

THE STUDY OF FACTORS INFLUENCING THE BUYING BEHAVIOUR OF COSMETIC PRODUCTS AMONG YOUTH

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ABSTRACT

In today's world, young people are increasingly drawn to cosmetic products as a way to enhance their appearance, a trend heavily influenced by their purchasing habits. This study delves into the decision-making process behind these purchases, exploring how, when, and why young people buy cosmetics, as well as the factors that shape their choices, such as where to buy and which products to select. The research specifically focuses on identifying the key factors that influence young consumers when purchasing cosmetic products. To gather data, a structured questionnaire was designed and distributed to 100 participants aged 15 to 29 in the Kannur district of Kerala. Participants were asked to rank 10 factors on a scale of 1 to 5 based on their importance, with 1 being "not important" and 5 being "very important." The Garrett ranking technique was used to analyze the responses. The findings reveal that product quality is the most significant factor influencing young consumers, while celebrity endorsements and influencer reviews hold the least importance. This suggests that young people prioritize the effectiveness and reliability of products over marketing gimmicks. Moreover, the study highlights that females are more likely to use cosmetic products than males, reflecting societal trends and preferences. Interestingly, the research also shows that today's youth, armed with greater awareness and knowledge about cosmetics, are more focused on the quality of products rather than their price. This shift indicates a growing emphasis on value and long-term benefits over short-term savings, reflecting a more informed and discerning consumer base.

KEYWORDS: Cosmetics, Influencers, Garrett Ranking, Product quality.

INTRODUCTION

Understanding the factors influencing the buying behaviour of cosmetic products among youth is essential. Consumer behaviour can be defined as the analysis of how, when, what, and why people make purchases.^[1] Based on this, consumers make further decisions regarding whether to buy, where to buy, and which products they prefer. At its core, marketing is about guiding products from the manufacturer to the consumer and creating meaningful connections along the way. It plays a vital role in boosting business success by ensuring products reach customers efficiently and building a loyal following. For any business to thrive, it's crucial to deeply understand what customers need, want, and how they behave. This knowledge helps shape strategies that truly connect with the target audience, paving the way for sustained growth.^[2] In the pharmaceutical industry, marketing takes on an added layer of complexity. It requires careful planning to meet strict regulations while also appealing to both healthcare professionals and patients. Balancing ethical responsibilities with business objectives makes pharmaceutical marketing a unique and challenging field within the wider world of marketing.

This study focuses on identifying and prioritizing the factors that influence customers when purchasing cosmetic products.^[3] Conducted in Kannur district, the research leverages the region's extensive and well-established marketing network for cosmetics. A total of 100 respondents, aged between 15 and 29, were selected using the purposive sampling method to ensure a targeted representation of youth consumers. Data was collected through structured questionnaires designed to gather detailed insights. The study has three primary objectives: first, to analyze the demographic profile of the respondents; second, to rank the factors influencing cosmetic product purchases using the Garrett ranking technique; and third, to assess the impact of advertisements on the buying behaviour of youth in the cosmetics market.^[4,5] By examining these aspects, the study aims to provide a deeper understanding of consumer preferences and the role of marketing strategies in shaping purchasing decisions among young customers in Kannur district.

MATERIALS AND METHODS

Research Design

This study employs an empirical research design centered on understanding the factors influencing the buying behaviour of cosmetic products among youth. The research design incorporates a structured approach using a scaled questionnaire to ensure the systematic collection and analysis of data. The questionnaire combines multiple question types and measurement scales for comprehensive insights, including^[6]:

- **Garrett Scale:** This scale allows respondents to rank factors on a scale of importance, with options ranging from "very important," "important," "neutral," "slightly important," to "not important." It provides a clear understanding of how various factors influence consumer decisions.^[7]
- **Closed-ended Questions:** These structured questions facilitate efficient data collection and analysis, ensuring consistency and comparability across responses.^[8]

Research Focus

The study focuses on exploring the decision-making process of young consumers in the cosmetics market, a dynamic and significant demographic. Youth represent a consumer segment with rapidly changing preferences and a strong engagement with digital and social media platforms, making them a key target for cosmetic brands. By employing the Garrett Scale method, the study systematically identifies and ranks the factors influencing their purchasing decisions, offering actionable insights for marketers.^[9]

