
A Factor Analysis on Factors Influencing Female Buying Behavior for Cosmetic Products in Selected Cities of South Gujarat

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Abstract: *The present study investigates and evaluates factors influencing female buying behaviour for cosmetic products in the cities of Surat, Navsari, Valsad and Vapi. A structured questionnaire was developed and distributed among selected cities' respondents aged from 18 years and above by using quota sampling technique. The total sample which was eligible for study was 963 respondents. Data was analyzed using factor analysis and frequency analysis in SPSS version 16.0. The study provides evidence and insight on various variables used for analysis and reveals total number of 17 factors from brand and price consciousness to the belief of classic buying which were given more significance by female buyers from the cities of Surat, Navsari, Valsad and Vapi for purchasing cosmetic products.*

Keywords – Key Words: *Female buying behaviour, Quota sampling, Factor analysis, Factors influencing purchase of cosmetic products*

*I*ntroduction

Consumers are in-charge of the market. Every organization wants their customer to get satisfied with their products and services. And for that the study of consumer buying behaviour is very essential. Consumer buying behavior is the marketers' deeper knowledge with respect to how consumer think, from where the consumer bring the information, how the consumer will evaluate those information, how the consumers will be taking the purchase decision and what the post-purchase behavior of the customer.

According to Kotler et. al (2013) a consumer's behavior is affected by four different factors: cultural, social, personal factors and psychological factors. These factors help consumers to prefer certain products and brands. Though many of these factors are not under the control of marketers, but a successful consumer oriented market service provider should work as psychologist to procure consumers (Rani P, 2014).

Indian cosmetic industry

India had proved itself as a land of opportunities. When it comes to cosmetics,

it proves the same. Cosmetics is one of the fastest growing retail segments in India. The cosmetics industry is dynamic, lucrative, innovative and fast paced. With shorter life cycles of the products, varying climatic conditions, and rapidly changing attributes of fashion, changing market demand; the manufacturers need not to be only innovative in manufacturing the products but also in presentation and marketing of the products (“Indian Cosmeceutical, Cosmetics & Personal Care Market 2022”, n.d.).

The increase in the middle class population with disposable incomes and increasing health and fashion consciousness can be considered to be the major factors behind the increasing demand of cosmetic products that are mostly herbal and came with an assurance of high quality (Singh V., 2017). Supporting to this Anand S. (2017) had very nicely summarized all the factors considered as growth drivers for cosmetics industry in India like rising disposable income, globalization impacting lifestyles, changing retail landscape, cosmetic trials increases consumption, increasing penetration of channels and adoption of

natural products.

The Indian cosmetics industry is majorly categorized into skin care, hair care, oral care, fragrances, and colour cosmetics segments. It currently has an overall market standing of USD 6.5 billion and is expected to grow to USD 20 billion by 2025 with a CAGR of 25 per cent. In 2016, gender-wise market share of cosmetics industry in India was divided as 60 per cent female and 40 per cent male (Anand S, 2017).

1. Review of literature.

The word "Cosmetics" is known to human race since ages. At the same time, desire to look good and attractive for every individual also can be identified as the psychological need having been given the upper place in hierarchy for ages (Shimpi S, Sinha D., 2012).

As per Section 3 (aaa) of the Drugs and Cosmetics Act 1940 and Rules 1945, Cosmetic means "any article intended to be rubbed, poured, sprinkled or sprayed on, or introduced into, or otherwise applied to, the human body or any part there of for cleansing, beautifying, promoting attractiveness, or altering the appearance, and includes any article intended for use as a component of cosmetic" ("Frequently Asked Questions (FAQ's)- Cosmetics Import Registration", n.d.).

According to Kotler et. al (2013) a consumer's behaviour is affected by four different factors: cultural, social, personal factors and psychological factors.

1.1 Cultural factors

The study of culture is a challenging activity. In marketing and consumer behaviour, culture is frequently reflected in products' features and designs, as well as the layout, visuals and contents of promotional messages. To understand the influence of culture on consumer behaviour, (Schiffman, Kanuk, Kumar, 2010, 342) define culture as "the sum total of learned beliefs, values, and customs that serve to direct the consumer behaviour of members of a particular society." Consumers are also getting influenced from cross-culture of different countries

(Patil and B. Bakkappa, 2012). To make products more tangible marketers use product features, its appearance and whole lot of other things to match the cultural demand of the consumers. Physical appearance is the most important component for selecting and purchasing cosmetics (Junaid Abdullah B, Nasreen R, Ahmed F, Hamdard J., 2013). One of the research shows that while selecting cosmetics, culture influences their selection. Cosmetics are selected in the framework of personal culture and rituals performed. Along with that the language and symbol on the package influences their selection. Consumers are of the opinion that their subculture influences the cosmetics selection and they have derived subculture from the culture of the state and religion to which they belong (Patil H, Bakkappa, 2012).

1.2 Social Factors

Family, social roles and statuses as well as different reference groups are some of the social factors that, in addition to culture, affect consumer behaviour (Kokoi I, 2011). According to one of the study conducted in Kolhapur by Desai K. (2014), consumers while purchasing cosmetics in spite of the impact of friends, family members, beauticians and others, the actual decision to buy was taken by the respondents on their own. In contrast, one of the studies also suggested that family members consent is the major factor in the purchase of soaps (Reddy P, Rao N. Appa, Reddy I. Lokananda, 2014). Not only in cosmetics but for FMCG products also the social factors influence the buying behaviour of consumers. One of the study shows that nearly 50 per cent of women purchases are getting influenced by word of mouth (Sonkusare G., 2013). Supporting to this study, one more study concluded that women shoppers are high involvement shoppers who sought their opinion of female friends and co-workers, used most of the non-personal idea sources for shopping (Tammy R. Kinley, Bharath M. Josiam and Fallon L., 2010).

