CHAPTER II

REVIEW OF LITERATURE

2.1. INTRODUCTION

This part of the chapter presents a review of existing literature on consumer behaviour towards cosmetics in order to gain insight into the research work. Such reviews highlight the significant studies not only in India but throughout the world. This review also focuses on the preferences, advertisements, the cosmetic markets and the consumption pattern of cosmetic consumers. This chapter analyses the extensive literature about the behaviour of cosmetic consumers, including their attitudes and perception.

2.2. REVIEWS REGARDING CONSUMER BEHAVIOUR TOWARDS COSMETICS

As a natural human tendency when consumers want to purchase a product, they consult the existing users first and obtain a preliminary opinion. They also gather information about special features in it, make a decision to purchase, buy and use the product, then evaluate the quality of the product.

2.2.1. Reviews regarding Preference and Awareness Level

Many women prefer cosmetics because it makes them feel confident and pretty. Women’s choice of cosmetics has changed from luxury category to an essential category. Due to the advent of satellite television the awareness level of women towards cosmetics has increased a lot. They feel that cosmetics highlight their attractive features and conceal their facial flaws. The increasing fashion trends, beauty consciousness, high disposable income diversity, consumer demands insist
the cosmetic consumers to choose different cosmetic items. The following reviews deals with the awareness level and preference level of cosmetic consumers

Anthony Thanaraj et al.,\(^1\) stated in their study, “Talcum Powder – Chief among the Facials” that consumers look carefully for the texture and covering power while purchasing talcum powder. They give preference to powders that blend with their skin and cover-up oiliness and blemishes. They use talcum powders which enhance their natural colour.

Brion Davies\(^2\) opined in his article, “Colors Emerging Strategy urges Trade Up” that Indian women still rely on natural home made products very much which keeps the size of cosmetic market small.

Caroline Suelin\(^3\) in her study, “Understanding Consumer Purchase Behaviour in the Japanese Personnel Grooming Sector” highlighted the different factors which drive the Japanese consumers towards cosmetics. They initially preferred lipstick but slowly their preference had changed to mascara, lip-gloss and compact powder. Application of cosmetics was viewed as a way to achieve social status, acceptance in the society, to express identity and finally to build self confidence.

Carrie Lennard\(^4\) revealed in her article, “A Shift in Focus” that the facial make-up market in Europe was growing rapidly. The foundation product offers sun protection benefit and anti-ageing benefit; consumers buy only expensive products and continue to opt for premium priced products which automatically match their skin tone.
Christina Dickman in her study “Body Image Effects on Cosmetics Consumption among Young Females in the Greater Helsinki region” stated that people prefer and use facial cosmetics in a routine basis.

Diana Dodson in her article, “Rapid Innovation keeps the Colour Cosmetic Category from Stagnating in the Mature Markets” focused on the faster and improved application of make-up products. The main thrust behind the wide innovation in mascara brushes during recent years was the priority of women towards eye make-up products. The innovative launch of improved brushes which help to apply nail polish faster and more accurately keeps the nail products sector stable and flourishing.

According to Eeve Mari Karine in her article, “The Cosmetics Market Facing a Chan” stated that, the cosmetics market in Finland has undergone a dramatic change. The people in Finland choose their cosmetics very carefully. Cheap cosmetic brands were now preferred by them.

Liesl Josephine Teixeira in her article, “Specific Cosmetic and Skin Care Needs of Women of Colour in South Africa” mentioned that the African women and the Indian women like to enhance the beauty of their eyes with the use of eye shadow, mascara and eyeliner, but Asian women use liquid foundation. Lipstick was preferred by a majority of Indians and Asians prefer nail polish.

Nancy Et Coff et al., mentioned in her article “The Real Truth about Beauty: A Global Report” that to look fresh, pleasant and physically attractive, young women prefer deodorant, perfumes and make-up items.

According to Priyanka Bhattarcharya stated in her article “Indian Quarterly-Indian Beauty Market Roundup” that, India is one among the fastest
growing beauty markets in the world and that the colour cosmetics market segment is growing faster as more and more women become aware of beauty products and tend to use make-up products.

