

## Customer Preference Towards Buying Cosmetics Products

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### INTRODUCTION

Understanding Consumer Behavior is a key to the Success of business Organizations. The Indian cosmetics Industry is growing in terms of product development and Marketing. The preference of Indian consumers is changing from 'Merely Functional' products to more advanced and specialized' cosmetic items.

### STATEMENT OF PROBLEM

The main Reason being a greater ability to purchase personal grooming products among a larger base are financially independent women, frequent relevant product launches and growing beauty Consciousness and awareness, especially among the younger population. However, the Growth was affected by low product awareness or lack of inclination to spend on cosmetics especially in rural areas. The aggressive price competitions from local and regional players, which clutch volume with better trade margins and heavily discounted offerings.

### LITERATURE REVIEW

1.) Nilesh Balvant Anute and Anand Deshmukh "*International Journal in Management and Social Science*".

2.) Dr. V. Vidhya,"Keerthana. M

<https://ijrpr.com/upload/V4ISSUES/IJRRR13048.pdf>

3.) Rahul Medatwal

[https://www.academia.edu/38902074/A\\_study\\_on\\_Consumer\\_Buying\\_Behavior\\_towards\\_Cosmetic\\_Products](https://www.academia.edu/38902074/A_study_on_Consumer_Buying_Behavior_towards_Cosmetic_Products)

4.) Swamit Gupta

*"Babu Banarasi Das National Institute of Technology and Management "*

5.) SS Shimpi, DK Sinha

[https://scholar.google.co.in/scholar?q=research+paper+on+customer+preferences+on+buying+cosmetics+products+pune&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholart#d=gs\\_qabs&t=1695836099686&u=%23p%3DhohR3SxfSSwJ](https://scholar.google.co.in/scholar?q=research+paper+on+customer+preferences+on+buying+cosmetics+products+pune&hl=en&as_sdt=0&as_vis=1&oi=scholart#d=gs_qabs&t=1695836099686&u=%23p%3DhohR3SxfSSwJ)

## **OBJECTIVES OF STUDY**

1. To study demographic profile of customers buying cosmetic products.
2. To study most widely used cosmetic products category among customers.
3. To study brand preference for cosmetic products.

## METHODOLOGY

- i) Significance of study:
- ii) Scope of Study: The study analyses the demographic patterns and cosmetic products usage of people belonging to different segments of Cosmetic Consumer in Pune city.

- iii) Sample Design:

Contents	Preference
Sample Universe	Pune, Nashik
Sample Area	Kondhwa, Dhanori
Method of Sampling	Non- Probability Sampling Snowball Sampling
Sample Size	200
Instruments	Structured Questionnaire

- iv) Tools of Analysis

A structured questionnaire is used to collect the data. Questionnaire is a sought to be the best tool for collection of reliable data. The questionnaire consists of multiple-choice questions to achieve the objective of research.

- V) Limitation of Study

Small Sampling size, which may not accurately represent the entire Population. Additionally, the study may have a limited geographical scope, meaning the findings may be only limited to Pune.

Topic – Customer Preferences towards Buying Cosmetics Products. Introduction:

Thank you for participating in this survey. Your input is essential in helping us understand consumer preferences in cosmetics products. Please answer the following questions honestly and to the best of your knowledge.

Questionnaire-

Q1.Demographics; Age-

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 or older Gender-

- Male
- Female
- Non-binary
- Prefer not to say Location-

- Urban
- Suburban
- Rural

Q2. How often do you purchase cosmetics?

- Daily
- Weekly
- Monthly
- Rarely

Q3. What factors influence your decision when buying cosmetics products?( Rank from 1-5 with 1 being the most important and 5 being the least important)

- Price
- Brand Reputation
- Ingredients
- Product reviews
- Packaging sustainability
- Others ( please specify)-----

Q4. Which types of cosmetics products do you use regularly?( select all type)

- Skin Care
- Makeup
- Hair Care
- Fragrances
- Others(please specify)-----

Q5. Are you more likely to purchase cosmetics products that are labeled as cruelty-free or vegan ?

- Yes
- No

- It doesn't influence my decision

Q6. Do you prefer cosmetics with natural or organic ingredients?

- Yes
- No
- It doesn't influence my decision.

Q7. Have you ever had adverse reactions to cosmetics products (e.g., allergies, skin sensitivities)?

- Yes
- No

Q8. Are you concerned about the ethical and environmental practices of cosmetics brands? (e.g., fair labor, sustainable sourcing)

- Very concerned
- Somewhat concerned
- Not concerned

Q9. How important is the shade range when choosing makeup products?(eg. Foundation, concealer, lipstick)

- Very important
- Somewhat important
- Not important

Q10. Where do you typically shop for cosmetic products?( check all that apply)

- Physical stores
- Online stores
- Directly from brand websites
- Others ( please specify)-----

Q11. Do you follow cosmetics trends and new product releases?

- Yes
- No

Q12. Do you have any specific brands or products that you are particularly loyal to? If so, please name them.

(Type Text)

Q13. Is there anything else you would like to share regarding your preferences in cosmetics products?

(Type Text)