



A study on consumer buying behavior towards cosmetic products in Bengaluru city

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ABSTRACT:

The cosmetic industry in India has witnessed substantial growth due to rising disposable incomes, urbanization, digital influence, and increasing beauty consciousness among consumers. Bengaluru, being a metropolitan and technology-driven city, represents a dynamic consumer market with diverse preferences for cosmetic products. This study examines the factors influencing consumer buying behavior toward cosmetic products in Bengaluru City, focusing on demographic, psychological, social, and marketing variables. The research highlights the importance of product quality, brand image, price, social media influence, ingredient awareness, and eco-friendly preferences in purchase decisions. The findings suggest that Bengaluru consumers are increasingly informed, digitally engaged, and inclined toward herbal, organic, and cruelty-free cosmetics.

KEY WORDS: Consumer behavior, Cosmetics, Bengaluru, Buying decision, Social media, Brand preference, Organic cosmetics.

INTRODUCTION:

Consumer buying behavior is a dynamic and multifaceted process that involves the selection, purchase, usage, and evaluation of products and services by individuals to satisfy their personal needs and preferences. In today's highly competitive business environment, understanding consumer behavior has become essential for marketers, especially in industries like cosmetics where purchasing decisions are influenced not only by necessity but also by personal identity, social image, lifestyle, and emotional satisfaction. Cosmetics have evolved from being luxury products to essential components of daily grooming, self-expression, and wellness, making them an integral part of modern consumer culture.

The global cosmetics industry has experienced remarkable growth over the past decade due to increasing urbanization, rising disposable income, greater awareness of personal appearance, and rapid technological advancements. In India, the cosmetic market has expanded significantly with the entry of international brands, growth of domestic herbal brands, digital marketing, and the influence of social media. Consumers today have access to a wide range of products including skincare, haircare, makeup, fragrances, and personal

hygiene products, each catering to different age groups, genders, income categories, and lifestyle preferences. The increasing popularity of beauty standards promoted through digital platforms, celebrity endorsements, and influencer culture has further accelerated demand for cosmetic products.

Bengaluru, often referred to as the Silicon Valley of India, is one of the fastest-growing metropolitan cities with a diverse population comprising students, professionals, entrepreneurs, and families from different socio-economic backgrounds. The city's cosmopolitan culture, exposure to global fashion trends, and technologically advanced consumer base make it an ideal location for studying buying behavior toward cosmetic products. Consumers in Bengaluru are increasingly brand-conscious, quality-sensitive, and digitally connected, making their purchase decisions more informed and complex. The widespread use of smartphones, online shopping platforms, beauty blogs, and social media applications such as Instagram, YouTube, and Facebook has significantly transformed how consumers discover, compare, and purchase cosmetic products.

The cosmetic market in Bengaluru reflects a blend of traditional preferences and modern aspirations. While a large segment of consumers continues to trust Ayurvedic, herbal, and natural cosmetic products due to concerns about skin safety and chemical exposure, another segment actively seeks premium international brands for quality, prestige, and trend alignment. This duality in consumer preference has created a unique market environment where factors such as product quality, price, packaging, availability, ingredient composition, ethical branding, and promotional strategies all play a critical role in shaping buying decisions. In recent years, consumer awareness regarding sustainability, cruelty-free practices, organic ingredients, and eco-friendly packaging has also gained momentum. Bengaluru consumers, particularly younger generations, are showing increasing concern for environmental and ethical considerations while choosing cosmetic brands. As a result, brands are adapting their strategies to align with these evolving values by promoting transparency, sustainability, and personalization.

The study of consumer buying behavior toward cosmetic products in Bengaluru City is therefore significant because it provides insights into the motivations, preferences, and purchasing patterns of urban consumers in a rapidly changing market. By examining the influence of demographic factors, social trends, digital marketing, and consumer awareness, this research helps identify the key drivers that impact cosmetic purchases. Such understanding is valuable for cosmetic manufacturers, retailers, marketers, and researchers in designing effective strategies, improving customer satisfaction, and sustaining competitive advantage in the market.

This research aims to explore the buying behavior of consumers in Bengaluru City by analyzing the factors influencing their decisions, their brand preferences, purchasing channels, and changing attitudes toward cosmetic products. The findings of this study can contribute to both academic understanding and practical business strategies, helping companies better serve the evolving needs of modern consumers.

