

# Awareness And Challenges Faced By Youth In Cosmetic Products

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## Abstract

1. Cosmetics products have been used for personal body care to improve the appearance of the human body.
2. This study attempts to the awareness and consumption pattern of cosmetic products among the female students in the Mayiladuthurai District.
3. This study is empirical in nature based on the online survey method. Six hundred seventy-five samples have taken for the study; a multistage proportionate stratified random sampling technique has adopted for the study.
4. Out of 675 Samples 26.52 percent are from Government colleges, 45.33 percent are from Aided Colleges, and 28.15 percent are from Self-Finance Colleges
5. Anderson's methods of writing techniques are followed by the study.
6. The researcher strongly believes that if a suggestion offered in the study has considered being necessary actions for the concerned persons, the expectations the consumers have to point out by the respondents may come true.

**Keywords:** marketing technique, cosmetic product, college students.

## INTRODUCTION

Female students in colleges have fashion-conscious in the modern sense. They are attracted to charm and beauty, and also they would like to spend time and money on beauty products. The female students are to show their fairness, and it is the dream of everyone. The awareness of beauty consciousness among the female students on their look, increased income, social factors, cultural factors, and change of attitudes are contributes to the increase in the demand for the cosmetic products market. This study attempts to promote awareness and consumption patterns of cosmetic products among the female students in the Mayiladuthurai District.

## THE APPROACH

Cosmetics products have been used for personal body care of substances, which are

from substances mixes or normal materials to improve the appearance of the human body. There are many cosmetic businesses that are internationally well recognized. Those cosmetic products are ultimately Indian clienteles, particularly young and schools, and college-age people are started to consume various cosmetic brands<sup>1</sup> specifically, female students are using cosmetic crops since they sensation that these cosmetics products are to increase their physical appearance in a better way. They also feel that skin is a very delicate organ of our body, and the facemask skin reproduces the appearance of a person. The popularity of cosmetic products is increasing at a faster rate among women and also improving their lifestyle. The usage of cosmetics products is increased among all sections of people, especially college students. The growth of cosmetics in India had a fast

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development in some period the reason is simple; usage of cosmetic in Indian females are increased as well as their consciousness towards fashion<sup>2</sup>. Around 68 percent of the market for cosmetics still lies untapped. The cosmetics industry today is a multi-billion industry. The technology has improved and updated to the extent possible, which poise towards the development of the rural people<sup>3</sup>. With a population of more than one hundred and thirteen crores, nearly 50 percent are women. There is tremendous scope for generating demand for cosmetics, which in turn increases the sales. The mantra to do the above is an advertisement.

### IMPORTANCE OF THE STUDY

The cosmetics are used all the people daily. The success of makeup products manufacturing has carried the changes among the behavior of females. The importance of the study cannot be understated because of the growing nature of the consumption pattern of cosmetic products, especially among the female students in the Colleges. It is expected that the consequence of this study will surely contribute to a better considerate of the changing insight and behavior of cosmetics users. This sort of information will be more useful for those who are engaging in the business of attractiveness to redefine their promotion plans so that they can sell off much of their record at suitable periods. Not only that, but the beauty parlors also increase much from the consequence of the study as they will be able to harmonize their collection of facilities in agreement with the preference of female members.

### SUPPORTING STUDIES

The researcher has collected nearly a hundred reviews of literature, and every writer has very much interest and importance. But due to time, pages, and word count, the researcher unable to include the full review in this article. So, the researcher scrutinizes again and again and prepared for a separate section for these supporting studies. However, the researcher plan to publish another separate article for reviews. The detailed paper is available in <http://www.jcreview.com/?mno=109020>

### RESEARCH QUESTION

The present study is undertaken to address the following research questions.

- i. Whether female college students aware of cosmetic products.
- ii. What factors influenced their buying decisions.
- iii. How do they are assessing the environmental impact of consumer behavior?
- iv. What are the problems they have experienced for the use of cosmetic products?

### PURPOSES OF THE STUDY

The researcher aims to achieve the following of the objectives are:

- i. To study the **level of awareness, factors swaying** about cosmetic products among female college students in the Mayiladuthurai District.
- ii. To assess the **environmental impact of consumer behavior and comparison on the consumption pattern** in Mayiladuthurai district.
- iii. To identify the **problems of using cosmetic products** among female college students.