Analytical Tools

The study employs statistical tools for data analysis, including:

- **Simple Percentage Technique:** Used to analyze and interpret demographic and other categorical data, providing an overview of the distribution and trends within the sample.^[10]
- **Garrett Ranking Method:** This tool is critical for prioritizing the factors influencing purchasing decisions. Respondents rank key factors such as price, product quality, brand reputation, promotional offers, and packaging, allowing the study to identify their relative importance.

RESULTS AND DISCUSSION

The population chosen for this survey belongs to the age group of 15 – 29, because this survey among youth”. Survey was conducted on 100 peoples, it includes employed and unemployed people. The data was collected through questionnaire and it was analyzed using Garrett Ranking method. It is used to rank factors based on their severity and used to convert a respondent preference into numerical score. The questionnaire was composed of 2 parts starting from demographic information; knowledge and beliefs about the factors considered by the customers when purchasing cosmetic products.

KNOWLEDGE AND BELIEFS ABOUT THE FACTORS INFLUENCING BUYING BEHAVIOUR

This section of the questionnaire consists of 9 questions which mainly focus on the factors influencing the buying behaviour of cosmetics among youth. This survey also gives an idea about which factor mainly influences. The factor such as price, quality, brand, packaging, design etc that influences the youth can also be studied through this survey.^[11]

i. How often do you buy cosmetics

According to the survey, out of 100 participants, 62% responded to this question as “rarely” and about 22% of them has been selected “frequently”. 9% responded as “do not shop” and rest of the 7% responded as “very frequently”. Majority of respondents chosen the option “rarely”, since large population of the respondents belongs to the age group of 20-24 and mostly are unemployed. This finding suggests that buying cosmetics very frequently doesn’t become a trend in middle class.

Table 1: How often do you buy cosmetics.

How often do you buy cosmetics	Number of Respondents	Percentage
Rarely	62	62%
Frequently	22	22%
Do not shop	9	9%
Very frequently	7	7%

ii. Influence of advertisement on buying cosmetic product

Of the 100 respondents that participate in the survey 43 respondents are of the opinion that other than advertisement greatly influences the buying behavior of customers, since it sometimes conveys negative impact on body image, which can make people feel less confident and more anxious about their appearance. The other 28 respondents are of the opinion that advertisement influence the buying decision of the customers in purchasing cosmetics, it helps to educate customers on the benefits, price etc of the cosmetics. The 25% of respondents are of the opinion family influence the buying decision of customers in purchasing cosmetics. The remaining 4 respondents that participate in the survey are of the opinion that work place influences the buying behavior of the customers.^[11]

Table 2: Influence of advertisement on buying cosmetic product.

Influence of advertisement on buying cosmetic product	Number of Respondents	Percentage
Any other	43	43%
Advertisement	28	28%
Family	25	25%
Work place	4	4%

iii. Does a quality advertisement change your perception of the product

Of the 100 respondents participated in the questionnaire 35% of respondents are of opinion that the quality of advertisement does change the perception of customer. Many multinational companies spend a huge amount of their revenue on quality advertisement. The 18% of the respondents among the 100 respondents that participated in the questionnaire believes that the quality of the advertisement doesn't change the customers perception of the product. The remaining 47% of the respondents are on the neutral side that believes "maybe" quality advertisement change customer perception of product. From the study it is clear that majority of the respondents are fully or partially of the belief that quality advertising does influence the customer perception of the product.^[12,13]

Table 3: Does a quality advertisement change your perception of the product.

Does a quality advertisement change your perception of the product	Number of Respondents	Percentage
Yes	35	35%
No	18	18%
Maybe	47	47%

iv. Monthly expenditure on cosmetic products

Many factors like brand loyalty, quality and frequency of purchase are which that influence on spending for cosmetics. Majority of the respondents with 72% spend below ₹500 on cosmetics depending on their social circle. 22% of respondents spend ₹500-1500 on cosmetics as many people feels more confident leading them to invest in products that enhance their appearance. 3% of respondents spend ₹1500-2000 for cosmetics and remaining 3% of respondents spend ₹2000-3000 for cosmetics based on their personal preference for high end brands or extensive makeup routine.

