

Factors Determining The Purchase Of Cosmetic Products In Chennai City

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Abstract

Cosmetic products market is one of the large markets in India. Especially, cities like Chennai the market size of cosmetic products is larger than other cities or towns. There are many factors which influence the consumers in buying cosmetic products. The researcher studied this aspect in this paper. For this purpose, the researcher selected Chennai city of the state of Tamilnadu as study area, from where the researcher selected a total of 660 college students who consumed cosmetic products as sample of the study using simple random sampling method. The primary data were collected using questionnaire. The researcher applied the statistical tools of percentage analysis, mean, standard deviation, coefficient of variation, 't' test and One-way ANOVA for analyzing the data. The researcher found that 'Advertisements' was the most influenced factor on the respondents in purchase of cosmetic products. Followed by, the factors 'age', 'Attending frequent family functions', 'Social media' and 'Influence of friends'. The factors 'College' where the respondents were studying, 'Attending frequent meetings in colleges', 'Influence of eagerness to take photos' recorded lower influence on the respondents in buying cosmetic products. Significant differences were identified between the level of factors influenced on the sample female college students in the study area in buying cosmetic products with the socio-economic variables of 'Family Type', 'Administration Type of College', 'Age', 'Fathers' Occupation' and 'Monthly Family Income'. The socio-economic variables 'Mothers' Occupation', 'Degree Studying' and 'Type of College' did not make any significant differences on the opinion of the respondents regarding factors influenced them in buying cosmetic products.

Key words: Cosmetic products, demographic factor, market strategies, advertising, social media, brand image.

Introduction

The market for cosmetic products in India has experienced significant growth in recent years, driven by a mix of increasing disposable incomes, urbanization, and evolving consumer preferences. As more consumers become aware of their appearance and personal grooming, the demand for both premium and budget-friendly cosmetic products is escalating. India's varied population has also led to a broad range of product offerings that cater to different skin types, tones, and preferences. From skincare and makeup to haircare and fragrances, brands are consistently innovating to address the diverse needs of Indian consumers. The impact of social media and online platforms is substantial. Digital marketing and e-commerce have simplified the process for brands to connect with a wider audience, providing consumers with a multitude of options at their fingertips. Consequently, many Indian consumers are now more willing to experiment with new products and explore both local and international brands. The cosmetic products market in India offers a promising opportunity for businesses and investors. As trends shift and the market evolves, it will be essential to remain responsive to the needs and preferences of consumers to achieve success in this dynamic industry. The Indian cosmetic industry encompasses both domestic and international firms that manufacture, store, and distribute cosmetic products. According to the official definition, cosmetic products are created from a blend of various chemical compounds, which may be synthesized or derived from natural sources. These products are utilized for skin care and personal grooming purposes. Currently, the Indian cosmetic industry is experiencing a significant increase in demand, driven by a robust and expanding consumer base. The regional market is

predominantly characterized by the affordable segment, while luxury cosmetic brands are gradually cultivating consumer loyalty. Key products produced within the Indian cosmetic sector include items such as foundation, lipsticks, and mascara. Additionally, the industry manages supply chains for other wellness products, including conditioners, shampoos, soap, and bubble baths. In a broader sense, cosmetic products are applied to the human body to enhance attractiveness, promote beautification, facilitate cleansing, and modify overall physical appearance. However, they do not alter bodily functions or structure. The online cosmetic infrastructure is anticipated to create substantial growth opportunities, although the regional market faces the potential risk of oversaturation due to the increasing number of competitors. Every market of cosmetic products want to expand their market share, for this purpose, they frame and implement many marketing strategies. In the customers side, there are many factors which are influencing the consumers in buying cosmetic products. Understanding the factors influencing the consumers in buying cosmetic products will help the marketers to improve their marketing strategies in future. In this context, the researcher studied this aspect in this paper.

