

Survey on cosmetic consumption in Delhi and NCR.

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Abstract

The aim of this study was to conduct an online survey to investigate the consumption of cosmetics by general public and more specifically by the student community in Delhi and NCR. An 11-point structured questionnaire was prepared and posted online to the study participants. A total of 206 responses were received out of which 191 (92.7%) were received from the students. Most of the participants (n=195) belonged to the age group of 20-30 years (94.7%). A higher number of the respondents (45%) believe that expensive cosmetic items are superior to a cheaper one as compared to those who were not in agreement to the above observation (36%). Majority of the respondents preferred to use cosmetics with natural ingredients (66%) as compared to those who were willing to purchase synthetic ones (30%). Accordingly, most of the consumers were willing to pay more for herbal cosmetics (70%). Facial care was the most considered factor for buying cosmetics (n=119, 57.8%). Most of the participants preferred to purchase cosmetic from community pharmacies and e-commerce sites (25% each) rather than departmental store and shopping mall. A good number of participants (33%) purchased cosmetics based on the claims of the manufacturer whereas a significant majority of the respondents were more judgemental and considered quality of cosmetic products as a major factor. In the wake of plethora of available information resources; it is recommended that the consumers should make informed choices prior to the purchase of cosmetics rather than being influenced by the manufacturer claims. The present study might help various cosmetic companies to formulate their strategies for marketing the cosmetic products.

Keywords: Survey, Cosmetics, Delhi, NCR.

Introduction

Cosmetics include a variety of products used for personal care. These products enhance a person's appearance, beautify, preserve or add fragrance to the body. Cosmetics such as skin care products are used to protect skin, exfoliate and cleanse it. Examples of skin care products are moisturizers, cleansers, toners etc. They can also be employed to heighten the fairness of complexion. Personal care products are used to cleanse the body. Cosmetics such as primers, concealer, foundation, blush, highlighter, eyeliner etc. are used as decorative cosmetics. These can also be used to conceal blemishes and make a person more attractive. Hair care products are used for colouring and conditioning. Since ages, cosmetics have been a symbol of femininity. Recent market surveys have shown that people, especially females are now more open to spend on products related to specific skin problems. Results show that women are now more driven towards buying higher priced branded cosmetics due to their better socio-economic status in society [1].

The global cosmetics market has continued to grow steadily, spurred on by the limitless diversity of consumer aspirations

and by innovations. Trends show that sale of skincare products is on a boost, use of natural beauty products is on a rise and purchase of cosmetics from e-Commerce sites is becoming popular [2]. The advent of Covid-19 pandemic has resulted in the invention of mask friendly makeup [3]. People in the age group of 20-30 years are more inclined towards the use of cosmetics [4]. Females and that too students hold the major chunk of this group. Frequency of using cosmetics has also increased with more number of people now using cosmetics on a daily basis. A majority of people now believe that expensive products are better than cheaper ones. The same goes with the use of herbal products with people willing to spend more on them.

For a customer different factors can govern the decision to buy a particular cosmetic, such as the brand with which the product is associated, quality and price of the product, location of the place from where the product is to be bought, quality of the packaging and advertisements and promotions that have been employed to publicize the product in the market [5].

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The objective of the present survey was to determine and analyse the consumption of cosmetic products by general public in Delhi and NCR.

Methodology

A Survey on cosmetic consumption in Delhi and NCR was conducted between 24 June to 9 July 2021. The survey was conducted by composing a questionnaire using Google Forms (Appendix 1). The questionnaire was posted to the participants online via Emails, SMS, and LinkedIn etc. A total of 206 responses were received. The participants were mostly students who responded to almost all the question in the questionnaire. The responses and feedback of the study population are presented and discussed.

