



# FEMALE CONSUMER BEHAVIOUR TOWARDS COSMETIC PRODUCTS: EMPIRICAL EVIDENCE FROM LUDHIANA

## Comportamento do Consumidor Feminino em Relação a Produtos Cosméticos: Evidências Empíricas de Ludhiana

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**ABSTRACT | Objective:** To analyze female consumers' behaviour in the purchase and use of cosmetic products, focusing on the influence of social, economic, and psychological factors, as well as overall consumer satisfaction. **Method:** A quantitative research design was adopted, based on a structured questionnaire using a Likert scale, administered to 200 female consumers in Ludhiana, India. The instrument captured demographic data, social and economic influences, reasons for cosmetic use, and satisfaction levels. Data were analyzed using descriptive statistics, including percentages, tables, and graphical representations. **Results:** The findings reveal that cosmetic consumption is more prevalent among young and middle-aged, well-educated women. Price sensitivity, discounts, and perceived value for money strongly influence purchasing decisions, whereas prestige associated with premium brands plays a limited role. Psychological factors such as self-confidence, personal image enhancement, and self-expression are key drivers of cosmetic usage. Overall satisfaction levels are high, with most respondents reporting that cosmetic products meet their quality and performance expectations. **Contributions:** This study advances consumer behaviour research by demonstrating that cosmetic purchasing decisions are primarily driven by perceived value, personal satisfaction, and functional benefits rather than social status. The findings provide practical insights for marketers and policymakers targeting female consumers in rapidly developing urban markets.

**KEYWORDS |** Cosmetic Industry; Consumer Behaviour; Female Consumers; Marketing Mix; Consumer Satisfaction.

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**RESUMO | Objetivo:** Analisar o comportamento das consumidoras femininas na compra e no uso de produtos cosméticos, considerando a influência de fatores sociais, econômicos e psicológicos, bem como o nível de satisfação em relação aos produtos utilizados. **Metodologia:** Adotou-se uma abordagem quantitativa, baseada na aplicação de questionário estruturado com escala Likert a 200 consumidoras do município de Ludhiana, Índia. O instrumento coletou dados demográficos, fatores sociais e econômicos que influenciam a decisão de compra, razões para o uso de cosméticos e níveis de satisfação. Os dados foram analisados por meio de estatísticas descritivas, utilizando percentuais, gráficos e tabelas para interpretação dos resultados. **Resultados:** Os achados indicam que o consumo de cosméticos é mais frequente entre mulheres jovens e de meia-idade, com maior nível educacional. O preço, promoções e relação custo-benefício exercem forte influência nas decisões de compra, enquanto o prestígio associado a marcas premium apresenta impacto limitado. Fatores psicológicos, como autoestima, confiança e melhoria da imagem pessoal, mostram-se determinantes para o uso contínuo de cosméticos. O nível geral de satisfação é elevado, com a maioria das consumidoras considerando que os produtos atendem às expectativas de qualidade e desempenho. **Contribuições:** O estudo contribui para a literatura de comportamento do consumidor ao evidenciar que a compra de cosméticos é orientada mais por valor percebido, satisfação pessoal e funcionalidade do que por status social. Os resultados oferecem subsídios relevantes para estratégias de marketing voltadas a consumidoras em mercados urbanos emergentes.

**PALAVRAS-CHAVE |** Indústria Cosmética; Comportamento do Consumidor; Mulheres Consumidoras; Marketing Mix; Satisfação do Consumidor.

## INTRODUCTION

The history of cosmetics changed with the end of World War II and the Industrial growth during the 1940s. With the advent of electronic media like Television and Radio, things looked sunny for cosmetic industry as cosmetics were used by actress which attracted the public. Soon women turned to the habit of using cosmetics for almost all occasions. Now-a-days the cosmetic industry is not only concentrating on cosmetics for women but even providing metro sexual male a chance to improve their facial looks. Today the world cosmetic industry faces a huge demand and real challenge in producing good quality cosmetic products. One of the most common cosmetic products is make-up (De Veirman et al., 2017). There are different types of makeup that are used for different purposes. For the Lips, there are products like lipstick, lip liner, lip-gloss and other lip care products. For facial make up, there are products like face wash, foundation, cleanser and other facial care products. For the eye make-up, there are products like mascara, eyeliner, eyebrow pencil and eye lashes. For nails beautification, there are products like nail polish, nail remover and nail designer. In the present era, most of the women consider make-up as a basic need in everyday life. It is seen that many females in Ludhiana find it difficult to go outside without make-up. A shift from the use of commercially manufactured cosmetic products to natural cosmetic products is observed to be the latest tendency among female cosmetic users. The word “cosmetics” is derived from the Greek word “Kosmeticos” which means adornment and preparation. According to dictionary reference published on web site, the word cosmetics is a noun and include powder, lotion, lipstick, rouge, or other preparation for beautifying the face, skin, hair, nail and the like. As a noun cosmetic refer to be superficial measure to make something appear better, more attractive, or impressive. As an adjective it refers to the serving to beautify, imparting or improving beauty especially of face. Cosmetics can be considered as a preparation such as powder or skin cream designed to beautify the body by direct application. Cosmetics are minute surfactants oil and other ingredients (Fournier & Avery, 2011). It contains mineralogic or metallic and non-metallic additives. Cosmetic products shall mean any