Tracy Scelzo et al.,\textsuperscript{11} found in their study, “Little Emperors Grown Up: A Case Study of Cosmetic Usage” that young Chinese professionals prefer cosmetics to highlight their best features and to create their own vision of beauty. They use cosmetics to highlight their attractive feature which gives them a unique appearance.

Vandana Sabharwal et al.,\textsuperscript{12} identified in their study, ‘Women Buying Behaviour and Consumption Pattern of Facial Skin Care Products’ that moisturizers were found to be preferred by most of the consumers followed by anti ageing cream and toners preferred by aged women.

2.2.2. Reviews regarding the attitude of consumer towards using of cosmetics

Cosmetic consumers by using cosmetics they feel that they were very beautiful and attractive not only to their eyes but also to the eyes of others; they feel that if they use cosmetics it can transform them from being dull and dreary to become bright and alive. The following reviews bring out the attitude of cosmetic consumers towards the usage of cosmetics.

Laksitamas, et al.,\textsuperscript{13} in his study “Factors influencing the Consumer Expectations through Learning Content Management system on Brand extension for Cosmetic Products among Thai consumers” mentioned the factors influencing consumers and perception, expectations, attitudes of the consumers.
Michelle Guthrie et al., in their study entitled, “The Effects of Facial Image and Cosmetic Usage on Perceptions of Brand Personality” stated that in the total quantity of cosmetic consumption, the consumer’s facial image may have an influence. Women tend to use more cosmetics when they have self satisfaction of their facial image. The investigators opined that the consumers who were with a positive facial image had more confidence in using cosmetics to enhance their beauty. They creatively manipulated their facial features which resulted in higher level of cosmetic use.

Nicolas Guegen conducted a controlled experiment to observe “The Effect of Women’s Cosmetics on Men’s Approach”. The study revealed that women wearing make-up have a greater earning potential and get more prestigious jobs than those who were not very enthusiastic about their make-up. The researcher found that the use of cosmetics increased facial symmetry, improved skin texture and increase their facial attractiveness.

Thomas F. Cash et al., conducted a controlled experiment and published the article, “Effect of Cosmetics Use on the Physical Attractiveness and Body Image of American College Women”. The result of the study revealed the following facts: male consumers felt that women who were physically attractive were wearing cosmetics; women without cosmetics were not beautiful to the eyes of others.

Urvashi Makkar et al., in their study “Changing Attitude of consumers from Chemical to Herbal Cosmetics in India” concluded that the middle class population that has a sizeable growth in disposable income was the important
target for cosmetic products. The cosmetic consumers under various income groups have preference for herbal cosmetics.

At present women were exposed to a variety of cosmetic products through television advertisements, magazines, newspaper, pamphlets and window display. Information regarding the quality of the cosmetics, the special benefits and the discounts offered were provided to the cosmetic consumers through different media. The following reviews bring out the different instruments which influence the cosmetic consumers while purchasing cosmetics.

**Bhawna Garg** in her article “Rural Marketing Study of Consumer Behaviour with reference to Hair Oils” focused on the influencing factor of the rural consumers. The researcher mentioned that the factors were television advertisements, attractive packaging, small packs and low price while purchasing hair oils.

**Bijal Zaveri** in his study “The Consequent Consumer Behaviour in Cosmetic Industry- A Study of Lakme’s Competitive Position and Advertisement Effectiveness and Awareness of Lakme Beauty Saloon in Baroda city” highlighted that women in the age group 25-35 were more beauty conscious. Lakme was the market leader which was followed by Revlon and L’oreal. The study revealed that advertisement has the impact in creating brand awareness.

**Bradley Barnes et al.,** in their study on “Exploring International Cosmetics Advertising in Japan” found that the Japanese female consumers considered magazine as the most suitable medium for advertisements of cosmetics.

**Gomathi Nayagam** in his article “Effectiveness of Television Advertising on Cosmetic consumers – A Study with reference to Palayamkottai”
mentioned that consumers of cosmetics were influenced by many factors regarding their preference and purchase. Television advertisement plays an important role in the marketing of cosmetics products.