Results and Discussion

Demographics of survey participants

Majority of the respondents were in the age group of 20-30 years (94.7%), followed by the age group of 10-20 years (4%), 30-40 years (0.5%) and 50-60 years (0.5%) (Figure 1). There were more female respondents (52.9%) as compared to males (47.1%). (Figure 2). Most of the respondents were students (191,92.7%), followed by salaried class, business persons and homemakers (Figure 3)

Frequency of using cosmetics

Most of the respondents used cosmetics on daily basis (30.1%) or on monthly basis (30.6%), followed by those who use cosmetics once a week (25.7%) (Figure 4).

Monthly expense on cosmetic products

More than half of the studied population (55.3%) spent less than Rs. 500 on buying cosmetic products followed by the ones who were willing to spend Rs. 500-1000 on cosmetics (29.6%) (Figure 5).

Costly versus cheaper products

About 45% of respondents agreed that expensive cosmetics are superior to cheaper items. Whereas 36.9% of the respondents thought expensive products may not be necessarily better than cheaper alternatives and 18.4% respondents were not sure about it (Figure 6).

Herbal cosmetics

A high proportion of the studied population (70%) were willing to pay more for herbal cosmetic products, whereas 15% of the respondents replied in negative and 13% were not sure about the same (Figure 7).

Purpose of using cosmetics

Majority of the participants use cosmetics for facial care (57.8%), whereas others purchase cosmetics to feel good (31.16%) or for medical purposes (23.3%). About 18% use cosmetics as fashion commodity (Figure 8).

Place of purchase

Almost 50% of participants purchase cosmetics from community pharmacies and e-commerce sites (or online stores) in equal share (about 25% each) followed by the ones who purchase cosmetics from the market (18.4%) and shopping malls (17.5%). About 13% purchase cosmetics through departmental stores (Figure 9)

Claims by cosmetic brands

A good number of participants (33%) fairly much believed in the promised effects of the cosmetic products followed by those who very much believed into the claims. This means that people go by the manufacturer's claims and tend to purchase cosmetics under such influences. Around 18.4% respondents believe very less in these claims and 15.5% believe to some extent (Figure 10).

Natural versus synthetic cosmetics

Majority of the respondents preferred to use cosmetics with natural ingredients (66%) as compared to those who were willing to purchase synthetic ones (30%) (Figure 11).

Factors governing decision to purchase cosmetics

A fairly high number of participants (70%) consider quality of the product before purchasing it, whereas about 22% of participants bought cosmetics based on brand value (21.8%) (Figure 12).

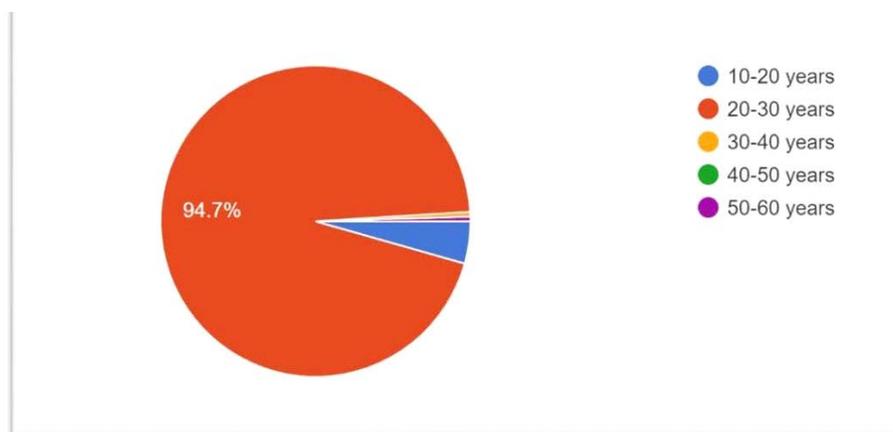


Figure 1. Age of Participants.

