



Cosmetics and life style of youth

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Abstract

Cosmetic products play a vital role in the changing lifestyle of today generation. In today's society an increasing number of men and women are using cosmetics and beauty products. Some of them use to increase their confidence, while others use it to improve their appearance. In general, most of us use cosmetics to better feel about ourselves. The Indian cosmetics industry is growing in terms of product development and marketing. The preference of Indian consumers is changing from the 'merely functional' products to more 'advanced and specialized' cosmetic items. As the standard of living is increasing people are able to spend more on cosmetics as it enhances appearance. In today's global market customers possess more knowledge and information which changes the purchase behaviour. Nowadays cosmetic usage becomes more an important part in our daily life. Cosmetic industry becomes more developed because of increasing of the demand among the users. The development of the new cosmetic product also influence the Cosmetic industry. The advantages of feeling goods, portraying the beauty, and satisfying egoistic needs should not be regarded as the element of justifying the end. Brands also influence the customer behaviour which it can influence the decision to buying or not as the brand name play a major role in purchasing decisions. Social media is considered to be the best for cosmetic industry because of the visual impact. The world is becoming more and more interconnected. At the same time it is also becoming more and more local and individualistic. Consumers seek products and services that are personal to them. All these require innovative research and formulations in the Cosmetic industry.

Keywords: cosmetic products, lifestyle, generation

Introduction

Cosmetic products play a vital role in the changing lifestyle of today generation. In today's society an increasing number of men and women are using cosmetics and beauty products. Some of them use to increase their confidence, while others use it to improve their appearance. In general, most of us use cosmetics to better feel about ourselves. The Indian cosmetics industry is growing in terms of product development and marketing. The preference of Indian consumers is changing from the 'merely functional' products to more 'advanced and specialized' cosmetic items. As the standard of living is increasing people are able to spend more on cosmetics as it enhances appearance. In today's global market customers possess more knowledge and information which changes the purchase behaviour.

Cosmetics are care substances used to enhance the appearance or order of the human body. They are generally mixtures of chemical compounds, some being derived from natural sources and many being received from natural sources and many being synthetics. The new generation is mostly beauty conscious. As a result they have ardent desire to experiment that are available in the market. In modern days people should be well informed about the availability of product, its superiority over similar products and their alternative uses. Consumer behaviour in buying pattern is differences when comes to the product, price, features, quality, packaging, lifestyle, status.

Objectives

1. To study the attitude of youth and lifestyle changes towards using cosmetic products.
2. To analyses the change in the behavior of youth due to the influence of cosmetic advertisement

Table 1: Beauty consciousness

Beauty conscious	Frequency	Percentage
Yes	70	87.5
No	10	12.5
Total	80	100

Source: Primary Data

The survey shows that the most of (87.5%) youth are beauty conscious and only few (12.5%) are not. Thus most of the youth are beauty conscious.

Table 2: Type of cosmetics

Type of Cosmetics	Frequency	Percentage
Herbal	16	20
Non herbal	3	3.75
Both	61	76.25
Total	80	100

Source: Primary Data

Table 2 shows that most of youth are (76.25%) are using both herbal and non herbal type of cosmetics. Compared to this 20

percent use herbal cosmetics and 3.75 percent use non herbal cosmetics.

Table 3: Brand Consciousness

Conscious about brand	Frequency	Percentage
Yes	72	90
No	8	10
Total	80	100

Source: Primary Data

Most of the youth (93.75%) are conscious about the brand of cosmetics products and only a few are (6.25%) not conscious.

Table 4: Preferences for Cosmetics

Preferences for Cosmetic	Frequency	Percentage
Skin care	48	60
Hair care	15	18.75
Lip care	10	12.5
Eye care	7	8.75
Total	80	100

Source: Primary Data

The preference for cosmetics is mainly for skin care (60%). Followed by this are hair care (18.75%), lip care (12.5%), and eye care (8.75%). Most them are using skin care cosmetics more than hair care, lip care and eye care cosmetics.

Table 5: Influence of Media

Influence of Media	Frequency	Percentage
Television	32	40
Internet	30	37.5
Magazine	8	10
News paper	8	10
Others	2	2.5
Total	80	100

Source: Primary Data

As per the above table 40 percent of the respondents are influenced by Television followed by Internet (37.5%) when they make a choice for buying cosmetic products. Other medias which influence the consumers are Magazine (10%) and Newspapers (10%) and Other medias like radio (2.5%).

Table 6: Purchasing Centre of Cosmetics

Purchasing Centre of Cosmetics	Frequency	Percentage
Medical Stores	4	5
Supermarkets	38	47.5
Traditional Shops	30	37.5
Online shopping	8	10
Total	80	100

Source of data: Primary Data

Most of the respondents are purchasing cosmetics from Supermarkets (47.5%). Other purchasing centres are traditional shops (37.5%), Online Shopping (10%) and Pharmacy (5%).

Suggestions

- Most of the people are reluctant to use cosmetics because of the high price. Hence, the price has to be revised so that

more people can afford these products.

- The cosmetic products should be advertised in a media that has more audience so that more people are aware of them.
- In order to get more customers to buy the cosmetic products they should be made available in all types of stores.
- Ways and means of making the urban youth aware of cosmetic products and their benefits should be devised so as to increase the number of customers.
- Free make over contests can be conducted for the youth at convenient locations.
- Packaging can be made more pretty to attract the customers.
- Offers like ‘Buy one Get one Free’ can be used to motivate the customers.

Nowadays cosmetic usage becomes more an important part in our daily life. Cosmetic industry becomes more developed because of increasing of the demand among the users. The development of the new cosmetic product also influence the Cosmetic industry. The advantages of feeling goods, portraying the beauty, and satisfying egoistic needs should not be regarded as the element of justifying the end. Brands also influence the customer behaviour which it can influence the decision to buying or not as the brand name play a major role in purchasing decisions. Social media is considered to be the best for cosmetic industry because of the visual impact. The world is becoming more and more interconnected. At the same time it is also becoming more and more local and individualistic. Consumers seek products and services that are personal to them. All these require innovative research and formulations in the Cosmetic industry.

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