**Ju-Young Choi et al.,**\(^{22}\) in their study, “Cosmetic Buying Pattern and Satisfaction among Female University Students in China, Japan and Korea” revealed the following findings. In the case of colour make-up products, female university students of China, Japan and Korea respectively gave importance to brand image, convenience of purchase and the current trend in the market. The most influential source was models on advertisements for Koreans and magazines for Japanese.

**Kavitha**\(^{23}\) in her article, “A Study on the Effectiveness of the Advertising Techniques used in the Personal Care Segment of Women Consumers” highlighted that a great majority of the women consumers have chosen Lakme as the best brand and its advertisement techniques have been widely appreciated by all.

**Nidhi Kotwal et al.,**\(^{24}\) found in their study, “Impact of Television Advertisements on Buying Pattern of Adolescent Girls” that the consumers preferred to buy branded and standardized cosmetic products which were frequently advertised on television. The main reason for preferring advertisement was the information provided regarding discount, special gifts, brands and quality of the product. Brand ambassadors, catchy slogans and the music in the advertisement also play an important role.

**Stephen Laison Sondoh**\(^{25}\) in his study, “Brand Image Satisfaction and Loyalty among Malaysian Female Consumers” indicated that the loyalty of the consumers has been influenced by brand image, brand reputation, after sales
services and sales personnel. The study found that the perceived level of brand reputation, advertising, credibility and brand origin provide higher level of satisfaction effects for urban women consumers than for rural women consumers in Malaysia.

Ubakara Selvam\textsuperscript{26} observed in his study, “Marketing of Select Cosmetics in Nilakottai Taluk” that a majority of the consumers were of the opinion that they should buy particular brand of cosmetics for their entire family. The important influencing variable towards purchase of cosmetics was advertisements.

2.2.3. Reviews regarding impulse buyers and planned buyers of cosmetics

There were many retail outlets for the cosmetic consumers to choose their cosmetics. The buying decision of the consumers was influenced by the positive attribute of the shop such as its location, layout. If consumers find the retail store highly accessible during their shopping trip and were satisfied with the stores assortment and services of trained salesmen, then they prefer the particular shop to purchase cosmetics. If the consumers were influenced by these different factors in the retail outlets, then they become impulse buyers. The following reviews bring out the information about the impulse buyers and planned buyers.

Ben Paul B.Gutierrez\textsuperscript{27} in his study, “Determinants of Planned and Impulsive Buying - The Case of the Philippines” identified the factors influencing planned and impulsive purchase in personal products. Seventy six percent of the shoppers were very clear in their brand choice and bought only their regular brands and twenty four percent were impulsive purchasers.
Nussara Chaisitthiroj\textsuperscript{28} observed in her article “Thai Consumer Decision Making Styles on Imported Cosmetic Brand Products” that consumers do not always prefer expensive products. The female consumers were not impulsive shoppers and they chose their cosmetics very carefully.

Neena Vyas \textit{et al.,}\textsuperscript{29} conducted their study on “The Involvement of Women in Direct Selling Enterprises”. The findings revealed that a majority of the consumers were house wives and middle aged graduates with nuclear families and were planned buyers.

2.2.4. Reviews regarding the factors influencing the consumer to purchase cosmetics

The considered reviews conclude that there were many factors which may be considered as very important while purchasing cosmetics. They were the quality, social factors, brand loyalty, package, price and promotional factors. The following reviews indicate that quality was the main factor which influences the consumers while purchasing cosmetics.

Anjali Sharma \textit{et al.,}\textsuperscript{30} revealed in their study, ‘Impact of Brand Loyalty on Buying Behaviour of Women consumers for Beauty Care Products-Delhi Region’ that quality and price were the two main parameters

Choon Sup Hwang\textsuperscript{31} in his study, “Segmentation of The Cosmetics Market According to Shopping Orientation consumers” revealed that consumers consider quality as the most important factor to purchase cosmetics.

