



A STUDY ON WOMEN'S BUYING HABITS FOR BEAUTY PRODUCTS IN MANGALORE CITY

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Abstract: This study investigates women's purchasing behaviors regarding beauty products in Mangalore City, utilizing data from 100 female participants of varying ages, occupations, and income levels. The research examines factors influencing their purchasing decisions, motivations, and product selection criteria. Findings indicate that women prioritize product composition, with over half examining ingredients before purchase, showing preference for natural, organic, or chemical-free options. Product efficacy is highly valued, with 82% of participants considering effectiveness very or extremely important. Price is not a predominant factor, as few cited it as their primary concern. Women generally allocate a modest budget, spending less than ₹2,000 monthly on skincare and hair care rather than makeup. Their decisions are influenced by trusted sources, with recommendations from friends and family being most impactful, followed by online reviews and social media. Women ensure products align with their personal needs, skin type, or values. Most use beauty products for self-expression or personal satisfaction, rather than external pressures. While many view grooming as integral to their professional image, few feel compelled by societal expectations to use beauty products. Half of the respondents seek eco-friendly or environmentally safe options. The study reveals that women in Mangalore are discerning consumers, selecting products based on safety, efficacy, personal suitability, and ethical considerations, rather than advertisements or low prices. For brands, this emphasizes the importance of building trust through transparency, quality, and commitment to people and planet to engage this market.

Introduction

In India, the beauty and personal care market has grown steadily over the last decade, driven particularly by young urban women with higher disposable incomes and greater awareness of global beauty trends (Parameswaran and Cardoza 2009). Within this context, local markets such as Mangalore exhibit distinct patterns in terms of preferred product categories, brands, price sensitivity, and purchase channels, including malls, specialty counters, pharmacies, beauty salons, and online platforms. At the same time, concerns about safety, quality, ingredients, and long-term skin health have increased interest in herbal, organic, and dermatologically tested products, influencing both brand evaluation and repeat purchase behaviour (Nordin et al., 2020).

Women's beauty product buying habits in Mangalore are shaped by rising beauty consciousness, increasing economic independence, and the rapid expansion of organized retail and digital platforms. Urban women today view beauty and personal care not only as tools for enhancing their physical appearance but also as key resources for self-confidence, social acceptance, and professional presentation (Rudd & Lennon, 2000). In a coastal, educational and service-oriented hub like Mangalore, changing lifestyles, exposure to media, and peer influence further intensify interest in a wide range of beauty products, from basic skincare and haircare to premium cosmetics and niche, natural brands.

Mangalore is a useful site for this inquiry because it combines the characteristics of a growing urban center, such as multiplex malls, branded outlets, and e-commerce adoption, with strong local cultural traditions and diverse communities. The presence of multiple beauty product dealers, standalone cosmetic stores, and branded counters in shopping malls indicates an active and competitive beauty market that caters explicitly to female consumers (Khare et al., 2019). At the same time, the spread of home-grown and sustainable skincare brands and the popularity of beauty services at salons and at-home service providers point to evolving expectations around convenience, personalization, and wellness-oriented beauty.

Against this backdrop, the present study seeks to explore how women in Mangalore select, purchase, and use beauty products in their daily lives. This study focuses on identifying the key factors influencing buying habits. By analyzing patterns in buying habits, this study aims to provide empirically grounded insights that can contribute to a deeper understanding of women's consumer behavior in an evolving urban Indian context.

Review of Literature

A study by M. Banu Rekha and K. Gorla (2000) focused on consumer awareness and preferences for herbal cosmetic products in Coimbatore City. The study assessed consumer awareness of herbal products and factors influencing purchasing decisions. The findings showed a positive correlation between annual family income and monthly expenditure on herbal cosmetics. Most consumers demonstrated brand loyalty and preference for quality.

The study by Jawahar, J. V. and Tamizh jyothi (2013) examined consumer attitudes towards cosmetic products and their influence on female consumers' purchasing behavior in Bangalore, India. The authors found that certain demographic variables significantly impact consumer attitudes towards cosmetic products, while others do not. Given attitudes' effect on purchasing behavior, cosmetic companies should target specific consumer segments rather than use generalized marketing. Understanding consumer preferences helps companies strategize their marketing mix to align with their target audience.

