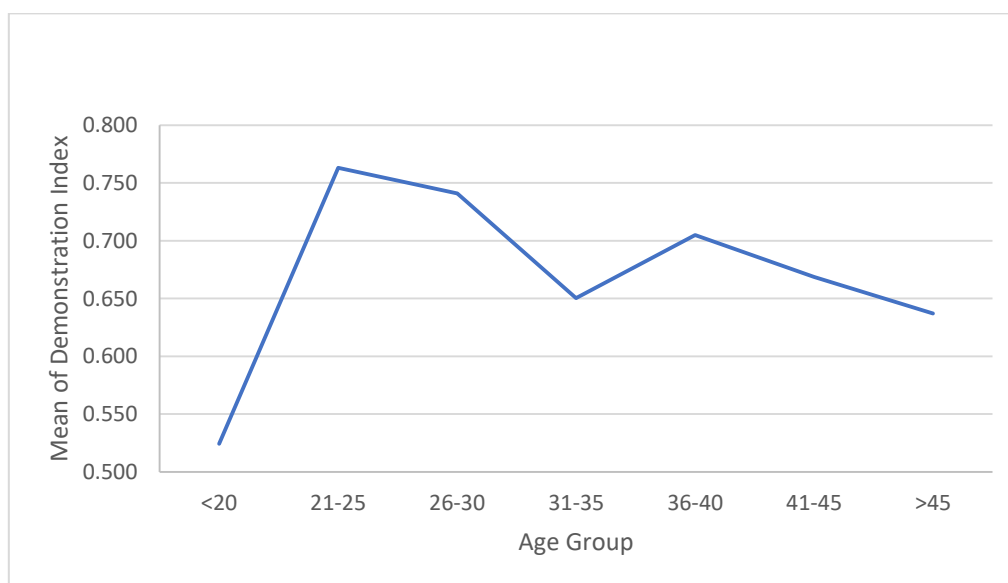
Table 83: Demonstration Index and Age – ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.300	6	.217	7.742	.000
Within Groups	11.304	404	.028		
Total	12.604	410			

Source: Primary data

Here the p-value is less than 0.05 and the calculated critical value of the one-way ANOVA (7.742) is higher than the value according to the F-table of critical value of one-way ANOVA (2.10), Thus the null hypothesis is rejected and we can say that the demonstration index is associated with the age of the respondent.

Figure 42: Demonstration Index and Age – ANOVA Plot



Source: Field Survey

For the better understanding of the table, I used cross tabulation method and one way ANOVA. From the table 82 and 83 showcasing demonstration index and age. The null hypothesis was there is no significant relationship between demonstration index and age. But from the survey we can understand that it is insignificant and we can accept the null hypothesis. The significance is .000.

Table 84: Demonstration Index and Monthly Individual Income

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<10,000	85	.66588	.166665	.018077	.62993	.70183	.400	1.000
10,001 - 25,000	77	.69091	.182865	.020839	.64940	.73241	.333	1.000
25,001 - 50,000	102	.68105	.183506	.018170	.64500	.71709	.333	1.000
50,001 - 100,000	76	.72018	.179223	.020558	.67922	.76113	.333	1.000
>100,000	71	.71455	.158238	.018779	.67710	.75201	.400	1.000
Total	411	.69278	.175333	.008649	.67578	.70978	.333	1.000

Source: Primary data

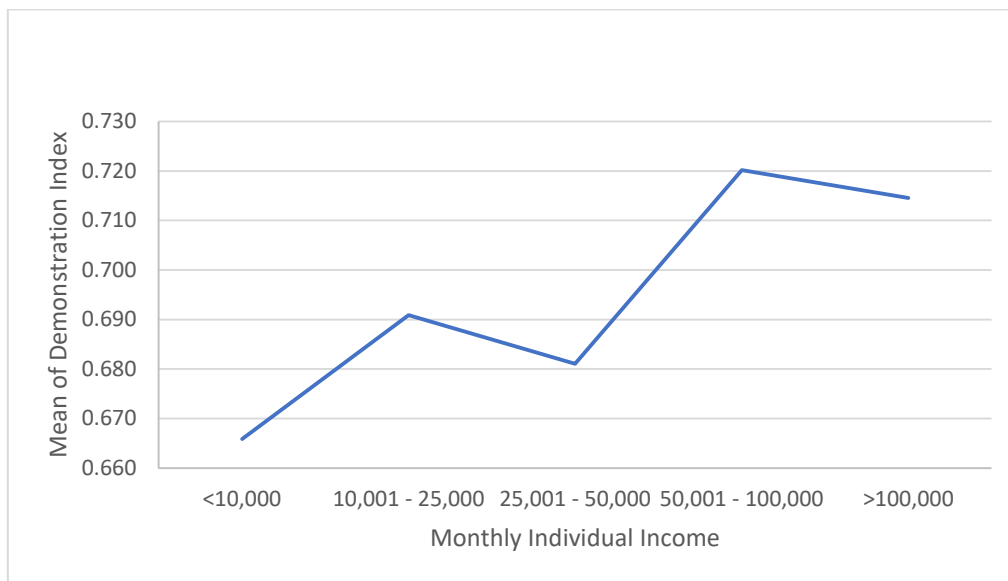
Table 85: Demonstration Index and Monthly Individual Income – ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.167	4	.042	1.359	.248
Within Groups	12.438	406	.031		
Total	12.604	410			

Source: Primary data

Here the p-value is more than 0.05 and the calculated critical value of the one-way ANOVA (1.359) is lower than the value according to the F-table of critical value of one-way ANOVA (2.37), Thus we fail to reject the null hypothesis and have to say that the demonstration index is not associated with the monthly individual income of the respondent.

Figure 43: Demonstration Index and Monthly Individual Income – ANOVA Plot



Source: Field Survey

The advertisement impact index calculated as the average of the values given by the respondents for the following questions and statement.

- My friends or family members or colleagues or classmates using cosmetics.
- I prefer to buy cosmetics due to the influence of others?
- Have they ever promoted the use of cosmetics?

For each question and statement, the respondents were asked to give for 1-5 ranks, where 1 represents strongly disagree and 5 represents strongly agree.

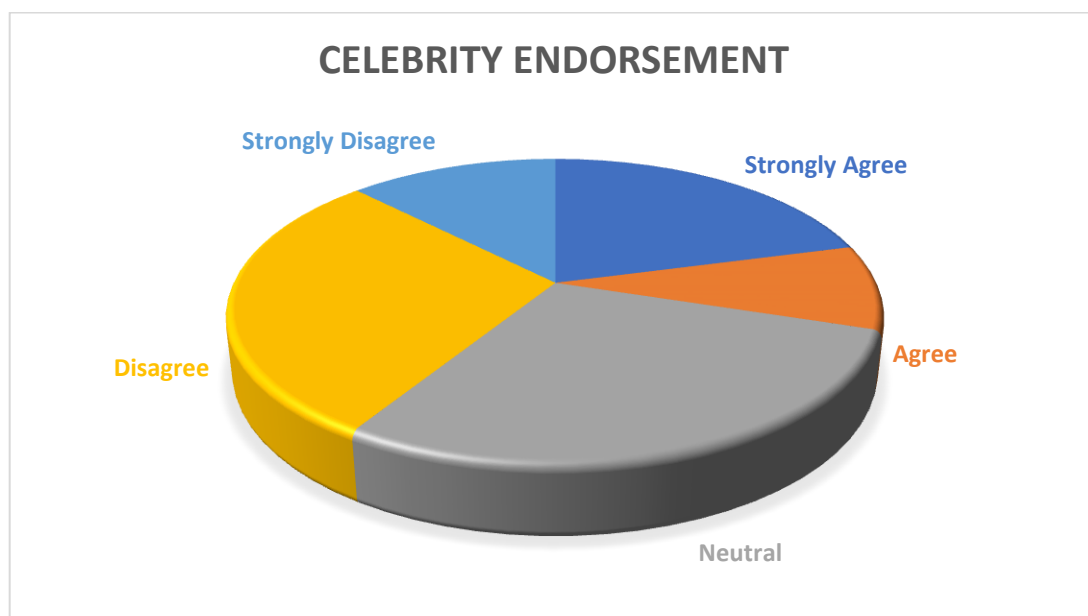
Table 86: Distribution of Respondents by Celebrity Endorsement

One of the most common forms of advertising in recent years is celebrity endorsement. Marketers employ celebrities in their product advertisements to sway consumers' buying choices and boost their sales and market share. It has been noted that using celebrities in a product's advertising increases its appeal and visibility.

		Frequency	Percent
Valid	Strongly Agree	118	28.7
	Agree	37	9.0
	Neutral	119	29.0
	Disagree	86	20.9
	Strongly Disagree	51	12.4
	Total	411	100.0

Source: Primary data

Figure 44: Celebrity Endorsement



Source: Field Survey

Now a days celebrity endorsement is the key success of business. But from the above table and pie chart showcase that only 29% people strongly agree the celebrity endorsement in the purchase of cosmetic. 21% people disagree the celebrity endorsed in the purchase of cosmetics. 29% people had the neutral behavior in celebrity endorsement in the advertisement and purchase. 12% people strongly disagree the celebrity endorsement. 9% people agreed the celebrity endorsement in advertisement and consumption of cosmetics.