Elif Akagun Ergin \textit{et al.,}\textsuperscript{32} indicated in their study, “Brand Loyalty in the Cosmetics Industry: A Field Study on Turkish Women’s Brand Loyalty among Cosmetics Products” that the quality of a product was the most important factor that
influenced the consumers to purchase a particular brand. The other factors which make the consumers to purchase cosmetics were skin type matching, satisfying capacity of the product, reasonable pricing and popularity of the product’s brand name and wide availability of the product.

Neeraj Kaushik et al.,\textsuperscript{33} conducted an analysis entitled, “A Study on consumers Buying Pattern of Cosmetic Products in South Haryana”. The study pointed out that quality and price were found to be the important criteria for buying cosmetics. Lower income group people gave more importance to price, while those of higher income group gave more importance to quality and brand name.

Priyanka Bhattarcharya\textsuperscript{34} in her article, “Cosmetics Retailing in India: Obvious Excitement” stated that in India the increasing number of women in the age group of twenty two to forty five with a high disposable income have realised the importance of looking good. They show interest in high quality skin care and colour cosmetics. This segment had caught the attraction of the leading cosmetic market.

Prialatha et al.,\textsuperscript{35} pointed out in their study, ‘A Study on Factors Influencing Rural Consumer Buying Behaviour towards Personal Care Products in Coimbatore District’, that quality of personal care products and nearness to selling points were the most important facts for purchasing personal care products. The study points out that the consumers take rational decisions while purchasing personal care products.

Rajasekar\textsuperscript{36} identified in his article, “Fairness Creams-A Study on Market Trends and Brand Preference” that “Fair and Lovely” was the most preferred brand among the consumers. The major factors influencing the purchase
decision of fairness creams were price, quality, and size of the pack, durability, convenience, advertisement and package design. Quality was the highest influencing factor, followed by price and advertisement.

**Sushilkumar M. Parmar, et al.,** mentioned in their study, ‘A Study of Brand Loyalty for Cosmetic Products among Youth’, that when the consumers buy cosmetic products, quality was the main factor followed by brand, name, price, celebrity marketing, brand loyalty.

**Vinith Kumar Nair et al.,** in their study on “Purchase Pattern of Cosmetics among consumers in Kerala” have found that quality was the main criterion for purchase of cosmetics among consumers, irrespective of their place of residence, educational qualification, age group and occupational status.

The prestigious brand names and their image influence the cosmetic consumers to purchase a particular brand. Loyal consumers have repeat purchase behaviour of branded cosmetics. The following reviews indicate that brand choice is the main factor which influences the consumers while purchasing cosmetics.

**Byung – Sook Hong et al.,** in their study, “The Effect of Well-being Disposition and Appearance on Cosmetic Purchase Intention and Brand Loyalty for Elderly Women” stated that elderly women with a high cosmetic purchase intention were brand loyal and preferred specific cosmetics that suited their skin type. The result implies that elderly women prefer cosmetics since they give importance to their appearance and new trends in fashion and beauty care products.

**Hind Nasir Al-Shudukhi et al.,** observed their study, “Brand Choice as Function of Consumer Decision Making – A Study of Factors Underlying Saudi Women’s Selection of Facial Make-up Brands” that the most commonly used
make-up items in the order of preference were lip-stick, blush, lip-liner and eye-liner. Housewives, women with low education, the married and the elderly use traditional make-up products such as powder, foundation, blush and the eyebrow pencil. Lip liner was mostly worn by the unmarried and the youngest groups. The researcher opines that Saudi women were more likely to rely on brand names.

**Kulkarni et al.,** concluded in their study, ‘A Factor Analysis on Product Attributes for Consumer Buying Behaviour of Male Cosmetics in Nagpur City’ that the brand, quality, advertising, store location were the important factor for men while buying personal care products.

**Tarang Vaish** in his study “Cosmetics Buying Behaviour in India” mentioned that most of the consumers were brand loyal and they wanted value for their money. Hence brands like Lakme, Revlon and L’oreal have captured the market. At present the middle aged females and youth between eighteen to twenty four years prefer herbal products as they feel they were less harmful when compared to chemical based cosmetics.

