



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## Consumer behaviour toward Agile Product of Cosmetic

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### ABSTRACT

This study focuses on how consumers behave when it comes to agile products in the cosmetics industry. Agile products are those that can quickly adapt to changing trends and consumer needs. The research aims to thoroughly analyze what factors influence consumers' choices and decision-making processes in this sector.

To gather comprehensive data and insights, the research uses a mix of methods. Qualitative approaches like interviews and group discussions uncover deep-seated perceptions, attitudes, and motivations among consumers, industry experts, and stakeholders. Quantitative methods such as surveys collect structured data on consumer preferences, buying habits, satisfaction levels, and brand loyalty.

The study identifies several key factors influencing consumer behaviour in this area. These include product innovation, customization options, sustainability features, brand reputation, pricing strategies, and the influence of digital marketing. Consumers today prioritize product quality, effectiveness, and safety, leading them to seek agile cosmetics that offer real benefits and resonate with their values and lifestyle.

The research also looks into how digital platforms and social media shape consumer views and intentions to purchase. Online reviews, endorsements from influencers, and user-generated content are crucial in building trust for agile cosmetics brands. Additionally, the study examines the impact of packaging, labelling, and product claims on how consumers perceive agile products, highlighting the importance of clear communication and ethical practices.

Furthermore, the study considers demographic differences in consumer behaviour regarding agile cosmetics, taking into account factors like age, gender, income, and location. These insights help cosmetics companies tailor their marketing strategies, products, and distribution to effectively reach diverse consumer groups.

Overall, this research offers valuable insights into the complex world of consumer behaviour regarding agile cosmetics. By understanding what drives consumers, companies can develop innovative products, implement targeted marketing, and improve customer experiences. This study contributes to ongoing discussions about consumer behaviour, product development, and sustainability in the cosmetics industry.

### INTRODUCTION

Consumer behaviour is all about studying how people, groups, or organizations interact with and make decisions about buying, using, and getting rid of various goods and services. One such category of goods that consumers engage with is cosmetic products, which are items used to improve a person's external appearance, like makeup, toothpaste, and soap. In India, the cosmetic industry covers skin care, hair care, colour cosmetics, and oral care, and it was valued at around 30 billion Indian rupees in 2017. The industry saw significant growth since the 1990s due to factors like liberalization and Indian women winning international beauty pageants, which boosted its popularity. Indian consumers have a preference for herbal and organic cosmetics, partly due to the rising interest in practices like yoga and the success of Indian beauty icons on the global stage. The Indian cosmetic industry is seen as having great potential for future expansion, with market share expected to grow at 18% annually and industry output at 20% annually. This growth is largely driven by the increasing demand for herbal and organic cosmetic products. This surge in demand is fuelled by greater consumer awareness, particularly after the introduction of products from companies like Patanjali focusing on natural ingredients. Some of the top companies in India's cosmetic industry include Lakme, Revlon, Oriflame Cosmetics, Biotique, Himalaya Herbals, VLCC, and Dabur.

### LITERATURE REVIEW

Euromonitor International (2006) found that advancements in science, new techniques, products, and media attention have boosted revenues in the Indian fashion industry, leading to growth in the cosmetic industry. Factors such as increased awareness of hygiene and beauty, changing demographics and lifestyles, higher disposable incomes, extensive media exposure, wider product choices, growth in retail, and increased availability have contributed to this growth.

Briney (2004) observed an interesting trend among Indian cosmetic consumers. While many countries adopt traditional herbal and ayurvedic beauty solutions, Indian consumers are increasingly drawn to international personal care brands. They perceive these brands as enhancing their lifestyle and associating with sophistication and a higher social status.

Dr. Vinith Kumar Nair and Dr. Prakash Pillai R's study revealed that male consumers tend to individually select and purchase cosmetics based on quality. They prefer buying from a single convenient shop for all their cosmetic needs.