Research by Nilesh Anute et al. (2015) emphasizes understanding consumer behavior for business success. This enables companies to analyze purchasing patterns and motivations. The study found consumers prioritize product quality, consider packaging least significant, show brand loyalty, and prefer organic products and Indian brands.

The paper by Shravya Jain and Aisiri N.R (2023) examines advertising's influence on consumer behavior in cosmetics. The study shows advertising impacts purchasing decisions and identifies six factors affecting purchase decisions: Income, Price, Past Experience, Trust, Influence, and motivation. Trust emerged as the strongest factor, followed by influence from advertisements, habits, or family. Understanding consumer preferences is essential for marketers.

Research by Indumathy P. and Priya P. (2024) examines consumer purchasing behavior for cosmetics in Coimbatore city. The study finds consumer decision-making is shaped by product efficacy, brand loyalty, and digital influence. Companies can succeed by using these insights to develop marketing strategies, innovate products, and manage customer relationships aligned with consumer preferences.

Methodology

For the purpose of this study, data were collected from 100 women respondents in Mangalore city. The women respondents were selected using simple random sampling. The primary data was collected from the respondents with the help of a self-administered questionnaire.

Objectives of the Study

- To understand the key factors influencing the purchase decisions of working women when buying beauty products
- To examine the motivation and needs of working women to spend on beauty products
- To explore the role of social media, peer recommendations, and online reviews in shaping the beauty product choices of working women
- To identify the most important product attributes that working women prioritize when selecting beauty products
- To analyze the role of disposable income, budgeting, and perceived value for money in shaping spending patterns, as well as their willingness to invest in premium or luxury beauty items.

Data Analysis

Table: 1 Age

Age Range	No of Respondents	Percentage
20-30	52	52
31-40	16	16
41-50	26	26
Above 50	6	6
Total	100	100

In this study, data were collected from 100 female participants. Table 1 shows the age composition of the respondents of the study. A majority of these women, 52%, were aged between 20 and 30, representing just over half of the respondents. Women aged 41 to 50 constituted approximately 26% of the participants, while those aged 31 to 40 comprised 16%. Participants over the age of 50 collectively accounted for 6% of the respondents.

Table: 2 Occupation

Occupation	No of Respondents	Percentage
Private Sector	25	25
Central Government	17	17
State Government	23	23
Entrepreneur	4	4
Home Maker	15	15
Educational Sector	6	6
chartered accountant	10	10
Total	100	100

The table 2 presents the occupational distribution of female respondents surveyed in Mangalore regarding their purchasing habits of beauty products. The largest segment, comprising 25%, is employed in the private sector, followed by 23% in state government positions and 17% in central government roles. Homemakers constitute 15%, chartered accountants account for 10%,

entrepreneurs represent 4%, and those in the educational sector make up 6%. This distribution indicates that the study encompasses women from diverse professional and personal backgrounds.

Table: 3 Income

Income	No of Respondents	Percentage
Less than 25,000	44	44
25,000-50,000	30	30
50,000-1,00,000	12	12
More than 1,00,000	14	14
Total	100	100

Table 3 shows the monthly income of the respondents. The income data reveals that 44% of the women surveyed in Mangalore earn less than ₹25,000 per month, constituting the largest demographic group. An additional 30% earn between ₹25,000 and ₹50,000, 12% earn between ₹50,000 and ₹100,000, and 14% earn more than ₹100,000. This data suggests that a majority (74%) have monthly incomes of up to ₹50,000.