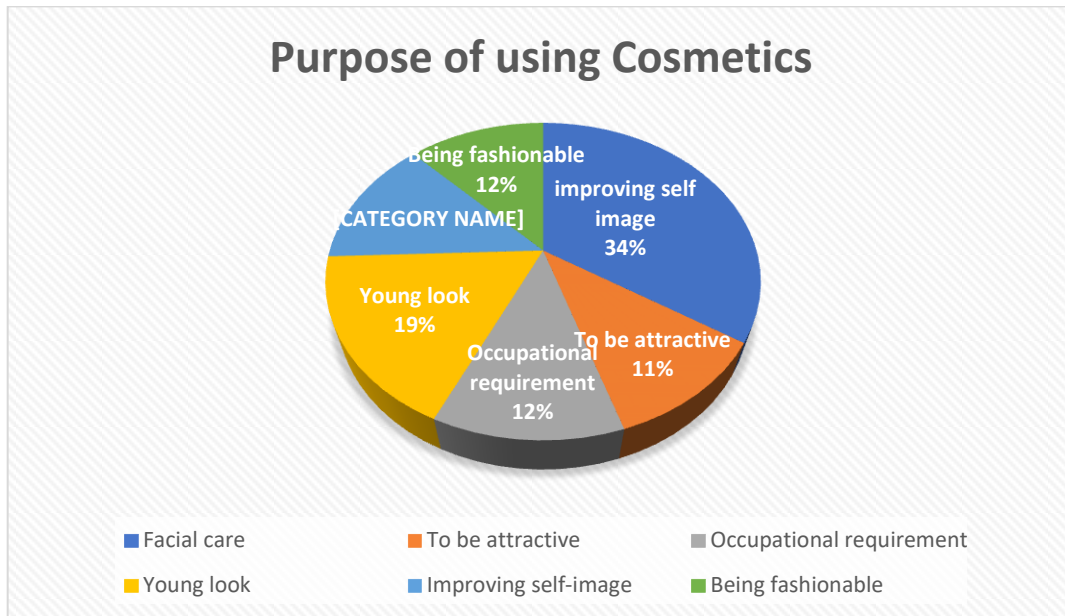
Table 87: Distribution of Respondents by Primary Purpose

Makeup is dismissed as superficial and frivolous. Yet it has influence. Some see it as armor. Some people utilize it to express themselves. A highlighter may be more than just a highlighter, just as a foundation can be more than just a foundation. They may change, offer protection, and more. You may be dubious of the importance of cosmetics, but we can assure you that it is there. Think beyond yourself, even if it doesn't seem vital to you. While you may think that skin care is more important than makeup, others depend on cosmetics to improve their emotions and sense of confidence. We'll break down the significance of cosmetics in the paragraphs that follow to better assist you comprehend. Every people have their own reason for use cosmetics products.

		Frequency	Percent
Valid	Improving self-image	140	34.1
	To be attractive	45	10.9
	Occupational requirement	49	11.9
	Young look	72	17.5
	Facial care	55	13.4
	Being fashionable	50	12.2
	Total	411	100.0

Source: Primary data

Figure 45: Purpose of using Cosmetics



Source: Field Survey

From the table and pie chart we can understand that every people wanted to improve their self-image. In the survey also revealed that 34% people use cosmetics to improve their self-image Infront of the society. 19% people’s purpose of cosmetics use was to look young and dynamic. 12% people uses cosmetics as part of their job or occupation. 13% people uses cosmetics product to protect their face from sun or blemishes. So, every people use cosmetics for their own reasons.

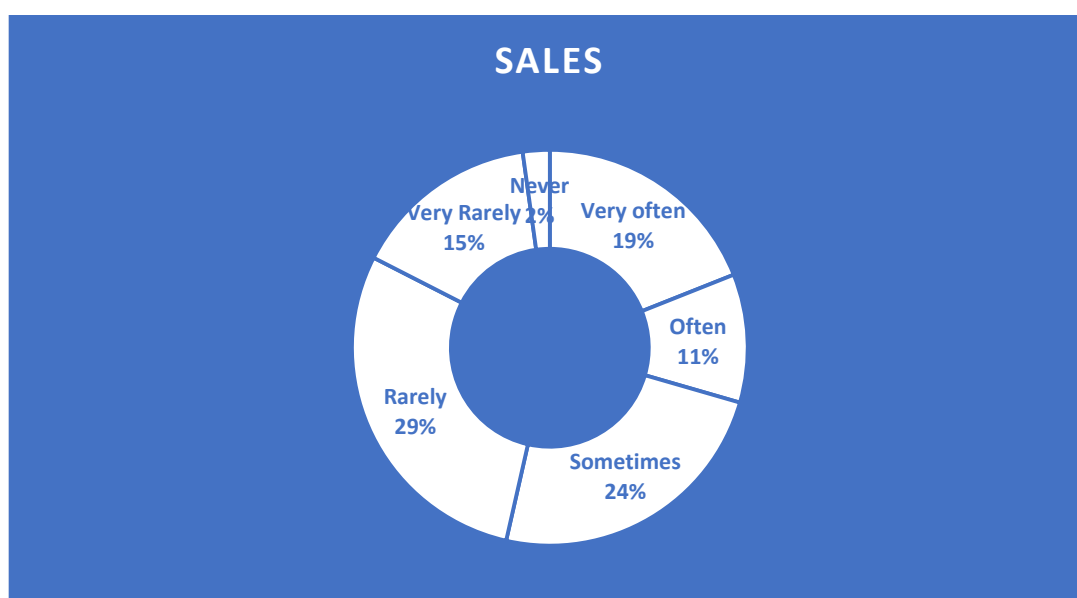
Table 88: Distribution of Respondents by Influence of Salesperson

Working in the beauty and fashion industries is all about assisting people in feeling and looking their best, whether you are a hairdresser, garment designer, or cosmetic sales representative. Working directly with customers may be rewarding but sometimes difficult for department store employees. Working at the cosmetics counter can be particularly taxing. A cosmetic salesman must handle a large number of clients as many individuals are going by. Also, a cosmetics business frequently launches new items while discontinuing others, and rivalry is only a few feet away.

		Frequency	Percent
Valid	Very often	78	19.0
	Often	43	10.5
	Sometimes	99	24.1
	Rarely	119	29.0
	Very Rarely	63	15.3
	never	9	2.2
	Total	411	100.0

Source: Primary data

Figure 46: Distribution of Respondents by Influence of Salesperson



Source: Field Survey

The most admired salespeople are frequently those that priorities satisfying client requirements over increasing sales. That is why the pie chart and the table shows the importance of a sales person. Only 2% is not influenced the sales person in the store.19% rarely influenced by the sales person. 19% very often influenced the sales person. 24% sometimes influenced the sales person. Only 15% people very rarely influenced by the sales person. So, from the table we can understand somehow a person influenced our purchase.

Table 89: Distribution of Respondents by Belief in the Products

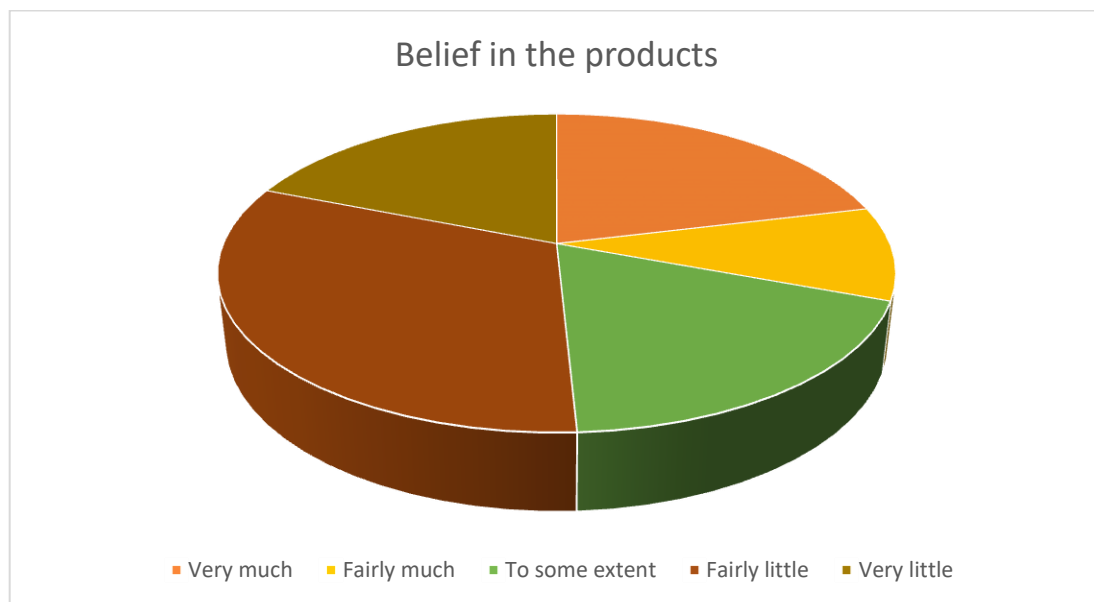
The market for skincare products is competitive and expanding. The estimated value of the worldwide sector in 2025 is USD 189.3 billion (Size of the global skin care market from 2012 to 2025 (in billion U.S. dollars)). The main element in creating customer brand loyalty is trust. They want to be sure a new product they choose is safe, conforms with market standards, and will live up to whatever promises the maker makes.

		Frequency	Percent
Valid	Very much	87	21.2
	Fairly much	39	9.5
	To some extent	76	18.5
	Fairly little	131	31.8
	Very little	78	19.0
	Total	411	100.0

Source: Primary data

Figure 47: Distribution of Respondents by Belief in the Products

Every product has its own tag lines and trust making lines. Some extent people believe in the tag lines and purchase based on this advertisement words.



Source: Field Survey

From the above pie chart and the table analyses that the believe in the promised effects of cosmetics products. The interesting facts that 31.8% had very little belief on effects that has promised by the products. 18.5% people believe to some extent. 19% people believes very little on the assurance given by the products. 21% people believe on the products that has used by the person. So, everybody was using the products but believes was much less. So, they are influenced by some other person or for status symbol.

