



# A STUDY ON ANALYSING THE CONSUMER PSYCHOLOGY TOWARDS CONSUMPTION OF COSMATIC PRODUCT AFTER COVID -19 – A CONCEPTUAL STUDY.

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"The most beautiful make-up of a woman is passion. But cosmetics are easier to buy." - Yves Saint Laurent

## Abstract:

The research has been conducted to identify the psychological changes in consumer towards the consumption of cosmetic products. After the covid19 pandemic situation. The consumption of cosmetic products has been reduced after covid- 19. There are two main reasons behind the reduction on consumption of cosmetic products. They are income level of the people has been reduced and the consumer attitude have been changed. It reflects in the reduction of sale volume of cosmetic products as well as the economy of the country. The costumers started consuming the organic branded products and Home Made local branded products.

**Key words:** consumer psychology, covid-19, consumption, cosmetic products, brand, organic products.

**Introduction:**

The study was conducted to identify the consuming power and consumer psychology in the consumption of cosmetic products. It helps to identify the income level, taste, and preferences of consumer in the cosmetic product. After the pandemic situation of COVID-19. The helps to the consumer prepares towards consumption of cosmetic products like organic products and well-known branded products handmade local product. The effects of cosmetic products will vary from one consumer to another consumer. The main purpose of the study is to identify the interest of the consumer towards cosmetic products was changed day by day after this pandemic situation. This study was conducted within India with the help of secondary data.

**Objective of the Study:**

- The study is based on the consumer consuming cosmetic product and the consumer psychology in consuming the product.
- Either the consumer may choose high branded product or organic product, local branded product. It may be up to his income level of satisfaction.
- This study has been conducted to identify the consumer psychology based on consuming the product after the COVID-19.

**Importance of the Study:**

The study reveals the importance given to the consumer who consuming the cosmetic product their opinion about the product and the consuming the cosmetic product and the changes they felt after the consumption of the product. Here by importance given to the brand and the advertisement that attracting the consumer who consume the product and influencing to buy them again and again the same product. In this pandemic situation of COVID-19 the consumer intention towards buying of cosmetic product where reduce due to the psychological changes of consumer.

**Need of the study:**

The study conducted to identify the consumption of cosmetic product after covid19. While the consumer opinion in section of cosmetic product to get them self-well-groomed and gain self-confidence in front of others so this was the stake-of mind of some people now a day. Here by the Large group of people who are in the upper-income Level prefer Organic cosmetic product because they don't have any effect on them, but Average income Level consumer prefer the branded product because that will be affordable to them. At the time Lower-income Level consumer prefer Local products they can pay for it but they will not satisfy with that product but they cannot afford to buy branded product so that's the psychological thinking of Lower income group. The study reveals that consumer will consume the product based on their price,

quality, quantity, PH Level etc., now a day's Men's where simultaneously consuming cosmetic product as equal to Women consumer so that psychology also changed in recent study.

### Review of Literature:

Review of literature is the place where we can collect all the necessary materials we are in need. Where various authors are explained brief about the specific topic they have researched. The review should enumerate brief about the topic,

- **Consumer consuming cosmetic product and the consumer physiology in consuming the product.**  
**MR. P. KANAGARAJ (2020)** the study of marketing success coordination, planning and implementation of a campaign is campaigns are very essential. Consumer consumes things for daily use, and they also buy these products and marketers need to implement strategies in order to achieve more consumers. When it comes to specific product the coordinator needs carry their product more to the consumer. A Himalaya product gives good results to the users, because Himalaya products are researched and trailed by the Research and Development (R&D) center of Himalaya products.
- **VAISHNAVI S, PAVITHRA G M (2014)** studied that all over the world there are many products in cosmetics they are having different rule and regulation, whether organic or branded consumer should ensure their safety towards the product. Consumer does not feel the entire product is safe. They should check whether it suits to their skin and buy the product. Many products are costly peoples prefer more, but cheap products are also too organic and safety. Peoples prefer more organic products now a day for kids to keep moister and safe. Example homemade remedies, like need, turmeric etc. which will make keep the skin more secure. Kids will get infected soon when they are using branded products.
- **MR. M. VIJAY AND DR SURESH KUMAR (2019)** studied that to identify the satisfaction level of the customers and demand of various benefits provided and promotional activities adopted by the company. Herbal product is fast moving now days. Peoples are consuming more herbal products, in Tamil Nadu places like Kancheepuram, Madurai, Tirunelveli, etc. Peoples feel comfortable in using herbal products. It is less harmful compared to brand one, and peoples feel more comfortable in price compared to brand. And availability of the product will be more in organic. They can make the product in home when it is necessary. Branded one will be available on demand if there is no demand in the market customers will not get the product on time, they should use alternative product.
- **DR. T. MALATHI AND R. SANGEETHA (2019)** studies that beauty care products are made both natural substances and chemical components to enhance the appearance. Today, people are more concerned about their self- consciousness and self- personality. Hence, the demand of cosmetic products is increasing rapidly. Students are consuming the herbal products rapidly, compare to other products. College women are preferred to the product which will be available use and through product, easy to carry in the place they go. Organic products are also available now days in easy to carry. The