Table: 4 Consideration for Purchasing Beauty Product

Consideration	No of Respondents	Percentage
Brand reputation	18	18
Product ingredients	54	54
Pricing	12	12
Convenience	16	16
Total	100	100

The table 4 shows what women in Mangalore consider when buying beauty products shows that product ingredients are by far the most important factor. More than half of the respondents 54% said they look at what's in the product before buying it. This suggests that many women care about safety, quality, or natural components in beauty items. The next most common factor is brand reputation, with 18% women saying they choose products based on the brand's name or trustworthiness. After that, convenience matters to 16 women% this could mean easy availability, online access, or simple packaging. Only 12 women said price is their main consideration, which is surprisingly low compared to other factors. This might mean that, for many of these women, quality or trust matters more than saving money. Overall, the data shows that Mangalore women prioritize what goes into their beauty products over brand name, cost, or ease of purchase.

Table: 5 Influence of Marketing Campaigns

Influence	No of Respondents	Percentage
Very influential	20	20
Somewhat influential	56	56
Not influential at all	10	10
Unsure	14	14
Total	100	100

Table 5 illustrates marketing campaigns' impact on respondents' beauty product purchase decisions. The data show that the largest segment, 56% of women, reported marketing campaigns are "somewhat influential." This indicates they notice advertisements and promotions, but these have a moderate effect on purchasing decisions. A smaller segment, 20% of women, indicated campaigns are "very influential." For these individuals, marketing plays a significant role, potentially increasing their likelihood to try new products due to advertisements or promotions. Conversely, 10 women reported marketing has no influence on their purchases. These women likely adhere to trusted products or rely on personal research. Notably, 14 women expressed uncertainty regarding marketing's influence, suggesting they may not track marketing efforts or are unsure of its impact. Overall, while a minority of women are strongly influenced by marketing, a clear majority (76%) find it at least somewhat relevant. This indicates marketing plays a role in supporting decisions, rather than being the primary driver for most consumers.

Table: 6 Priorities when considering product ingredients

Priority	No of Respondents	Percentage
Natural/organic ingredients	40	40
Effectiveness of ingredients	28	28
Minimal/no harsh chemicals	24	24
Hypoallergenic ingredients	8	8
Total	100	100

Table 6 presents respondents' priorities regarding product ingredients when purchasing beauty products. The data show that 40% of women prioritize natural or organic ingredients, suggesting a preference for plant-based or earth-derived components due to perceived safety and gentleness. The second most significant factor is effectiveness, with 28% selecting products based on ingredient efficacy. For these individuals, outcomes like clearer skin and enhanced hydration are more important than the "natural" label. Subsequently, 24% of women prioritize minimal presence of harsh chemicals, seeking to avoid strong substances like

sulfates, parabens, or artificial fragrances. A smaller segment, 8% of women, focus on hypoallergenic ingredients, which are less likely to cause allergic reactions, particularly important for sensitive skin. The data show that ingredient safety and quality drive women's purchasing decisions. While some prioritize natural sourcing, others emphasize performance or avoiding irritants, yet most consider product composition over packaging or price.

Table: 7 Convenience While Buying

Convenience	No of Respondents	Percentage
Most important factor	20	20
Very important	42	42
Somewhat important	36	36
Not important at all	2	2
Total	100	100

Table 7 illustrates the significance of convenience in beauty product purchasing decisions among women. A majority of respondents regard convenience as critical. Specifically, 42% of women indicated convenience is "very important," considering factors like online purchasing ease, rapid delivery, and product availability nearby. An additional 36% described convenience as "somewhat important," suggesting it influences their purchasing decisions though not as a primary concern. A smaller segment of 20% identified convenience as the "most important factor," indicating ease of obtaining products may outweigh brand, price, or ingredients. Only 2% reported convenience as "not important at all," suggesting a willingness to endure inconvenience due to preferences for quality or brand loyalty. The data shows 98% of women attribute some importance to convenience, highlighting the role of accessible shopping experiences in the purchasing behavior of women in Mangalore regarding beauty products.