substance or preparation intended to be placed in contact with the various external parts of human body. (Epidermics hair system, nail, lip, external genital organ) or with teeth with a view to cleaning them, perfuming them, changing their appearance and protecting them and thus keeping them in good condition).

The Cosmetics are substances used to enhance the appearance of human body. Cosmetic includes skin care creams, lotion, powders, perfumes, lipstick fingernail and toenail polish, eye and facial make up and many other types of products (Cialdini, 2001, Eisend, 2010). A subset of cosmetic is called make-up which refers primarily to coloured intended to alter the appearance. Cosmetics can also be described by the physical composition of the product.

## Need for the Study

The research outlines the growing significance of self-presentation in modern society, with a specific emphasis on how cosmetics are used as a tool for appearance manipulation and enhancing social status. The research aims to explore why women, more so than men, are psychologically driven to use cosmetics, the impact of societal norms and expectations on their appearance, and how the rise in income, literacy, and changing lifestyles have influenced women's purchasing behaviour regarding cosmetics. Additionally, the study seeks to understand the role of cosmetics in enhancing women's self-image, confidence, and social standing, with a focus on how these factors shape their daily cosmetic usage patterns and purchasing decisions.

## LITERATURE REVIEW

**Adinugroho H. & Agusti C. (2019):** Conducted a research study on consumers of Korea cosmetic product and identifies that influencer marketing has become a dominant strategy in advertising, particularly within the beauty industry, where social media influencers play a key role in shaping consumer behaviour. Moreover, Persuasive Capabilities, or an influencer's ability to effectively engage and influence their audience, also play a significant role in shaping purchase intentions. Research shows that for younger consumers, like Generation Z, persuasive Capabilities and attractiveness often outweigh traditional factors like Expertise. Reputation, while important, was not found to be as significant in this study, suggesting that influence may be more driven by how relatable or persuasive the influencer is rather than their past image or reputation. This study confirms that both attractiveness and persuasive capabilities significantly impact purchase intention, contributing 72.4% to the variation in consumer behaviour.

**Vi Le T. et al. (2019):** Conducted research on An Empirical Study of Cosmetic Brands in Vietnam and examines that heuristic factor, such as trustworthiness, likability, and perceived expertise, play a crucial role in shaping consumers' perceptions of information credibility, particularly in the context of influencer marketing. The Heuristic-Systematic Model (HSM) suggests that consumers often rely on simple cues or heuristics, such as an influencer's attractiveness or social status, to assess the credibility of information, especially when they lack the motivation or expertise to process information systematically. This model has been applied in various marketing contexts, including the study of



social media influencers, where factors like trustworthiness and likability significantly influence the perceived credibility of influencer-endorsed content. Previous studies have demonstrated that higher credibility perceptions can lead to more positive brand attitudes, improved brand credibility, and higher purchase intention. Research has also shown that consumers are more likely to trust influencers when they are perceived as relatable and authentic, particularly in beauty and fashion sectors. In the case of beauty products, influencers who create content that resonates with their audience's values and needs are more effective in driving purchase behaviour. This study's findings align with existing literature, confirming the positive impact of heuristic factors on both brand attitude and purchase intention, while offering new insights from the Vietnamese market, thereby contributing to the expansion of the HSM framework.