AC Groot, JP Nater, R Lender (1987) surveyed 1609 respondents regarding the reasons for using cosmetics. A notable 12.2% reported facing issues like irritation while using cosmetics.

Jane E Workman, Kim KP Johnson (1991) investigated how cosmetics influence perceptions. Their study on 85 undergraduate females found that while cosmetics didn't significantly affect personal temperament and personality traits, they did impact attractiveness and perceptions of morality.

Malhotra (2003) attributed the boom in the cosmetic industry to increasing fashion and beauty awareness, rising incomes, and a growing focus on health and fitness.

Michelle Guthrie, Hye-Shin Kim, and Jaehee Jung (2008) found that consumers' facial image influences how much cosmetic they use, primarily driven by emotional reasons such as the desire to look beautiful. The emotional aspect of cosmetic brands has a significant impact on consumer satisfaction, particularly when it helps strengthen positive emotions and reduces worries about appearance.

Vanessa Apaolaza (2010) stated that people use cosmetics mainly for emotional reasons, especially to feel beautiful. Both emotional and utility aspects of cosmetic brands significantly affect consumer satisfaction, with emotions playing a greater role.

Andrew McDougall (2010) highlighted that the growth in the cosmetic sector is driven by increased spending due to concerns about beauty.

Fyi (2011) discovered that women often choose cosmetic brands based on emotional reasons, emphasizing the importance of overcoming worries and guilt about self-care.

Siddharth Shriram Shimp and K Sinha (2012) analyzed product variables influencing purchase decisions, including texture, promised effects, previous experience, and skin suitability. They noted that the male cosmetic market in India remains niche, with product attributes influencing purchases.

Shukla Monika (2013) studied the impact of advertisements on consumer choices of cosmetic items, finding that consumers' practices related to fairness cream ads significantly affect their product choices.

Sangeeta Gupta and Simple Arora (2013) explored factors influencing male consumption patterns of cosmetics, highlighting the role of media in shaping attitudes and societal expectations related to cosmetic use among urban males in Delhi.

Rajul Dutt (2013) conducted a cross-cultural study on female consumer Behaviour regarding cosmetic purchases in the United States and India, revealing the significant influence of culture and societal norms on cosmetic decisions.

Umesh Maiya and Mavy Miranda (2013) focused on buyer Behaviour toward cosmetics, noting that modern women prioritize quality and price while recognizing the value of their purchases.

Ligo Koshy (2017) investigated factors influencing youth's buying Behaviour of face care products, highlighting the impact of technology, education, science, and economic growth on increased purchasing power and heightened awareness of beauty, hygiene, and lifestyle among consumers. Female consumers particularly value brand names, followed by ingredients and advertisements.

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## RESEARCH METHODOLOGY

### 1. Research Philosophy.

When delving into consumer behaviour regarding agile cosmetic products, the research philosophy involves understanding how people interact with these versatile and adaptable beauty items. It's about exploring why and how consumers choose agile cosmetics, considering factors like convenience, personalization, and effectiveness. This research aims to uncover insights into consumers' preferences, motivations, and decision-making processes when it comes to agile beauty products, providing valuable insights for cosmetic brands and marketers.

### 2. Scope and Target population.

The scope of studying consumer behaviour towards agile cosmetic products refers to understanding how consumers interact with and respond to these versatile and adaptable beauty items. Agile products in the cosmetic industry are those that can quickly adapt to changing trends, consumer preferences, and market demands. This includes products that offer multifunctionality, customization options, rapid innovation, and responsiveness to consumer feedback.

The target population for this topic includes individuals who are consumers of cosmetic products and are interested in agile and versatile beauty solutions. This encompasses a diverse range of demographics, including different age groups, genders, cultural backgrounds, and socioeconomic statuses.

### 3. Proposal for IT Architecture and Best Practices.

By implementing an advanced IT architecture framework and adopting best practices for consumer behaviour analysis, companies can gain a competitive edge in the agile cosmetic products market. This approach will enable data-driven decision-making, personalized customer experiences, and continuous innovation to meet evolving consumer needs effectively.