### CATEGORY OF COLLEGES

The colleges are classified into three categories based on management. The given table describes the different management such as Government Colleges (Group I), Aided by the Government (Group II) and Private Colleges (Group III). The total sample of 675 students consists of 26.52 percent are from Government colleges, 45.33 percent are from Aided Colleges, and 28.15 percent are from Self-Finance Colleges towards the student category of respondents in the consumption of cosmetic products.

Name of the college is as:

Table 1 : Name of the colleges in Mayiladuthurai and Group identification

| No | College                     |     | Group     |
|----|-----------------------------|-----|-----------|
| 1  | Poombuhar college           |     |           |
| 2  | DG Gov Arts college (Girls) | 179 | Group I   |
| 3  | AVC college                 |     |           |
| 4  | Dharumapuram Arts college   | 306 | Group II  |
| 5  | TBML college                |     |           |
| 6  | ARC college                 |     |           |
| 7  | Vivaganahta college         | 190 | Group III |
| 8  | Best college                |     |           |

Source: Primary

### METHODOLOGY AND DESIGN

This study is an empirical in nature, both qualitative and quantitative approach had done., however; qualitative will dominate the entire examination. The methodology includes sources of data, sample framework, statistical tools, and the research methodology becomes carefully chosen.

### BASES OF DATA COLLECTION

The investigator uses both primary and secondary data for investigation.

**The Primary Data** were collected through online from female students who are using cosmetics. The questionnaire designed to assess the socio-economic profile, awareness on cosmetic products, factors influencing on the consumption of cosmetics, satisfaction on using of cosmetics', consumption pattern of cosmetics, and problems of using the cosmetics. Secondary **sources** such as books, business journals, newspapers, press articles published information, survey reports, women's beauty magazines, and websites.

### TOOLS USED FOR THE STUDY

An organized survey is used to collect the data. The collected information was tabulated adequately by means of a transcription sheet. The tables were interpreted suitably with the help of statistical tools, such as Percentage analysis, Descriptive analysis, t-Test, ANOVA, Chi-Square Test, and Multivariate Test analysis by using Statistical Package for Social Sciences (SPSS v 20.0).

### SAMPLING FRAMEWORK

A sample could be a representative part of the population. The present study is convenience sampling technique has been applied for the study. In the study area of Mayiladuthurai

District consists of Three Taluks and having eight Colleges. Of which, above three categories of colleges is around 13491 students. Of which 5 percent of female students are selected as sample respondents, which constitute 675 female students. Finally, all data are systematically arranged, tabulated, and testing using Cronbach's alpha test through the statistical package for social science. Only the Correct and fitted data was taken for the analysis of the study.

### PRE -TEST OF THE STUDY

The questionnaire was pretested during the months from September 2019 to October 2019. The pretest was conducted among 45 (15 students from each college) female students towards cosmetic products. In the present study, before drafting the main questionnaire, a tentative survey was constructed, and the same was used to collect the data from 45 female students to pretest its reliability. Their ideas, opinion, and comments are incorporated, which facilitated the researcher to redesign a convinced alteration in the declarations or variables was completed. The final question was prepared for data collection. Accordingly, the questionnaire has been restructured, and necessary changes were made in the instrument on the basis of responses to the questionnaire.

### QUESTIONNAIRE DESCRIPTION

The structured questionnaire was framed on the initial research model and propositions. The pretest was done through a questionnaire field survey. A questionnaire with seven sections has been developed and finalized. The first part of the questions comprises demographic variables with optional questions. The second part consists of statements relating to the level of awareness about cosmetic products. The third part

consists of internal and external factors influencing cosmetic buying decisions upon their choice of cosmetic products. The fourth part consists of assessing the environmental impact of the consumption of cosmetic products. The fifth part consists of the buying decisions of cosmetics products. The sixth part consists of statements relating to the consumption pattern of cosmetic products, and the last part consist of the problems of the user on cosmetic products and also Likert's five-point scale techniques applied.

### AREA OF THE STUDY

The study area was limited to the Mayiladuthurai district of Tamil Nadu, India. It is identified as one of Tamilnadu's backward districts in India, with a category of colleges like government, aided and self-financed, and different types of colleges like rural, semi-urban, and urban female students and so on.

### PERIOD OF THE STUDY

The researcher collected the secondary data from April 2019 and May 2020. The primary data for the study were collected during the period from 1st Sep 2019 to 31st Dec 2019.