Table: 8 Primary Motivation for using beauty product

Primary Motivation	No of Respondents	Percentage
Enhance physical appearance	28	28
Boost self-confidence	24	24
Conform to societal/professional expectations	6	6
Express personal style	42	42
Total	100	100

Table 8 presents respondents' primary motivations for utilizing beauty products. The largest segment, 42% of women, indicated their principal reason is to express personal style. These individuals view beauty products as a medium to convey identity through their selection of makeup, skincare, or other items reflecting their taste. The second most prevalent motivation, chosen by 28% of women, is enhancing physical appearance. These women use beauty products to improve their appearance, enhance their skin, or achieve a more polished look. Another 24% of women reported their main motivation is to boost self-confidence. For them, beauty products affect both external appearance and self-perception, providing a sense of assurance. A minority, 6% of women, stated they use beauty products primarily due to societal or workplace expectations. This finding suggests that external pressures are less significant compared to personal choice for most women. Overall, results indicate women use beauty products for personal reasons, whether to express individuality, enhance appearance, or increase confidence, rather than external pressure. Self-expression emerges as the predominant factor.

Table: 9 Pricing Strategy which appeals to you

Pricing Strategy	No of Respondents	Percentage
Premium Pricing for luxury brands	12	12
Mid-range pricing	30	30
Affordable pricing	42	42
Discounts/Promotional Offers	16	16
Total	100	100

Table 9 presents respondents' perspectives on preferred pricing strategies for beauty products. The largest segment, comprising 42% of women, prefers affordable pricing. This indicates a tendency to seek reasonably priced products that align with budgetary constraints, prioritizing value over brand prestige. The second most favored option is mid-range pricing, preferred by 30% of women. These respondents invest slightly more for superior quality products, yet avoid excessive prices. A smaller cohort, representing 16% of women, is attracted to discounts or promotional offers. For this group, deals and seasonal sales significantly influence purchasing decisions. Only 12% of women favor premium pricing associated with luxury brands. This group may equate higher prices with superior quality and exclusivity, yet constitutes the smallest segment. Overall, the data shows that most women in Mangalore prefer practical and budget-conscious beauty product pricing. A combined 72% prefer affordable or mid-range options, emphasizing cost considerations while seeking balance between price, quality, and prudent spending.

Table: 10 Importance of use of beauty product in work setting

Importance	No of Respondents	Percentage
Not at all important	18	18
Slightly important	44	44
Moderately important	24	24
Very important	14	14
Total	100	100

Table 10 illustrates the significance of beauty products to respondents in professional environments. The largest group, 44% of women, indicated beauty products are "slightly important," suggesting they perceive some value in using them at work for appearing presentable, though not as a primary concern. Subsequently, 24% deemed it "moderately important," implying they incorporate beauty products into their work routine to enhance their ability to perform effectively. A smaller segment, 14%, considered it "very important," indicating these products may be closely linked to their confidence or specific job roles involving customer interaction. Conversely, 18% reported it as "not at all important," suggesting they do not feel compelled to use beauty products while working. These individuals may not see a connection between professional responsibilities and personal grooming, or may prioritize comfort during work hours. Overall, the data shows most women (82%) assign some importance to beauty products at work, though only a small proportion consider it essential. For most, it remains a supportive aspect of their professional life rather than a requirement.

Table: 11 Factor influencing purchase decision

Influencing Factor	No of Respondents	Percentage
Brand reputation	18	18
Product reviews/Recommendations	30	30
Ingredient quality/safety	46	46
Price	6	6
Total	100	100

Table 11 delineates factors influencing respondents' purchasing decisions for beauty products. The predominant factor is ingredient quality and safety, indicated by 46% of female respondents. This suggests that nearly half prioritize product composition, seeking safe, gentle, or reliable ingredients. The second most influential factor is product reviews or recommendations, selected by 30% of women. These respondents rely on opinions from friends, family, online ratings, or social media. Brand reputation is significant for 18% of women, who exhibit loyalty to trusted brands, potentially from positive experiences. Only 6% consider price as the primary factor. This implies that for most women surveyed, cost is not decisive; they focus more on product content and others' opinions. In summary, product composition and public perception hold greater significance than brand or price. This indicates women in Mangalore are discerning consumers who prioritize safety, efficacy, and trusted opinions over marketing or cost.

