



# A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS COSMETIC PRODUCTS WITH REFERENCE TO TRIPUR CITY

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## **ABSTRACT:**

The study aims to investigate consumer buying behavior towards cosmetic products in Tirupur city. It will likely explore factors influencing purchasing decisions, such as brand loyalty, product quality, price sensitivity, and marketing strategies. The findings could provide insights for cosmetic companies to tailor their strategies to meet consumer preferences in the Tirupur market.

**KEYWORDS:** Consumer behavior, Cosmetic products, Buying behavior, Tirupur city, Market research.

## **INTRODUCTION OF THE STUDY**

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. If marketer wants concrete positioning than the priority is to identify the consumers' buying behavior and marketer will be in better position to target that products and services to consumer. Buying behavior is focused towards the needs of individual, group and organization. So, requirement is to have proper understanding related to relevance of those needs with consumers buying behaviour. It is important to determine the interaction of consumer with the marketing mix to understand the consumer buying behavior. The reason behind that is the psychology of each individual towards products and services differ according to the culture, attitude, past learning and perception. On the basis of that consumers make further decision regarding whether to purchase or not and from where to buy the product that the consumer prefers.

## **STATEMENT OF THE PROBLEM**

Defining the problem statement of cosmetic products based on consumer preference, health, brand, skin care, quantity and quality. The study is related to social, psychological and economical status of consumers. The basic force of the study is to analyze the cosmetic products of the consumer preference.

Health care sectors has been played a magnificent role in present economic scenario. Major part of Indian population depends on health care sectors like corporate hospitals, private multi speciality hospitals and government hospitals for their minor and major health care problems. Present study focused on primary health care centers. It is the general perception that majority of the patients approach to the government hospitals are poor, socially deprived and ignorant. The service provided by the public hospitals are generally considered unsatisfactory. But now the government has providing many facilities for the public welfare. The

basic focus of the study is to access the perception and the satisfaction level of the patients approaching public hospitals for health care services. It is general perception that majority of patients approach to the government hospitals are poor, socially deprived and ignorant. Factors which influence consumer behavior psychologically (motivation, perception, learning, believes and attitudes). Personal (age and life cycle stage, occupation, economic circumstance, lifestyle, personality and self-concept). Social (reference groups, family, roles and status). Culture (culture, sub-culture, social class system).

## OBJECTIVES OF THE STUDY

- To study demographic profile of consumers buying cosmetic products.
- To study factors affecting buyers decision for purchasing cosmetic products.
- To study most widely used cosmetic product category amongst customers.
- To study purchase pattern of consumer for cosmetic products.
- To study brand preference for cosmetic products.

## SCOPE OF THE STUDY

- The study is based on the impact of cosmetic products towards consumer preference.
- This study will be helpful in getting an insight into the perception of consumer towards cosmetic products.
- The respondents are randomly selected for the study.
- I have collected 100 responses.
- The study was done during the time period. The questionnaire was designed to collect data from public.

## LIMITATIONS OF THE STUDY

- The limitation of the study was very time consuming.
- People are ready to fill the questionnaire.
- The sampling size was too small which was not focused on entire study have used only my area of the survey.
- The study has been restricted to people in and around Tirupur city.
- To find out the problems associated with the use of cosmetics.

## RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. The Research Methodology includes the various methods and techniques for conducting a Research. "Marketing Research is the systematic design, collection, analysis and reporting of data and finding relevant solution to a specific marketing situation or problem". D. Slesinger and M. Stephenson in the encyclopedia of Social Sciences define Research as "the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art".

Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. The purpose of Research is to discover answers to the Questions through the application of scientific procedures. Our project has a specified framework for collecting data in an effective manner. Such framework is called "Research Design".

## SOURCE OF DATA

### Primary Data

Primary Data was crucial to know the consumer buying behavior towards cosmetics products. Primary data was collected by using the questionnaire prepared.

### Secondary Data

All relevant secondary data is collected from various sources like Internet, Books, Magazines, and Articles etc.

### Research Design

The research design used for the study is descriptive. Descriptive research studies are those which are considered with specific condition with narration of facts and characteristics concerned individual, group or situation.

### Sample Design

Convenient sampling method is adopted for the purpose of study.

#### Sample size

The sample size is 100 respondents.