### LIMITATIONS OF THE STUDY

This study also has some limitations, and they must be acknowledged.

1. The study area, although a college campus it has neither rural-urban flavor for the use of cosmetic nor social practices of cosmetic use in general.
2. The opinion of the sample respondents to their age, and socio economic background only taken into consideration.
3. Respondents have taken only from three Taluks of the study area.
4. Respondents have taken only from three categories of colleges such as Government Colleges, Aided Colleges, and Self-Finance Colleges are offering U.G. as well as P.G. courses.

### THE DISCUSSION

#### Awareness about the product

Table 2 One way ANOVA Sources of Awareness on Cosmetics

| Sources of Awareness                      | Colleges     | N          | Mean         | S.D.         | Std. Error   | F      | Sig.   |
|---|--------------|------------|--------------|--------------|--------------|--------|--------|
| News Papers/<br>Magazine                  | Group I      | 179        | 3.687        | 1.167        | 0.087        | 1.176  | 0.309  |
|   | Group II     | 306        | 3.641        | 1.341        | 0.077        |        |        |
|   | Group III    | 190        | 3.821        | 1.301        | 0.094        |        |        |
|   | <b>Total</b> | <b>675</b> | <b>3.704</b> | <b>1.286</b> | <b>0.049</b> |        |        |
| TV<br>Advertising/<br>Programmes          | Group I      | 179        | 4.251        | 1.070        | 0.080        | 16.332 | 0.001* |
|   | Group II     | 306        | 3.667        | 1.646        | 0.094        |        |        |
|   | Group III    | 190        | 4.279        | 1.045        | 0.076        |        |        |
|   | <b>Total</b> | <b>675</b> | <b>3.994</b> | <b>1.387</b> | <b>0.053</b> |        |        |
| Manufacturers<br>brochures or<br>leaflets | Group I      | 179        | 3.469        | 1.196        | 0.089        | 6.615  | 0.001* |
|   | Group II     | 306        | 2.984        | 1.586        | 0.091        |        |        |
|   | Group III    | 190        | 3.242        | 1.408        | 0.102        |        |        |
|   | <b>Total</b> | <b>675</b> | <b>3.185</b> | <b>1.453</b> | <b>0.056</b> |        |        |
| Word of<br>Mouth                          | Group I      | 179        | 3.156        | 1.319        | 0.099        | 11.110 | 0.001* |
|   | Group II     | 306        | 3.134        | 1.477        | 0.084        |        |        |
|   | Group III    | 190        | 3.716        | 1.427        | 0.103        |        |        |
|   | <b>Total</b> | <b>675</b> | <b>3.304</b> | <b>1.444</b> | <b>0.056</b> |        |        |
| Samples                                   | Group I      | 179        | 3.279        | 1.374        | 0.103        | 7.349  | 0.001* |
|   | Group II     | 306        | 3.007        | 1.513        | 0.086        |        |        |
|   | Group III    | 190        | 3.511        | 1.391        | 0.101        |        |        |
|   | <b>Total</b> | <b>675</b> | <b>3.221</b> | <b>1.457</b> | <b>0.056</b> |        |        |
| Internet and<br>social media              | Group I      | 179        | 3.447        | 1.237        | 0.092        | 4.031  | 0.018* |
|   | Group II     | 306        | 3.170        | 1.503        | 0.086        |        |        |

|             |              |            |              |              |              |       |        |
|-------------|--------------|------------|--------------|--------------|--------------|-------|--------|
| ads         | Group III    | 190        | 3.500        | 1.364        | 0.099        |       |        |
|             | <b>Total</b> | <b>675</b> | <b>3.336</b> | <b>1.404</b> | <b>0.054</b> |       |        |
| Exhibitions | Group I      | 179        | 3.520        | 1.443        | 0.108        | 5.283 | 0.005* |
|             | Group II     | 306        | 3.085        | 1.412        | 0.081        |       |        |
|             | Group III    | 190        | 3.263        | 1.420        | 0.103        |       |        |
|             | <b>Total</b> | <b>675</b> | <b>3.250</b> | <b>1.431</b> | <b>0.055</b> |       |        |
| Radio       | Group I      | 179        | 3.346        | 1.338        | 0.100        | 3.165 | 0.043* |
|             | Group II     | 306        | 3.039        | 1.578        | 0.090        |       |        |
|             | Group III    | 190        | 3.311        | 1.481        | 0.107        |       |        |
|             | <b>Total</b> | <b>675</b> | <b>3.197</b> | <b>1.495</b> | <b>0.058</b> |       |        |
| Beauticians | Group I      | 179        | 3.084        | 1.382        | 0.103        | 7.680 | 0.001* |
|             | Group II     | 306        | 2.598        | 1.493        | 0.085        |       |        |
|             | Group III    | 190        | 3.005        | 1.555        | 0.113        |       |        |
|             | <b>Total</b> | <b>675</b> | <b>2.841</b> | <b>1.497</b> | <b>0.058</b> |       |        |