#### 4. Research Approach.

When studying consumer behaviour towards agile cosmetic products, the approach involves understanding how people interact with and respond to these innovative cosmetic items. It delves into why consumers choose agile products, what influences their preferences, and how they perceive the benefits and drawbacks of such products compared to traditional cosmetics. This research aims to uncover the motivations, attitudes, and behaviours of consumers regarding agile cosmetics, considering factors like product effectiveness, convenience, sustainability, and alignment with evolving beauty trends.

#### 5. Data collection technique.

The data collection technique for studying consumer behaviour towards agile cosmetic products involves using methods that resonate with human experiences and preferences. This could include conducting surveys, interviews, focus groups, or even observational studies where researchers directly interact with consumers. The goal is to gather insights into how consumers perceive and interact with agile cosmetic products, considering factors like their preferences, buying motivations, satisfaction levels, and feedback on product features and performance. The data collected through these techniques helps in understanding the dynamics of consumer behaviour and informs strategies for marketing, product development, and improving overall customer experience in the cosmetic industry.

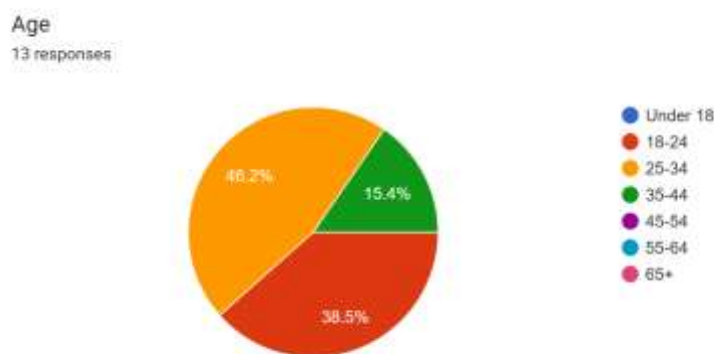
#### 7. Research Ethics.

Research ethics in studying consumer behaviour towards agile cosmetic products involves ensuring the well-being and rights of participants. It includes:

1. **Informed Consent:** Ensuring that participants fully understand the research purpose, procedures, risks, and benefits before agreeing to participate.
2. **Confidentiality:** Safeguarding participants' personal information and ensuring that data is anonymized or kept confidential to prevent unauthorized access.
3. **Voluntary Participation:** Allowing participants to join or withdraw from the study without coercion or negative consequences.
4. **Avoiding Harm:** Taking measures to minimize physical, emotional, or psychological harm to participants during the research process.

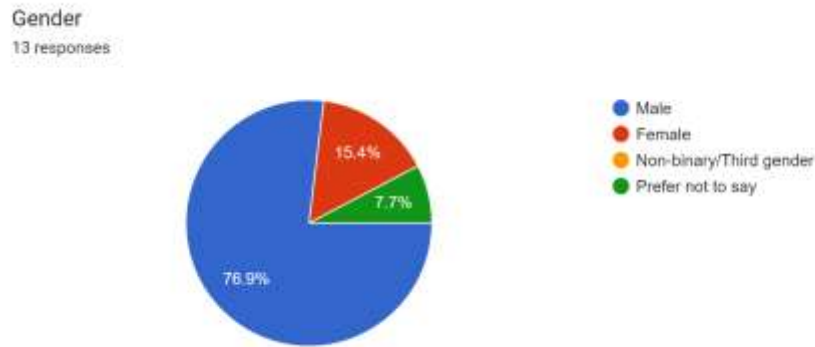
## DATA ANALYSIS

1.