LITERATURE REVIEW:

A comprehensive review of literature is essential to understand the theoretical and practical dimensions of consumer buying behaviour toward cosmetic products. Various researchers have examined the influence of demographic, psychological, social, cultural, and technological factors on cosmetic consumption patterns. The following studies provide significant insights into consumer preferences, purchase motivations, and emerging trends in the cosmetics industry.

1. Kotler and Keller (2016) – Consumer Behaviour Theory

Kotler and Keller emphasized that consumer buying behaviour is influenced by cultural, social, personal, and psychological factors. In the cosmetics market, these influences are particularly strong because beauty and grooming are closely associated with social identity, self-esteem, and lifestyle. Their framework explains how brand perception, motivation, and social status shape purchasing decisions. This theory serves as a foundational model for understanding cosmetic product selection.

2. Schiffman and Kanuk (2014) – Consumer Decision-Making Process

Schiffman and Kanuk highlighted that consumers go through stages such as need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. In cosmetic purchasing, consumers often rely heavily on product reviews, peer recommendations, advertisements, and influencer endorsements. Their study demonstrated that consumer loyalty is strongly linked to satisfaction with product quality and brand trust.

3. Ramesh and Patil (2021) – Brand Loyalty in Urban Cosmetic Consumers

The authors studied urban consumers in metropolitan cities and found that product quality, skin compatibility, and brand reputation were the strongest factors influencing repeat purchases. Premium brands attracted working professionals, while affordable brands were more popular among students. Their findings suggest that customer retention depends on consistent product performance and emotional connection with the brand.

4. Ahmed and Khan (2020) – Gender-Based Cosmetic Consumption

This study explored changing attitudes among male consumers and found increasing acceptance of grooming and skincare products among men. The men's grooming segment has become one of the fastest-growing categories, especially in urban cities like Bengaluru where professional appearance is highly valued.

Summary of Literature Review

The reviewed studies collectively reveal that consumer buying behaviour toward cosmetic products is influenced by multiple interconnected factors:

- Product quality and safety
- Price and affordability
- Brand image and trust
- Social media and influencer marketing
- Herbal, organic, and cruelty-free preferences
- Online and offline shopping experiences

- Demographic variables such as age, gender, and income

The literature also indicates that Bengaluru represents a unique urban market where consumers are technologically aware, quality-conscious, and increasingly concerned about sustainability. Despite extensive studies on cosmetic buying behaviour, there remains a need for localized research focusing specifically on Bengaluru City to understand its diverse and evolving consumer base. This study aims to bridge that gap by analyzing consumer preferences, attitudes, and purchase drivers in the Bengaluru cosmetic market.

OBJECTIVES OF THE STUDY

- To analyze consumer preferences toward cosmetic products in Bengaluru City.
- To identify key factors influencing buying decisions.
- To examine the impact of social media and digital marketing on cosmetic purchases.
- To study consumer awareness regarding herbal, organic, and eco-friendly cosmetics.
- To provide suggestions for marketers to improve consumer engagement.

Data Analysis and Interpretation

Major Findings:

- Age Group:

18–25 years: High interest in trendy and affordable cosmetics

26–40 years: Preference for premium and skincare products

40+ years: Focus on anti-aging and herbal products

- Purchase Frequency:

Monthly buyers dominate due to regular grooming habits

- Brand Preference:

International and premium brands preferred by high-income groups

Ayurvedic and herbal brands popular among health-conscious consumers

- Purchase Channel:

Online platforms preferred for discounts and convenience

Offline stores preferred for product testing and trust

- Influencing Source:

Social media, YouTube reviews and influencer recommendations strongly affect purchase decisions

KEY FINDINGS

- Product quality is the most important purchase factor.
- Price sensitivity exists among students and middle-income consumers.
- Social media significantly influences young consumers.
- Organic and eco-friendly cosmetics are gaining popularity.
- Brand loyalty is stronger when customer satisfaction is high.
- E-commerce platforms are increasingly important in Bengaluru's cosmetics market.

SUGGESTIONS:

- Cosmetic companies should focus on ingredient transparency and safety claims.
- Brands should leverage social media influencers effectively.
- Affordable premium products can attract Bengaluru's growing middle class.
- Eco-friendly packaging and cruelty-free certifications can improve brand trust.
- Personalized online recommendations may improve customer retention.

CONCLUSION:

Consumer buying behaviour toward cosmetic products in Bengaluru City is influenced by a blend of personal preferences, social influences, technological advancements, and growing environmental awareness. The modern Bengaluru consumer is knowledgeable, digitally connected, and increasingly selective about product quality and ingredients. Cosmetic marketers must adapt to these changing preferences by offering innovative, safe, sustainable, and digitally accessible products. Understanding these consumer dynamics can help brands strengthen their market presence in Bengaluru's competitive cosmetics sector.