**Nugroho S. et al. (2019):** This research examines that Generation Z, often referred to as digital natives, represents a significant consumer group with substantial purchasing power, particularly due to their heavy reliance on digital media and social networks. This demographic has been shown to respond favourably to social media marketing, where influencers play a crucial role in shaping consumer behaviour and purchase intentions. Influencer credibility, comprising attractiveness, expertise, and trustworthiness, has been widely studied for its impact on consumer decisions. Attractiveness enhances likability and emotional appeal, expertise builds trust through perceived knowledge, and trustworthiness is key in establishing a reliable relationship with followers. Research has consistently demonstrated that these credibility factors positively influence brand image, which in turn affects purchase intention. For Gen Z consumers, who are more likely to engage with authentic and relatable influencers, the credibility of an influencer can significantly shape their perceptions of a brand and influence their purchasing decisions. Additionally, a strong brand image plays a mediating role, enhancing the effectiveness of influencer marketing by linking the influencer's credibility to consumers' purchase intentions. This study supports existing literature by confirming that influencer credibility attributes significantly impact both brand image and purchase intention among Gen Z consumers in Indonesia, highlighting the importance of choosing the right influencers to engage this target market effectively.

**Divianjella M. et al. (2019):** This research examines the role of religiosity and product knowledge in shaping consumer attitudes toward Halal products has been well-documented in previous studies, particularly within Muslim-majority markets. Religiosity, defined as the extent to which religious beliefs and values influence an individual's behaviours and decisions, is a key factor influencing attitudes toward halal products. For many Muslim consumers, Halal certification is not just a product attribute but a reflection of religious commitment and adherence to Islamic law, thereby impacting their purchase decisions. However, product knowledge has also been identified as a critical determinant of consumer attitudes. Knowledge about the ingredients, production processes, and benefits of Halal products can positively shape perceptions and trust, leading to more favourable attitudes and higher purchase intentions. Interestingly, studies suggest that product knowledge may have a stronger influence than religiosity on consumer attitudes, as informed consumers are more likely to appreciate the quality and ethical considerations of Halal cosmetics.



## Research Gaps

The study is not free from limitations. The main limitation of the study is that it deals with the qualitative aspects of human behaviour which cannot be exactly quantified. In addition to this, the study is subject to the following limitations:

1. The study could not learn the inner psychological characteristic of the users of cosmetics clearly.
2. The study could not quantify the opinion of the respondents.
3. The consumers hesitated to give the actual information regarding the use of cosmetics.
4. Only a few selected manufacturers of cosmetic products were considered for the study.
5. The study could only identify the behaviours of 200 respondents.

## RESEARCH METHODOLOGY

### Objectives of the Study

The following are the objectives of the study:

1. To study the influence of social and economic factors on females in the purchase of cosmetics.
2. To identify the reasons for the purchase of cosmetic products.
3. To measure the satisfaction of females in the purchase of cosmetics.

### Data Collection

Structured questionnaires created with closed-ended and Likert scale questions to measure consumer behaviour, reasons for purchase and use and satisfactions towards cosmetics products.

### Data Collection Method

#### Primary Data

The primary data has been collected from the sample respondents by using structured interview schedule to analyse the behaviours of the female cosmetic consumers.

### Data Collection Instruments

- **Description:** A structured questionnaire using a Likert scale will be developed to quantify consumer behaviors, reasons for purchase and use and satisfaction towards cosmetics products.



- **Components:**

- **Demographic Information:** Questions about age, gender, education level, and geographic location.
- **Influence of Social and Economic Factors on the Purchase of Cosmetics Products**
- **Reasons for Purchase of Cosmetics Products**
- **Assessing Satisfaction with Cosmetics Products**

**Administration:** The questionnaire was distributed online through platforms like Google Forms or shared via social media and email to reach a diverse audience.

### Sample Size

For study, a sample size of approximately 200 respondents is targeted based on convenience sampling.

### Sampling Techniques

Convenience sampling will be used based on their easy availability and willingness to participate.

### Research Instrument

A structured questionnaire created to gather primary data from internet from female customers served as the research tool for this study. Closed-ended questions on a 5-point Likert scale (from Strongly Disagree to Strongly Agree) are part of it. Four sections form the questionnaire: influence of social and economic factors, reasons for the purchase and use of cosmetics, satisfaction of females and demographic data. It seeks to determine how customers behave in purchase and use of cosmetics.

### Data Collection

The primary method for data collection has been used where structured questionnaire consist of close ended questions with Likert scale responses (e.g., Strongly agree to Strongly disagree) has been distributed to female customers through google form. The survey has been designed to capture a wide range of information regarding costumer behaviour towards cosmetics products.