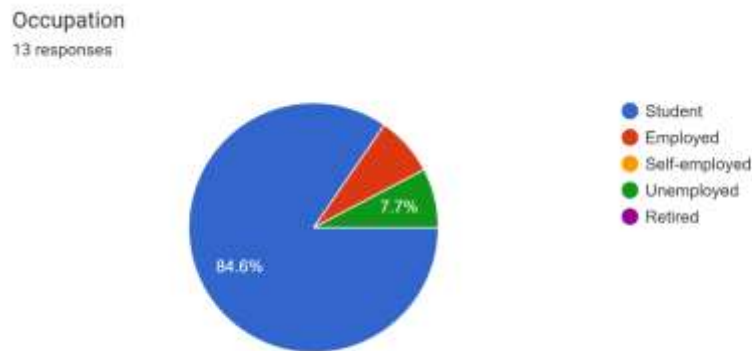
According to the survey we have got to know that there are more youth people who are aware and get influence about the agile product like cosmetic.

2.



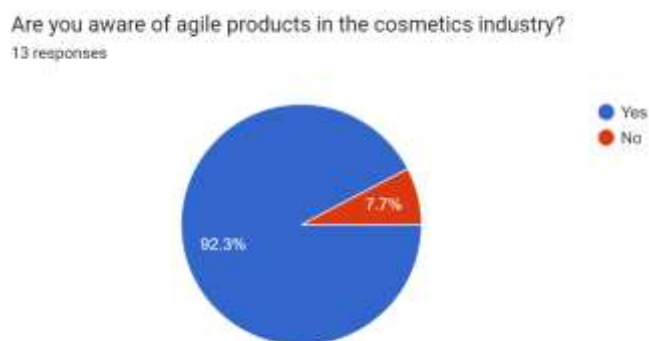
76% of male and 15% of female get influence and buy or make their decision on buying behaviour of cosmetic product. As well we can also identify through the survey that less female are getting influenced because they have their own buying decision of buying product according to their skin and choice.

3.



As per to age we observed from the survey that people are more aware like students of 84% and 7% of people are unemployed and they know how to get there cosmetic product.

4.



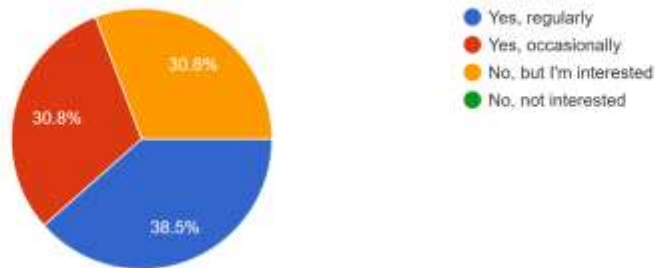
Agile products in the cosmetics industry refer to products that are developed and launched quickly in response to changing market trends and consumer preferences. Here's a small analysis of a survey question related to agile products in the cosmetics industry.

Consumer Behaviour: Responses to this question can reveal consumer attitudes towards novelty, flexibility, and responsiveness in beauty products, indicating their preferences for dynamic product offerings.

5.

### Have you used agile products in the cosmetics industry?

13 responses

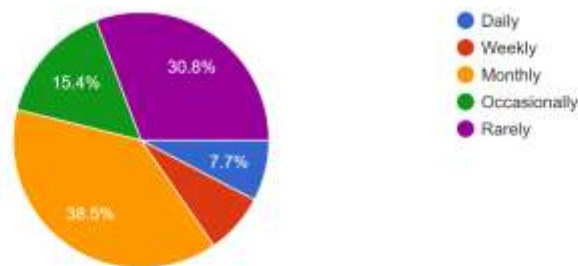


Asking about the use of agile products in the cosmetics industry can yield valuable insights into consumer Behaviour and market trends. It can help understand how consumers perceive and adopt innovative products in the beauty sector, which is known for its rapid product development cycles and changing trends.

6.