Table 90: Distribution of Respondents by Most Critical Purchase Factor

When it comes to product quality, price, status, features, and packaging, consumer purchasing patterns vary. Their purchase habits are influenced by their tendency to follow the trend cycle. Market researchers get millions of rupees each year from marketers in order to recognize and forecast this shifting behavior. Because of the numerous types, reasonable prices, and shifting trends in the cosmetics sector, marketers are now having trouble identifying and understanding customer behavior.

		Frequency	Percent
Valid	My income	82	20.0
	Product price	41	10.0
	Product quality	116	28.2
	Product brand	100	24.3
	Product advertisement	72	17.5
	Total	411	100.0

Source: Primary data

Figure 48: Distribution of Respondents by Most Critical Purchase Factor



Source: Field Survey

From the above table and pie chart reveals that, the most important purchasing factor was product quality. 28.2% people's preferred purchasing factor was product quality. Brand is also important for a customer. 24% people focus on brand of a product. The least focusing factor is price of a product. Advertisement also an important factor for purchase of a cosmetic products. 20% people think about income before going to purchase a cosmetic product.

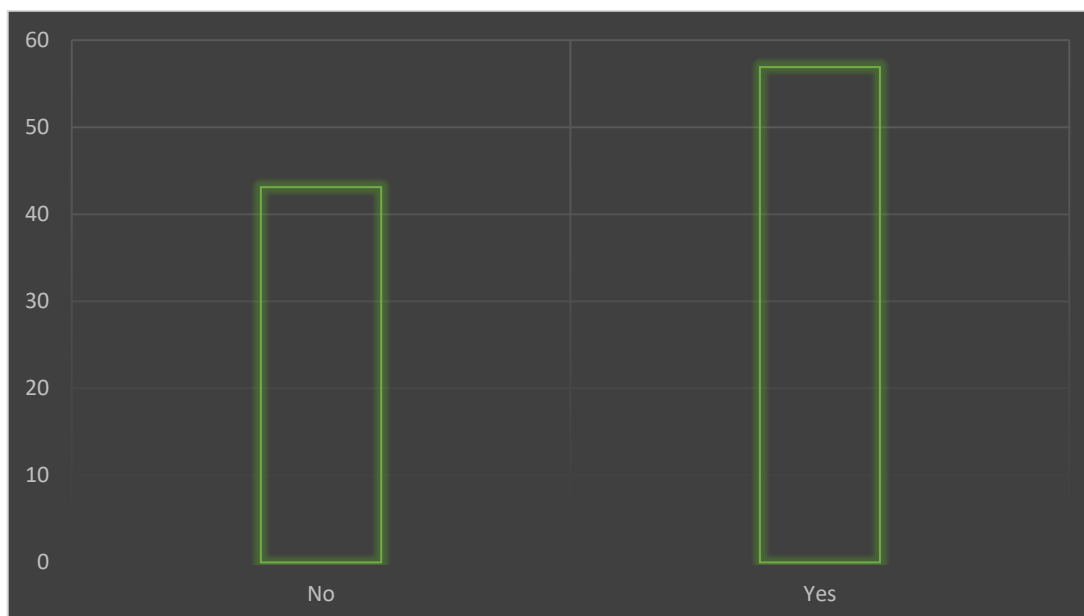
Table 91: Distribution of Respondents by Past Experience Recommendation

Two essential components of the decision-making process linked to the purchasing of items are motivation and consumer involvement. These are interrelated qualities that affect whether or not buyers choose to purchase a product. Before making a decision, a motivated customer engages in research and analysis activities related to his purchasing activity. Each customer who starts the buying process feels driven by a variety of internal and external causes. The importance of the same in consumer participation would be elaborately supported by looking at motivation and associated ideas.

		Frequency	Percent
Valid	No	177	43.1
	Yes	234	56.9
	Total	411	100.0

Source: Primary data

Figure 49: Distribution of Respondents by Past Experience Recommendation



Source: Field Survey

One way or another way lots of people will influence our cosmetics use. Some of the people recommend cosmetics products to their friends and relatives. In the above table we can see that 57% people use cosmetics products by the recommendation from their friends and relatives.

Table 92: Logit Regression – Variables

Variable	Description
<i>Dependent Variable</i>	
Necessity	Whether the respondent considers cosmetics a necessary part of their daily life. Equals 1 if yes, 0 otherwise
<i>Independent Variables</i>	
Age	Age of the respondent
Children	No of children born to the respondent
Income	Monthly individual income of the respondent
Experience	No of years that the respondent has been using cosmetics for
Average Spending	Average spending per purchase of cosmetics products by the respondent
AI Index	The value of advertisement impact index for the respondent
BI Index	The value of brand identification index for the respondent
Urban	Dummy variable for the respondent's location. 1 if urban, 0 if rural
Female	Dummy variable for sex of the respondent. 1 if female, 0 if male
Social Status	Dummy variable for whether the respondent believes that using cosmetics elevates social status. 1 if yes, 0 otherwise
Budget	Dummy variable for whether the respondent sets a budget when purchasing cosmetics. 1 if yes, 0 otherwise
Quality	Dummy variable for whether the respondent considers product quality to be a critical factor. 1 if yes, 0 otherwise
Celebrity	Dummy variable for whether the respondent considers a product purchase based on celebrity endorsement. 1 if yes, 0 otherwise

Table 93: Logit Regression – Coefficients

Variable	Coefficient	Std. Error	Z	p	Marginal Effect at Mean
Constant	-2.8759	1.1268	-2.55	0.011	
Age	-0.0033	.0195	-0.17	0.865	-.0007
Children	-0.4826	.1462	-3.30	0.001	-.1037
Income	0.1647	.0893	1.85	0.065	.0354
Experience	-0.0118	.0146	-0.81	0.420	-.0025
Average Spending	-0.0002	.0001	-2.46	0.014	-.0001
AI Index	4.9765	1.1934	4.17	0.000	1.0697
BI Index	-0.4023	1.0157	-0.40	0.692	-0.0865
Urban	-0.6504	.2868	-2.27	0.023	-.1355
Female	0.6336	.2551	2.48	0.013	.1367
Social Status	1.0056	.2424	4.15	0.000	.2226
Budget	0.0868	.3145	0.28	0.782	.0185
Quality	-0.3459	.2813	-1.23	0.219	-.0719
Celebrity	-0.8156	.2545	-3.20	0.011	-.1692
McFadden R²	0.182		McFadden Adjusted R²		0.129
Cox and Snell R²	0.208		Nagelkerke R²		0.286
Akaike Criterion (AIC)	462		Schwarz Criterion (BIC)		510
Likelihood Ratio Test (χ^2)	97.317		p-value (χ^2)		<0.001
Number of cases correctly predicted				317	
Percentage of cases correctly predicted				77.1%	

Source: Primary data

Eight independent variables in the logit model were found to be significant in determining the respondent's perception of cosmetics as a necessity in life. Variables including age, experience with using cosmetics, brand identification index, presence of a cosmetics budget, and quality were insignificant in the model. Among the significant variables, the most critical ones were Advertisement Impact

Index, and the respondent's perception of cosmetics elevating their social status. Both these were found to positively influence consumer choice. Other significant variables that positively influenced consumer perception include sex, where women were more likely to report such behaviour than men. Women were almost 14 per cent more likely to view cosmetics as necessary in their lives. Income also had a positive influence on respondents viewing cosmetics as necessary.

The number of children, average spending per purchase, and presence of celebrity endorsement were all significant with a negative impact on consumer opinion. The likelihood of a person viewing cosmetics as necessary declined with the increase in number of children in their family. A similar trend was also seen in the case of average spend per purchase, where consumers were less likely to report this behaviour the more, they spent. Among the dummy variables, consumers in urban areas were 13.55 per cent less likely to consider cosmetics a necessity, while the endorsement by celebrities was seen to reduce this probability by almost 17 per cent.

4.5 Conclusion

Based on the analysis conducted on the consumption pattern of cosmetics among consumers in Kerala, several key findings have emerged.

Firstly, it was observed that there is a growing trend of increased cosmetics consumption among consumers in Kerala. This can be attributed to factors such as increasing disposable income, changing beauty standards, and the influence of media and social media platforms.

Secondly, the research revealed that consumers in Kerala display a preference for specific cosmetic products. This reflects a growing awareness and concern for the ingredients used in cosmetics and their potential impact on health and the environment.

Furthermore, the study indicated that consumers in Kerala value brand reputation and product quality. They are willing to invest in trusted and established brands that offer high-quality products, even if they come at a higher price point.

Additionally, the research highlighted the role of social media in shaping consumer behaviour and purchase decisions. Platforms like Instagram and YouTube were found to be influential in introducing new cosmetic trends, product recommendations, and reviews to consumers in Kerala.

In conclusion, the consumption pattern of cosmetics among consumers in Kerala is characterized by a rising demand for cosmetics products, a focus on brand reputation and product quality, and the influence of social media platforms. These findings have implications for cosmetic companies and marketers seeking to target and cater to the preferences of consumers in Kerala.

CHAPTER 5

FINDINGS, SUGGESTIONS, AND CONCLUSION

CONTENTS

5.1. *Introduction*

5.2. *Major Findings of the Study*

5.3. *Suggestions and policy recommendations for the topic of consumption patterns of cosmetics among consumers in Kerala:*

5.4. *Indications for the future research on the topic of consumption patterns of cosmetics among consumers in Kerala:*

5.1 Introduction

The exploration into the consumption patterns of cosmetics among consumers in Kerala has unearthed a wealth of valuable insights, shedding light on the diverse factors influencing purchasing behaviors and preferences in this unique market. In this section, we present a summary of our key findings, offer practical suggestions for industry stakeholders, and conclude with a reflection on the implications of our research.