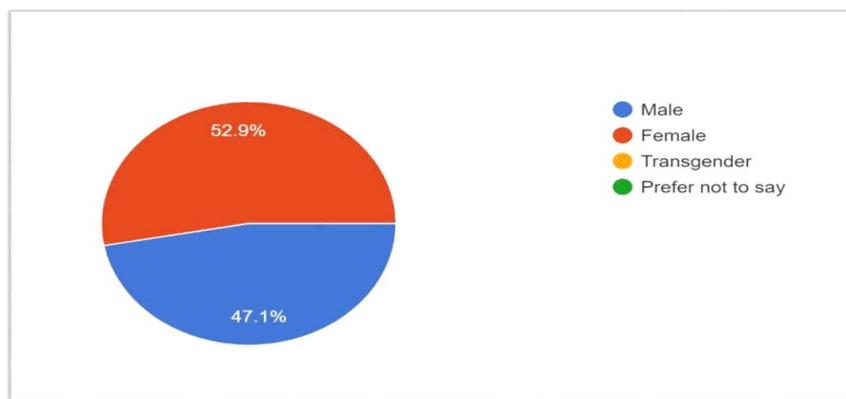


Figure 2. Gender of Participants.

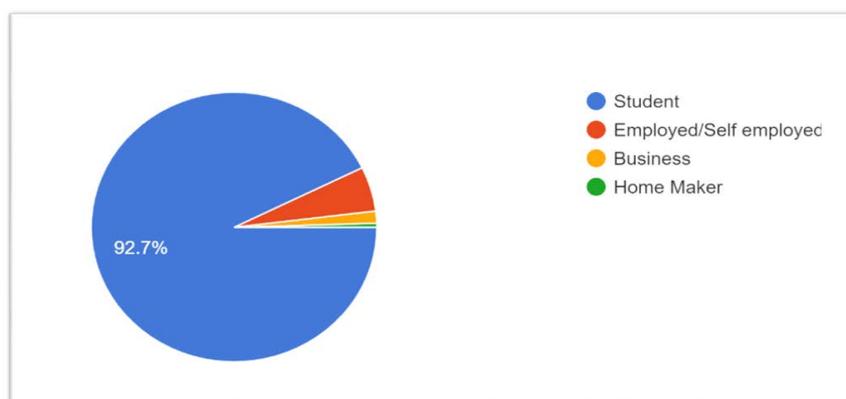


Figure 3. Occupation of Participants.

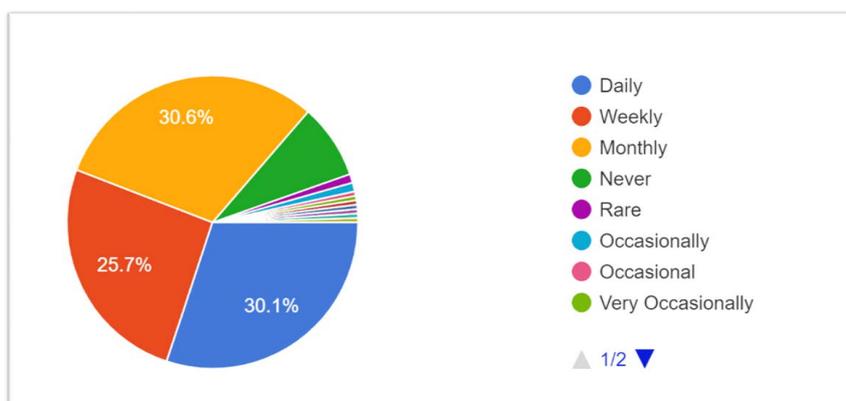


Figure 4. Frequency of Using Cosmetics.