fragrance of the product will be good they don't feel bad on the product. The product will long last in years too compared to brand one.

- **KRISNENDU MAHALDER, SYED MILATUR RAHMAN 2020.** The most important aspect is consumer perception is the evidence for product. People select their product according to color, shape, smell, and glow. Which will rapid helps to increase sales volume? Most of the people prefer accounting to glow of the product. And how it smells. When it comes to branded one specific product, they use more fragrance which can cause more damage to the skin, some time it cannot be cured. Different Colour, component can cause damage to the skin. When we are using branded products to kids it will damage the skin and make more irritation. Most of the people never select the right product to their skin, invest more money and buy the product and feel more irrational.

### **Statement of Problem:**

The research was conducted to identify the changes in the consumer psychology toward the cosmetic products. After the COVID-19 pandemic situation. The consumption of cosmetic product has been reduced. Due to the lockdown announced by the government to control the spread of COVID 19. The consumer psychology has been changed in the consumption of cosmetic products. Because of the unemployment as well as the reduction in their regular income they can't be able to spend on consumption of cosmetic product. It reflects in the redaction of sale volume of cosmetic products as well as the economy of the country. After the pandemic situation of COVID19 e-commerce has improved due to the digitalization. The consumer psychology has changed. They stated consuming the product in online other than the markets. The study was contacted with the help of secondary data with the reference of consumer review given in the online websites like Nykaa, Health and Glow, and review in social media. Now a day the consumers started consuming the organic branded products and Home Made local branded products more than the well-known branded products. Home Made local branded products are becoming famous by using online platforms advertizing in social media with the help of social media celebrities to attract the customers. The consumer's attention has changed from the well-known branded products to organic branded products and Home Made local branded products.

### **Suggestions:**

The study was conducted to identify the consumer psychology in the consumption of cosmetic product. After the COVID- 19 the consumption of cosmetic product has been reduced due to Lockdown. Due to the pandemic situation many consumers have been reduced because of their income level also simultaneously has been reduced. Now a day's consumer mostly preferring organic product more than any other branded product. Because organic product has don't affect their skin. The cosmetic product companies must concentrate in these issues to avoid the loyal consumers. They must give some combo offers and discounts to the costumers to increase the sales volume of the product. Now day's consumer started consuming the organic branded products and Home Made local branded products more than the highly branded products. In this research we suggest

cosmetic companies to concentrate on organic products. Which attract the costumer to buy the organic products because they trusting organic product have prepared using natural herbal things? In this study we found that the consumer's psychology has been changed after covid19.

### Conclusion:

The research has explained the consumer psychology in the consumption of cosmetic product after covid 19. Therefore, this study also focused on the changes in consumer attitude towards consumption of cosmetic product. The finding of this research is given the clear picture of costumer's changes in the consumption of cosmetic product after covid 19. It helps to identify the problems faced by the consumer towards consumption of cosmetic product. In the finding of research has explained the problem faced by them. The study was conducted by using the secondary data with reference to previous studies conducted by the research scholars.

From this research, it is concluded that the consumer's aptitude has been changed. Now days the customers started consuming the organic branded products and Home Made local branded products more than the well-known branded products. The entire informant collected during the research and after analyzing it properly, the one conclusion which flags out is, the consumer psychology has been changed in the consumption of cosmetic product after covid19. The organic cosmetic products attracted the consumers.

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