**Source:** Computed - Primary Data \*  
Significant at 5% level.

**Group I** denote “Government Colleges”, **Group II** “Aided Colleges” and **Group III** “Self-Financing Colleges”

It is noted from the Table 2 that the F value is 16.332, 6.615, 11.110, 7.349, 4.031, 5.283, 3.165 and 7.680 are significant. Since, the respective p value is less than 0.05, the null hypothesis stating that there is no significant difference between the category of colleges and sources of awareness about the cosmetics products is rejected. Hence, it can be stated that there is a significant difference between the category of colleges and sources of awareness about the cosmetic products. Thus, it can be concluded that the category of college students is vary

as the sources of awareness about the cosmetic products. Further, the Self-financing college students are having more source of awareness about the cosmetics products through TV programmes, word of mouth, samples and social media than the other category of college students. The Government college students are having more sources of awareness about the cosmetics products through exhibitions, radio and beauticians than the other category of college students. However, the F value of 1.176 not significant the null hypothesis is accepted.

### Awareness About the Cosmetic Products

Table 3 One way ANOVA for the category of colleges and Awareness of Cosmetics Products

| Sources of Awareness                           | Colleges     | N          | Mean         | S.D.         | Std. Error   | F      | Sig.   |
|--|--------------|------------|--------------|--------------|--------------|--------|--------|
| I thoroughly read label to see the contents    | Group I      | 179        | 4.430        | 0.965        | 0.072        | 21.899 | 0.001* |
|  | Group II     | 306        | 3.618        | 1.646        | 0.094        |        |        |
|  | Group III    | 190        | 4.174        | 1.237        | 0.090        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.990</b> | <b>1.423</b> | <b>0.055</b> |        |        |
| I aware harmful effects on their skin and body | Group I      | 179        | 3.095        | 1.179        | 0.088        | 10.280 | 0.001* |
|  | Group II     | 306        | 3.490        | 1.507        | 0.086        |        |        |
|  | Group III    | 190        | 3.726        | 1.234        | 0.090        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.452</b> | <b>1.370</b> | <b>0.053</b> |        |        |
| Proper use of makeup reduce the                | Group I      | 179        | 4.056        | 1.377        | 0.103        | 29.516 | 0.001* |
|  | Group II     | 306        | 3.078        | 1.358        | 0.078        |        |        |

