



Female Buying Behavior towards Cosmetics in West Godavari Districts of Andhra Pradesh

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Abstract

Over the last few decades, the cosmetics industry in India has expanded at a dizzying rate. The rapid growth of the cosmetics industry can largely be attributed to increased consumer awareness of hygiene and beauty brought about by technological progress, globalization, and rising incomes. Today's women's attitudes and behaviors toward buying and using cosmetics have undergone a sea change as a result of a confluence of factors, including but not limited to changes in lifestyle, increased disposable income, increased advertising, rising status, population migration, demand for superior quality, shifting consumer preferences, and advertisements. Women's purchasing power has increased thanks to the increasing number of women in the labor force over the past decade. The beauty industry in Andhra Pradesh benefits from having a sizable customer base. Andhra Pradesh's high literacy rate and rapid urbanization have contributed to women's ascent in the workforce, driving up the demand for beauty products in the state. In the present investigation, questions regarding the shopping habits of female cosmetics buyers are posed.

Keywords: Consumer Behaviour, cosmetics, Brand image, Quality, Price.

1. Introduction

All products applied to the outside of the body to improve or enhance its appearance are collectively referred to as "cosmetics." It has been estimated that the premium makeup and fragrance markets grow by about 32% annually. In comparison, the skincare and hair care markets grow by 21% and 13%, respectively, in the cosmetics industry. India has a long history of producing and using personal care products, cosmetics, and even cosmetics designed to enhance one's appearance. Cosmetics and personal care products have become increasingly popular in recent decades, thanks to the increasing sway of western fashions and foreign beauty pageants. India is one of the fastest-growing consumer markets in the world as the country's major cities, as well as Tier I and Tier II cities, undergo the transition from an unorganized market to an organized retail marketplace. According to Indian Cosmetic Sector Research Analysis 2019-20, the top cities are Mumbai, Delhi, Chennai, Kolkata, Hyderabad, and Visakhapatnam in terms of the size of consumer markets.

Cosmetics have become a necessity nowadays, irrespective of whether for women, men, or children. Wide varieties of Cosmetics have entered the market, some branded and some

unbranded. Branded cosmetic products are costly, and their use is considered safe, whereas unbranded products are cheap, but their use is considered less secure. The cosmetic industry has become highly competitive, and consumers' perceptions are little known to the manufacturers. Due to this, they often fail to understand the consumers' preferences. Due to the abundant availability of different cosmetic products, consumers are constantly confused and shifting their preferences. Thus there is a need to study the buying behavior of cosmetic products of individuals, especially females, as they contribute 60% of the cosmetic market. If responses are collected from different demographic profiles such as Marital Status, Age, Education, Occupation, Family Status, etc., it will help the manufacturers. The study is expected to know the factors to be considered while purchasing cosmetics. In the process, it is felt necessary to study the awareness of women regarding ethical practices that are required to be adopted by the manufacturers and marketers of cosmetic products. There are no studies on women's purchasing habits about cosmetics, nor are there any on the use, frequency of use, or brand preferences of women for cosmetics like Facial Beauty, Skin Care, Hair Care, and Other Beauty Products, etc., according to a review of the literature on various aspects of the cosmetic industry.

2. Growth of the Cosmetic Industry

The rising middle class in India is driving strong growth in the cosmetics industry there. This is because more and more Indians realize the benefits of skin brightening, anti-acne creams, and sun protection products. In the upper classes, facial and beauty treatments are now considered essential. Most people who buy cosmetics are young people (women, men, etc.) who value individuality and cleanliness. The Indian cosmetics market is expected to expand by 17.06% annually over the next five years, according to research. Products for the skin, hair, nose, eyes, and mouth make up India's five segments of cosmetics. The hair care market is the most lucrative cosmetics industry, followed by the fragrance and color cosmetics markets. Because of its wide range of products, HUL enjoys a near-absolute monopoly. The introduction of perfumes and deodorants that serve a practical purpose has been a driving force behind the explosion of the fragrance industry. The perfume and antiperspirant subsegments of the fragrance industry are the two largest. Although deodorants are still the most popular, the perfume industry and its innovations are rapidly expanding. As India's young population adopts cosmetics like perfumes and deodorants, experts predict that the country's fragrance market will grow to become one of the world's largest in production, consumption, and import. Givaudan, IFF, and Firmenich are some of the most prominent players in the strictly regulated fragrance industry. After Park Avenue and Wild Stone, Fogg is the best deodorant on the market. Companies are launching many skin care products and employing various persuasion strategies to convince consumers to adopt a skincare routine.