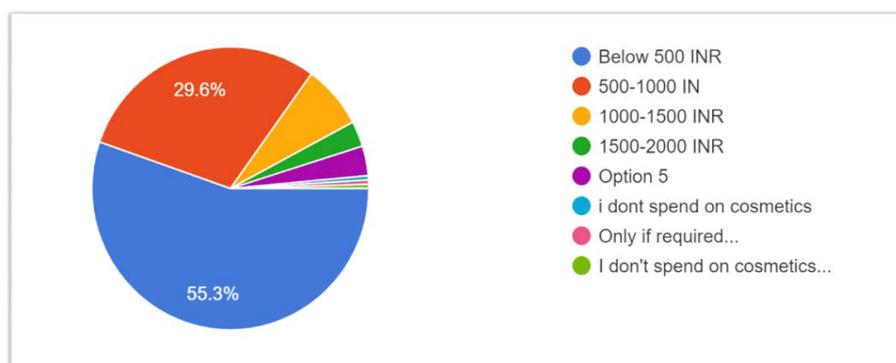


Figure 5. Monthly Expenses by the participants on Cosmetic Products.

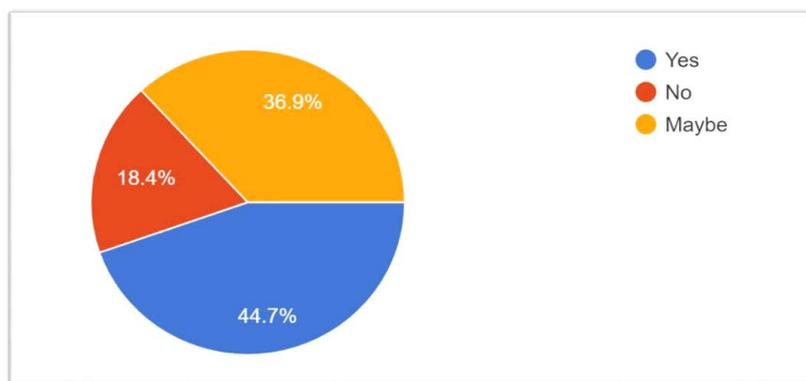


Figure 6. Cost of the cosmetics as a determinant of quality of cosmetics.

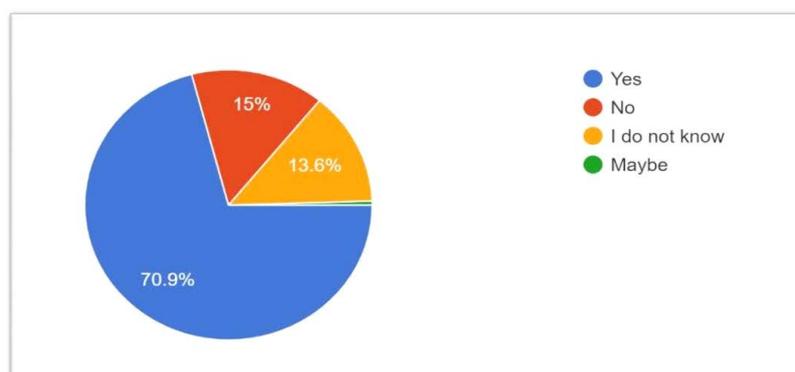


Figure 7. Expense on purchase of herbal cosmetics.

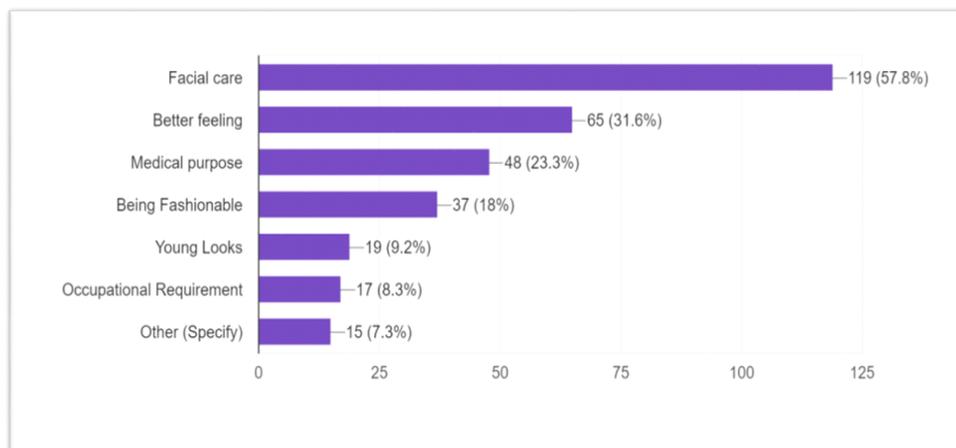


Figure 8. Purpose of using cosmetics.