#### Tools

The various tools and techniques used to analyse the data are given below:

- Simple percentage analysis
- Ranking analysis

## REVIEW OF LITERATURE

The study is conducted with reference to tirupur city. **Rameshwar.p. mathivana.**

• **Jaganathan(2016)** Studied consume behaviour towards cosmetics products in Thanjavur, Tamilnadu. The main objective of this study is to identify reasons for purchasing of cosmetics products identify factors influencing buying decision. It was found that though market is dominated with cosmetic product. The working respondents are more focused about their appearance and ready to buy new products .

**Sivagami T .(2016)** Studied consumer purchase decision behaviour towards cosmetic marketing. The aim of the study was to study consumer behaviour marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. Sample size was 200. Direct interview method was adopted to collect data. Simple and bi-variant tables were prepared from information collected. Percentage analysis was used for analysing data. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded taht cosmetics are not part of luxury. Manufacturers need to identify the need before marketing the cosmetic product.

**Khand gale A.( 2015)** Studied consumer buying behaviour towards cosmetic products. The main aim of the study was to study demographic profile of consumer and to find dactors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found the majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of productis considered as most important factor for consumer purchase decision.

**Tamizh Jyothi K. (2014)** Studied consumer attitude towards cosmetic products. The main aim of the study was to examine the influence of attitude on consumer buying behaviour to identify the important factors that determine the buying behaviour.

**Desai(2014)** The study states that people are highly associated with brands due to quality and results. Consumers are too much attach to the brand they can also wait if there is none availability of the product brand.

**Jawahar. Dr. Tamizhiyothi (2013)** Studied consumer attitude towards cosmetic products. The main aim of the study was on examine the attitude and buying behaviour and identify factor which influences them to buy new products.

**Gupta(2013)** This study concludes that rational and irrational decision so they can get best product in market so they get attract towards advertisements and influence mind of consumers.

**Debi Prasad mukherjee (2012)** Studied impact on advertising is also based on celebrity acceptance on brand image which shows the consumer report higher self brand that are consistent with celebrity and match the brand.

**Shahzad khan (2012)** Studied attitude is the conduct , nature, thought and way of behaving it, can be positive or negative and it performs very essential functions in purchasing a product.

## ANALYSIS AND INTERPRETATION

### SIMPLE PERCENTAGE ANALYSIS TABLE NO : 1

#### GENDER OF THE RESPONDENTS

S.No	Gender	No. Of respondents	Percentage(%)
1	Male	28	28%
2	Female	72	72%
	<b>Total</b>	100	100%

From the above table it is clear that, 28% of the respondents are Male, 72% of the respondents are Female. Majority (72%) of the respondents are Female.

### TABLE NO: 2

#### SHOWING THE AGE WISE CLASSIFICATION OF THE RESPONDENTS

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE(%)
1	Below 18	8	8%
2	18-25	76	76%
3	25-35	10	10%
4	Above 35	6	6%
	<b>TOTAL</b>	100	100%

From the above table it is clear that, 8% of the respondents in the age of Below 18, 76% of the respondents are in the age of 18-25, 10% of the respondents are in the age of 25- 35, and 6% of the respondents are in the age of Above 35. Majority (76%) of the respondents are in the age of 18-25.

**TABLE NO: 3****SHOWING THE OCCUPATION OF THE RESPONDENTS**

S.NO	OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Student	69	69%
2	Employed	14	14%
3	Self-Employed	9	9%
4	Others	8	8%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

From the above table it is clear that, 69% of the respondents are Students, 14% of the respondents are Employed, 9% of the respondents are Self-Employed, 8% of the respondents are others. Majority (69%) of the respondents are Students.

**TABLE NO: 4****SHOWING THE MONTHLY INCOME OF THE RESPONDENTS**

S.NO	MONTHLY INCOME	NO. OF RESPONDENTS	PERCENTAGE (%)
1	0-15000	46	46(%)
2	15000-30000	22	22(%)
3	30000-45000	22	22(%)
4	45000-60000	7	7(%)
5	Above 60000	3	3(%)
	<b>TOTAL</b>	<b>100</b>	<b>100(%)</b>

From the above table it is clear that, 46% of the respondents monthly income is (0- 15000), 22% of the respondents monthly income is (15000-30000), (30000-45000), 7% of the respondents monthly income is (45000-60000), and followed by 3% of the respondents monthly income is above (60000). Majority (46%) of the respondents are Earning between (0-15000).