Table: 12 Budget allocation for beauty products

Budget	No of Respondents	Percentage
Less than 1000	32	32
1000-2000	34	34
2000-3000	30	30
Over 3000	4	4
Total	100	100

Table 12 shows monthly spending on beauty products by women. The largest group (34%) spend between ₹1,000 and ₹2,000 per month. About 32% spend less than ₹1,000, buying products occasionally or choosing lower-cost items. Another 30% spend between ₹2,000 and ₹3,000, showing consistent investment in beauty routines. Only 4% spend more than ₹3,000 monthly, indicating luxury spending is uncommon. Overall, 96% spend ₹3,000 or less monthly, and two-thirds spend under ₹2,000. This shows that while beauty products are regular purchases, most women in Mangalore maintain modest spending, likely balancing it with other expenses.

Table: 13 Type of beauty product money spent on

Beauty Product	No of Respondents	Percentage
Skincare	35	35
Makeup	19	19
Hair care	28	28
Fragrance	18	18
Total	100	100

Table 13 illustrates beauty product categories where respondents allocate most expenditures. The largest segment, 35% of women, prioritizes skincare products, including moisturizers, cleansers, and serums, indicating skin health and appearance as their primary concern. Hair care is preferred by 28% of women, who invest in shampoos, conditioners, oils, and treatments to maintain healthy or styled hair. Fragrance ranks third, with 18% of women spending on perfumes or scented products, due to scent's role in self-perception. The smallest group, 19% of women, prioritizes makeup, including lipstick, foundation, and eyeliner. This is noteworthy because, despite makeup's prominence in media and advertising, it ranks lower than skincare and hair care in spending priority. The data reveals that women in Mangalore focus more on products supporting long-term care rather than temporary enhancements. Skincare emerges as the predominant choice, showing a preference for health and maintenance over short-term aesthetics.

Table: 14 Source for selecting the beauty product

Source	No of Respondents	Percentage
Social media influencers	25	25
Peer recommendations	35	35
Online reviews	30	30
Traditional advertising	10	10
Total	100	100

Table 14 presents the primary sources used by respondents in selecting beauty products. The largest segment, 35% of women, relies on recommendations from friends, family, or acquaintances. This suggests that trust and firsthand experiences from close contacts influence their purchasing decisions. Subsequently, 30% of women depend on online reviews and ratings on websites and shopping platforms, indicating they consider other users' experiences before making purchases. Additionally, 25% of women seek guidance from social media influencers on Instagram or YouTube for product suggestions. These influencers shape consumer opinions through tutorials, reviews, or sponsored content. Only 10% of women rely on traditional advertising like television commercials or billboards, showing older marketing forms have less influence compared to personal or digital sources. Overall, 90% of women obtain information from acquaintances or through online voices. This underscores the importance of personal trust and user experiences, whether from personal networks or online communities, over formal advertisements in beauty product selection.

Table: 15 Importance given to online reviews when buying new product

Importance	No of Respondents	Percentage
Great importance	24	24
Moderate importance	44	44
Little Importance	30	30
No Importance	2	2
Total	100	100

Table 15 illustrates the significance of online reviews when purchasing new beauty products. The largest cohort, comprising 44% of women, indicated that online reviews hold moderate importance, suggesting they consider others' opinions but not as the sole decision factor. An additional 24% of women assign great importance to online reviews, indicating strong reliance on ratings and user experiences on shopping websites before purchase. A smaller proportion, 30% of women, regard online reviews as having little importance. These individuals may consider reviews but do not let them significantly influence choices, possibly preferring personal judgment or recommendations from acquaintances. Only 2% of women reported that online reviews hold no importance, indicating nearly all respondents consider them. Overall, 68% of women find online reviews either moderately or greatly important, underscoring the role of consumer opinions in shaping purchasing decisions. This highlights digital word-of-mouth as a trusted resource for women in Mangalore when exploring new beauty products.