Our research reveals a nuanced understanding of consumer behavior in the cosmetics sector in Kerala. We identified distinct trends in product preferences, with a notable emphasis on natural and locally sourced ingredients. Additionally, the influence of cultural practices and societal norms emerged as crucial factors shaping consumer choices. The study also highlighted the impact of digital media on shaping beauty standards and driving purchasing decisions.

Based on our findings, we propose several strategic suggestions for businesses operating in the cosmetics industry in Kerala. Emphasizing the integration of traditional elements in product formulations, fostering sustainability practices, and leveraging digital platforms for targeted marketing are pivotal strategies. Furthermore, enhancing product accessibility, considering regional variations in preferences, and establishing partnerships with local influencers can enhance brand visibility and resonate with the diverse consumer base.

In conclusion, our research underscores the dynamic nature of the cosmetics market in Kerala. The synthesis of quantitative and qualitative data provides a comprehensive understanding of consumer preferences and the intricate interplay of cultural, social, and economic factors. As the cosmetics industry continues to evolve, the insights gained from this study offer actionable intelligence for businesses aiming to thrive in the Kerala market. The importance of adapting marketing strategies to align with cultural norms and promoting sustainable practices cannot be overstated. Through this research, we contribute to the ongoing

dialogue on cosmetics consumption, offering a roadmap for industry players to navigate and succeed in this vibrant and culturally rich market.

5.2 Major Findings of the Study

5.2.1 To explore the demographic factors that influence consumption pattern of cosmetics among consumers in Kerala

Throughout this study, we have explored the demographic factors that influence the consumption patterns of cosmetics among consumers in Kerala. By analyzing various aspects, we have gained valuable insights into how age, gender, income, and education impact the cosmetic consumption patterns in the region. The major findings shed light on the diverse nature of consumer preferences and the significance of demographic factors in shaping the consumption landscape.

Age: Our study indicates that age plays a significant role in determining cosmetic consumption patterns in Kerala. Younger consumers, particularly those in the age group of 18 to 35, exhibit a higher inclination towards cosmetics. This age group is influenced by social media platforms, celebrity culture, and the desire to adhere to evolving beauty standards. Older consumers, while still engaged in cosmetic consumption, tend to prioritize skincare and wellness products over makeup, emphasizing natural beauty and anti-aging solutions.

Gender: Gender emerged as a crucial demographic factor influencing cosmetic consumption in Kerala. Females constitute the primary consumer base for cosmetics, driven by societal expectations, self-expression, and personal grooming. However, our study reveals a gradual shift in the male consumer base, with men increasingly embracing cosmetic products for grooming, skincare, and personal style. This expanding market segment presents opportunities for brands to develop specialized products tailored to the needs and preferences of male consumers.

Income: Income levels have a substantial impact on cosmetic consumption patterns in Kerala. Consumers with higher income levels tend to allocate a larger portion of their budget to cosmetics, considering them as a symbol of social status and personal

well-being. These consumers are more willing to invest in premium or luxury brands and are inclined towards a wider range of cosmetic products. Conversely, individuals with lower income levels exhibit more price sensitivity and may opt for affordable or value-for-money options.

Employment: This research considers employment in all forms. However, the study separated the work into five groups, including student, homemaker, salaried, self-employed and others. Students have also been included to the category since they are important consumers of cosmetics. From the previous studies I understood that, students are the best cosmetics consumers, but my research showing salaried persons are the best cosmetics consumers. They try to use cosmetics products as part of their work. This suggests that while a client prefers a specific cosmetic product, there is discernible effect of profession.

Education: Education is another influential demographic factor that affects cosmetic consumption patterns. Consumers with higher levels of education often demonstrate a greater propensity for cosmetic consumption. They are more likely to be aware of product ingredients, brand reputations, and ethical considerations, making informed choices. Education also correlates with increased exposure to media and trends, shaping consumer preferences and the adoption of new cosmetic products.

In conclusion, the demographic factors of age, gender, income, employment and education significantly influence the consumption patterns of cosmetics among consumers in Kerala. Younger consumers, particularly females, exhibit a higher inclination towards cosmetics, while older consumers prioritize skincare and wellness products. The expanding market segment of male consumers presents new opportunities for brands. Consumers with higher income levels allocate more of their budget to cosmetics, while individuals with lower income levels may prioritize affordability. Lastly, consumers with higher levels of education make more informed choices based on product knowledge and ethical considerations.

Understanding these demographic factors and their influence on cosmetic consumption patterns is crucial for cosmetic companies, marketers, and

policymakers. It enables them to tailor their strategies, product offerings, and marketing campaigns to effectively target specific consumer segments. By catering to the diverse preferences and needs of consumers in Kerala, companies can establish a strong presence in the market while promoting responsible consumption and customer satisfaction.

5.2.2 To analyses the impact of advertisement on selection of cosmetic brand among cosmetic consumers in Kerala.

In this study, we have examined the impact of advertisements on the selection of cosmetic brands among consumers in Kerala. Our objective was to understand how advertisements influence consumer behavior, brand preferences, and purchasing decisions in the highly competitive cosmetics market. The major findings shed light on the significant role that advertisements play in shaping consumer perceptions and choices in Kerala.

Awareness and Information: Advertisements have a substantial impact on creating awareness and disseminating information about cosmetic brands among consumers in Kerala. Through various media channels, such as television, print, online platforms, and social media, advertisements effectively introduce consumers to new products, features, and brand offerings. They play a crucial role in educating consumers about the benefits, ingredients, and unique selling propositions of different cosmetic brands.

Brand Recall and Recognition: Advertisements contribute to brand recall and recognition among consumers in Kerala. Well-crafted and memorable advertisements help consumers associate specific brands with their messaging, slogans, jingles, or brand ambassadors. This association enhances brand familiarity and facilitates brand recognition when consumers encounter the brand while making purchasing decisions. Advertisements, therefore, play a pivotal role in establishing a brand's presence and distinguishing it from competitors.

Influencing Brand Preferences: Advertisements have a persuasive influence on shaping brand preferences among cosmetic consumers in Kerala. They create

aspirational and emotional appeals, often using visuals, testimonials, and narratives to convey a desirable lifestyle or beauty ideal associated with the brand. Consumers are more likely to consider and select brands that align with their personal values, aspirations, and desired self-image as portrayed in advertisements.

Trust and Credibility: Advertisements play a crucial role in building trust and credibility for cosmetic brands. Consumers in Kerala often rely on advertisements to assess the reliability and authenticity of brands. Ethical considerations, such as cruelty-free or natural ingredients, as communicated through advertisements, can enhance consumer trust and loyalty. Furthermore, advertisements featuring endorsements from influencers, celebrities, or healthcare professionals can positively impact brand credibility and influence consumer choices.

Consumer Skepticism: Despite the persuasive nature of advertisements, consumers in Kerala exhibit a level of skepticism towards their claims. They understand the commercial nature of advertisements and critically evaluate the promises made by brands. Consumers rely on additional sources of information, such as online reviews, word-of-mouth recommendations, and personal experiences, to validate the claims made in advertisements before making purchasing decisions.

In conclusion, advertisements have a significant impact on the selection of cosmetic brands among consumers in Kerala. They create awareness, provide information, enhance brand recall, influence brand preferences, and build trust and credibility. Advertisements play a vital role in shaping consumer perceptions, aspirations, and purchasing decisions. However, consumers also exercise skepticism and seek additional validation before making final choices.

For cosmetic companies, it is crucial to develop compelling and authentic advertisements that resonate with the target audience in Kerala. By understanding consumer preferences, values, and aspirations, brands can create advertisements that establish an emotional connection, build trust, and differentiate themselves from competitors. Companies should also leverage digital platforms and social media to

complement traditional advertising channels, as consumers increasingly rely on these sources for information and validation.

Policymakers can play a role in ensuring ethical advertising practices, preventing misleading claims, and promoting transparency in the cosmetic industry. Implementing regulations and guidelines that protect consumers from false advertising and encourage responsible marketing can enhance consumer trust and confidence in the selection of cosmetic brands.

By considering the impact of advertisements on consumer behavior, cosmetic companies and policymakers can work together to create a transparent and trustworthy marketplace that meets the needs and preferences of consumers in Kerala while fostering a sustainable and responsible cosmetics industry.

5.2.3 To examine the influence of demonstration effect on consumption pattern of cosmetics among consumers in Kerala

Throughout this study, we have examined the influence of the demonstration effect on the consumption patterns of cosmetics among consumers in Kerala. Our objective was to understand how consumers' behaviour is shaped by observing and imitating others' cosmetic usage and preferences. The major findings shed light on the significant role that the demonstration effect plays in influencing consumer choices and consumption patterns in Kerala.

Social Influence and Imitation: The demonstration effect exerts a strong social influence on consumers in Kerala when it comes to cosmetic consumption. Consumers observe and imitate the cosmetic usage and preferences of their peers, family members, friends, and influencers. This social imitation is driven by the desire to conform, belong, and emulate others' beauty routines and choices. The demonstration effect plays a crucial role in shaping consumer behaviour and creating trends within social circles.

Product Recommendations and Reviews: The demonstration effect is reinforced by product recommendations and reviews. Consumers in Kerala rely on the experiences

and opinions of others to guide their cosmetic choices. Positive reviews and recommendations from trusted sources, such as family members, friends, and influencers, strongly influence consumer perceptions and encourage them to try specific brands and products. The demonstration effect amplifies through word-of-mouth communication, online reviews, and social media endorsements.