The use of cosmetics not only boosts up the self image of the consumers, but also improves their physical and psychological points of view. Physically the consumers will be attractive and better looking; psychologically they were confident since they feel they were presentable and beautiful to the eyes of others. The following reviews indicate that social factors were the main factors which influence the consumers while purchasing cosmetics.

**Madeleine Ogilvie et al.,** in their study, “Why Women Wear Lipstick: Preliminary Findings” observed that lipstick has gained an accepted place in the society. It also enables the users to gain self-esteem and status within the society as
it was a significant vehicle through which women can raise their image and status in the society.

**Nuntasweree Sukato et al.,**\(^4\) conducted a study entitled “A Model of Male Consumer Behaviour in Buying Skin care Products in Thailand”. The results of the study pointed out that the Bangkok male consumers were influenced by self-image, attitude and normative influence while buying skin care products. Further, the result indicates that consumers with a positive attitude have greater intention to purchase a product than the consumers with a less positive attitude.

**Pratik Kadakia et al.,**\(^4\) in their study, “Outlook for Personal Care Industry: An Indian Perspective” observed that increasing urbanization, rising participation of women in urban work force and growing importance of looks and personal grooming were the key social factors for the growth of the personal care industry in India.

**Rebecca Nash et al.,**\(^4\) in their study, “Cosmetics: They Influence More than Caucasian Female Facial Attractiveness” identified that make-up had a beneficial impact upon the perception of professional women who use cosmetics to manipulate their appearance. By doing this their positive self perception which was associated with wearing make-up may go up. Women feel confident while wearing make-up and it helps in social interactions during times of employment opportunities.

**Virginia Graham et al.,**\(^4\) revealed in their article, “India: Country Overview” that every woman wants to look beautiful through the use of make-up products. The ever-increasing category of working women was very particular in choosing the right color make-up products to get fit into the society. Due to these
factors, colour cosmetic market has become one of the fastest growing sectors in India.

Loyal consumers were willing to pay any price for their favored brand. Their purchase behaviour is not easily affected by the hike in price. At the same time, the consumers who were price conscious and those who do not give much importance to quality prefer only low priced cosmetics. The following reviews indicate that price was the main factor which influences the consumers while purchasing cosmetics.

**Abdullah Bin Junaid et al.** concluded in their study, ‘Study of Consumption Pattern of Cosmetic Products among Young Males in Delhi’ that the price was the main criteria while purchasing cosmetics.

**Blanchin Audrey et al.** in their study on “Customer Behaviour in Men’s Cosmetics Market” opined that men were more aware of cosmetics market through advertisements. The consumers assert that they do not feel guilty in using cosmetics. They use cosmetics to improve their self image and for hygienic purposes. The important factors that influence the consumers while purchasing cosmetics were price and the brand of the cosmetics.

**Gomatheeswaran** identified his study, “An Analysis of the Consumer Preference for Cosmetics in Coimbatore City” that consumers prefer to purchase products from the shops where they were neatly displayed. The study proves that consumers were more reluctant to purchase chemical cosmetic products due to their side effects. The major factor which influences the consumers was the price of the cosmetics.
Attractive package can influence the consumers to purchase a product. It can also stress the brand image of the cosmetics and retain the consumers and attract new ones. The following reviews indicate that package is the main factor which influences the consumers while purchasing cosmetics.

Dibyojyoti Bhattacharjee\textsuperscript{51} in his study “Cosmetics Consumers: Buying Behaviour and Awareness” attempted to analyse the impact of fashionable and attractive packaging of cosmetics in the minds of female consumers residing in urban area. His findings revealed that the consumers insist on proper labeling even for products from reputed firms as they have developed a habit of going through MRP, date of expiry, before purchase. Finally, the female consumers want the package to be hygienic and differentiated from fake products and the packets should also be available for further use.

Hemapatil et al.,\textsuperscript{52} stated in their study, ‘The Consumer Behaviour towards Package of Cosmetics’ that consumers prefer package, labeling in cosmetics. Since it acts as promotion they felt that label should contain the usage instruction, caution, price, company name and address.