Table: 16 Likelihood of buying a product recommended by friends/family

Likelihood	No of Respondents	Percentage
Very likely	26	26
Somewhat likely	46	46
Neutral	24	24
Somewhat unlikely	2	2
Very unlikely	2	2
Total	100	100

Table 16 illustrates how product recommendations from friends and family influence respondents. The largest group, 46% of women, indicated they are "somewhat likely" to try a product if recommended by a close friend or family member. This suggests openness to the idea, particularly if the recommender is trusted. Another 26% of women reported being "very likely" to try the product, showing that personal recommendations significantly influence purchases. Meanwhile, 24% of women responded "neutral," implying they might consider the suggestion but would investigate further or wait until needed. Only 2% of women were "somewhat unlikely," and 2% "very unlikely" to try a recommended product, indicating skepticism towards personal recommendations is rare. Overall, 72% of women are somewhat or very likely to try a product based on recommendations from someone close, highlighting the significant role of personal trust and word-of-mouth in their decision-making. This finding shows

how real-life relationships shape beauty product choices, often exceeding the impact of advertisements, influencers, or online reviews.

Table: 17 Factors most important when buying based on online/peer recommendation

Factor	No of Respondents	Percentage
The credibility or expertise of the source	16	16
The specific product details and performance claims	28	28
The alignment with your personal preferences and needs	34	34
The overall popularity or number of positive reviews	14	14
The price	8	8
Total	100	100

Table 17 presents factors deemed most significant when purchasing beauty products based on online or peer recommendations. The largest cohort, 34% of women, identified product alignment with their personal preferences and needs as paramount. This indicates they don't follow recommendations blindly, but assess whether products suit their skin type, lifestyle, values (such as being cruelty-free or natural), or specific objectives (like reducing acne or enhancing hair shine). The next largest group, 28% of women, prioritize product details and claims. They examine promises, such as "reduces dark spots in 2 weeks" or "provides long-lasting moisture," and evaluate these claims' credibility. Sixteen percent of women emphasize the credibility of the recommendation source. Recommendations from knowledgeable individuals, such as dermatologists, trusted friends with similar skin types, or reputable reviewers, carry more weight. Fourteen percent of women are influenced by product popularity or volume of positive reviews, viewing numerous satisfied users as an indicator of trustworthiness. Only 8% cited price as their primary consideration when evaluating recommended products, showing cost is less decisive compared to fit, performance, or trust. The data shows women in Mangalore use recommendations as initial reference points but carefully consider purchases. They prioritize whether products meet their individual needs, followed by clear information about functionality. Personal relevance outweighs hype or price.

Table: 18 Importance of product efficacy while buying beauty product

Importance	No of Respondents	Percentage
Extremely important	30	30
Very important	52	52
Moderately important	12	12
Slightly important	6	6
Not important at all	0	0
Total	100	100

Table 18 illustrates product efficacy's significance when purchasing beauty products. A substantial majority, 52% of women, indicated that efficacy is "very important." This suggests they expect tangible results, such as improving skin clarity, reducing hair fall, or providing a smooth finish, which significantly influences purchasing decisions. An additional 30% described efficacy as "extremely important," indicating performance is essential. If a product fails to perform effectively, they won't continue its use, regardless of packaging or brand reputation. A smaller segment, 12% of women, considered efficacy "moderately important," implying they may also weigh factors like price or convenience. Only 6% regarded it as "slightly important," and none deemed it unimportant. Overall, 82% consider product efficacy very or extremely important, underscoring the primacy of results. This indicates women in Mangalore prioritize practical, results-oriented considerations over brand or aesthetic appeal when selecting beauty products.

Table: 19 Attitude towards sustainability of beauty products

Attitude	No of Respondents	Percentage
Prioritize sustainable and eco-friendly products	50	50
Consider sustainability, but it's not my top priority	42	42
Don't pay much attention to sustainability	4	4
Sustainability is not a factor in my purchasing decisions	4	4
Total	100	100

Table 19 presents respondents' attitudes towards sustainability of beauty products they purchase. Fifty percent of respondents indicated they prioritize sustainable and eco-friendly products, seeking items that are environmentally considerate, such as those with recyclable packaging, natural ingredients, or brands that minimize environmental harm. An additional 42% reported that while they consider sustainability, it is not their primary concern. They may recognize eco-friendly attributes but do not prioritize them over factors such as effectiveness, price, or convenience. A minority, comprising 4% of respondents, stated they do not pay attention to sustainability, and another 4% indicated it plays no role in their purchasing decisions. Overall, 92% consider sustainability to some extent, with half making it a priority. This indicates strong environmental awareness among beauty product consumers in Mangalore, as they consider both personal use and environmental impact in their choices.