Perception of Success and Status: Consumers in Kerala associate cosmetic consumption with success, status, and social acceptance. The demonstration effect drives individuals to adopt cosmetic products and routines that are perceived as enhancing their attractiveness, confidence, and social standing. Consumers aim to emulate the beauty standards and lifestyle choices of those they consider successful or influential, leading to increased consumption of cosmetics that are seen as symbols of achievement and prestige.

Cultural Influences: Cultural factors shape the demonstration effect on cosmetic consumption patterns in Kerala. The state's cultural values and traditions influence consumers' perceptions of beauty and cosmetic choices. Consumers seek a balance between adhering to traditional beauty ideals and adopting modern cosmetic practices. The demonstration effect plays a role in influencing cosmetic consumption that aligns with cultural expectations while allowing for self-expression and personal preferences.

Evolving Trends: The demonstration effect contributes to the creation and evolution of cosmetic trends in Kerala. Consumers closely follow beauty influencers, celebrities, and popular culture to stay updated with the latest cosmetic products, techniques, and styles. The demonstration effect fuels the adoption of new trends and drives the demand for specific brands and products associated with those trends. Cosmetic companies must remain attentive to evolving trends and adapt their offerings to meet consumer demands influenced by the demonstration effect.

In conclusion, the demonstration effect significantly influences the consumption patterns of cosmetics among consumers in Kerala. Consumers observe and imitate the cosmetic choices of others, influenced by social imitation, product

recommendations, and reviews. The demonstration effect shapes consumer behaviour by associating cosmetic consumption with success, status, and social acceptance. Cultural influences and evolving trends further contribute to the impact of the demonstration effect on cosmetic consumption patterns.

For cosmetic companies, understanding the demonstration effect is crucial for effective marketing and brand positioning. By leveraging social influence, encouraging positive reviews and recommendations, and aligning with cultural values, companies can enhance their brand appeal and engage consumers in Kerala. Collaboration with influencers and celebrities who embody the demonstration effect can amplify the impact of brand endorsements and create trends.

Policymakers can support consumer education and awareness regarding the demonstration effect to ensure informed choices. Guidelines can be developed to promote transparency and authenticity in product endorsements and reviews, protecting consumers from deceptive practices. Additionally, fostering an environment that celebrates diverse beauty standards and encourages self-expression can mitigate the negative aspects of the demonstration effect and promote a healthy cosmetic consumption culture.

By considering the influence of the demonstration effect, cosmetic companies and policymakers can work together to create a consumer-centric and responsible cosmetics market.

In this study, we have explored the consumption patterns of cosmetics among consumers in Kerala, aiming to gain insights into the factors influencing purchasing decisions, brand preferences, and the impact of socio-cultural factors on cosmetic consumption in the region. The findings shed light on several significant aspects, highlighting the diverse and evolving nature of cosmetic consumption in Kerala.

Firstly, it is evident that consumers in Kerala exhibit a growing interest in cosmetics, with an increasing emphasis on personal grooming and self-expression. The desire to enhance physical appearance, boost self-confidence, and keep up with evolving beauty standards has fueled the demand for cosmetics in the state. The accessibility

of a wide range of products through various distribution channels, including physical stores and e-commerce platforms, has contributed to the convenience and availability of cosmetics for consumers.

Our study also revealed that factors such as age, gender, income, and education play crucial roles in shaping cosmetic consumption patterns. Younger consumers tend to have a higher inclination towards cosmetics, often driven by the influence of social media and celebrity culture. Females continue to be the primary consumers of cosmetics, although the male consumer base is gradually expanding, driven by changing societal norms and the emergence of specialized cosmetic products for men. Furthermore, individuals with higher income levels and education tend to have a greater propensity to spend on cosmetics, associating them with social status and personal well-being.

Brand preferences emerged as a significant aspect of cosmetic consumption in Kerala. Consumers displayed a mix of brand loyalty and experimentation, with both established international brands and local/regional brands gaining popularity. Factors such as product quality, brand reputation, ingredients, pricing, and ethical considerations influenced brand choices. The study also highlighted the role of social influence, including recommendations from friends, family, and influencers, in shaping brand preferences.

Socio-cultural factors, deeply rooted in Kerala's traditions and beliefs, were found to impact cosmetic consumption. The state's cultural heritage, which emphasizes natural beauty and simplicity, coexists with the adoption of cosmetic products. Consumers seek a balance between tradition and modernity, often opting for cosmetics that align with their cultural values while allowing for self-expression and personal preferences. Furthermore, regional festivals, weddings, and special occasions contribute to heightened demand for cosmetics, reflecting the socio-cultural significance attached to beauty rituals.

As we conclude, it is evident that the consumption patterns of cosmetics among consumers in Kerala are influenced by a multitude of factors, including personal

motivations, socio-cultural norms, and marketing strategies. This study provides valuable insights for cosmetic companies, marketers, and policymakers to understand the dynamics of the Kerala market and tailor their strategies accordingly.

To address the evolving needs of consumers, cosmetic brands should emphasize product innovation, customization, and inclusivity. By offering a diverse range of products that cater to various skin types, tones, and cultural preferences, companies can establish a strong foothold in the Kerala market. Collaborations with local influencers and engagement through social media platforms can also facilitate brand awareness and trust among consumers.

Policymakers should consider regulating the cosmetic industry to ensure product safety, quality, and ethical practices. Raising awareness among consumers about the potential risks associated with counterfeit or substandard products can protect them from health hazards and fraudulent practices. Promoting education and literacy on cosmetic ingredients, product labelling, and responsible consumption can empower consumers to make informed choices.

In conclusion, the study on the consumption patterns of cosmetics among consumers in Kerala provides a comprehensive understanding of the factors influencing cosmetic purchase decisions. It highlights the evolving nature of cosmetic consumption, the role of socio-cultural factors, and the significance of brand preferences. By leveraging these insights, cosmetic companies and policymakers can effectively cater to the needs and aspirations of consumers in Kerala, fostering a thriving and responsible cosmetic market in the state.

5.3 Suggestions and policy recommendations for the topic of consumption patterns of cosmetics among consumers in Kerala:

Consumer Education and Awareness: Develop consumer education programs to enhance awareness and knowledge about cosmetic products, their ingredients, potential risks, and proper usage. Promote understanding of labels and certifications to empower consumers to make informed choices. Collaborate with consumer

organizations and regulatory bodies to disseminate reliable and unbiased information.

Product Safety and Regulation: Strengthen regulations and enforcement mechanisms to ensure the safety and quality of cosmetic products in Kerala. Implement stringent testing requirements, including checks for harmful substances, allergens, and efficacy claims. Regularly update regulations to keep pace with advancements in cosmetic science and emerging concerns.

Responsible Advertising: Encourage responsible advertising practices within the cosmetic industry. Develop guidelines to prevent misleading claims, false representations, and exaggerated outcomes. Promote transparency in advertising by ensuring accurate depiction of product results and realistic expectations. Monitor and enforce compliance with advertising standards to protect consumers from deceptive practices.

Sustainability and Ethical Practices: Encourage cosmetic companies to adopt sustainable and ethical practices. Promote the use of eco-friendly packaging, cruelty-free testing, and sourcing of natural ingredients. Implement guidelines for responsible waste management and promote recycling initiatives. Recognize and support companies that prioritize ethical sourcing and fair-trade practices.

Consumer Protection: Strengthen consumer protection laws and mechanisms to safeguard the interests of cosmetic consumers in Kerala. Establish dedicated helplines or online platforms where consumers can report complaints, seek information, and resolve disputes. Ensure efficient and timely resolution of consumer complaints and take strict action against non-compliant companies.

Cultural Sensitivity and Diversity: Acknowledge and respect the diverse cultural norms and beauty ideals within Kerala. Encourage inclusivity and representation of different skin tones, ethnicities, and body types in advertising and product offerings. Promote positive body image and self-acceptance to counteract unrealistic beauty standards.

Collaboration and Research: Encourage collaboration between academic institutions, industry stakeholders, and policymakers to conduct research on cosmetic consumption patterns in Kerala. Support studies that explore the impact of cosmetics on health, environment, and socio-economic aspects. Utilize research findings to inform evidence-based policies and industry practices.

Access and Affordability: Address barriers to access and affordability of cosmetic products in Kerala. Encourage competitive pricing and availability of a diverse range of products across different price segments. Explore initiatives to promote local manufacturing and reduce import dependency, thereby reducing costs and enhancing affordability.

Digital Literacy: Promote digital literacy among consumers to empower them to navigate online platforms, research product information, and distinguish reliable sources. Educate consumers on identifying and avoiding counterfeit or substandard cosmetic products sold through online channels.

Collaboration with Industry Stakeholders: Foster collaboration between cosmetic companies, retailers, consumer advocacy groups, and government agencies to collectively address challenges and promote responsible consumption. Encourage voluntary initiatives, such as industry self-regulation programs, to ensure ethical practices and consumer protection.

By implementing these suggestions and policy recommendations, stakeholders in Kerala can promote responsible consumption, protect consumer interests, ensure product safety, and foster a sustainable and ethical cosmetics market. These efforts will contribute to the well-being and satisfaction of cosmetic consumers while supporting the growth and development of the cosmetics industry in Kerala.

5.4 Indications for the future research on the topic of consumption patterns of cosmetics among consumers in Kerala:

Limited Research: There may be a scarcity of comprehensive research specifically focused on the consumption patterns of cosmetics among consumers in Kerala. This

indicates a need for in-depth exploration and understanding of the factors influencing consumer behaviour in the region.