|  |              |            |              |              |              |        |        |
|--|--------------|------------|--------------|--------------|--------------|--------|--------|
| risk of infection  | Group III    | 190        | 3.542        | 1.351        | 0.098        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.468</b> | <b>1.417</b> | <b>0.055</b> |        |        |
| Aware the presence of mercury, lead, carcinogenic substances, and preservatives become toxic | Group I      | 179        | 2.665        | 1.514        | 0.113        | 18.158 | 0.001* |
|  | Group II     | 306        | 3.219        | 1.593        | 0.091        |        |        |
|  | Group III    | 190        | 3.605        | 1.344        | 0.098        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.181</b> | <b>1.544</b> | <b>0.059</b> |        |        |
| Are you aware the expiry date of products?   | Group I      | 179        | 3.816        | 1.384        | 0.103        | 9.179  | 0.001* |
|  | Group II     | 306        | 3.252        | 1.497        | 0.086        |        |        |
|  | Group III    | 190        | 3.389        | 1.291        | 0.094        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.440</b> | <b>1.429</b> | <b>0.055</b> |        |        |
| Sharing of makeup with others, increasing their chances of infection                         | Group I      | 179        | 3.017        | 1.588        | 0.119        | 3.707  | 0.011  |
|  | Group II     | 306        | 3.052        | 1.499        | 0.086        |        |        |
|  | Group III    | 190        | 3.389        | 1.450        | 0.105        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.138</b> | <b>1.516</b> | <b>0.058</b> |        |        |
| Aware the use of label ingredients taken into consideration.                                 | Group I      | 179        | 3.106        | 1.630        | 0.122        | 1.694  | 0.240  |
|  | Group II     | 306        | 3.062        | 1.547        | 0.088        |        |        |
|  | Group III    | 190        | 3.321        | 1.518        | 0.110        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.147</b> | <b>1.563</b> | <b>0.060</b> |        |        |
| Replacement is completely finished and not considering how they purchased.                   | Group I      | 179        | 3.419        | 1.456        | 0.109        | 8.215  | 0.001* |
|  | Group II     | 306        | 3.451        | 1.473        | 0.084        |        |        |
|  | Group III    | 190        | 3.947        | 1.468        | 0.107        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.582</b> | <b>1.483</b> | <b>0.057</b> |        |        |
| Know the microbial contamination of cosmetics by way of use                                  | Group I      | 179        | 3.112        | 1.645        | 0.123        | 8.847  | 0.001* |
|  | Group II     | 306        | 3.356        | 1.524        | 0.087        |        |        |
|  | Group III    | 190        | 3.747        | 1.191        | 0.086        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.401</b> | <b>1.490</b> | <b>0.057</b> |        |        |
| Are you aware the proper way of handling the products?                                       | Group I      | 179        | 3.514        | 1.439        | 0.108        | 3.975  | 0.017* |
|  | Group II     | 306        | 3.176        | 1.564        | 0.089        |        |        |
|  | Group III    | 190        | 3.479        | 1.336        | 0.097        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.351</b> | <b>1.477</b> | <b>0.057</b> |        |        |
| Aware the symbols / certification /other identifiers as cosmetics                            | Group I      | 179        | 3.302        | 1.517        | 0.113        | 7.773  | 0.001* |
|  | Group II     | 306        | 3.111        | 1.507        | 0.086        |        |        |
|  | Group III    | 190        | 3.642        | 1.317        | 0.096        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.311</b> | <b>1.473</b> | <b>0.057</b> |        |        |
| Aware the benefits for health  | Group I      | 179        | 3.251        | 1.498        | 0.112        | 0.073  | 0.952  |
|  | Group II     | 306        | 3.304        | 1.546        | 0.088        |        |        |
|  | Group III    | 190        | 3.274        | 1.429        | 0.104        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.281</b> | <b>1.499</b> | <b>0.058</b> |        |        |

**Source:** Computed from Primary Data \*  
Significant at 5 % level

**Group I** denote “Government Colleges”  
**, Group II** “Aided Colleges” and  
**Group III** “Self-Financing Colleges”

It is noted from the Table 3 the calculated F value of 22.899, 10.280, 29.516, 18.158, 9.179, 3.707, 8.215, 8.847, 3.975 and 7.773 are significant. Since, the respective p value is less than 0.05, the null hypothesis stating that

there is no significant difference between the category of college students and awareness about the cosmetics products is rejected. Hence, it can be stated that there is a significant difference between the category of college students and awareness about the cosmetic products. Thus, it can be concluded that the category of college students is vary as the awareness about the cosmetic products. Further, the students of Self-Financing Colleges are having more awareness of

cosmetics products than the other college students. However, the students of Government colleges are more aware the reading label contents, aware the proper use reduce risk of infection and way of using cosmetics than the other category of colleges.

However, the F value of 1.694 (aware the use of label ingredients)

and 0.073 (aware of benefits) are not significant. Since, the respective p value is more than 0.05, the null hypothesis is accepted.