Literature Review

Ringim K.J., and Reni A. (2018) evidenced that there was a strong significant positive impact on attitude, subjective norm and perceived behavioural control on consumer intention/buying behaviour to purchase cosmetic products. Social media had a significant positive mediating effect on consumer behaviour and intention to purchase the cosmetic product in Brunei Darussalam. **Chowdhury S., and Gupta R.C. (2019)** concluded that that irrespective of gender and social status, vanity was significant to consumer in their life. There was increased interest from male for beauty products globally. Men purchasing behavior had impact of culture and personal factors. Various advertising strategies were discussed in the study which highlighted the importance of increased attractiveness and credibility on attitude towards advertisement. **Sharma V., and Kalra R. (2020)** in their study found that social media have an impact on the respondent's purchase behaviour. Majority of the respondents agreed that social media, provides them with external stimuli to recognize a need for something before purchasing it, there are different factors that affect problem recognition step such as social factors, cultural factors, reference groups, and environmental factors. **Mahsan I.P., et al (2020)** found that the most influential elements that trigger the respondent attention are visual as information which was the product image itself and talent images as the second important visual in retain the audience attention long enough to allowed sufficient encoding of information which was good for a long-term memory. **Shahina Begum M. S. (2021)** concluded the attributes trust, personal touch, accessibility, affordable, faster delivery and feedback, cost effectiveness and ease of use was accepted by the women consumers in the social media of cosmetic industry. The factor Satisfaction and its variables creative, informative, idea, brand awareness and trustworthy was also accepted by the women consumers in the social media of cosmetic industry.

Sharma A., Kathiriya K., Thummar D. (2022) in their study found that Instagram had a great influence on youth's mind compare to the other social media sites. The study also found that there was a significance association between age and how often they buy cosmetic product after watching its advertisement in various social media sites. Majority of the respondent agreed that Instagram was the most convenient site for social media marketing of cosmetic product. **David A., and Arasan C.S. (2023)** concluded that people were not considering the cosmetics as luxury hence there was a need to advertise more to create awareness and use of Himalaya baby products. The consumers had a good preference towards Himalaya Baby products. The popularity of the brand was also one of the factors encourages the consumers for their purchase duration. **Dhingra A. (2023)** identified that social media had a significant influence on consumer behavior and preferences. Increased exposure, social proof, personalization, engagement, and influencer marketing were identified as key factors in influencing consumer behavior. Social media provided businesses with new opportunities to reach and engage with their target audience, and it has transformed the way consumers interact with brands. **Emmanuel R., et al (2023)** in their study found that the cosmetic market was dominated by female consumers, male consumers were coming at par with them. Majority of the respondents preferred to purchase products from the shop that provide quality products with variety at reasonable price The results of the multiple regression analysis revealed that there was a statistically significant effect on Quality as a most important factor for purchase of cosmetics by the respondents than price. **Chandran R., et al (2025)**

concluded that the radical change wrought by social network marketing affects not just decision-making but also the very essence of consumer trust in the beauty and skincare business. Once driven largely by in-store promotions and magazine features, the beauty and skincare consumer now trusts and discovers beauty and skincare products through influencers and entirely digital communities. What has happened here? Simply put, the beauty and skincare consumer is now a netizen.

Objectives

The study has been undertaken with the following objectives.

- To study the factors influencing the consumers in purchasing cosmetic products in Chennai city.
- To assess the relationship between factors influencing the consumers in purchasing cosmetic products and socio-economic variables of the respondents.

Methodology

Cosmetic products market is one of the large markets in India. Especially, cities like Chennai the market size of cosmetic products is larger than other cities or towns. There are many factors which influence the consumers in buying cosmetic products. The researcher studied this aspect in this paper. For this purpose the researcher selected Chennai city of the state of Tamilnadu as study area. The researcher selected a total of 660 consumers who consumed cosmetic products in the study area as sample of the study. They were selected using simple random sampling method. The researcher framed and used a well-structured questionnaire for collecting primary data from the sample respondents. The researcher applied the statistical tools of percentage analysis, mean, standard deviation, coefficient of variation, 't' test and One-way ANOVA for analyzing the data.