**TABLE NO: 5****CONSUMERS TYPE OF CONSUMPTION DETAILS TOWARDS COSMETICS PRODUCTS**

S.NO	CONSUMPTION DETAILS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Ayurvedic & herbal	15	15(%)
2	Organic	34	34(%)
3	Others	51	51(%)
	<b>TOTAL</b>	<b>100</b>	<b>100(%)</b>

From the above table it is clear that, 15(%) of the respondents are using Ayurvedic & Herbal products. 34(%) of the respondents are using Organic products. 51(%) of the respondents are using both the products. Majority (51%) of the respondents are using both type of products.

TABLE NO: 6

## SOURCE TO GET KNOW ABOUT THE COSMETIC PRODUCTS

S.NO	SOURCE OF DATA	NO. OF RESPONDENT	PERCENTAGE (%)
1	Television	23	23(%)
2	Internet	61	61(%)
3	Newspaper	12	12(%)
4	Magazines	4	4(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 23% of the respondents came to know about the cosmetic product in Television, 61(%) by the source of Internet, 12(%) by the source of Newspaper, and 4(%) by the source of Magazines. Majority 61(%) of the respondents came to know about the cosmetic from Internet.

TABLE NO: 7

## CONSUMER PREFERENCE FOR COSMETIC PRODUCTS

S.N O	PREFERENCE FOR COSMATIC	NO. OF RESPONDENT	PERCENTAGE (%)
1	Domestic	35	35(%)
2	International	26	26(%)
3	Both	39	39(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 35(%) of the respondents prefer cosmetic products from domestic. 26(%) of the respondents from International. And 39(%) of the respondents prefer Both Domestic and International products. Majority (39%) of the respondents prefer Both Domestic and International products.

TABLE NO: 8

## THE AMOUNT SPENT BY THE CONSUMER ON COSMETIC PRODUCT

S.NO	AMOUNT SPENT	NO. OF RESPONDENTS	PERCENTAGE (%)
1	0-1000	33	33(%)
2	1000-2000	37	37(%)
3	2000-3000	26	26(%)
4	Above 4000	4	4(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 33(%) of the respondents are spending (0-1000) for their cosmetic products, 37(%) of the respondents are spending (1000-2000), 26(%) of the respondents are spending (2000-3000), And 4(%) of the respondents are spending Above (4000). Majority 37(%) of the respondents are spending (1000-2000) for their cosmetic products.



**TABLE NO: 9****PLACE FROM WHERE CONSUMER BUYES THE PRODUCT**

S.NO	PLACE OF PURCHASE	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Shopping mall	33	33(%)
2	Traditional shopping	29	29(%)
3	E-Shopping	35	35(%)
4	Others	3	3(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 33(%) of the respondents purchase cosmetics from Shopping mall, 29(%) of the respondents from Traditional shopping, 35(%) of the respondents from E-Shopping . And 3(%) of the respondents from Other way of shopping. Majority 35(%) of the respondents purchase cosmetic products through E-Shopping.

**TABLE NO: 10****WHICH BRAND WILL YOU PREFER FOR HAIR CARE**

S.NO	PRODUCT	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Sun silk	19	19(%)
2	Pantene	26	26(%)
3	Dove	31	31(%)
4	Head& shoulders	17	17(%)
5	Clinic plus	7	7(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 19(%) of the respondents are preferring the Brand Sun silk For Hair Care, 26(%) of the respondents for Pantene, 31(%) of the respondents for Dove, 17(%) of the respondents for Head& Shoulders, 7(%) of the respondents for Clinic Plus. Majority 31(%) of the respondents prefer Pantene as the brand for Hair

**TABLE NO: 11****WHICH BRAND WILL YOU PREFER FOR SKIN CARE**

S.NO	PRODUCT	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Vaseline	17	17(%)
2	Ponds	19	19(%)
3	Lakme	26	26(%)
4	Fair& Lovely	4	4(%)
5	Himalaya	34	34(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 17(%) of the respondents are preferring the Brand Vaseline For Skin Care, 19(%) of the respondents for Ponds, 26(%) of the respondents for Lakme, 4(%) of the respondents for Fair& Lovely, 34(%) of the respondents for Himalaya. Majority 34(%) of the respondents prefer Himalaya as the brand for Skin Care.