### How often do you purchase cosmetics products?

13 responses

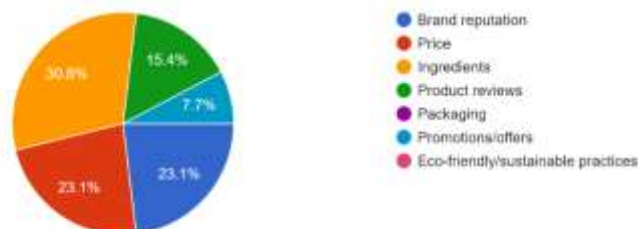


According to this survey question it is identified that there are very few people who buy cosmetic daily and how they use their product. And there is also a high number of people who buy their product occasionally.

7.

### What factors influence your purchase decision for cosmetics products?

13 responses

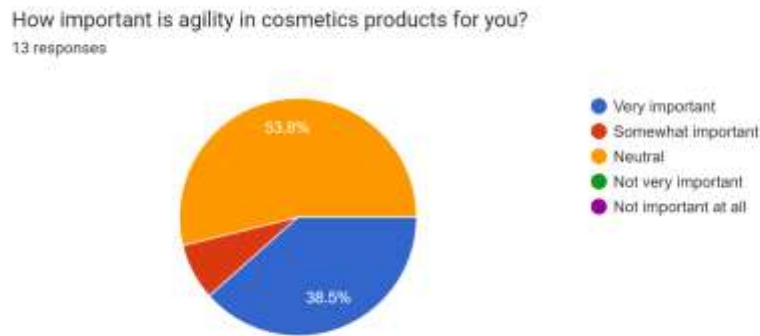


Factors that influence purchase decisions for cosmetics products can vary widely among consumers. Here's a small analysis of potential factors based on typical consumer behaviour:

1. **Brand Reputation:** Many consumers prioritize well-known brands with a reputation for quality and safety. Brand loyalty and trust play a significant role in their decision-making process.
2. **Product Ingredients:** With a growing focus on natural and organic products, consumers often consider the ingredients used in cosmetics. They may prefer products free from harmful chemicals and look for labels indicating cruelty-free or vegan options.

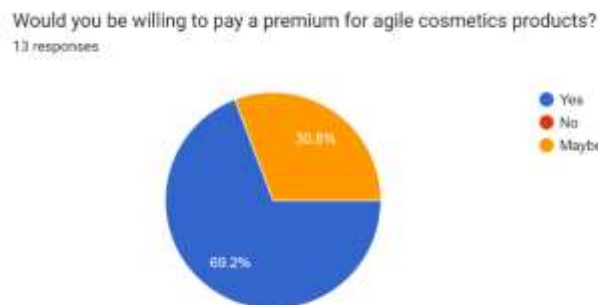
3. **Price and Value:** The price of cosmetics products can heavily influence purchase decisions. Some consumers prioritize affordability and look for budget-friendly options, while others are willing to invest more in higher-end products for perceived better quality.

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1. **Staying in Tune with Trends:** Agile cosmetics can swiftly adjust to what's trending in the market, making sure they offer what consumers want, keeping up with new technologies, and staying competitive.
2. **Embracing Fresh Ideas:** Being agile means these products can try out new ideas quickly, test them, and refine them fast. This openness to innovation brings new ingredients, formulas, and concepts to the cosmetics scene.
3. **Putting Customers First:** Agile products are often designed with specific customer needs and desires in mind. This customer-centric approach makes sure that people get what they want, boosting their satisfaction and loyalty.
4. **Smooth Operations:** Agility isn't just about products; it also helps streamline how things are made and delivered. This efficiency in the supply chain means quicker production, less time waiting, and smarter use of resources—all leading to cost savings and better management.

9.