### Data Analysis Tools

The data has been collected through questionnaires recorded in excel sheet. For data interpretation, the data was processed with various tools of percentage. For interpretation, various tools have been used and they are as follows:



- Pie charts
- Bar graphs

## RESULTS AND DISCUSSION

**Table 1.** Demographic Analysis

Variable	Categories	No. of respondents	Percentage
<b>Age</b>	Less than 20	30	15%
	20-30	70	35%
	31-40	45	22.5%
	41-50	30	15%
	51-60	15	7.5%
	Above 60	10	5%
<b>Gender</b>	Female	200	100%
<b>Education</b>	Matric	10	5%
	Higher Secondary	30	15%
	Graduation	70	35%
	Post-Graduation	50	25%
	PhD	10	5%
	Professional Certification (CA, CS, etc)	15	7.5%
<b>Marital Status</b>	Other	15	7.5%
	Married	90	45%
	Unmarried	95	47.5%
	Divorced/Separated	10	5%
<b>Monthly Income</b>	Widowed	5	2.5%
	Below Rs. 30000	35	17.5%
	Rs. 30000- Rs. 50000	60	30%
	Rs. 50000- Rs. 75000	50	25%
	Rs. 75000- Rs. 100000	35	17.5%
<b>Occupation</b>	Above Rs. 100000	20	10%
	Student	50	25%
	Employed (Private Sector)	55	27.5%
	Employed (Public Sector)	25	12.5%
	Self-employed	20	10%
	Homemaker	35	17.5%
	Retired	5	2.5%
Other	10	5%	

Source: Primary data collected by Author

## Interpretation

The study surveyed 200 female respondents to explore consumer behavior toward cosmetic products. The age distribution reveals that the majority fall within the 20–30 age group (35%), followed by 31–40 years (22.5%), indicating that young to middle-aged women are the most active consumers. Smaller segments include those under 20 and between 41–50 years (15% each), with even fewer respondents aged 51–60 (7.5%) and above 60 (5%), suggesting that cosmetic use tends to peak among younger demographics.

In terms of educational background, the largest portion of respondents are graduates (35%), followed by postgraduates (25%). A significant number also hold professional certifications (7.5%), while matriculates and PhD holders each represent 5%. This suggests that a well-educated population is engaging with cosmetic products, potentially making more informed and brand-conscious decisions.

The marital status of respondents is balanced, with 47.5% unmarried and 45% married, showing that cosmetics are equally relevant to both groups. Smaller proportions are divorced/separated (5%) or widowed (2.5%), indicating that relationship status is diverse among cosmetic users.

The monthly income levels show a widespread, with 30% earning between Rs. 30,000–50,000 and 25% earning Rs. 50,000–75,000. Interestingly, 17.5% earn below Rs. 30,000, and another 17.5% fall in the Rs. 75,000–1,00,000 bracket, while 10% earn above Rs. 1,00,000. This spread indicates that cosmetic consumption is not limited to high-income individuals but spans a broad range of economic backgrounds.

In terms of occupation, students (25%) and private sector employees (27.5%) form the largest segments, showing strong interest among younger and working women. Homemakers (17.5%), public sector employees (12.5%), and self-employed individuals (10%) also represent key segments. The presence of retired individuals (2.5%) and those in other categories (5%) shows that interest in cosmetics persists across different life stages and professions.

This demographic analysis clearly shows that cosmetic products appeal to a diverse, predominantly young, educated, and working-class female population. The wide range in income, education, and occupation highlights that cosmetics are considered both a personal and social necessity, influencing purchasing behavior across various segments of society.

**Table 2.** Likert Scale Questions

		No. of respondents	Percentage
<b>Influence of Social and Economic Factors on Purchase of Cosmetic Products</b>	I tend to purchase the same cosmetics brands as my friends or family	SD- 31	SD-15.5%
		D-43	D-21.5%
		N- 38	N-19.0%
		A-52	A-26.0%
		SA-36	SA-18.0%
	I shall use and purchase cosmetics because most of my friends use it.	SD-29	SD- 14.5%
		D-49	D- 24.5%
		N-41	N-20.5%
		A-41	A-20.5%
		SA-40	SA- 20.0%



