



THE BEAUTY INDUSTRY'S INFLUENCE ON WOMEN IN SOCIETY

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ABSTRACT

In the 21st century, the global impact of the beauty industry is evident as cosmetic products are used worldwide for body enhancement. The research delves into societal pressures and potential consequences on women's mental and emotional well-being. The study uses a sample of 125 respondents and collects data through questionnaires and secondary sources. Findings highlight the importance of promoting diversity, body positivity, and sustainability within the beauty industry to foster positive body image and self-esteem among women. By challenging prevailing beauty norms and redefining standards, the industry can positively impact women's well-being and create a more empowering and accepting society.

Keywords: Beauty industry, Women, Body image, Self-esteem, Societal impact.

1. INTRODUCTION

In the 21st century, the cosmetic industry's global impact is evident as it applies cosmetic products worldwide for external body enhancement. Derived from the Greek word "Kosmeticos," meaning adornment, cosmetics serve purposes like colouring, covering, softening, cleansing, nourishing, waving, setting, preserving, removing, and protecting. Once applied, cosmetics have an active life, forging an intimate reciprocal relationship with the body, resulting in cosmetic changes. Some create barriers against drying, while others penetrate deep to introduce active substances. Decorative cosmetics like eye liners and rouges carry inherent risks. The beauty industry's widespread use of cosmetics has societal implications, especially for women, affecting body image, self-esteem, and the pressure to meet beauty standards. This literature review aims to explore this impact, examining how beauty ideals influence women's perceptions, contributing to body image issues and low self-esteem. The review delves into societal pressures, highlighting potential consequences on women's mental and emotional well-being, aiming to provide a comprehensive understanding of the beauty industry's influence on women in society.

2. STATEMENT OF THE PROBLEM

One can appearance beautifully with make-up, but one can also have numerous pores and skin problems. Dermatitis is a part of allergies. Usage of facial lotions regularly can result in rashes. So someone who makes use of make-up regularly ought to reduce that to be vigilant and further from problems. People use of immoderate make-up regularly, which leads to itchiness inside the eyes and pores across the eyes. There are robust chemical substances found in the goods which can be superior. So, the statement titled "The beauty industry`s influence on women in society has been carried out".

3. OBJECTIVES OF THE STUDY

- To Study the demographic factor of the respondents.
- To Know the buying behaviour of the respondents.
- To analyse the respondent`s perception on usage of cosmetic products.
- To assess the side effects of the beauty products.

4. LIMITATIONS OF THE STUDY

- The responses are collected from 125 respondents.
- All the findings and observation made in this study are purely based on the respondent`s answers.

5. RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of the study. Research methodology is a science of studying how research is done scientifically. And it is the pursuit of the truth with the assistance of the study, observation, comparison and experiment.

5.1 SAMPLE SIZE

A sample of 125 respondents has been taken for the study with the help of questionnaire.

5.2 SAMPLE TECHNIQUE

In this study convenient sampling method was used. It means a sample being drawn from that part of the population that is close to hand.

5.3 SOURCE OF THE DATA COLLECTION

The data for the study has been collected from primary data and secondary data source. Questionnaire is the main tool for collecting primary data. It has been designed in a systematic manner with the help of Google forms. All the adequate and relevant questions were included in the questionnaire. Secondary data was collected from various journals publications, books, magazines, and etc.,

5.4 STATISTICAL TOOLS USED

The following statistical tools have been used to analysis and interpret the data.1. Percentage analysis
2. Anova 3. T-test 4.Rank analysis.

6. REVIEW OF LITERATURE

1. Dr. Anandrajan S., 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-variate tables were prepared from information collected. Percentage Analysis was used for analyzing data. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufacturers need to identify the need before marketing the cosmetic product.

2. Prof. Anute N., Dr. Deshmukh A. Prof. Khandagale A. (2015) studied consumer buying behaviour towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision.

3. Banu Rekha .M Gokila K. (2015) studied consumer awareness, attitude and preference towards herbal cosmetic products with special reference to Coimbatore city. The main aim of study was to consumer awareness towards herbal cosmetics, to identify the factors influencing the consumers to use herbal products. Descriptive research design was used with nonprobability convenience sampling with 50 respondents of Coimbatore city. Karl Pearson's co-efficient of correlation, average ranking analysis and chi-square analysis were used for data analysis. They found that family income per month and spending for herbal products have positive correlation. Quality was ranked as most important factor that influences consumers to purchase cosmetics. They concluded the research with a note that consumers believe that herbal cosmetics are not a luxury now and should be used by consumers.

4. Dr. Nagananthi T., Mahalakshmi M. (2016) Studied consumers' brand preference and buying behaviour of cosmetic products at Coimbatore city. The main aim of study was to identify consumers' brand preference towards cosmetic products and to determine the relationship of brand factors with demographic data. Primary data were collected from 200 samples through convenience sampling. Chi square test and One way ANOVA were used for data analysis. They found that personal care is one of the most important reasons for purchasing cosmetics. Himalaya herbals were the most important brand among consumers. Demographic factors influence consumer to purchase the cosmetics.

5. Ms. D. Lavanya (2014) A Study on Factors Influencing Purchase Behaviour of Skin Care Products Among Working Women in Madurai Management. Ms. D. Lavanya Assistant Professor, Department of Management Studies, PSNA College of Engineering & Technology **KEYWORDS** self-image, brand, buyer behaviour **ABSTRACT** The purpose of the study is to understand the factors influencing the buying behaviour of skin care products. The chief purpose is to find out the primary and the most significant factors which can be manipulated and exploited to attract consumers. The study consisted of 259 respondents and SPSS was used for data analysis. The study reveals the relationship between income, price and brand preference.