Products for cleansing and exfoliating the skin, moisturizing and protecting the skin from the sun, moisturizing and protecting the hands, and removing makeup are just some of the many options available in India's skincare market. Various types of facial care products dominate the market. Fair & Lovely skin whitening cream from HUL dominates the facial care segment of the Indian skincare market, while Vaseline body lotion from HUL dominates the body care segment. Everyone agrees that India's hair care sector is well-

established because it's one of its more traditional industries. One of the biggest problems in the hair care industry is the prevalence of fake products. Conglomerates like HUL, P&G, Dabur, Marico, and Godrej dominate the organized hair care market. Hair oil, shampoo, hair dye, and hair styling products are the four main sub-industries that makeup India's hair care market. Many shampoo variants are available, but hair oil has recently exploded in popularity. The best-selling shampoos are made by HUL and P&G, while Marico dominates the hair oil market.

The oral care market in India is broken down into five submarkets: toothpaste, toothbrushes, toothpowder, mouthwash, and everything else you need to keep your teeth and gums healthy and clean. Market share for toothpaste and its many variants dominates the oral care sector. When it comes to the organized portion of the oral care market, Colgate-Palmolive India, HUL, and Dabur are the three most prominent companies. In the year 2020, the demand for colored cosmetics skyrocketed. Makeup products like mascara, eyeliner/pencil, blush, and eye shadow all played a part in this progression. The four most popular types of colored cosmetics are eye, face, lip, and nail paints. The three most prominent brands in the cosmetics market are Lakme, Revlon, and L'Oreal. (www.IndianCosmetics.com, Market Overview: September 2020 report).

The global market for cosmetics is projected to expand by four percent in 2020. The cosmetics industry comprises numerous subsets, the most prominent of which include skincare, hair care, makeup, perfumes, toiletries, deodorants, and oral cosmetics. Skincare products contributed to about 36% of the international market. In 2020, the proportion of hair care products to total beauty products was 23.0 percent. The market value of the skin care industry is expected to increase by 20.1% between 2014 and 2020, making it the most lucrative industry. In 2020, the Asian and Oceanian regions dominated the market, making up about 40 percent of the total. Revenue in the mass beauty industry in Asia and the Pacific is expected to increase by nearly 14.9 billion US dollars between 2016 and 2021. (<http://aibolita.com>).

3. Review of Literature

Alhalalmeh, M., et.al (2022). This study looks at the influence on consumer behavior in the cosmetics industry in Jordan of customers' trust in electronic marketing (word of mouth), perceived value, and social networking. SEM analyses information. Two hundred twenty-three survey respondents provided data. Electronic marketing (word of mouth) has little impact on consumers' trust and purchasing decisions, but perceived value does. The findings also demonstrated that social media heavily influences customers' purchases. Consumer faith was minimally damaged. Trust between firms and their customers modulates the perceived value-consumer behavior relationship.

Muzahidul Islam, Md. (2021). Deceptive advertising misleads consumers into making poor purchasing judgments. The Bangladeshi cosmetics business is an example of the urgent and growing use of false promotional methods to increase sales and market share. This quantitative study estimates women's responses to misleading advertising and its effectiveness. Convenience-sampled 227 working women from four Dhaka districts completed the study's questionnaire. Descriptive analysis, factor analysis, and the multiple linear regression model illuminate the widespread problem of deceptive advertising.

Deceptive advertising affects women's purchasing decisions, including lifestyle, stereotypical roles, social status, health concerns, and cosmetics.