	No. of respondents	Percentage	
I sought the advice of my friends regarding which brand of cosmetics I shall buy	SD- 48	SD- 24.0%	
	D-37	D- 18.5%	
	N-39	N- 19.5%	
	A-31	A-15.5%	
	SA-45	SA- 22.5%	
My family members usually suggest to me regarding cosmetics products I should use	SD-30	SD- 15%	
	D- 38	D- 19%	
	N-40	N- 20%	
	A-49	A-24.5%	
	SA-43	SA- 21.5%	
If someone among my neighbors, family, friends and colleagues use cosmetics products, I would like to use the same	SD- 43	SD- 21.5%	
	D-29	D- 14.5%	
	N-38	N- 19%	
	A-50	A-25%	
	SA-40	SA- 20%	
I would like to switch to other cosmetic brands if a friend or relatives refer to it.	SD-40	SD- 20%	
	D-45	D- 22.5%	
	N-36	N- 18%	
	A-39	A-19.5%	
	SA- 40	SA- 20%	
The price of cosmetics products plays a major role in my purchasing decisions.	SD- 10	SD-5%	
	D- 20	D-10%	
	N- 28	N-14%	
	A-80	A-40%	
	SA- 62	SA- 31%	
I often look for discounts or promotions when purchasing cosmetics.	SD- 7	SD-3.5%	
	D-14	D- 7%	
	N- 24	N- 12%	
	A-89	A-44.5%	
	SA- 66	SA- 33%	
Increase in price does not hinder my purchases when it comes to cosmetics	SD- 44	SD-22%	
	D- 53	D- 26.5%	
	N- 36	N- 18%	
	A-40	A-20%	
	SA- 27	SA- 13.5%	
I buy as many cosmetics as possible at sales prices	SD- 12	SD- 6%	
	D- 22	D-11%	
	N- 32	N-16%	
	A-80	A-40%	
	SA- 54	SA-27%	
The lower price cosmetic products are usually my choice	SD-16	SD- 8%	
	D- 38	D-19%	
	N- 40	N-20%	
	A-68	A-34%	
	SA- 38	SA- 19%	
Buying the most expensive brand of cosmetic products makes me feel distinguished	SD-50	SD- 24%	
	D- 58	D- 29%	
	N- 42	N-21%	
	A-30	A-15%	
	SA- 20	SA-10%	
<b>Reasons for Purchase of Cosmetics Products</b>	I always feel confident after applying cosmetics	SD-10	SD-5%
		D-20	D-10%
		N-40	N- 20%
		A-80	A-40%
		SA- 50	SA-25%



	No. of respondents	Percentage	
<b>Measure the Satisfaction of females from Cosmetics Products</b>	Using cosmetics improves my image in my group	SD- 16 D- 30 N- 50 A-70 SA-34	SD-8% D-15% N-25% A-35% SA-17%
	I use cosmetics to improve my physical appearance	SD-4 D-10 N-36 A-90 SA- 60	SD-2% D-5% N- 18% A-45% SA-30%
	Cosmetics help me feel more attractive to others.	SD-8 D-16 N-44 A-84 SA- 48	SD-4% D-8% N- 22% A-42% SA-24%
	Looking smart and beautiful is a philosophy of my life	SD-12 D-20 N-42 A-76 SA- 50	SD-6% D-10% N- 21% A-38% SA-25%
	Cosmetics reflects my personality	SD-14 D-24 N-56 A-64 SA- 42	SD-7% D-12% N- 28% A-32% SA-21%
	The price of the cosmetic product is justified by its performance	SD-12 D-28 N-44 A-74 SA- 42	SD-6% D-14% N- 22% A-37% SA-21%
	I would recommend this product to others	SD-6 D-14 N-40 A-84 SA- 56	SD-3% D-7% N- 20% A-42% SA-28%
	I feel satisfied after purchasing cosmetics	SD-8 D-20 N-36 A-80 SA- 56	SD-4% D-10% N- 18% A-40% SA-28%
	I am generally satisfied with the results I get from using the cosmetics	SD-4 D-16 N-32 A-88 SA- 60	SD-2% D-8% N- 16% A-44% SA-30%
	The cosmetic products I purchased meet my quality expectations.	SD-10 D-18 N-38 A-86 SA- 48	SD-5% D-9% N- 19% A-43% SA-24%
	The cosmetic products are priced fairly considering their quality and performance.	SD-14 D-26 N-42 A-72 SA- 46	SD-7% D-13% N- 21% A-36% SA-23%

Source: Primary data collected by Author



## Interpretation

The data collected from 200 female respondents offers significant insights into how **social, economic, psychological, and satisfaction-related factors** influence cosmetic product purchasing behavior.