Growing Market: Kerala's cosmetic market may be experiencing significant growth and transformation. This growth presents an opportunity to study the changing dynamics of consumer preferences, brand choices, and purchasing behaviours in the context of cosmetics.

Cultural Diversity: Kerala's population is known for its diverse cultural backgrounds and traditions. The interplay between culture, beauty ideals, and cosmetic consumption patterns offers an interesting research area to explore how cultural factors shape consumer behaviour.

Unique Demographic Composition: Kerala may have distinct demographic characteristics compared to other regions. Factors such as age distribution, income levels, educational backgrounds, and urban-rural divide can influence the consumption patterns of cosmetics. Understanding these demographic influences is crucial for targeted marketing strategies.

Digital Influence: The increasing use of digital media platforms and online shopping in Kerala may have a significant impact on consumer behaviour in the cosmetic industry. Exploring the role of digital media, social influencers, and e-commerce platforms can provide insights into changing consumption patterns.

Sustainability and Ethical Concerns: Consumers globally are increasingly concerned about the sustainability and ethical aspects of the products they use. Kerala's consumers may exhibit similar concerns, making it essential to investigate how sustainability and ethical considerations influence their cosmetic purchasing decisions.

Health and Safety: Researching the consumption patterns of cosmetics can also focus on health and safety concerns. Understanding consumer's awareness of ingredient safety, product labelling, and their preferences for natural or organic cosmetics can provide valuable insights for manufacturers and policymakers.

Brand Loyalty and Switching Behaviour: Exploring the factors that influence brand loyalty and switching behaviour among consumers in Kerala can provide insights into the effectiveness of marketing strategies, product differentiation, and customer retention in the cosmetic industry.

Economic Impact: The consumption patterns of cosmetics can have significant economic implications, including job creation, entrepreneurship opportunities, and export potential. Researching these patterns can help assess the economic impact of the cosmetics industry in Kerala.

Policy Development: Evidence-based research on consumption patterns can inform policy development and regulation in the cosmetic industry. Understanding consumer behaviour can guide policymakers in creating consumer-centric policies that protect consumer interests, promote responsible consumption, and support industry growth.

Considering these indications, researching the consumption patterns of cosmetics among consumers in Kerala can provide valuable insights for cosmetic companies, marketers, policymakers, and other stakeholders. It can inform strategic decision-making, product development, marketing campaigns, and policy initiatives to cater to the unique needs and preferences of consumers in the region.

REFERENCES

- Ahmad, H., Shah, I. A., & Ahmad, K. (2010). Factors in environmental advertising influencing consumer's purchase intention. *European Journal of Scientific Research*, 48(2), 217-226.
- Anute, N., Deshmukh, A., & Khandagale, A. (2015). Consumer buying behavior towards cosmetic products. *International Journal in Management & Social Science*, 3(7), 25-34.
- Anute, N., Deshmukh, A., & Khandagale, A. (2015). Consumer buying behavior towards cosmetic products. *International Journal in Management & Social Science*, 3(7), 25-34.
- Bakir, A., & Palan, K. M. (2010). How are children's attitudes toward ads and brands affected by gender-related content in advertising?. *Journal of advertising*, 39(1), 35-48. [doi/abs/10.2753/JOA0091-3367390103](https://doi.org/10.2753/JOA0091-3367390103)
- Balakrishnan, L., & Kumar, C. S. (2011). Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai). *World Review of Business Research*, 1(2), 98-112.
- Belch, G.E., & Belch, M.A. (2004). *Advertising and promotion: an integrated marketing communications perspective*. McGraw-Hill/Irwin
- Bhattacharya, P. (2007). *Cosmetics retailing in India: obvious excitement*. <https://www.gcimagazine.com/consumers-markets/article/21847556/cosmetics-retailing-in-india-obvious-excitement>
- Biswas, A., & Sherrell, D. L. (1993). The influence of product knowledge and brand name on internal price standards and confidence. *Psychology & Marketing*, 10(1), 31-46.
- Blanchin, A., Chareyron, C., & Levert, Q. (2007). The customer behaviour in men's cosmetics market. <https://www.diva-portal.org/smash/get/diva2:238020/FULLTEXT01.pdf>
- Blanchin, A., Chareyron, C., & Levert, Q. (2007). *The customer behaviour in men's cosmetics market*. <https://www.diva-portal.org/smash/get/diva2:238020/FULLTEXT01.pdf>
- Briney, C. (2004). Global Cosmetic Industry. *August Chambers Encyclopedia*, 4.
- Business Maps of India. (2023) *Top 10 Cosmetics Brands in India*. <https://business.mapsofindia.com/top-brands-india/cosmetic.html>
- Cardona. M.M. (2000) Vanity, thy name is Man? *Advertising Age*, 71(17), pp. 24-24.
- Caroline, P. (2005). Reaching to feminine side of men. *Marketing week*, 28(4), 38-39.
- Cash, T. F., Dawson, K., Davis, P., Bowen, M., & Galumbeck, C. (1989). Effects of cosmetics use on the physical attractiveness and body image of American college women. *The Journal of social psychology*, 129(3), 349-355.
- Chen, D. T., & Cheng, L. F. (2010). Male consumer and cosmetics in Sweden.

- Chen, M. H. (2001). The determinants and traits of impulsive buying behavior. *Journal of Takming University*, 17, 59-74.
- Cheng, F. S., Ooi, C. S., & Ting, D. H. (2010). Factors affecting consumption behavior of metrosexual toward male grooming products. *International Review of Business Research Papers*, 6(1), 574-590.
- Clancey, M. (1994). The television audience examined. *Journal of Advertising Research*, 34(4), S1+. <https://link.gale.com/apps/doc/A16359540/AONE?u=anon~89171bc5&sid=googleScholar&xid=eb1a57bb>.
- Daneshvary, R., & Schwer, R. K. (2000). The association endorsement and consumers' intention to purchase. *Journal of consumer marketing*, 17(3), 203-213. <https://doi.org/10.1108/07363760010328987>
- Desai, K. (2014). A study on consumer buying behaviour of cosmetic products in Kolhapur. *Reviews of literature*, 1(10), 1-11.
- Dittmar, H., & Bond, R. (2010). I want it and I want it now: Using a temporal discounting paradigm to examine predictors of consumer impulsivity. *British Journal of Psychology*, 101(4), 751-776.
- Dong-Jenn, Y., Huang, K. C., & Feng, X. (2011). A study of the factors that affect the impulsive cosmetics buying of female consumers in Kaohsiung. *International journal of business and social science*, 2(24), 275-282.
- Dubow, J. S. (1995). Advertising recognition and recall by age - including teens. *Journal of Advertising Research*, 35(5), 55+. <https://link.gale.com/apps/doc/A17802911/AONE?u=anon~647a4e18&sid=googleScholar&xid=d106251c>
- Euromonitor International. (2023) *Men's Grooming in India*. <https://www.euromonitor.com/mens-grooming-in-india/report>
- Evans, L. (2000). The effects of educational change on morale, job satisfaction and motivation. *Journal of educational Change*, 1(2), 173-192.
- Goldsmith, R. E., & Lafferty, B. A. (2002). Consumer response to Web sites and their influence on advertising effectiveness. *Internet research*, 12(4), 318-328. <https://doi.org/10.1108/10662240210438407>
- Groepel, A., & Bloch, B. (1990). An investigation of experience-orientated consumers in retailing. *International Review of Retail, Distribution and Consumer Research*, 1(1), 101-118.
- Gujrati, D. N. (2003). *Basic econometrics* (4th ed.). New York: McGraw-Hill.
- Guo, X. (2011). Cosmetics Consumption among young males in the Greater Helsinki Region. <https://urn.fi/URN:NBN:fi:amk-2011082312668>
- Hakimi, B. Y., Abedniya, A., & Zaeim, M. N. (2011). Investigate the impact of celebrity endorsement on brand images. *European Journal of Scientific Research*, 58(1), 116-132.

- Hogg, M. K., Cox, A. J., & Keeling, K. (2000). The impact of self-monitoring on image congruence and product/brand evaluation. *European journal of marketing*, 34(5/6), 641-667.
- <https://web.p.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=0&sid=a7e300cb-1d0d-43be-a7f8-b1c5cc77d514%40redis>
- Indian Mirror. (2023) *Indian cosmetic industry at a glance in 2014-2015*. <https://www.indianmirror.com/indian-industries/2015/cosmetics-2015.html>
- Jain, V., Sudha, M., & Daswani, A. (2009). Customer Perception About Celebrity Endorsement in Television Advertising for Retail Brands. *IUP journal of brand management*, 6.
- Jawahar, J. V., & Tamizhjothi, K. (2013). Consumer attitude towards cosmetic products. *International journal of exclusive management research*, 3(6), 608-625.
- Jawahar, J. V., & Tamizhjothi, K. (2013). Consumer attitude towards cosmetic products. *International journal of exclusive management research*, 3(6), 608-625. <https://ijemr.in/wp-content/uploads/2018/01/Consumer-Attitude-towards-Cosmetic-Products.pdf>
- Jawahar, J. V., & Tamizhjothi, K. (2013). Consumer attitude towards cosmetic products. *International journal of exclusive management research*, 3(6), 608-625.
- Johri, L. M., & Sahasakmontri, K. (1998). Green marketing of cosmetics and toiletries in Thailand. *Journal of consumer marketing*, 15(3), 265-281.
- Junaid, A. B., Nasreen, R., Ahmed, F. & Hamdard, J. (2013). A study on the purchase behavior and cosmetic consumption pattern among young females in Delhi and NCR. *Journal of Social and Development Sciences*, 4(5), 205-211. <https://core.ac.uk/download/pdf/288023551.pdf>
- Junaid, A. B., Nasreen, R., Ravichandran, N., & Ahmed, F. (2014). Indian cosmeceutical market: A study of consumer preferences and consumption patterns. *Journal of Clinical & Experimental Dermatology*, 5(212), 25-95.
- Kanthe, R. U. (2013). Marketing Of Nutraceutical and OTC Products As FMHC Products. *International Journal of Management (IJM)*, 4(2), 112-117. https://iaeme.com/Home/article_id/10120130402013
- Karthikeyan, C. (2008). Escalation of Destructive Behavior Due to Advertising: An Empirical Study on Adults. *ICFAI Journal of Consumer Behavior*, 3(1). <https://web.p.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=0&sid=ad945deb-41df-4559-8223-da0eb0b7006b%40redis>
- Khan, I., Dongping, H., Abdullah, M., Ahmad, Z., Ahmad Ghauri, T., & Ghazanfar, S. (2017). Men's attitude and motivation toward consumption of grooming products: A comparison of Chinese and Pakistani male consumers. *Cogent Business & Management*, 4(1), 1309783. <https://doi.org/10.1080/23311975.2017.1309783>
- Khan, S., & Noor, F. (2012). Factors affecting buying behavior of females for purchase of cosmetics. *International Review on Business and Social Sciences*, 1(9), 68-76.