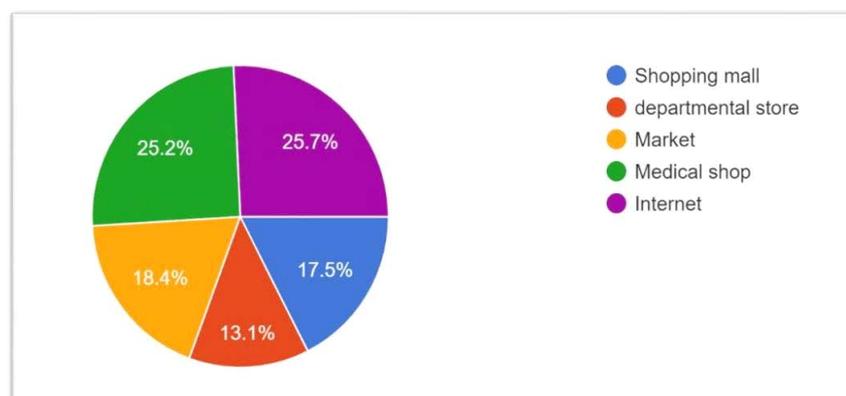


Figure 9. Preferred place of purchase for cosmetic products.

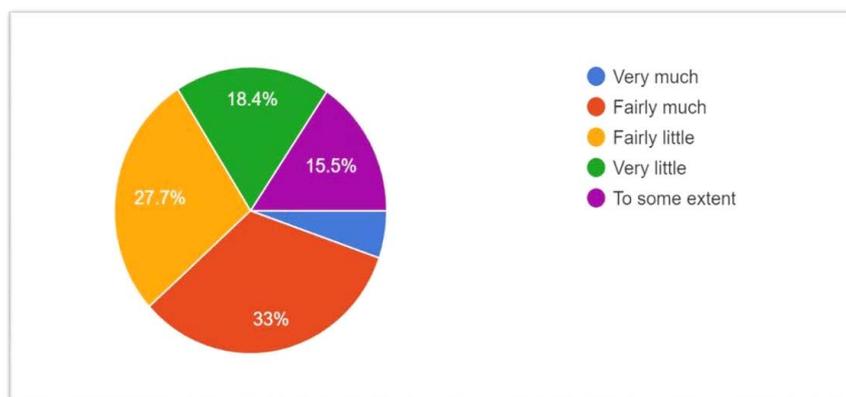


Figure 10. Buying propensity of participants as per claims by manufacturers.

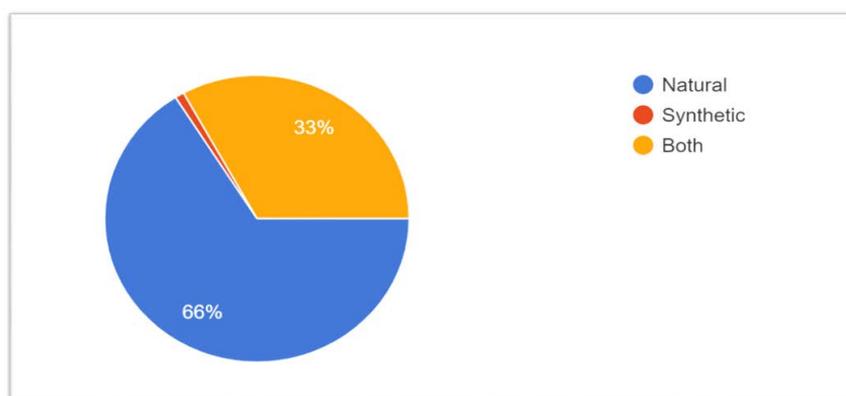


Figure 11. Preference of participants for natural vs synthetic products.