1. **Seeing the Value:** People who are ready to spend more on agile cosmetics see them as innovative and adaptable, offering extra value like keeping up with trends or catering to specific needs.
2. **Trust in Brands:** Those willing to pay a premium often trust the brands behind agile cosmetics. They believe these brands consistently deliver top-notch products that match their preferences and standards.
3. **Standing Out from the Crowd:** Agile cosmetics are seen as unique, offering benefits like quick updates or personalized options that set them apart from traditional products. This uniqueness justifies the higher price tag for many consumers.
4. **Happy Customers:** Positive experiences with agile cosmetics, such as better results or easy customization, make customers feel satisfied and willing to invest more in these products.
5. **Supporting Ethical Practices:** Consumers who care about sustainability or ethical sourcing may see agile cosmetics as a way to support responsible practices, making them more willing to pay extra.
6. **Different Strokes for Different Folks:** Not everyone values the same things in cosmetics. Some prioritize convenience, while others focus on natural ingredients or eco-friendly packaging, leading to varying willingness to pay more.

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## RESEARCH OBJECTIVE

1. Exploring Why People Like Agile Cosmetics: We're diving into what makes consumers embrace agile cosmetic products. This includes looking at what features they love, how they see the brands behind these products, and what personal preferences drive their choices.
2. How Fast Changes Make Customers Happy: We're checking out how strategies like quick testing and constant improvements in agile products affect how happy and loyal customers are. Basically, we're seeing if being nimble in product development keeps customers coming back for more.
3. Social Media's Beauty Influence: We're studying how social media and online marketing play a part in making agile cosmetics popular. We want to know how these platforms shape what consumers think and how they decide on which products to buy.

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## DISCUSSION

1. Younger consumers, especially those between 15-25 years old, make up a significant portion of cosmetic product buyers. This is because they are more inclined towards using cosmetics in their daily lives to align with current fashion trends and lifestyles.
2. Gender also plays a role in cosmetic purchasing habits, with females being more prominent consumers due to their awareness of fashion trends and preferences for cosmetic products.
3. Students form a large part of cosmetic users, likely influenced by attractive advertisements and societal norms that encourage cosmetic use.
4. The affordability of cosmetic products allows people with moderate incomes to purchase them, possibly due to discounts and promotional offers by brands.
5. Trust is identified as a crucial factor influencing cosmetic purchasing decisions, particularly in terms of where consumers choose to buy their products, such as supermarkets, salons, online platforms, etc.
6. Other influential factors include peer influence, family preferences, advertisements, and personal habits, all of which contribute to consumer decisions about cosmetic purchases.
7. Different sources of influence, such as advertising, habits, or family recommendations, impact consumer choices regarding cosmetic products.
8. Social, cultural, and psychological factors influence consumers differently based on their income levels, indicating varied effects on purchasing decisions.
9. Cultural factors like pricing and psychological factors like advertising can have contrasting effects on individual consumer Behaviour when it comes to cosmetic purchases. For example, lower prices may increase purchases, while unappealing advertisements may not influence buying decisions.

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## CONCLUSION

The cosmetic industry is a significant part of the global market, and in India, it encompasses a wide range of products like makeup, soaps, toothpaste, etc. Since the 1990s, especially after liberalization, this industry has experienced substantial growth, projected at 20% annually. This growth is largely driven by the rising demand for herbal or organic products, notably with the introduction of brands like Patanjali. Both new and established companies are vying for a larger market share in this thriving industry.

The demand for cosmetic products in India is fuelled by various reasons. Some consumers seek solutions for skin issues, others prioritize hygiene amidst environmental pollution, and some are driven by fashion trends. This study aims to uncover the factors influencing the demand for cosmetic products, categorizing them into Social, Cultural, factors.

Research findings suggest that consumers are drawn to cosmetic products due to the benefits they offer, such as improved skin appearance, confidence, fashionable image, and overall well-being. Information, influences from peers or influencers, and past experiences play crucial roles in shaping consumer behaviour towards purchasing cosmetics.

To expand the scope of this industry, raising awareness about the benefits of cosmetic products and potentially shifting consumer mindsets is crucial. The changing lifestyles influenced by generational gaps and evolving shopping habits also contribute to the growing demand for these products among diverse demographics.

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