Results and Discussion

Factors that affect the purchase of cosmetic products in Chennai city encompass cultural preferences, brand reputation, product quality, price affordability, and the availability of specific items. As a metropolitan area with a varied population, cultural preferences significantly influence consumer choices in Chennai. The reputation of a brand is essential for establishing trust among consumers, while the quality of the product is vital for determining the effectiveness and safety of cosmetics. Affordability of price is a crucial consideration for consumers, who aim to obtain value for their expenditure. Furthermore, the availability of particular products also affects purchasing decisions, as consumers seek easy access to their favoured cosmetic brands. In summary, these factors collectively shape the purchasing decisions of consumers regarding cosmetic products in Chennai city. In this regard, the researcher examined the factors that influenced their purchases of cosmetic products, and the findings are elaborated upon below. The researcher identified a total of 17 factors may influence the female college students in Chennai city on purchase of cosmetic products. The researcher analysed all these factors and the results of percentage analysis of the factors influenced the respondents in purchase of cosmetic products are presented in table 1.

Table 1: Percentage Analysis of Factors Influenced on Purchase of Cosmetic Products

SN	Factors	HI	I	M	NI	HNI	Total
I Demographical Factors							
1	My age	206 (31.2)	196 (29.7)	112 (17.0)	106 (16.1)	40 (6.0)	660 (100)
2	My college	99 (15.0)	78 (11.8)	118 (17.9)	278 (42.1)	87 (13.2)	660 (100)
3	Attending Frequent family functions	221 (33.5)	162 (24.5)	137 (20.8)	81 (12.3)	59 (8.9)	660 (100)
4	Attending frequent meetings in college	100 (15.2)	129 (19.5)	115 (17.4)	206 (31.2)	110 (16.7)	660 (100)
II Financial and Personnel Factors							

SN	Factors	HI	I	M	NI	HNI	Total
5	Influence of my other family members	121 (18.3)	192 (29.1)	150 (22.7)	135 (20.5)	62 (9.4)	660 (100)
6	Influence of my friends	197 (29.8)	163 (24.7)	145 (22.0)	93 (14.1)	62 (9.4)	660 (100)
7	Income level	177 (26.8)	169 (25.6)	175 (26.5)	83 (12.6)	56 (8.5)	660 (100)
III Factors of Quality and Features							
8	Quality of the products	136 (20.7)	103 (15.6)	162 (24.5)	171 (25.9)	88 (13.3)	660 (100)
9	Brand image	120 (18.2)	148 (22.4)	127 (19.2)	153 (23.2)	112 (17.0)	660 (100)
10	External appearance of the products	121 (18.3)	159 (24.1)	192 (29.1)	86 (13.0)	102 (15.5)	660 (100)
IV Factors of Care about Body							
11	Care about external appearance	155 (23.5)	235 (35.6)	97 (14.7)	90 (13.6)	83 (12.6)	660 (100)
12	Care about hair	183 (27.7)	173 (26.2)	136 (20.6)	110 (16.7)	58 (8.8)	660 (100)
13	Care about skin	197 (29.8)	143 (21.7)	167 (25.3)	85 (12.9)	68 (10.3)	660 (100)
14	Influence of eagerness to take photos	99 (15.0)	131 (19.8)	141 (21.4)	154 (23.3)	135 (20.5)	660 (100)
V Advertisements and Social Media							
15	Social Media	188 (28.5)	181 (27.4)	161 (24.4)	79 (12.0)	51 (7.7)	660 (100)
16	Advertisements	228 (34.5)	183 (27.7)	149 (22.6)	55 (8.4)	45 (6.8)	660 (100)
17	Celebrities appear in advertisements	129 (19.5)	163 (24.7)	179 (27.1)	104 (15.8)	85 (12.9)	660 (100)

Source: Primary Data

I Demographical Factors

Table 1 shows that majority of the sample female college students opined that the factor ‘their age’ either highly influenced or influenced them to buy cosmetic products, 17% of the respondents opined that the factor influenced at moderate level and 22.1% of the respondents opined that the factor either not influence or highly not influenced them. Majority of the respondents (55.3%) opined that the factor ‘their college’ either not influenced or highly not influenced them to buy cosmetic products, 17.9% of the respondents opined that the factor moderately influenced and 26.8% of respondents opined that the factor either influenced or highly influenced them to buy cosmetic products. Majority of respondents (58%) opined that the factor ‘Attending Frequent family functions’ either influenced or highly influenced them to buy cosmetic products, 20.8% of the respondents opined that the factor moderately influenced them and 21.2% of the respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products. A considerable portion of the respondents (47.9%) opined that the factor ‘Attending frequent meetings in college’ either not influenced or highly not influenced the respondents to buy cosmetic products, 17.4% of the respondents opined that the factor moderately influenced and 34.7% of respondents opined that the factor either influenced or highly influenced them to buy cosmetic products.