Qalati, S. A., Li, W., Mirani, S. H., et.al. (2020)., This study examines how celebrity endorsement, promotional activities, packaging, brand image, and green customer purchasing behavior affect Pakistan's cosmetics market. The article also discusses how brand perceptions affect consumers' environmental choices. Women at four of Pakistan's top universities were mainly asked five Likert scale questions. ADANCO 2.0.1 and PLS-SEM were used to analyze 190 samples. Celebrity endorsement, promotional activity, product packaging, and brand image are correlated with green consumer purchase behavior (Green CBB). Celebrity endorsement facilitated eco-friendly customer purchase behavior. This study is helpful for Pakistani environmentalists.

Rai, R., & Tripathi, S. (2020)., In almost every industry, word-of-mouth marketing has grown. WOM marketing is when people recommend a brand or product to others. This study examined how word-of-mouth marketing affects consumer purchasing behavior in the Indian cosmetics industry. The study included women from South India, mainly from Bangalore. This study targets urban Indians. Word-of-mouth advertising greatly influenced brand perceptions, search and evaluation efforts, and risk aversion. WOM is highly correlated with all these characteristics, suggesting a close relationship.

Sharma, V., & Kalra, R. (2020)., Social networking platforms' adoption and use are impressive. They change how people express themselves, communicate ideas, and build relationships with products, corporations, and institutions. Online social networks also provide consumer information. Social media has given advertisers several new ways to promote their products. Internet and social media now underpin every successful business. Every company should market its products with this system. We examine how social media marketing affects customers' product-buying decisions.

Kwan, V. L., Ahmad, R., & Ahmad, R. (2019)., Modern girls want to look like cosmetics commercial models and celebs. Young women influence consumer spending in several areas, including the beauty industry, making them vital to the economy. Scott (2007) contends that the cosmetics industry's idealizing female beauty can lower young women's self-esteem. Because of beauty evaluation's negative impacts, this study examined how cosmetic advertising affects young women's self-esteem and shopping behavior in Kuala Lumpur, Malaysia. This preliminary study obtained online data from 216 young Kuala Lumpur women. Cosmetics advertising, self-esteem, and consumer choices were strongly linked.

Agarwal, M., & Kulkarni, S. (2018). India's cosmetics industry is booming as it prepares to become the world's largest cosmetics consumer. Indian cosmetics demand is expanding significantly. This study examines women's purchasing behavior and determines the most influential aspects. This study surveys 100 Bengaluru women and uses SPSS Factor Analysis. The brand is critical for most young women who use cosmetics.

4. Statement of the Problem

Cosmetics can make a person look better by emphasizing their natural features. While both sexes indulge in the beauty industry, the women of India generate the majority of the

cosmetic industry's annual revenue of Rs.40,000 crores. How consumers feel about a product, its price, brand, taste, ingredients, advertising, etc., all play a role in how they decide to spend their money. Competition can be stimulated by a better understanding consumer needs and preferences, such as those listed above. In this background, a study on the buying behavior of female consumers of cosmetic products based on different demographic factors would lead to a perfect match between the supply and demand of the cosmetic products market. Studies on the above aspects in other states, districts, villages, and areas would provide good guidance for the manufacturers and distributors of Cosmetic Products. The scope of the study is limited to the West Godavari district of Andhra Pradesh State.

5. Significance of the Study

Today's women's attitudes and behaviors toward buying and using cosmetics have undergone a sea change as a result of a confluence of factors, including but not limited to: changes in lifestyle, increased disposable income, increased advertising, rising status, population migration, demand for superior quality, shifting consumer preferences, and advertisements. As more and more women have entered the labor force over the past decade, their purchasing power has grown. As a result, women started caring more about their appearance. In addition to a stunning face, modern beauty standards also value a physically developed body, healthy hair, and a sharp mind. With this context in mind, the study's primary objective is to shed light on the motivations and habits of female cosmetics consumers.