Table: 20 Importance of brand reputation

Brand Reputation	No of Respondents	Percentage
Extremely important	20	20
Very important	40	40
Moderately important	36	36
Slightly important	4	4
Not important at all	0	0
Total	100	100

Table 20 illustrates brand reputation's significance when purchasing beauty products. The largest segment, 40% of women, indicated brand reputation is "very important." This suggests they trust and prefer recognized brands or those with positive feedback, due to perceived quality and reliability. Another 20% described it as "extremely important," implying brand names heavily influence their choices. Meanwhile, 36% regarded brand reputation as "moderately important," indicating it is one of several factors alongside ingredients, price, or personal needs. Only 4% deemed it "slightly important," and none considered it unimportant. Overall, 96% find brand reputation at least somewhat important, with 60% considering it very or extremely important. This data suggests that for most women in Mangalore, a trusted brand name enhances purchasing confidence, though it typically operates alongside factors like product safety, performance, and personal experience.

Major Findings

This study examines the purchasing behavior of women in Mangalore City with respect to beauty products, drawing on responses from 100 female participants across various age groups, occupations, and income levels. The findings reveal a consumer profile that prioritizes health, efficacy, personal values, and reliable information over traditional marketing strategies or aesthetics. Product ingredients emerge as a primary consideration in purchasing decisions. A notable 54% of respondents identified ingredient composition as their foremost criterion, with 40% preferring natural or organic ingredients, while 24% seek products with minimal or no harsh chemicals. This trend indicates an increasing awareness of health, safety, and skin compatibility, reflecting a shift towards informed consumption. Related to this is the importance placed on product efficacy. An impressive 82% of women regard efficacy as either "very" or "extremely important," indicating that functional performance, such as visible improvements in skin or hair health, is non-negotiable. Mangalorean women perceive beauty products not as indulgences but as essential tools for personal care. Price does not significantly influence purchasing decisions, with only 12% citing it as primary and 6% as the main influence. Consumers demonstrate a willingness to invest in quality, safety, and performance. Budgetary data shows that while most women (66%) spend less than ₹2,000 monthly, they allocate funds mainly towards skincare (35%) and hair care (28%), rather than makeup (19%), indicating a preference for long-term wellness over cosmetic enhancement. Peer recommendations are the most relied-upon source for product selection (35%), and 72% of respondents are "very" or "somewhat likely" to purchase products endorsed by friends or family. Online reviews influence 68% moderately to greatly. However, 34% of women prioritize alignment with personal needs, demonstrating their discerning approach. Brand reputation, important to 60% who find it "very" or "extremely important," enhances trust but does not override ingredient safety or efficacy. Marketing campaigns influence only a minority, with 56% finding them "somewhat influential" and 20% "very influential," suggesting advertising alone cannot sway consumers without product value. Sustainability has emerged as a key consideration, with half actively prioritizing eco-friendly products and 42% considering it secondarily. This reflects environmental consciousness and a desire to align personal care with planetary care. Self-expression leads motivation (42%), followed by enhancing appearance (28%) and boosting confidence (24%). Only 6% cite societal pressure, indicating beauty consumption is largely a personal choice rather than an external response. However, 82% assign importance to using beauty products professionally, suggesting grooming integrates into everyday identity, including work life.

Conclusion

Women in Mangalore demonstrate a mature, values-oriented, and discerning approach to the consumption of beauty products. They are not influenced by ostentatious branding or low pricing; rather, their choices are guided by ingredient transparency, proven efficacy, personal suitability, and environmental impact. Their purchasing decisions are informed by trusted networks both offline and online, reflecting a balance between self-care, individuality, and social responsibility. For brands aiming to succeed in this market, the message is unequivocal: authenticity, safety, performance, and sustainability are not optional; they are imperative.

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