II Financial and Personnel Factors

It was also observed that a considerable portion of the respondents (47.4%) opined that the factor ‘Influence of my other family members’ either highly influenced or influenced them to buy cosmetic

products, 22.7% of the respondents opined that the factor influenced at moderate level and 29.9% of the respondents opined that the factor either not influence or highly not influenced them. Majority of the respondents (54.5%) opined that the factor 'Influence of my friends' either influenced or highly influenced them to buy cosmetic products, 22% of the respondents opined that the factor moderately influenced and 23.5% of respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products. Similarly, majority of respondents (52.4%) opined that the factor 'Income level' either influenced or highly influenced them to buy cosmetic products, 26.5% of the respondents opined that the factor moderately influenced them and 21.1% of the respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products.

III Factors of Quality and Features

It was also noted that a considerable portion of the respondents (39.2%) opined that the factor 'Quality of the products' either not influenced or highly not influenced them to buy cosmetic products, 24.5% of the respondents opined that the factor influenced at moderate level and 36.3% of the respondents opined that the factor either influence or highly influenced them. A considerable portion of the respondents (40.6%) opined that the factor 'Brand Image' either influenced or highly influenced them to buy cosmetic products, 19.2% of the respondents opined that the factor moderately influenced and 40.2% of respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products. Similarly, a considerable portion of respondents (42.4%) opined that the factor 'External appearance of the products' either influenced or highly influenced them to buy cosmetic products, 29.1% of the respondents opined that the factor moderately influenced them and 28.5% of the respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products.

IV Factors of Care about Body

It was also noted that majority of the respondents (59.1%) opined that the factor 'Care about external appearance' either influenced or highly influenced them to buy cosmetic products, 14.7% of the respondents opined that the factor moderately influenced and 26.2% of the respondents opined that the factor either not influence or highly not influenced them. Similarly, majority of the respondents (53.9%) opined that the factor 'Care about Hair' either influenced or highly influenced them to buy cosmetic products, 20.6% of the respondents opined that the factor moderately influenced and 25.5% of respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products. Similarly, majority of respondents (51.5%) opined that the factor 'Care about skin' either influenced or highly influenced them to buy cosmetic products, 25.3% of the respondents opined that the factor moderately influenced them and 23.2% of the respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products. A considerable portion of respondents (43.8%) opined that the factor 'Influence of eagerness to take photos' either influenced or highly influenced them to buy cosmetic products, 21.4% of the respondents opined that the factor moderately influenced them and 34.8% of the respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products.

V Advertisements and Social Media

It was also identified that majority of the respondents (55.9%) opined that the factor 'Social Media' either influenced or highly influenced them to buy cosmetic products, 24.4% of the respondents opined that the factor moderately influenced and 19.7% of the respondents opined that the factor either not influence or highly not influenced them. Similarly, majority of the respondents (62.2%) opined that the factor 'Advertisements' either influenced or highly influenced them to buy cosmetic products, 22.6% of the respondents opined that the factor moderately influenced them and 15.2% of respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products. A considerable portion of respondents (44.2%) opined that the factor 'Celebrities appear in advertisements' either influenced or highly influenced them to buy cosmetic products, 27.1% of the respondents opined that the factor moderately influenced them and 28.7% of the respondents opined that the factor either not influenced or highly not influenced them to buy cosmetic products.

The above has presented the results of factors influenced the respondents on purchase of cosmetic products. In order to know most influencing factors to buy cosmetic products, the researcher calculated mean, standard deviation and coefficient of variation and the factors were ranked based on mean values. These results are presented in table 2.