6. Scope of the Study

This research looks at how women in the major cities of West Godavari district, Andhra Pradesh, make decisions regarding the purchase and use of cosmetics. Based on their respective locations, the municipalities of Bhimavaram, Eluru Tanuku, and Palakollu make up the district's three primary administrative divisions. To collect primary data for this study, the locations of Bhimavaram, Eluru Tanuku, and Palakollu were identified and chosen. Research focuses primarily on how women shop for and apply cosmetics.

7. Objectives

1. To examine the economic and social factors influencing women's choices in cosmetics.
2. To examine how female cosmetics consumers make decisions about product purchase and use.

8. Hypotheses of the Study

1. There are no significant differences in consumers' perceptions of preferring brands while purchasing.
2. There are no significant differences in consumers' perceptions of preferring quality while purchasing.
3. There are no significant differences in the consumers' perceptions of preferring price while purchasing.

9. Methodology

This research is descriptive and analytic in that it details and analyses how female consumers shop for and apply cosmetics. It examines the socioeconomic factors that impact

women's cosmetics purchasing decisions and their reasons for doing so. Women in the West Godavari district of Andhra Pradesh who use cosmetics are the study's population. Using a predetermined interview schedule, primary data were gathered from a sample of 240 women to examine the factors that ultimately led to the purchase of cosmetics. Purposive sampling was used to select the respondents for this study. Bhimavaram, Eluru Tanuku, and Palakollu were chosen as primary data collection locations for this study. There is an emphasis on women's cosmetics consumption and use patterns. Primary data is collected from a pool of 240 individuals who are randomly selected. A structured questionnaire is used to gather the information. SPSS is used to analyze the data. This data is analyzed using a combination of descriptive statistics, the Student's t-test, and regression.

10. Data Analysis and Interpretation

Since the traditional role of women has shifted from homemaker to professional, many more women now have access to cosmetic products and the disposable income to buy them. Since women make up a sizable portion of the population, it would be wise to examine how they spend their money on cosmetics. In this context, an attempt is made to analyze the female respondents' cosmetics-related purchasing and application habits. Factors related to cosmetics use are identified alongside demographic variables such as age, religion, marital status, education, occupation, monthly income, family type, and region. Last, a correlational study was done to investigate the connection between socioeconomic status and cosmetics purchasing decisions. A socioeconomic profile of women who regularly use cosmetics is provided below.

The primary data is collected through questionnaires with 240 female respondents and analyzed. Most respondents (41.80%) are middle-aged (between the ages of 40 and 49). The next largest demographic is those between 30 and 39, making up 28.3 percent of all respondents. More than 83.8% of consumers are married, while 16.2% of those surveyed do not have a spouse. Additionally, it can be seen that 32.81 percent of respondents have a graduate degree, while 31.7% have a bachelor's degree. While 16.16 percent of respondents have completed high school and 19.33 percent have completed college. The largest group of respondents (35.2%) works in the private sector, followed by those in the public sector (19.3%), students (13.8%), stay-at-home parents (12.2%), business owners (11.3%), and professionals (8.2%). Only 11.7% of people live in a blended or extended family.

Table 1: Perceptions of the respondents on consumer behavior of the customer's situations lead to the need recognition for moving toward cosmetics

SL. No	Factors	SA	A	N	DA	SDA	Total
1	Change in environmental circumstances	53 (22.2)	53 (22.0)	31 (13.0)	58 (24.3)	45 (18.5)	240 (100)
2	Changing financial position	71 (29.7)	42 (17.3)	34 (14.2)	56 (23.5)	37 (15.3)	240 (100)
3	Emerging beauty consciousness	55 (22.8)	34 (14.3)	31 (13.2)	63 (26.5)	57 (23.2)	240 (100)