### Factors Influencing the Buying Decisions

Table 4 One way ANOVA for Colleges and Factors Influenced To Purchase Cosmetics

| Sources of Awareness         | Colleges     | N          | Mean          | S.D.         | Std. Error   | F      | Sig.   |
|------------------------------|--------------|------------|---------------|--------------|--------------|--------|--------|
| <b>Personal Factors</b>      | Group I      | 179        | 14.575        | 2.495        | 0.186        | 4.259  | 0.015* |
|                              | Group II     | 306        | 13.366        | 5.027        | 0.287        |        |        |
|                              | Group III    | 190        | 13.721        | 4.772        | 0.346        |        |        |
|                              | <b>Total</b> | <b>675</b> | <b>13.787</b> | <b>4.440</b> | <b>0.171</b> |        |        |
| <b>Psychological Factors</b> | Group I      | 179        | 14.324        | 3.091        | 0.231        | 3.254  | 0.039* |
|                              | Group II     | 306        | 13.484        | 4.873        | 0.279        |        |        |
|                              | Group III    | 190        | 14.342        | 4.322        | 0.314        |        |        |
|                              | <b>Total</b> | <b>675</b> | <b>13.948</b> | <b>4.323</b> | <b>0.166</b> |        |        |
| <b>Cultural Factors</b>      | Group I      | 179        | 17.972        | 3.789        | 0.283        | 6.493  | 0.002* |
|                              | Group II     | 306        | 16.444        | 5.660        | 0.324        |        |        |
|                              | Group III    | 190        | 17.721        | 5.094        | 0.370        |        |        |
|                              | <b>Total</b> | <b>675</b> | <b>17.209</b> | <b>5.104</b> | <b>0.196</b> |        |        |
| <b>Social Factors</b>        | Group I      | 179        | 14.240        | 2.997        | 0.224        | 6.365  | 0.002* |
|                              | Group II     | 306        | 12.758        | 4.984        | 0.285        |        |        |
|                              | Group III    | 190        | 13.289        | 4.555        | 0.330        |        |        |
|                              | <b>Total</b> | <b>675</b> | <b>13.301</b> | <b>4.450</b> | <b>0.171</b> |        |        |
| <b>Self-Image</b>            | Group I      | 179        | 24.464        | 4.662        | 0.348        | 10.316 | 0.001* |
|                              | Group II     | 306        | 21.690        | 7.585        | 0.434        |        |        |
|                              | Group III    | 190        | 23.484        | 7.104        | 0.515        |        |        |
|                              | <b>Total</b> | <b>675</b> | <b>22.930</b> | <b>6.880</b> | <b>0.265</b> |        |        |
| <b>Celebrity</b>             | Group I      | 179        | 20.737        | 5.248        | 0.392        | 5.709  | 0.003* |
|                              | Group II     | 306        | 18.712        | 7.101        | 0.406        |        |        |
|                              | Group III    | 190        | 19.858        | 6.606        | 0.479        |        |        |
|                              | <b>Total</b> | <b>675</b> | <b>19.572</b> | <b>6.561</b> | <b>0.253</b> |        |        |
| <b>Social Expectations</b>   | Group I      | 179        | 13.994        | 3.520        | 0.263        | 15.522 | 0.001* |
|                              | Group II     | 306        | 12.105        | 4.667        | 0.267        |        |        |
|                              | Group III    | 190        | 13.905        | 4.291        | 0.311        |        |        |
|                              | <b>Total</b> | <b>675</b> | <b>13.113</b> | <b>4.374</b> | <b>0.168</b> |        |        |

**Source:** Computed from Primary Data \*  
Significant at 5 % level

**Group I** denote “Government Colleges”  
**, Group II** “Aided Colleges” and  
**Group III** “Self-Financing Colleges”

The calculated F value of 4.259, 3.254, 6.493, 6.365, 10.316, 5.709 and 15.522 are significant. Since, the respective p value is less than 0.05, the null hypothesis stating that there is no significant difference between the

category of college students and factors influencing of their buying decisions on cosmetic products is rejected. Hence, it can be stated that there is a significant difference between the category of college students and factors influencing their buying decisions on cosmetic products. Thus, it can be concluded that the category of college students is differ as the factors influencing their buying decisions on cosmetic products. Further, the Government College students are highly



influenced to purchase of cosmetics than the Self- Financing and Aided College students.