**TABLE NO: 12**

**WHICH BRAND WILL YOU PREFER FOR DEODRANT / FRAGRANCE(MALE)**

S.NO	PRODUCT	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Adidas	12	12(%)
2	Park Avenue	37	37(%)
3	Wild Stone	19	19(%)
4	Nivea	32	32(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 12(%) of the respondents are preferring the Brand Adidas as Deodrant / Fragrance for (Male), 37(%) of the respondents prefer Park Avenue, 19(%) of the respondents prefer Wild Stone, 19(%) of the respondents prefer Nivea. Majority 37(%) of the respondents prefer Park Avenue as the brand for Deodrant / Fragrance for (Male).

**TABLE NO: 13**

**WHICH BRAND WILL YOU PREFER FOR DEODRANT / FRAGRANCE(FEMALE)**

S.NO	PRODUCT	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Dove	16	16(%)
2	Nike	27	27(%)
3	Rexona	21	21(%)
4	Nivea	36	36(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 16(%) of the respondents are preferring the Brand Dove as Deodrant / Fragrance for (Female), 27(%) of the respondents prefer Nike, 21(%) of the respondents prefer Rexona, 36(%) of the respondents prefer Nivea. Majority 36(%) of the respondents prefer Nivea as the brand for Deodrant / Fragrance for (Female).



TABLE NO: 14

## AVERAGE OF FACTORS IMPORTANT FOR MALE WHILE BUYING COSMETIC PRODUCTS

FACTOR	PRICE	PACKAGE	CELEBRITY	FASHION	AVAILABILITY	BRAND	QUALITY	PROMOTION	PEER/FAAM	TOTAL	MEAN SCORE
HAIR CARE	30 (270)	12 (96)	5 (35)	4 (24)	2 (10)	10 (40)	32 (96)	1 (2)	4 (4)	100 (577)	5.77
SKIN CARE	18 (162)	20 (160)	3 (21)	3 (18)	5 (25)	15 (60)	33 (99)	1 (2)	2 (2)	100 (549)	5.49
D/F	28 (252)	7 (56)	5 (35)	8 (48)	3 (15)	13 (52)	28 (84)	2 (4)	6 (6)	100 (552)	5.52

The above table shows that the respondents exposure to a viral messages. The highest mean score is 5.77 for the respondents to a viral messages HAIR CARE.

TABLE NO: 15

## AVERAGE OF FACTORS IMPORTANT FOR FEMALE WHILE BUYING COSMETIC PRODUCTS

FACTOR	PRICE	PACKAGE	CELEBRITY	FASHION	AVAILABILITY	BRAND	QUALITY	PROMOTION	PEER/FAAM	TOTAL	MEAN SCORE
HAIR CARE	29 (261)	13 (104)	2 (14)	2 (12)	5 (25)	11 (44)	36 (108)	0 (0)	2 (2)	100 (570)	5.70
SKIN CARE	15 (135)	24 (192)	2 (14)	5 (30)	6 (30)	9 (36)	36 (108)	2 (4)	1 (1)	100 (550)	5.50
D/F	22 (198)	14 (112)	4 (28)	10 (60)	5 (25)	12 (48)	28 (84)	2 (4)	3 (3)	100 (562)	5.62

The above table shows that the respondents exposure to a viral messages. The highest mean score is 5.70 for the respondents to a viral messages HAIR CARE.

**TABLE NO: 16**

**WILL YOU CHANGE THE BRAND OF COSMETIC PRODUCT**

S.No	Options	No. Of respondents	Percentage(%)
1	Yes	61	61%
2	No	39	39%
	<b>Total</b>	100	100%

From the above table it is clear that, 61(%) of the respondents will change the Brand of the Cosmetic product and 39(%) of the respondents will not change the Brand of the Cosmetic product. Majority 61(%) of the respondents will change the Brand of the Cosmeticproduct.

**TABLE NO: 17**

**WHAT IS THE PURPOSE OF USING COSMETIC PRODUCTS**

S.NO	PURPOSE	NO.OF RESPONDENTS	PERCENTAGE(%)
1	Facial care	23	23(%)
2	Young look	28	28(%)
3	Improving self image	38	38(%)
4	Being fashionable	11	11(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 23(%) of the respondents are using cosmetic products for Facial care. 28(%) of the respondents are using cosmetic products for their Young look. 38(%)of the respondents are using cosmetic products for Improving their self Image. 11(%)of the respondents are using cosmetic products for Being Fashionable. Majority 38(%) of the respondents are using cosmetic products for Improving their self Image

**TABLE NO: 18**

**DO YOU PURCHASE COSMETIC PRODUCTS BASED ON A RECOMMENDATION OF A SALES PERSON OR BEAUTY PROFESSIONAL**

S.NO	DETAILS	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Very often	9	9(%)
2	Often	19	19(%)
3	Sometimes	42	42(%)
4	Very rarely	20	20(%)
5	Never	10	10(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 9(%) of the respondents are very often purchasing cosmetic products based on a recommendation of sales person or beauty professional, 19(%) of the respondents are often purchasing, 42(%) of the respondents are purchasing sometimes, 20(%) of the respondents are purchasing very rarely, 10(%) of the respondents are not purchasing based on any of their recommendation. Majority 42(%) of the respondents are rarely purchasing based on others recommendation.