4	To protect health	68 (28.5)	36 (15.2)	36 (15.2)	46 (19.3)	54 (21.8)	240 (100)
5	To be fashionable	86 (36.0)	65 (27.0)	26 (10.7)	29 (12.3)	34 (14.0)	240 (100)
6	To live a healthy and hygienic life	69 (28.8)	47 (19.8)	25 (10.5)	40 (16.8)	59 (24.0)	240 (100)
7	To withstand pollution	60 (25.0)	76 (31.7)	20 (8.5)	47 (19.0)	47 (15.8)	240 (100)
8	to adapt to the shifting cultural norms	80 (33.5)	78 (32.5)	42 (17.5)	11 (4.5)	29 (12.0)	240 (100)
9	Sales and promotional activities of firms	132 (55.0)	43 (18.0)	18 (7.5)	22 (9.3)	25 (10.2)	240 (100)
10	Impressed by advertisements	56 (23.3)	64 (26.7)	81 (33.8)	19 (8.0)	20 (8.2)	240 (100)
11	To attain prestige and social status	101 (42.0)	43 (17.8)	38 (16.0)	25 (10.2)	33 (14.0)	240 (100)
12	Inherent features and attributes of Green cosmetics	99 (41.2)	68 (28.2)	16 (6.7)	43 (17.8)	14 (6.2)	240 (100)
13	Quality Consciousness	57 (23.7)	69 (28.8)	44 (18.5)	50 (21.0)	20 (8.0)	240 (100)

SA-Strongly Agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly Disagree

The above table represents the respondents' perceptions of Purchase behavior in the situations that lead to the need recognition for moving towards cosmetics. Among the total respondents, 22.2 percent strongly agreed, and 22.0 percent decided on the factor "Change in environmental circumstances". It also observed that 29.7 percent strongly agreed, and 17.3 percent agreed on the aspect of "Changing financial position". It is also mentioned that 22.8 percent strongly agreed, and 14.3 percent agreed on the part "Emerging beauty consciousness". It is observed that 28.5 percent strongly agreed and 15.2 percent agreed on the statement "To protect health". The data also reveals that 36.0 percent strongly agreed, and 27.0 percent agreed with the information "To be fashionable." It is mentioned that 28.8 percent strongly agreed and 19.8 percent agreed "To live healthy and hygienic life." It shows that 25.0 percent strongly agreed and 31.7 percent decided to "Withstand pollution." It is shown that out of the total respondents, 33.5 percent strongly agreed, and 32.5 percent agreed on the "To change along with changes in civilization." 55.0 percent strongly agreed, and 18.0 percent agreed with the statement "Sales and promotional activities of firms." It shows 23.3 percent strongly agreed, and 26.7 percent agreed that they were "Impressed by advertisements." It is observed that 42.0 percent strongly agreed and 17.8 percent agreed that "To attain prestige and social status." On the other hand, 41.2 percent strongly agreed 28.2 percent agreed with the "Inherent features and attributes of Green cosmetics." And

finally, it is noticed from the data that 23.7 percent strongly agreed and 28.8 percent agreed with "Quality Consciousness."

Multiple Regressions on need recognition in the buying behavior of cosmetics

In this part, the researcher tried to extract the significant factors of buying behavior of green cosmetics. The dependent variable is the need for recognition in purchase behavior, and the independent variables are various factors of cosmetics.

Table 2: Showing Unstandardized and Standardized Co-efficient Values of need recognition of cosmetics

It gives the specifics of the model parameters (the beta values) and their relevance. It reveals that b0 was the Y-intercept and that this is the constant's value B. So, according to the table, b0 is 23.463, which means that when no predictors exist (when X=0), the model predicts that the perception would be 23.463. The value of b1=0.359 indicates that increasing 1 unit of perception increases total perception by 0.359 times. Other variables' b values are 0.409, 0.912, and so on.

Model	Un-Standardized Coefficients		Standardized Coefficients	t-value	p-value
	B	Std. Error	Beta		
Constant	23.463	.806		29.112	.000
Change in environmental circumstances	.359	0.052	.073	2.239	.012 **
Changing financial position	.409	.159	.087	2.573	.010 *
Emerging beauty consciousness	.912	.167	.194	5.465	.000 *
To protect health	.855	.198	.162	4.318	.000 *
To be fashionable	.221	.183	.040	1.207	.228
To live a healthy and hygienic life	.742	.179	.156	4.145	.000 *
To withstand pollution	1.069	.176	.219	6.084	.000 *
To change along with changes in civilization	1.053	.166	.224	6.341	.000 *
Sales and promotional activities of firms	.369	.152	.079	2.288	.012 **
Impressed by advertisements	-.300	.302	-.034	-.992	.322
To attain prestige and social status	1.043	.166	.224	6.341	.12
Inherent features of Green cosmetics	.363	.152	.079	2.288	.32
Quality Consciousness	-.311	.302	-.034	-.992	.222