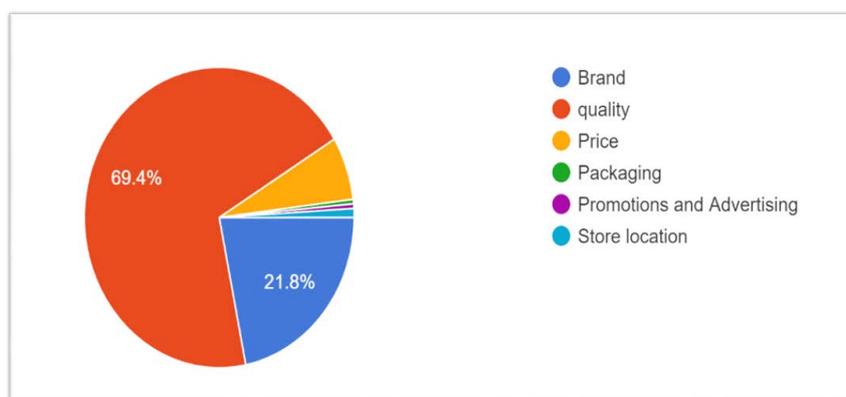


Figure 12. Quality vs Brand value of the product as determinants of purchase of cosmetics.

Conclusion

The above survey was conducted by the students of Jamia Hamdard on the use of cosmetic products in Delhi and NCR. Majority of the participants were from student category in the age group of 20-30 years. Most of the respondents used cosmetics frequently and were willing to pay more for the cosmetics of high quality and those composed of natural and herbal ingredients. Most of the respondents preferred to buy the products from the market place rather than the E-commerce platforms. Facial care was the biggest motivation to buy and use the cosmetic items. In the wake of plethora of available information resources; it is recommended that the consumers should make informed choices prior to the purchase of

cosmetics rather than being influenced by the manufacturer claims. The present study might help various cosmetic companies to formulate their strategies for marketing the cosmetic products. Further large scale studies are required in study population comprising varied socio-economic groups to substantiate the findings of the above survey.

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Appendix 1

Structured questionnaire used for survey on cosmetic consumption

Questionnaire:

Demographics of the Study Population:

1. Age

Age

- 10-20 years
- 20-30 years
- 30-40 years
- 40-50 years
- 50-60 years

2. Gender

- Male
- Female
- Transgender
- Prefer not to say

3. Occupation

- Student
- Employed/Self employed
- Business
- Home Maker
- Other...

Survey Questions:-

4. How frequently you use the cosmetics?

- Daily
- Weekly
- Monthly
- Never
- Other...

5. Do you think expensive cosmetics products are better than cheaper products?

- Yes
- No
- Maybe

6. Are you willing to pay more for a cosmetic product if it consists entirely of natural ingredients?

- Yes _____
- No
- I do not know
- Other...

7. From which place you preferred to purchase the cosmetic products?

- Shopping mall
- departmental store
- Market
- Medical shop
- Internet

8. What is the purpose of using cosmetic products?

- Facial care _____
- Better feeling
- Medical purpose
- Being Fashionable
- Young Looks
- Occupational Requirement
- Other (Specify)

9. How much do you believe in the promised effects of cosmetic products?

- Very much
- Fairly much
- Fairly little
- Very little
- To some extent

10. What type of cosmetic products you preferred to purchase?

Natural _____

Synthetic

Both

11. The importance of factors that influence your decision making for purchasing cosmetic products?

Brand

quality

Price

Packaging

Promotions and Advertising

Store location