Table 2: Rank Analysis of Factors Influenced on Purchase of Cosmetic Products

SN	Factors	Mean	SD	CV	Rank
I Demographical Factors					
1	My age	3.64	1.24	34.12	II
2	My college	2.73	1.26	46.25	XVII
3	Attending Frequent family functions	3.61	1.30	35.99	III
4	Attending frequent meetings in college	2.85	1.33	46.52	XVI
	Overall	3.21			4
II Financial and Personnel Factors					
5	Influence of my other family members	3.27	1.24	37.96	X
6	Influence of my friends	3.52	1.30	37.03	V
7	Income level	3.50	1.24	35.59	VI
	Overall	3.43			2
III Factors of Quality and Features					
8	Quality of the products	3.04	1.33	43.77	XIII
9	Brand image	3.02	1.37	45.27	XIV
10	External appearance of the products	3.17	1.30	41.12	XII
	Overall	3.08			5
IV Factors of Care about Body					
11	Care about external appearance	3.44	1.32	38.43	IX
12	Care about hair	3.47	1.29	37.16	VIII
13	Care about skin	3.48	1.31	37.75	VII
14	Influence of eagerness to take photos	2.86	1.35	47.39	XV
	Overall	3.31			3
V Advertisements and Social Media					
15	Social Media	3.57	1.23	34.54	IV
16	Advertisements	3.75	1.21	32.20	I
17	Celebrities appear in advertisements	3.22	1.29	39.91	XI
	Overall	3.51			1

Table 2 shows that the calculated mean value of the factor ‘Advertisements’ was highest, it was 3.75 out of 5.00, hence the factor advertisements influenced more on the respondents to purchase cosmetic products among college students in the study area, this factor was ranked first. Followed by the calculated mean values were also high for the factors ‘age’, ‘Attending frequent family functions’, ‘Social media’ and ‘Influence of friends’ were also high, they stood at 3.64, 3.61, 3.57 and 3.52 respectively and they were ranked 2nd, 3rd, 4th and 5th respectively. Hence the factors age of the respondents, attending family functions frequently, social media and influence of friends were also influenced to a larger extent on the respondents in buying cosmetic products in the study area. The calculated values of standard deviation and coefficient of variations of the above factors indicated that there were low level of deviation in the opinion of the respondents regarding influence of the above factor on purchase of cosmetic products from their respective mean values, in other words, majority of the respondents had given similar opinion on the above factors.

It was also observed that the factor ‘College’ where the respondents studying was found to be the least influenced factor in purchase of cosmetic products in the study area, its mean value was lowest at 2.73 and the factor was ranked last (17th). Followed by, the factors ‘Attending frequent meetings in colleges’, ‘Influence of eagerness to take photos’ were also less influenced the respondents in purchase of cosmetic products in the study area, their calculated mean values stood low at 2.85 and 2.86

respectively and they were ranked 16th and 15th respectively. The computed values of standard deviation and coefficient of variation showed that there were moderate levels of deviation in opinion of the respondents regarding influence of the above factor in purchase of cosmetic products from their respective mean values.

Association Between Factors and Socio-Economic Variables

A variety of socio-economic factors significantly influence the extent to which different elements affect the purchasing decisions regarding cosmetic products. The level of income can determine the selection of cosmetic brands and product preferences, with individuals of higher income being more likely to opt for luxury or premium cosmetic items. The level of education may affect awareness regarding ingredients, current trends, and the significance of skincare routines, thereby influencing purchasing choices. Personal factors such as age and occupation can also shape beauty standards and preferences, resulting in varied purchasing behaviors across different socio-economic groups. In this regard, the researcher examined whether there are any significant associations between the factors that influenced respondents' purchases of cosmetic products and their socio-economic variables. The socio-economic factors, including the family structure of the respondents (nuclear or joint) and the management of the college under study, may have a significant correlation with the elements influencing the respondents' purchasing behavior regarding cosmetic products in the research area. The researcher evaluated this using a 't' test to assess the following null hypothesis. The results are displayed in table 3.

