

THE IMPACT OF COSMETICS ON CONSUMER BEHAVIOR WITHIN MARKETING CONTEXTS IS SUBSTANTIAL IN INDIA

¹**Mr. Sandeep Saxena,**

Assistant Professor- RNB Global University-Bikaner, Rajasthan

²**Mr Maulik Chandnani,**

Assistant Professor- RNB Global University-Bikaner, Rajasthan

³**Dr. Meenakshi Sharma,**

Professor, RNB Global University-Bikaner, Rajasthan

Abstract

The primary objective of this study is to investigate the impact of marketing and advertising strategies employed by cosmetic product companies on consumer purchasing behavior. It encompasses various research articles and studies conducted across different regions and demographics. Factors such as the psychological traits and attitudes of consumers towards cosmetics, as well as the ethical, social, and legal dimensions of cosmetic marketing, are taken into consideration. The literature review underscores the indispensable role of advertising in meeting both consumer and business needs, emphasizing the importance of strategic planning and timing for marketing campaigns. Effective dissemination of information about products is crucial for driving sales, even in the absence of immediate consumer demand. However, it is noted that existing research predominantly focuses on synthetic or chemical-based cosmetics, indicating a need for further exploration into the market dynamics of organic cosmetics.

Keyword: Cosmetic Products, Marketing, Consumer Behaviour, Brand Loyalty

Introduction

The saying "beauty is in the eye of the beholder" highlights the subjective nature of beauty, which varies across cultures. Beauty standards, such as preferring tanned skin in America or valuing a creamy complexion in parts of Asia, heavily influence individuals' style and trends. For example, while Americans may opt for bronzed skin using self-tanning products, many Asians prioritize maintaining light skin by wearing protective clothing at the beach. Cosmetic products play a significant role in conforming to these standards, with people using items like bronzer spray or contouring to alter their appearance.

Cosmetics encompass various preparations applied to the body for beautification, preservation, or alteration, excluding soap. This industry manufactures and distributes products ranging from eye shadow and foundation to skincare, hair care, and body care items. Understanding consumer

behavior, which involves the buying decisions of identifiable consumer groups, is crucial for vendors to predict product demand accurately. Marketing plays a key role in influencing consumer behavior, employing strategies like celebrity endorsements, catchy slogans, distinctive packaging, and media exposure to attract ideal consumers and promote products or services effectively.

Review of literature

Gertrude Phillip Mwakasege (2015) conducted a study titled “Influence of Advertising on Consumer Buying Behaviour: Case Study of Forever Living Cosmetics Products,” focusing on identifying advertising channels used by Forever Living Products and their impact on consumer behavior. Charles A. Weiss (2019) explored legal issues in the cosmetics industry through three lawsuits against cosmetic producers. Dr. S. Anandrajan and T. Sivagami (2016) investigated the impact of marketing strategies on consumer purchasing decisions for cosmetics, emphasizing the importance of promotional offers and product necessity. Bianca DeBelen (2016) analyzed the psychological effects of cosmetic advertisements on consumers, including celebrity endorsements and online reviews. Jiali Zhang and Meijuan Zhou (2019) addressed green washing in the cosmetics industry and consumer awareness of deceptive marketing practices. Debiprasad Mukherjee (2009) studied the impact of celebrity endorsements on brand image, highlighting the importance of brand-celebrity congruence. Kisan Shivaji Rao Desai (2014) examined media communication and its influence on cosmetic purchasing decisions. Akwasi Ampofo (2014) investigated the effects of advertising on consumer behavior regarding cosmetic products in Bangalore, India. Dorota Anderlová and Michal Pšurný (2020) explored the role of emotions in consumer behavior in the Czech luxury cosmetic market. Kruti Bhatt and Peenal Sankhla (2017) studied consumer buying behavior towards cosmetic products, emphasizing quality and price preferences. P. Rameshwari, R. Mathivanan, and M. Jeganathan (2016) examined consumer buying behavior of cosmetic products in Thanjavur, Tamil Nadu, highlighting brand loyalty and quality concerns.

Discussion

Throughout the research process, extensive analysis of academic articles and data from official websites revealed that while existing theories on consumer behavior provide valuable insights, they may not fully capture the complexity of consumer decision-making. Emphasizing psychological aspects, while important, may overlook other factors influencing behavior, such as shifting social norms, legal requirements, and cultural differences. Consequently, there is a need for further research utilizing quantitative methods, such as experiments, to explore specific aspects of consumer behavior and their relationship with marketing strategies more comprehensively.

Moreover, the focus on synthetic and chemical-based cosmetics in existing research highlights the need for both quantitative and qualitative data collection in the market for natural and organic products. This gap underscores the importance of studying consumer behavior in diverse cosmetic segments to provide a more comprehensive understanding of the market.

The tendency to study well-established cosmetic companies may inadvertently neglect smaller brands that offer quality products but lack extensive marketing budgets. This bias underscores the

importance of considering a broader range of brands in research to ensure a more inclusive perspective of the cosmetics market.

Furthermore, improving research methodologies by diversifying data collection channels, enhancing data transcription rigor, and developing systematic patterns from empirical data can strengthen the reliability and validity of research findings. Additionally, expanding the scope of studies to include more cities within the same country could provide insights into the generalizability of findings across different regions.

Limitations

Upon reviewing the literature and research papers, three key conclusions emerge, each shedding light on the intricate relationship between cosmetic product marketing and consumer behavior.

Firstly, there appears to be a clear correlation between cosmetic product marketing and consumer behavior, as evidenced by instances where consumers placed trust in products despite misleading information on labels. This finding underscores the significant impact of marketing tactics on consumer decision-making. Consumers' reliance on false information suggests a level of susceptibility to marketing strategies employed by cosmetic companies. This connection highlights the need for greater transparency and ethical standards within the industry to ensure consumers make informed purchasing decisions.

Secondly, the role of emotions emerges as a significant factor influencing consumer behavior in the cosmetics market. Emotional appeals, such as those leveraging celebrity endorsements and advertisements, play a pivotal role in persuading customers to purchase cosmetic items. The power of emotional marketing tactics in influencing consumer decisions underscores the importance of understanding the psychological underpinnings of consumer behavior. Businesses that effectively tap into consumer emotions and target specific market segments often succeed in influencing purchasing decisions. This finding emphasizes the importance of emotional intelligence in marketing strategies within the cosmetics industry.

Thirdly, unethical practices adopted by various cosmetic companies have a pronounced influence on consumer purchasing decisions, particularly when consumers are aware of these tactics. Instances of deceptive marketing practices can erode consumer trust and lead to negative perceptions of brands. Consumers are increasingly vigilant about the ethical implications of their purchasing decisions, and companies engaging in unethical behavior risk damaging their reputation and losing customer loyalty. This highlights the imperative for ethical business practices and corporate responsibility within the cosmetics industry.

Overall, while there is a discernible connection between cosmetic product marketing and consumer behavior, the extent of this association varies depending on the specific component of consumer behavior under study. Litigation may arise when consumers feel deceived by misleading marketing claims, while emotional appeals can sway purchasing decisions. Moreover, ethical considerations play a crucial role in shaping consumer perceptions and brand trust. However, the conclusions drawn from the current literature may evolve with further exploration, particularly in the context of the burgeoning market for organic cosmetics products.

Future research could delve deeper into the dynamics of the organic cosmetics market, exploring how marketing strategies and consumer behavior intersect in this specific segment. By examining consumer attitudes, preferences, and purchasing patterns within the organic cosmetics sector, researchers can provide valuable insights into the evolving landscape of consumer behavior in response to ethical and sustainable product offerings.

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