Table 4: Monthly expenditure on cosmetic products.

How much do you spend on cosmetics monthly	Number of Respondents	Percentage
Below ₹500	72	72%
₹500-1500	22	22%
₹1500-2000	3	3%
₹2000-3000	3	3%

FACTORS INFLUENCING THE PREFERENCES OF COSMETIC PRODUCTS USING GARRETT'S RANKING TECHNIQUE

In this study, Garrett's ranking technique is used to analyze the responses given by the respondents through the structured questionnaire. The Garrett's ranking technique is a method for analysing consumer preferences by converting them into numerical scores. The technique can be used to identify the most important factors that influence consumer choices. Here, the factors such as price, brand, product quality, packaging, celebrity endorsement, availability, discounts, product safety, recommendations from family/friends and advertisement are used in the Garrett ranking from the rank of 1 to 5. In which 1 is least important and 5 is very important.^[14]

Table 5: Percentage position and their corresponding Garrett’s Table Value.

Rank	Percentage Position (100(Rij-0.5)/Nj) Rij:1,2,3,4,5 RANK Nj: Total Number of Rank Given		Garrett’s Table Value
1	100(1-0.5)/10	5	82
2	100(2-0.5)/10	15	70
3	100(3-0.5)/10	25	63
4	100(4-0.5)/10	35	58
5	100(5-0.5)/10	45	52

Table 5 shows the percentage positions for rank 1, 2, 3, 4 and 5 and their corresponding Garrett’s table value. For rank 1, the calculated percentage position is 5, corresponding table value is 82. As like for all the calculated percentage position, the table value is referred from Garrett’s ranking table.

Table 6: Factors affecting buying behaviour of youth customers.

Sl. No	Factors	Rank					Total no. of respondents	Total Score	Mean Score	Rank
		1	2	3	4	5				
1	Price	4	12	14	35	35	100	7118	71.18	Rank 3
2	Brand reputation	3	8	14	43	32	100	7117	71.17	Rank 4
3	Product quality	1	2	3	13	81	100	7909	79.09	Rank 1
4	Packaging and design	6	16	34	30	14	100	6649	66.49	Rank 7
5	Celebrity endorsement/influencing review	28	28	22	18	4	100	6054	60.54	Rank 10
6	Availability	5	14	23	34	24	100	6869	68.69	Rank 5
7	Discount, offer, promotion	7	14	22	33	24	100	6833	68.33	Rank 6
8	Product safety	1	3	4	23	69	100	7746	77.46	Rank 2
9	Recommendation from friends/family	9	14	30	32	15	100	6640	66.4	Rank 8
10	Advertisements & social media influence	14	27	36	17	6	100	6239	62.39	Rank 9