From the above table, Respondents' cosmetics purchases are influenced by several factors, including "change in environmental circumstances," "changing financial position,"

"emerging beauty consciousness," "to protect the health," "to be fashionable," "to live a healthy and hygienic life," "to withstand pollution," "to change along with changes in civilization," and "sales and promotional activities of firms."

Consumers of different ages have different opinions on the optimal quantity of beauty products to stock in their bathrooms. Consumers in urban, semi-urban, and rural areas share the same view on the frequency of cosmetics purchases. Customers of varying levels of education have varying recommendations for the size of their cosmetics haul. The opinions of students, workers, and the unemployed are all very similar when it comes to the topic of how many beauty products are purchased. The respondents' opinions regarding cosmetic products' use vary according to age. Those polled in urban, semi-urban, and rural areas had varying views on how often they use cosmetics. Students at all levels of education, as well as recent graduates, experienced practitioners, and even professors, share a standard view on the topic of using cosmetics. The frequency of use of cosmetic products is widely held to be acceptable by all demographics, including students, workers, and the unemployed. Age is a significant factor in how much money respondents spend on beauty products. Responses from urban, semi-urban, and rural areas showed significant variation in how much was considered reasonable to spend on beauty products. The opinions of students, seniors, graduates, and professionals on how much money should be spent on cosmetics are all over the map. Everyone from students to working adults to the unemployed shares a standard view on how much money is spent on beauty products.

Table 3: Testing of Hypothesis

S.No	Hypothesis	Sample	Test statistic	P-value
1	H ₀₁ : There are no significant differences in the perceptions of the consumers in preferring brand while purchasing	240	8.96	0.01 *
2	H ₀₁ : There are no significant differences in the perceptions of the consumers in preferring quality while purchasing	240	1.95	0.00 *
3	H ₀₁ : There are no significant differences in the perceptions of the consumers in preferring price while purchasing	240	2.45	0.002 *

The hypotheses are tested by analyzing the primary data to try whether the null hypotheses are significant. The Student's t-test is applied to test the hypotheses. The t-value of hypothesis-1 is 8.96 with a p-value of 0.01, the t-value of hypothesis-2 is 1.95 with a p-value of 0.00, and the t-value of hypothesis-3 is 2.45 with a p-value of 0.002. The p-values of all the hypotheses are less than 0.05, so they are significant. Significant differences existed in the consumers' perceptions of the brand, quality, and price while purchasing the cosmetics.

11. Conclusion

As the pursuit of physical attractiveness is a universal goal for women, women's behavior is multifaceted and ever-changing. They see cosmetics as a potent tool that can change their appearance from plain to stunning. It's commonly held that using cosmetics can boost a

woman's emotional health. In today's world, cosmetics are no longer a luxury but a necessity. Therefore, cosmetics marketers need to keep an eye out for trends and understand what consumers want. Researching the habits associated with acquiring and applying beauty products is crucial. To a large extent, people's decisions to invest in beauty products are influenced by their socioeconomic status. Women of higher socioeconomic status were found to routinely take extra care to groom and dress for special occasions. It was found that income, age, and education were among the many socioeconomic factors that influenced people's preferences in cosmetics. Most consumers are women, and they are concerned about their appearance, health, fashion sense, and cleanliness. "Change in environmental circumstances, Changing financial position, Emerging beauty consciousness, to protect the health, to be fashionable, to live healthy and hygienic life, to withstand pollution, to change along with changes in civilization and sales and promotional activities of firms" are all factors that influence consumer behavior and there existed the significant differences in the perceptions of the consumers towards the brand, quality and price while purchasing the cosmetics.

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