H₀ : There are no significant differences between factors influenced the respondents in purchase of cosmetic products and socio-economic variables of family type and administration of college studying.

Table 3: 't' Test between Factors and Socio-Economic Variables

SN	Socio-Economic Variables	't' Value	'p' value	Significancy	H ₀ Result
1	Family Type	-2.220*	0.027	Significant	Rejected
2	Administration of College	-1.972*	0.049	Significant	Rejected

Table 3 shows that the calculated 't' values under Student's t test between factors influenced the respondents in buying cosmetic products and their socio-economic variables family type and administration type of college where they were studying (i.e., government / private college) stood at -2.220 and -1.970, they were statistically significant at 5% level as shown by the calculated 'p' values (0.027 and 0.049 respectively). Hence the null hypothesis was rejected and therefore there were significant differences in opinion of the respondents regarding factors influenced the respondents in buying cosmetic products with family type and administration type of college where they were studying.

The socio-economic variables such as age, occupation of father, occupation of mother, income level, degree studying and type of college where studying may make significant association with the factors determining the purchase behaviour of the respondents towards cosmetic products in the study area. The researcher tested the above using One way ANOVA by testing the following null hypothesis. These results are presented in the following table.

H₀ : There are no significant differences between factors influenced by the respondents in purchase of cosmetic products and socio-economic variables.

Table 4: One Way ANOVA between Factors and Socio-Economic Variables

SN	Socio-Economic Variables	'F' Value	'p' value	Significancy	H ₀ Result
1	Age	3.331*	0.036	Significant	Rejected
2	Fathers' Occupation	2.635*	0.033	Significant	Rejected
3	Mothers' Occupation	1.366	0.235	Not Significant	Accepted
4	Monthly Income	3.375*	0.010	Significant	Rejected

5	Degree Studying	1.673	0.188	Not Significant	Accepted
6	Type of College	1.885	0.095	Not Significant	Accepted

Table 4 divulges that the calculated F values under ANOVA of the influencing level factors on the respondents in buying cosmetic products and the socio-economic variables 'Age', 'Fathers' Occupation' and 'Monthly Family Income' stood at 3.331, 2.635 and 3.375 respectively. They were statistically significant at 5% level; hence the null hypothesis was rejected. Therefore, there was significant differences in level of factors influenced the sample female college students in purchase of cosmetic products with the socio-economic variables of Age', 'Fathers' Occupation' and 'Monthly Family Income' of the respondents. No significant differences were found between factors influenced the respondents in buying cosmetic products in the study area with the socio-economic variables of 'Mothers' Occupation', 'Degree Studying' and 'Type of College', since their calculated F values under one way ANOVA was not statistically significant as shown by the results of their respective 'p' values.

Conclusion

Chennai, known for its vibrant culture and fashion-forward population, is a city where the cosmetic industry thrives. Understanding the factors that influence consumers in purchasing cosmetic products in Chennai is crucial for businesses looking to cater to this market. Several key factors come into play, including cultural preferences, trends, brand loyalty, pricing, product quality, and social media influence. Understanding the factors influencing the consumers in purchasing cosmetic products will help the marketers in framing efficient marketing strategies. The study has made an attempt to analyse the factors influenced the respondents in purchasing cosmetic products in Chennai city. The researcher found that 'Advertisements' was the most influenced factor on the respondents in purchase of cosmetic products. Followed by, the factors 'age', 'Attending frequent family functions', 'Social media' and 'Influence of friends'. The factors 'College' where the respondents were studying, 'Attending frequent meetings in colleges', 'Influence of eagerness to take photos' recorded lower influence on the respondents in buying cosmetic products. Significant differences were identified between the level of factors influenced on the sample female college students in the study area in buying cosmetic products with the socio-economic variables of 'Family Type', 'Administration Type of College', 'Age', 'Fathers' Occupation' and 'Monthly Family Income'. The socio-economic variables 'Mothers' Occupation', 'Degree Studying' and 'Type of College' did not make any significant differences on the opinion of the respondents regarding factors influenced them in buying cosmetic products.

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