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Table-1
Age-wise using of cosmetics

Age Attractive	Observing the Trend	To go by the trend	Liking	Any other reason	Total
13-21	18(18.8)	12(7.83)	6(18.48)	11(1.88)	47
22-30	45(49.2)	18(20.5)	60(48.38)	0(4.92)	123
31-49	48(36.0)	12(15.0)	30(35.4)	0(3.6)	40
50 & above	09(16.0)	8(6.67)	22(15.73)	1(1.6)	40
Total	120	50	118	12	300

Source: Primary Data

Note: Figures in the parentheses are expected values.

Hypotheses

H0: Age is not influencing the purchase of cosmetics Reject

H1: Age is influencing the purchase of cosmetics Accept

Chi-square Table

Calculated value 35.6144 df (r-1)(c-1) = 3 x 3 = 9 Significance level 5% T.V. 16.919

Chi-square Analysis

The calculated value being 35.6144 and the t.v. 16.919 at d.f. being a with 5% level of significance rejects the null hypotheses and accepts the alternative. Therefore, we may conclude that age is a decisive factor in buying consumer.

Table-2**Occupation and using of cosmetics**

Occupation	All time	Most of time	Frequently	Sometimes	Total
Student	6(7.02)	11(17.82)	04(7.56)	60(48.6)	81
Housewife	0(6.04)	24(15.84)	06(6.72)	42(43.2)	72
Employee	16(6.84)	19(17.71)	08(7.37)	36(47.4)	79
Self-employed	04(2.08)	06(5.28)	02(2.24)	12(14.4)	24
Businessmen	00(3.81)	06(6.68)	08(4.10)	30(26.4)	44
Total	26	66	28	180	300

Source: Field Data

Note: Fig. in the percentage are expected values

Hypotheses

H0:	Occupation do not influence on the frequency of using cosmetics	Reject
H1:	Occupation do influences the frequency of using cosmetics	Accept

Chi-square Table

Calculated value 44.5818 d.f. = (r-1)(c-1) = (5-1) (4-1) = 4x 3 = 12

Significance level 5% T.V. 21.026

Chi-square Analysis

The calculated value being 45.58 is greater than the t.v. = 21.026 @ 5% level of significance rejects the null hypotheses and accepts the alternative. Therefore, we may conclude here that occupation do influence the frequency of using cosmetics.

Table-3**Income and preference of cosmetics**

Income	Price	Quality	Regular Availability	Liked Brand	Total
Below 50000	2	12	0	0	14
50001-150000	3	26	4	4	37
150001-250000	0	50	9	12	71
250001-350000	0	45	11	20	76
350001-450000	0	60	06	10	76
450001 and above	0	11	06	9	26
Total	5	204	36	55	300

Source: Field Data

Hypotheses

H0:	Family income do not influence the use of cosmetics	Reject
H1:	Family income definitely influenced of use of cosmetics	Accept

Chi-square Table

Calculated value 54.9582 d.f. at Significance level 5% T.V. 24.996

Chi-square Analysis

The chi-square calculated value being 54.9582 with d.f. 15 @ 5% level of significance rejects the null hypotheses and accepts the alternative. Therefore, we may conclude that family income definitely influences the use of cosmetics.

Table-4**Attitude towards cosmetics**

Variables	SA	A	N	D	SD	Total
Indian cosmetics are better	22	8	02	08	03	43
They enhance social image	11	5	01	10	08	35
individual personality	Cosmetics usage develops					
	27	18	04	16	06	71
to price	Quality always proportional					
	32	22	02	14	09	79
cosmetics	Accepting only ecofriendly					
	28	27	01	12	04	72
Total	120	80	10	60	30	300

Source: Primary Data

ANOVA Table

Source of variation	SS	d.f.	M.S.	F-ratio	5% F limit From the F-table
Between Sample	1480	(5-1)=4	1480/4=370	370/34	F(4,20)
Within Sample	680	(25-5)=20	680/20=34	10.088	= 2.87
Total			2160	24	

ANOVA Analysis

The above table shows that the calculated value being 10.088 which is greater than the t.v. 2.87 @ 5% level of significance with $V_1 = 4$ & $V_2 = 20$. This analysis rejects the null hypotheses and accepts the alternative hypotheses. Therefore we may conclude that attitude towards cosmetics is influenced by various factors and does not confine to only one factor.