- Khattak, J. K., & Khan, M. A. (2009). General attitude of college students towards consequences and impact of television advertising in Pakistan. *European Journal of Scientific Research*, 34(4), 591-603.
- Khraim, H. S. (2011). The influence of brand loyalty on cosmetics buying behavior of UAE female consumers. *International Journal of Marketing Studies*, 3(2), 123.
- Koslow, S., Shamdasani, P. N., & Touchstone, E. E. (1994). Exploring language effects in ethnic advertising: A sociolinguistic perspective. *Journal of consumer research*, 20(4), 575-585. <https://doi.org/10.1086/209371>
- Kotler, P. & Keller, K.L. (2009). *Marketing Management* (13th ed.). Upper-saddle River: Pearson Education Inc.
- Kumar, S., Massie, C., & Dumonceaux, M. D. (2006). Comparative innovative business strategies of major players in cosmetic industry. *Industrial Management & Data Systems*, 106(3), 285-306. <https://doi.org/10.1108/02635570610653461>
- Lin, L. Y., & Chen, C. S. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of consumer Marketing*, 23(5), 248-265.
- Lutz, R.J. (1985). Affective and Cognitive Antecedents of Attitude Towards the Ad: A Conceptual Framework', in L. Alwitt & A.A. Mitchell (ed.) *Psychological Processes and Advertising Effects*, pp. 45-63. Hillsdale: Lawrence Erlbaum.
- Majeed, S., & Razzak, S. (2011). The impact of television advertisement repetition, celebrity endorsement and perceived quality on consumer purchase decision. *Australian journal of basic and applied sciences*, 5(12), 3044-3051.
- McCracken, M. (2003). Young Japanese men pay big bucks for vanity. *Java Script*, 47(1), 6-11.
- McNeill, L. S., & Douglas, K. (2011). Retailing masculinity: Gender expectations and social image of male grooming products in New Zealand. *Journal of retailing and consumer services*, 18(5), 448-454.
- Mehta, A. (2000). Advertising attitudes and advertising effectiveness. *Journal of advertising research*, 40(3), 67-72. DOI: 10.2501/JAR-40-3-67-72
- Nair, V. K. & Pillai, P. (2007). *A study on purchase pattern of cosmetics among consumers in Kerala*. <http://dspace.iimk.ac.in/xmlui/bitstream/handle/2259/669/581-595.pdf?sequence=1>
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52. <https://doi.org/10.1080/00913367.1990.10673191>
- Parmar, J. S., & Gupta, Y. (2007). Consumer Behaviour Towards Cosmetics: An Empirical Analysis. *Journal of IPM Meerut*, 8(1), 17-24.

- Parmar, S. M. (2014). A study of brand loyalty for cosmetic products among youth. *International Journal for Research in Management and Pharmacy*, 3(6), 9-21.
- Penning, A. (2012). *Report Shows Skin Care Dominating Ayurvedic Cosmetics Market in India*. <https://www.gcimagazine.com/brands-products/skin-care/news/21857623/report-shows-skin-care-dominating-ayurvedic-cosmetics-market-in-india>
- Pollay, R. W., & Mittal, B. (1993). Here's the beef: factors, determinants, and segments in consumer criticism of advertising. *Journal of marketing*, 57(3), 99-114. <https://doi.org/10.1177/002224299305700307>
- Prakash, R. (2008). The role of women in advertisements. *Indian Journal of Marketing*, 38(3). <https://www.geosocindia.org/index.php/ijom/article/view/36725>
- Raj, S. P. (1982). The effects of advertising on high and low loyalty consumer segments. *Journal of Consumer Research*, 9(1), 77-89. <https://doi.org/10.1086/208898>
- Ramshida, A. P., & Manikandan, K. (2014). Cosmetics usage and its relation to sex, age and marital status. *International Journal of Social Science & Interdisciplinary Research*, 3(2), 47-55.
- Rezvani, S., Rahman, M. S., Dehkordi, G. J., & Salehi, M. (2013). Consumers' perceptual differences in buying cosmetic products: Malaysian perspective. *World Applied Sciences Journal*, 26(6), 808-816.
- Saurabh, T. (2008). How much grooming could a man need. *Tribune Business News*.
- Schiffman L.J, and Kanuk.L.L, "Consumer Behaviour", Prentice - Hall of India Private Ltd. New Delhi, ,Vol 6, issue 8, June 2005, pp.12-14.
- Schiffman L. G., & Kanuk L.L. (2005). *Consumer Behaviour* (8th ed., pp. 281-285). New Delhi: Pearson Education.
- Schiffman, L. G., & Kanuk, L. L. (2013). *Consumer Behavior* (8th ed). New Jersey: Prentice Hall.
- Shimpi, S. S., & Sinha, D. K. (2012). A factor analysis on attitude characteristics of consumer buying behaviour for male cosmetics products in Pune City. *International Journal of Marketing, Financial Services and Management Research*, 1(11), 78-88.
- Shimpi, S.S, & Sinha, D.K. (2012) A factor analysis on attitude characteristics of consumer buying behavior for male cosmetics products in Pune city. *International Journal of Marketing, Financial Services & Management Research*, 1(11), 78-87. <https://docplayer.net/21600269-A-factor-analysis-on-attitude-characteristics-of-consumer-buying-behaviour-for-male-cosmetics-products-in-pune-city.html>
- Sinha, P. K. (2003). Shopping orientation in the evolving Indian market. *Vikalpa*, 28(2), 13-22. <https://doi.org/10.1177/025609092003020>

- Souiden, N., & Diagne, M. (2009). Canadian and French men's consumption of cosmetics: a comparison of their attitudes and motivations. *Journal of Consumer marketing*, 26(2), 97-109. <https://doi.org/10.1108/07363760910940465>
- Souiden, N., & Diagne, M. (2009). Canadian and French men's consumption of cosmetics: a comparison of their attitudes and motivations. *Journal of Consumer marketing*, 26(2), 97-109.
- Sukato, N., & Elsey, B. (2009). A model of male consumer behaviour in buying skin care products in Thailand. *ABAC journal*, 29(1).
- Thileepan, M. T., & Soundararajan, D. K. (2014). E-Marketing for Self Help Group's agricultural products in India. *International Journal of Management (IJM)*, 5(1), 46-52. https://iaeme.com/Home/article_id/10120140501006
- Tiainen, P. (2010). Marketing male cosmetics, a review of lumene for men products success to date and ideas for improvement. <http://www.theseus.fi/bitstream/handle/10024/21424/Theseusversion.pdf?sequence>
- Vigneron, F., & Johnson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Academy of marketing science review*, 1(1), 1-15.
- Voss, G. B., & Parasuraman, A. (1995). Prepurchase preference and post-consumption satisfaction in a service exchange. *MSI monograph*, 95-113.
- Wienke, C. (1998). Negotiating the male body: Men, masculinity, and cultural ideals. *The Journal of Men's Studies*, 6(3), 255-282.
- Wilke, W. L. (1994). *Consumer Behavior*. New Jersey: John Wiley & sons
- Wood, M. (1998). Socio-economic status, delay of gratification, and impulse buying. *Journal of economic psychology*, 19(3), 295-320.

APPENDIX

Appendix

I. PERFUMES AND FRAGRANCES (women, men)

- 1.1 Extracts, perfumes
- 1.2 Eau de parfum, eau de toilette, eau de cologne, eau de lavande, parfum de toilette (unisex)
- 1.3 Eau de cologne, eau de toilette for men
- 1.4 Eau de toilette for children
- 1.5 Pre- and aftershave lotions (not aftershave balms and creams - see 3.12)
- 1.6 Moisturized tissues forming part of a perfume product line
- 1.7 Boxed sets (mainly alcoholic perfumes)

II. DECORATIVE COSMETICS

- 2.1 Facial makeup products (foundation, blusher, loose and compact powders, etc.)
- 2.2 Lip products (lipsticks, lip protection and non-coloured foundation, pencils, glosses, etc.)
- 2.3 Nail products (nail varnish and nail varnish removers, foundation, protection, “hardener”, NOT artificial nails)
- 2.4 Eye products (eye-care lotions, products for eyelashes (mascara etc.), eye makeup and eye makeup removers, eyeliners (pencils), NOT false eyelashes)
- 2.5 Boxed sets (mainly decorative cosmetics)

III. SKIN CARE (men, women)

- 3.1 Face care products
- 3.11 Day creams, night creams, masks, exfoliation, anti-wrinkle and anti-aging creams for men and women, skin-whitening products, treatment series, anti-blackhead creams, etc.
- 3.12 Aftershave balms and creams
- 3.2 Face cleansers and after cleansers (toners), makeup removers, (NOT eye makeup removers - see 2.4)
- 3.3 Hand care products (including hand creams, mixed products for hands and nails, anti-skin discoloration cosmetics, etc.)
- 3.4 Body creams and lotions (firming creams, slimming creams and lotions, NOT sport massage products)
- 3.5 Baby care products (only creams, lotions, and milks, NOT soaps, shampoos, foams, sun care)
- 3.6 Boxed sets (mainly skin care products)

IV. SUN CARE

- 4.1 Sun care products (with or without sun, before or after sun, sun care sticks, baby sun care products, sun blocks, etc.)