**TABLE NO: 19****HOW FREQUENTLY YOU PURCHASE THE COSMETIC PRODUCTS**

S.NO	DETAILS	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Daily	7	7(%)
2	Monthly	65	65(%)
3	Weekly	18	18(%)
4	Yearly	10	10(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 7(%) of the respondents are purchasing the cosmetic products on Daily bases. 65(%) of the respondents are purchasing the cosmetic products on Monthly bases. 18(%) of the respondents are purchasing the cosmetic products on weekly bases. 10(%) of the respondents are purchasing the cosmetic products on yearly bases. Majority 65(%) of the respondents are purchasing the cosmetic products on Monthly bases.

**TABLE NO: 21****SINCE HOW LONG YOU BEEN USING COSMETIC PRODUCTS**

S.NO	DETAILS	NO. OF RESPONDENTS	PERCENTAGE(%)
1	1-3 yrs	41	41(%)
2	Less than 1 yr	34	34(%)
3	Above 3 yrs	25	25(%)
	<b>TOTAL</b>	100	100(%)

From the above table it is clear that, 41(%) of the respondents are using cosmetic products 1-3 yrs. 34(%) of the respondents are using cosmetic products Less than 1 year. 25(%) of the respondents are using cosmetic products Above 3 years. Majority 41(%) of the respondents are using cosmetic products 1-3 years.

**FINDINGS**

- Majority (72%) of the respondents are Female.
- Majority (76%) of the respondents are in the age of 18-25.
- Majority (69%) of the respondents are Students.
- Majority (46%) of the respondents are Earning between (0-15000).
- Majority (51%) of the respondents are using both type of products.
- Majority 61(%) of the respondents came to know about the cosmetic from Internet.
- Majority (39%) of the respondents prefer Both Domestic and International products.
- Majority 37(%) of the respondents are spending (1000-2000) for their cosmetic products.
- Majority 35(%) of the respondents purchase cosmetic products through E-Shopping.

- Majority 31(%) of the respondents prefer Pantene as the brand for Hair& Care.
- Majority 34(%) of the respondents prefer Himalaya as the brand for Skin Care.
- Majority 37(%) of the respondents prefer Park Avenue as the brand for Deodrant / Fragrance for (Male).
- Majority 36(%) of the respondents prefer Nivea as the brand for Deodrant / Fragrancefor (Female).
- The highest mean score is 5.77 for the respondents to a viral messages HAIR CAREfor (Male).

## SUGGESTIONS

- The study on consumer buying behaviour towards cosmetic products in Tirupur city aimed to investigate the factors that influence consumer behaviour when purchasing cosmetic products. The study used a survey questionnaire to collect data from 100 respondents from various areas in Tirupur city.
- The findings of the study revealed that brand, price, quality, packaging, and advertising are the significant factors that influence consumer buying behaviour towards cosmetic products in Tirupur city. Additionally, the study found that factors such as product ingredients, expiry date, and availability also play a crucial role in consumer purchasing decisions.
- The study also revealed that most consumers in Tirupur city purchase cosmetic products from retail stores rather than online, with recommendations from friends and family being the most common source of information on cosmetic products.
- Overall, the study highlights the importance of brand reputation, product quality, and packaging in consumer decision-making when it comes to cosmetic products in Tirupur city.

## CONCLUSION

The consumer is the king in the market. The importance gained by the individual consumer in the present market compel the marketers to look the buying habits, preference, taste, like and dislikes of consumers and accordingly the need to revise its policies and marketing mix. In this study the consumers known about cosmetic products through TV and they buy cosmetic products from fancy stores often for Rs. 100 per month every 15 days fortnightly the various brands for cosmetic products are lending in sales and preferred more by the people in Tirupur with the other brands of cosmetic products. Hence the conclusion of the study reveals that consumer's behaviour towards cosmetic products in Tirupur seems effective

from the point of view of users of cosmetic products.

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