### Social & Peer Influence

A substantial number of respondents exhibit socially driven purchasing behavior. For example, 44% (Agree + Strongly Agree) indicated that they tend to purchase the same cosmetic brands as their friends or family. Similarly, 40.5% agreed they use cosmetics because their peers do, and 38% sought advice from friends before choosing a brand. Moreover, 46% admitted they would consider using the same product if their social circle did, and 39.5% were willing to switch brands based on referrals. These figures highlight that peer influence and word-of-mouth remain powerful motivators, suggesting that cosmetics are both personal and socially symbolic products.

### Economic Considerations

Economic aspects also play a vital role in decision-making. A majority (71%) agree that price influences their purchase decisions, and an even higher 77.5% said they often look for discounts and promotions. Interestingly, while price is a strong factor, 33.5% are not deterred by high prices, showing a split between value-seekers and brand-loyal consumers. Furthermore, 67% stated they prefer buying cosmetics at sale prices, while 53% often opt for lower-priced products. However, only 25% feel that buying expensive brands makes them feel “distinguished,” suggesting that while value and affordability are key concerns, premium branding doesn’t necessarily translate to emotional satisfaction for most consumers.

### Psychological & Emotional Drivers

Cosmetics appear to fulfill deeper emotional and psychological needs for many consumers. A remarkable 65% of respondents agreed they feel confident after applying cosmetics, and 52% believe it improves their image in social settings. An overwhelming 75% said they use cosmetics to enhance physical appearance, and 66% feel it makes them more attractive. Additionally, 63% view looking smart and beautiful as a life philosophy, and 53% believe cosmetics reflect their personality. These responses clearly reflect the self-enhancing and identity-reinforcing role that cosmetics play in consumers’ lives.



## Customer Satisfaction

When it comes to satisfaction, most respondents expressed positive sentiments about the products they use. Around 58% believe the price is justified by the product's performance, and 70% would recommend their preferred products to others. 68% reported overall satisfaction with their purchases, and 74% were satisfied with the results they get from using cosmetics. Additionally, 67% agreed that the products meet their quality expectations, and 59% feel the price is fair relative to quality. This indicates that brand trust and product reliability are key factors that contribute to customer loyalty and advocacy.

## CONCLUSION

The present research aimed to study the purchasing behavior and satisfaction levels of female consumers in Ludhiana with respect to cosmetic products, while also evaluating the influence of demographic, social, and economic factors on their choices. The findings indicate that most cosmetic consumers belong to younger age groups, particularly between 20–40 years, and are generally well-educated, with most holding graduation or higher degrees. This reflects a more informed and possibly brand-conscious consumer base. Marital status appears balanced, showing demand for cosmetics among both married and unmarried women. A substantial proportion of respondents belong to middle-income groups, suggesting that affordability plays a key role in purchase decisions. The occupational data further confirms that students, private-sector employees, and homemakers constitute major consumer segments. Social influence plays a moderate but not dominant role in cosmetic brand choices. While recommendations from family and friends do affect some purchase decisions, a large portion of respondents prioritize individual preferences, brand loyalty, or product performance over social referrals. This reflects a growing trend toward independent consumer decision-making. Economically, price sensitivity remains a significant factor. A high percentage of respondents actively seek discounts and promotional offers, prefer lower-priced products, and consider price-performance balance essential. However, prestige or exclusivity linked to high-end cosmetic brands does not strongly motivate most consumers, indicating practicality outweighs luxury in the purchase rationale. Psychologically, cosmetics are closely tied to self-perception. Most respondents use cosmetics to enhance physical appearance, boost confidence, and improve their social image. Many believe that cosmetics reflect their personality and are an integral part of their lifestyle. In terms of overall satisfaction, most consumers express contentment with cosmetic purchases, feel that the products meet their quality expectations, and consider the pricing justified by performance. A significant majority would recommend the products they use, indicating strong levels of satisfaction and trust in the cosmetic brands they purchase.

Overall, the study highlights that cosmetic consumption among females in Ludhiana is driven by a mix of youthful demographics, education, value-seeking behavior, and a desire for self-enhancement. While social and economic influences are present, personal satisfaction, product quality, and affordability are the most decisive factors. These insights can guide marketers and brands to tailor their strategies toward value-focused, self-expressive, and independent female consumers.



## Future Possibilities of the Study

The research can serve as a foundation for further studies exploring similar patterns in other cities or regions. Future research could track changes in consumer behaviors, purchase and use of cosmetics products over time, assessing how evolving cosmetics preferences and marketing practices influence purchasing behavior.

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