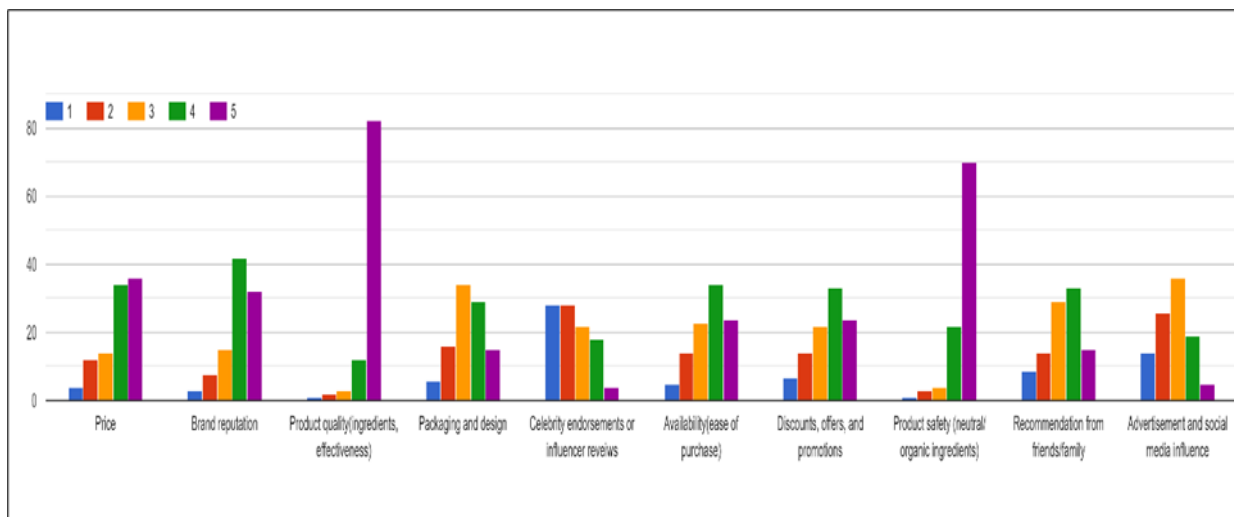


Fig 1: Factors affecting buying behaviour of youth customers.

The study reveals that youth customers prioritize various factors differently when making purchasing decisions. Product quality emerges as the most critical factor, with the highest total score (7909) and mean score (79.09), indicating that young consumers place significant emphasis on the quality of the products they purchase. This is closely followed by product safety (total score=7746, mean score=77.46), highlighting the growing awareness and concern for

safe and reliable products among the youth. Price (total score=7118, mean score=71.18) and brand reputation (total score=7117, mean score=71.17) also play substantial roles, suggesting that affordability and trust in the brand are key considerations.

Other factors such as availability (total score=6869, mean score=68.69), discounts/offers/promotions (total score=6833, mean score=68.33), and packaging/design (total score=6649, mean score=66.49) are moderately important, reflecting the influence of convenience, cost-saving opportunities, and aesthetic appeal. Recommendations from family and friends (total score=6640, mean score=66.4) also hold considerable weight, underscoring the impact of personal networks on purchasing behavior.

Interestingly, advertisement and social media influence (total score=6239, mean score=62.39) and celebrity endorsements/influencer reviews (total score=6054, mean score=60.54) are the least prioritized factors, suggesting that while digital marketing and influencer culture have a presence, they are not the primary drivers of purchasing decisions among youth.

Overall, the findings suggest that while youth customers are influenced by a combination of practical and social factors, product quality and safety remain paramount. Marketers and brands should focus on maintaining high-quality standards and ensuring product safety to meet the expectations of young consumers, while also considering the importance of price, brand reputation, and other influencing factors to effectively capture this demographic.

CONCLUSION

The eclectic responses to the scaled questionnaire highlight the importance of ongoing discussion and factors influencing the buying behaviour of the cosmetic products. It is important to know about the factors that influences the consumers while buying a product as per the marketing sector. The decision making also has an impact on the health of the public. This study was mostly observed on the youth population with the age group between 15-29. The findings suggested a need for more inclusive and systematic education on this topic on more population. The result of this study reveals that majority of the young respondents spend less than ₹500 on purchasing cosmetic products. Concerning the factors influencing the purchase for youth customers, they give the most important on product quality, followed by product safety, price, brand reputation, availability, discount, packaging and design, recommendation from family or friends, advertisement and celebrity endorsement respectively. Majority of the respondents have the opinion that the advertisement has a neutral role in influencing the purchase of cosmetic product. Above study demonstrates that various research reports that the customers of the cosmetic products are moving towards the product quality than the product price and branded products. The product quality is assessed by consumers through personal experience, trials, and word of mouth from friends and family. It also indirectly depends on brand reputation.

LIMITATIONS

The study is limited by the squealed nature of the responds, which may be subject to biases or imprecision. The respondents have a lethargic behaviour that effect the survey. The study only includes youth customers in the age group of 15-29 and the questionnaire were distributed in one district in Kerala, which could limit the findings to other population. The study may have a relatively small sample size, which makes the study more difficult to detect the difference. It is crucial to highlight that the data is limited to only youth customers, so it cannot be universal to other age group or other population.

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