### Impact on Consumption

Testing the hypothesis for the category of college students and environmental impact on consumption behaviour of cosmetic products

Table 5 One way ANOVA for the category of colleges and Sources of Awareness on Cosmetics Products

| Environment  | Colleges     | N          | Mean         | S.D.         | Std. Error   | F      | Sig.   |
|--|--------------|------------|--------------|--------------|--------------|--------|--------|
| Micro bacteria in empty plastic containers are causes diseases   | Group I      | 179        | 4.168        | 0.838        | 0.063        | 9.780  | 0.001* |
|  | Group II     | 306        | 3.631        | 1.555        | 0.089        |        |        |
|  | Group III    | 190        | 3.963        | 1.343        | 0.097        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.867</b> | <b>1.355</b> | <b>0.052</b> |        |        |
| Toxic chemicals damage the eco system and causing death to aquatic species.                              | Group I      | 179        | 4.380        | 0.943        | 0.070        | 11.034 | 0.001* |
|  | Group II     | 306        | 3.810        | 1.392        | 0.080        |        |        |
|  | Group III    | 190        | 3.989        | 1.399        | 0.102        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>4.012</b> | <b>1.310</b> | <b>0.050</b> |        |        |
| Livestock affected by toxins that end up in soil   | Group I      | 179        | 3.201        | 1.013        | 0.076        | 2.324  | 0.050* |
|  | Group II     | 306        | 3.438        | 1.261        | 0.072        |        |        |
|  | Group III    | 190        | 3.274        | 1.387        | 0.101        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.329</b> | <b>1.242</b> | <b>0.048</b> |        |        |
| Adding of natural ingredients is to depleting the natural resources and unsustainable farming practices. | Group I      | 179        | 4.190        | 1.111        | 0.083        | 21.997 | 0.001* |
|  | Group II     | 306        | 3.346        | 1.492        | 0.085        |        |        |
|  | Group III    | 190        | 3.484        | 1.439        | 0.104        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.609</b> | <b>1.428</b> | <b>0.055</b> |        |        |
| Cosmetic industry creates non- recyclable plastic waste emit the carbon gas into our atmosphere          | Group I      | 179        | 3.123        | 1.385        | 0.103        | 6.191  | 0.002* |
|  | Group II     | 306        | 3.268        | 1.412        | 0.081        |        |        |
|  | Group III    | 190        | 3.605        | 1.284        | 0.093        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.324</b> | <b>1.380</b> | <b>0.053</b> |        |        |
| Cosmetic manufacturing needs to fresh and clean water and it are critical resource for life on Earth.    | Group I      | 179        | 3.782        | 1.186        | 0.089        | 10.185 | 0.001* |
|  | Group II     | 306        | 3.412        | 1.471        | 0.084        |        |        |
|  | Group III    | 190        | 3.116        | 1.532        | 0.111        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.427</b> | <b>1.439</b> | <b>0.055</b> |        |        |
| Cosmetics like shampoo, conditioner and both products are contaminating the water resources.             | Group I      | 179        | 3.682        | 1.187        | 0.089        | 7.220  | 0.001* |
|  | Group II     | 306        | 3.176        | 1.560        | 0.089        |        |        |
|  | Group III    | 190        | 3.279        | 1.441        | 0.105        |        |        |
|  | <b>Total</b> | <b>675</b> | <b>3.339</b> | <b>1.449</b> | <b>0.056</b> |        |        |

**Source:** Computed - Primary Data \* Significant at 5% level.

**Group I** denote “Government Colleges”, **Group II** “Aided Colleges” and **Group III** “Self-Financing Colleges”

The F value is 9.780, 11.034, 2.324, 21.997,

6.191, 10.185 and 7.220 are significant. Since, the respective p value is less than 0.05, the null hypothesis stating that there is no significant difference between the category of colleges and environmental impact on consumption behaviour of cosmetics products is rejected. Hence, it can be stated that there is a



significant difference between the category of colleges and environmental impact on consumption behaviour of cosmetics products. Thus, it can be concluded that the respondents category of colleges are vary as the environment impact of using the cosmetics products. Further, the Government college students are aware the micro bacteria in an empty container are causes diseases, toxic chemicals damage the eco-system, adding of natural ingredients is to depleting the natural cosmetic needs to fresh and clean water and cosmetics contaminating the water resources than the other college students. Similarly, the Aided college students aware the Livestock affected by toxins than other category of college students. The Self-Financing college students aware the cosmetic industry creates non-recyclable plastic waste than the other category of college students.

## CONCLUSION

The present study the researcher has taken sincere efforts to study the consumption patterns of cosmetic products among college female students in Mayiladuthurai District. The findings of the study are to help of the consumers, manufacturers, retailers, Government and the public. The researcher strongly believes that if a suggestion offered in the study has considered to be necessary actions for the concerned persons, the expectations the consumers have to pointed out by the respondents may come true. This will provide the cosmetic industry a great deal to cater the cosmetic market by providing more cosmetics.

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