V. HAIR CARE

- 5.1 Shampoos (including two-in-one (shampoo/conditioner) and hair and body shampoos, baby shampoos, NOT shower gels - see 7.52)
- 5.2 Hair conditioners
- 5.3 Hair lotions (daily & special treatments) and hair tonics (also alcoholic)
- 5.4 Hair sprays
- 5.5 Setting lotions and setting mousses
- 5.6 Hair creams, brillantine, hair gels, etc.
- 5.7 Perms
- 5.8 Other Hair Care products (treatments, masks, etc.)
- 5.9 Boxed sets (mainly Hair Care products)

VI. HAIR COLORANTS

- 6.1 Hair dyes, colouring shampoos, bleaches

VII. TOILETRIES

- 7.0 Toilet soaps and syndets, wash lotions, including dermatological soaps (syndets), baby soaps, etc.
- 7.01 Soaps and syndets (non-liquid)
- 7.02 Soaps and syndets, wash lotions (liquid)
- 7.1 Oral hygiene
- 7.11 Toothpastes
- 7.12 Mouth washes (before and after brushing)
- 7.13 Other dental products which are in contact with the mouth (sprays etc.)
- 7.2 Shaving products (foams, creams, gels, soaps)
- 7.3 Talcum powders (including baby powders, etc.)
- 7.4 Products for intimate hygiene (deodorants, detergents, talcum powders, etc.)
- 7.5 Bath and shower products
- 7.51 Bath foams, salts, bath oils, bath and shower gels, etc.
- 7.52 Shower gels, two-in-one (for body)
- 7.6 Deodorants and antiperspirants (roll-ons, sprays, creams, sticks)
- 7.7 Depilatories (including post-depilatory creams)

7.8 Foot care (salts, powders, sprays, creams, gels, treatments)

7.9 Boxed sets (containing different toiletries)

Questionnaire

Consumption pattern of cosmetics among consumers in Kerala

1. Name
2. Religion:
3. Location
 - Rural
 - Urban
4. Where were you born?
 - Panchayath
 - Corporation
5. Age :
6. Gender
 - Male
 - Female
 - Do not want to disclose
7. Marital status :
 - Single
 - Married
 - Divorce
 - widowed
 - separated
 - Living together
8. How many children do you have?
9. Nature of family :
 - Nuclear
 - Joint family
10. Education
 - Elementary/ High School/ Senior Secondary
 - Under Graduate
 - Post Graduate

- Professionally qualified
 - Others
11. What is your current employment status?
- Full time employed
 - Part time employed
 - Unemployment
 - Not ready to work
12. Profession
- Student
 - Home maker
 - Salaried
 - Self employed
 - Others
13. Occupation of spouse.
- Student
 - Home maker
 - Salaried
 - Self employed
 - Others
14. Ownership of house:
- Owned
 - Rented
 - Staying with close relatives
15. How long do you use cosmetics?

	Strongly agree	agree	neutral	disagree	strongly disagree
Do you agree that cosmetics products have becomes a part of your life?					
I think cosmetics usage create social status					
Branded products are costly compare than quality					

16. In which monthly income bracket would you fit in the best?
- Below INR. 10,000
 - INR. 10,000-25,000
 - INR. 25,001-50,000
 - INR. 50,001- 100,000
 - Above INR. 100,000
17. What is your total household monthly income?
- Below INR. 10,000
 - INR. 10,000-25,000
 - INR. 25,001-50,000
 - INR. 50,001- 100,000
 - Above INR. 100,000
18. Do you have income from any source other than salary?
- Yes
 - No
19. Who is the in charge making purchase decision of cosmetics in your life?
- My self
 - Parents
 - Grand parents
 - Siblings
 - Friends
 - Relatives
20. How often do you purchase cosmetics?
- Daily
 - Weekly
 - Monthly
 - Half yearly
 - Yearly
 - Depends on the need/ situation.
21. Have you set a budget for your cosmetics purchase?
- Yes

- No
- 22. On an average, what percentage of income do you spend for purchasing of cosmetics in a visit?

Objective 2, Influence of brand and advertisement

- 23. How did you get information about cosmetics?
 - Advertisement
 - Friends and relatives
 - Peer groups
 - Social media
 - Magazines and television programs.
 - Beauty parlor
- 24. Which of the following place(s) would you prefer the most to purchase cosmetics and rank according to preference?

On the basis of 1 to 5, where 1 means most preferred and 5 means the last preferred.

- Shopping malls (1)
- Online (2)
- Branded cosmetic showrooms (3)
- Hyper market/ super market (4)
- Normal shops (5)
- Others (6)
- 25. Which among the following are the factors that influence you purchase of cosmetics from above mentioned places? Please rank the following preference in ascending* order
 - Convenience (1)
 - Quality(2)
 - Proximity(3)
 - Discounts and sale (4)
 - One stop shopping (5)
 - Others (6)
 -

	Strongly agree	agree	neutral	disagree	strongly disagree
Does advertisement affect your purchase decision?					
“Advertisement of cosmetics will help to find new brands in Kerala.” To what extent do you agree with this statement?					
I will buy cosmetic products after watching its advertisement					

26. When you watching an advertisement, what kind of advertising messages do you prefer
- Celebrity presence
 - Good presentation of product features and usage
 - Professional test
 - Creative design
 - Advertising style
27. What kind of advertisement influence you to purchase cosmetics?
- TV advertisement
 - Radio advertisement
 - Digital media advertisement
 - Magazines and weekly
 - Social media advertisement
 - Online advertisement.
28. Rank your advertisement influence according to your purchase?
1. TV advertisement
 2. Radio advertisement
 3. Digital media advertisement
 4. Magazines and weekly
 5. Social media advertisement

6. Online advertisement.

	Strongly agree	agree	neutral	disagree	strongly disagree
I will check online cosmetics advertisement while browsing?					
I will purchase cosmetics through online after seeing these advertisement?					
Cosmetics use of celebrities in the commercial advertisement affect your buying decision of cosmetics					

29. What do you think first when you purchase a cosmetics products?

- Advertisement
- Price
- Ingredients
- Brand
- Packing
- Quality

30.

	Strongly agree	agree	neutral	disagree	strongly disagree
I have strong brand loyalty					
I prefer branded cosmetics products					
I have an interest based on some particular brand					
I prefer foreign brand to Indian brand					

I prefer Indian brand to foreign brand					
--	--	--	--	--	--

31. Why do you prefer branded products?

- Status
- Quality
- Price factor
- Quantity
- Advertisement
- By demand by mind and cosmetics expert

32. Which among the following cosmetic product do you purchase more?

- Perfumes
- Foundation cream
- Moisturizers.
- Hair oil.
- Lipstick.
- Kajal.
- Talcum powder

33. What feature would you like most in that particular product?

- Quality
- Price
- Packing
- Shade
- Other

34. Please rank the effect buying behavior of cosmetics

Effect on buying behavior of cosmetics	Strongly agree (1)	Disagree (2)	Neutral(3)	Agree (4)	Strongly disagree (5)
I often purchase cosmetics based on advertisement					
I purchase cosmetics after getting information					
perception push me to buy a product					
Advertising messages are true					
I am satisfied after purchasing advertised cosmetics products.					

Objective 3 demonstration effect

35.

	Strongly agree	agree	neutral	disagree	strongly disagree
My friends or family members or colleagues or classmates using cosmetics					
I prefer to buy cosmetics due to the influence of others?					
Have they ever promoted the use of cosmetics?					

36. How do your friends and family influence the purchase of cosmetics?

- Shop
- Quality they assured
- Status symbol
- Fashion and trends

37. Does celebrity endorsement influence your purchase of cosmetics?

Strongly agree	agree	Neutral	disagree	strongly disagree
----------------	-------	---------	----------	-------------------

38. What is the purpose of using cosmetics?

- Facial care
- To attract people
- Occupational requirement
- Young look
- Improving self-image
- Being fashionable

39. Do you purchase cosmetics products based on a recommendation of a sales person ?

- Very often
 - Often
 - Sometimes
 - Rarely
 - Never
40. How much do you believe in the promised effects of cosmetics products?
- Very much
 - Fairly much
 - To some extent
 - Fairly little
 - Very little
41. In general, which is the major factor that influences your purchase decision of cosmetics and rank your reason in ascending* order?
- My Income (1)
 - Product Price (2)
 - Product Quality (3)
 - Product Brand (4)
 - Product Advertisement (5)
 - Purchases made by my family, friends and relatives. (6)
42. Anybody recommend cosmetics product brand based on their past experience?
- Yes
 - No
- * Ascending order means arrange the data from smallest numbers to the largest number