7. DATA ANALYSIS AND INTERPRETATION

ONE WAY ANOVA

H₀ =There is no significant difference between demographic factors and usage of beauty products.

1. ANOVA FOR AGE AND USAGE OF BEAUTY PRODUCTS

FACTORS		Sum of square	df	Mean Square	F	Sig.
which products do you use	Between Groups	31.288	13	2.407	3.2711	0.001
	Within Groups	0.000	111	0.000		
	Total	31.288	124			

INTERPRETATION

Anova was conducted between age and usage of beauty products. The results show that, with degrees of freedom 3 and F-value 3.2711, the significance value is .001, which is smaller than 0.05 so the H₀ is rejected. There is a significant difference between age and usage of beauty products.

B. INDEPENDENT SAMPLE T-TEST

H_0 = There is no significance relationship between Area of residence and usage of beauty products.

T-TEST FOR AREA OF RESIDENCE AND USAGE OF BEAUTY PRODUCT

Independent Samples Test										
	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
					One-Sided p	Two-Sided p			Lower	Upper
Equal variances assumed	0.292	0.590	0.808	123	0.210	0.421	0.07652	0.09471	- .11096	0.26399
Equal variances not assumed			0.855	99.954	0.197	0.394	0.07652	0.08945	- .10096	0.25399

INTERPRETATION

Independent Samples T-Test was conducted between Area of residence and usage of beauty products. The results show that, with T-value of 0.855, the significance value is 0.590, which is greater than 0.05 so the H_0 is accepted. There is no significant difference between Area of residence and usage of beauty products.

C. FRIEDMAN RANK ANALYSIS

The method being referred to is the ranking method, which involves asking respondents to rank a set of options or choices according to their preference. In the context of the example given, the respondents were asked to rank cosmetic companies from 1 to 6 based on their personal preference.

RANK	MEAN RANK	ACTUAL RANK
Loreal-includes Maybelline	3.31	1
Maybelline	3.44	3
Mac	3.45	4
Lakme	3.39	2
Purple	3.83	6
Dazzler	3.58	5

The factors considered while selecting the preference of the cosmetic companies namely, 'Loreal-includes Maybelline' (Mean 3.31) has gained the top priority in ranking by respondents, followed by 'Lakme' (Mean 3.39), 'Maybelline' (Mean 3.44), 'Mac' (Mean 3.45), 'Dazzler' (Mean 3.58), 'Purple' (Mean 3.83). Hence, it is inferred that Loreal-includes Maybelline has got the highest importance with lowest mean rate of 3.31 and Purple has obtained the lowest importance with high mean rank of 3.83.

Test Statistics	
N	125
Chi-Square	7.688
Df	5
Asymp. Sig.	0.174
a. Friedman Test	

8. FINDINGS

A. ANOVA

There is a significant difference between age and usage of beauty products.

B. INDEPENDENT SAMPLE T-TEST

There is no significant difference between Area of residence and usage of beauty products.

C. RANK ANALYSIS

Loreal-includes Maybelline has got the highest importance with lowest mean rate of 3.31 and Purple has obtained the lowest importance with high mean rank of 3.83.

9. SUGGESTION

PROMOTE DIVERSITY AND INCLUSIVITY

The beauty industry should aim to represent and celebrate women of all ages, races, body types, and abilities. This can be achieved by featuring a diverse range of models in advertisements, promoting a range of beauty products that cater to different skin types and hair textures, and using inclusive language in marketing campaigns.

FOCUS ON INNER BEAUTY

While physical beauty is often the focus of the beauty industry, it's important to also promote inner beauty. This can be achieved by creating campaigns that celebrate women's achievements and their unique personalities, and by encouraging women to practice self-care and self-love.

SUPPORT WOMEN-OWNED BUSINESSES

The beauty industry should support and promote women-owned businesses, especially those that prioritize ethical and sustainable practices. This can be achieved by featuring these businesses in marketing campaigns, collaborating with them on product launches, and investing in their growth.

EDUCATE WOMEN ABOUT HEALTHY BEAUTY PRACTICES

The beauty industry should educate women about healthy beauty practices, such as using natural and non-toxic products, practicing good hygiene, and adopting a balanced diet and exercise routine. This can be achieved through online tutorials, social media posts, and in-store workshops.

PROMOTE BODY POSITIVITY

The beauty industry should promote body positivity and encourage women to embrace their natural body shapes and sizes. This can be achieved by featuring models with diverse body types in advertisements, promoting products that cater to different body types, and creating campaigns that celebrate body positivity.

ENCOURAGE SUSTAINABILITY

The beauty industry should encourage sustainable practices, such as using eco-friendly packaging and ingredients, reducing waste, and promoting responsible sourcing. This can be achieved by partnering with organizations that focus on sustainability, launching eco-friendly product lines, and educating consumers about sustainable beauty practices.

10. CONCLUSION

The splendor enterprise has a large impact on women in society. The use of unrealistic requirements and imagery in marketing and marketing has been observed to have bad consequences for women consumers, which includes decreasing vanity and developing unrealistic perceptions of splendor. Social media has additionally taken a position in shaping splendor requirements and trends, that can similarly adjust perceptions of splendor. The choice of nice-searching make-up has been deeply ingrained in societal subculture because gold trendy for women. It is vital to apprehend the effect of the splendor enterprise on women`s vanity and frame picture and to sell a greater, varied and inclusive illustration of splendor. By the usage of upward comparisons, women are continuously evaluating themselves to unrealistic splendor requirements, that can result in bad self-perception. Therefore, it's very crucial to sell an effective frame picture and vanity amongst women and to inspire a greater sensible and varied illustration of splendor inside the media.

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