Mert Topoyan et al.,\textsuperscript{53} conducted a study on “Packaging Value of Cosmetics; An insight from the viewpoint of consumers”. The result observed that consumers of cosmetic products do not regard packaging as an integral part of functional or quality attribute of products. Consumers however, expect more sophisticated packages from known brands and they were willing to pay more on better packages. Better packaging designs positively influence customers.

Various promotional activities by the cosmetic companies and the retail outlets were used to communicate with cosmetic consumers with respect to
products. It influences them to buy the products. The following reviews indicate that promotional factors were the main factors which influence the consumers while purchasing cosmetics.

Rita Wheat\textsuperscript{54} stated in her article, on “The Empowered Shopper” that the cosmetic company’s website offers the make-up mirror, a virtual make-up try on utility. The consumers upload their photos and apply cosmetics to it. The photos with cosmetics can be printed which helps the consumers while purchasing cosmetics.

Shiva Kumar \textit{et al.},\textsuperscript{55} in their study entitled “Cosmetics Retailing - An Empirical Study” revealed that consumers prefer to buy Ponds talcum powder. “Fair and Lovely” and “Fair Ever” were the fast moving brands of facial creams. Elle 18, Lakme and Revlon were the fast moving brands of nail polish. Courtesy, good service and various promotional strategies adopted by the producers and retailers were the main reasons for the reputation and success of cosmetics retail.

2.2.5. Reviews regarding herbal cosmetics

The usage of cosmetics sometimes can create problems to the skin of the consumers. They felt that the herbal cosmetics were good for their skin. The following reviews bring out the reviews regarding herbal cosmetics.

Eleni Grammenou\textsuperscript{56} in her article, “What’s Next for Cosmeceuticals and Nutricosmetics?” pointed out that women not only search beauty products but were in need of nutria cosmetic products. Cosmetic consumers along with their beauty products take vitamin supplements. These segments of people prefer nutriceutical food products on a regular basis and they were the target consumers for nutria cosmetic and cosmeceutical products.
Qiushichen\textsuperscript{57} opined in his article, “Evaluate the Effectiveness of the Normal Cosmetic Product Compared to Chemical Based Products” that natural cosmetics were safer for people and friendlier than chemical based products. So the future developing tendency of cosmetic industry should focus more on eco friendly products.

Priyanka Bhattacharya\textsuperscript{58} in her article “Green is Mainstream in India” stated that young Indians consider health, wellness and beauty as important aspects of life. Times of India, one of the leading Indian dailies, say that Indian consumers were willing to spend more on eco-friendly products and natural beauty products because they feel that they were safe and beneficial.

Sanju Namda\textsuperscript{59} in her study “Cosmetics and consumers” opined that consumers must always read the ingredients on the label and follow the instructions before using the product. In case of any default, they should consult a doctor and can file a complaint either with the Drugs Control Office or the Consumer Forum.

2.2.6. Reviews regarding halal cosmetics

Halal cosmetic is a new type of cosmetics which is emerging in this period. The following reviews bring the review regarding halal cosmetics.

Azreen Jihan Che Mohd Hashim et al.,\textsuperscript{60} in their study states that it is envisaged that it could explicate the effects of spiritual intelligence, spiritual congruence, product involvement and product image of the consumers’ attitude towards purchasing halal cosmetics and in turn to reaffirm intention to consume halal cosmetic. Those Muslims who have a thorough basic knowledge about Islam is familiar with the term halal.
Muhammad Bilal Majid et al., in their study opines that halal cosmetics and personal care industry is in the attention of the world now. Due to the increasing awareness and religious belief on halal certified cosmetic brands there has developed a positive effect on the intention of cosmetic female consumers towards halal brands.

2.3. CONCLUSION

While going through the literature referred to above, the researcher found that the study of consumer behaviour towards cosmetics had been undertaken by many researchers throughout the world and in India. A close perusal of the review of the literature revealed that the study on consumer behaviour of cosmetics has not been conducted in Thoothukudi District so far. So, considering the massive importance of cosmetic industry and to fill up the gap the present study was conducted to analyse the behaviour of cosmetic consumers in Thoothukudi District.
ENDNOTES