1.3 Personal factors

A buyer's decisions are also influenced by personal characteristics. The

characteristics like; the buyer's age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values (Kotler et. al., 2013, 150). As this study is related to cosmetics products, age will be playing the most important role. Different age group people prefer different brand of skin care cosmetic product and there is a significant relationship between occupation and brand loyalty, brand preference (Junaid Abdullah B, Nasreen R, 2012; Wijesundera G, Abeysekera R, 2010). Supporting to this, Junaid Abdullah B, Nasreen R, Ahmed F, Hamdard J. (2013) also concluded that there is a significant relationship between age and type of cosmetics products used and age and time period of using cosmetics. As this study is related to cosmetics products and today is the era of working women. So, occupation is going to play the most important role while purchasing cosmetics, supporting to this one of the study concluded that, the working respondents were more conscious of their appearance and ready to buy high priced products as compare to housewives & students (Desai K, 2014). Self-image does have an impact on purchase intention and purchase behaviour in buying skincare products (Sukato N., Elsey B., 2009). One of the studies conducted by Srinivasan R., Srivastava R., Bhanot S. (2014) depicted the relationship between age, value and purchase behaviour towards luxury brands. And there is a significant difference in perception of usability value among people of different age groups.

1.4 Key psychological processes

As Kotler et. al. suggested (2013, 153); four key psychological processes- motivation, perception, learning, and memory- fundamentally influence consumer responses. A motivated person is ready to act. Satisfying all the needs and wants, overcoming to all the tensions and drive, they will show certain behaviour that will help them into purchase decision and goal or need fulfillment. In terms of studying consumer behaviour, people's perceptions are more important than reality because perceptions are what actually affect a consumer's behaviour. Perceptions are formed through a three stage process that

consists of selective attention, selective distortion and selective retention (Kotler et. al., 2013, 156). Marketers want their communications to be noted, believed, remembered, and recalled. For these reasons, they are interested in every aspect of the learning process (Schiffman, Kanuk, Kumar, 2010, 196-198). It is very important to study memory as a part of factors influencing consumer buying behaviour, because which products or services or brands consumer will be choosing is the result of the associations they have made with information stored in the memory. As Kotler et. al., (2013) wrote, cognitive psychologists distinguish between short-term memory (STM)- a temporary and limited repository of information- and long-term memory (LTM)- a more permanent, essentially unlimited repository.

2. Research Methodology.

For this study of cosmetics and female buying behavior, quantitative research strategy was used. The principal orientation to the role of theory in relation to research was deductive. The epistemological orientation was natural science model, in particular positivism. The objectives of this research were as follows:

- To study and analyze factors influencing female buying behaviour of cosmetic products for the selected cities of the study.
- To understand and select key variables of female buying behaviour of cosmetic products for the selected cities of the study.
- To analyze the demographic variables of cosmetic products for the selected cities of the study.

The targeted population for this study was female consumers who live in the cities of Surat, Navsari, Valsad and Vapi. Respondents were 18 years of age or older, with a mix of occupations, level of education and income. The sample respondents were derived using quota sampling method of non-probability sampling. For this study, in the first stage of quota sampling; age and cities like Surat, Navsari, Valsad and Vapi

from South Gujarat region of Gujarat district has been identified as a quota on the basis of judgment. The various age groups used for the study was derived taking the reference from demographic segmentation variables for consumer markets given by Kotler, Keller, Koshy, Jha. (2013, 191). The relevant control characteristics or quotas, which may include sex, age, and race, are identified on the basis of judgment (Malhotra N, Dash S., 2010, 337). For the second stage of the study, from each age group minimum 10 per cent of population had been required for sample from the selected cities for the study. 1000 respondents were selected for survey in this study to ensure sufficient response to provide reliability of data as the nature of the research has an impact on the sample size, such as for descriptive surveys larger samples are required (Malhotra N, Dash S., 2010, 332). The sample size distribution; using quota sampling technique, sample size of 1000 and for the selected cities of Surat, Navsari, Valsad and Vapi; for the selected study can be seen in table 1.

The primary data was collected using survey method and all the data obtained using structured questionnaires. A pilot study was conducted in two stages, first state involved experts who had analyzed the questionnaire as per objectives and second, 50 females were contacted conveniently to fill up the questionnaire and were asked to write down the comments at the end of the questionnaire. So, a refined questionnaire was taken forward for the actual survey. For actual survey, researchers had contacted females residing in the cities of Surat, Navsari, Valsad and Vapi and visited few colleges, salons, shops that sell cosmetics, tuition classes and conveniently contacted the people who are already known in the selected cities. For secondary data the researchers had thoroughly studied journals, periodicals, books, articles, reports, theses, etc.

In this study, all the data was collected using survey method were checked and then transformed into intelligence and coding had done using SPSS 16.0. A five-point likert-type scale (Strongly agree to strongly disagree) was employed to measure

variables. The data set was screened and examined for incorrect data entry, missing values, normality and outliers. The value of Cronbach's Alpha was 0.885 for 55 items and 963 respondents of this study, indicates that the instrument is reliable and can be used with other statistical procedures for further investigation. In this study, descriptive statistics were employed first and then factor analysis was carried out to satisfy the objectives.

Selected cities for the study/Age-wise sample size of females	Sample size of 18 - 34 years of age	Sample size of 35-49 years of age	Sample size of 50 - 60 years of age	Sample size of 60+ years of age	Total Sample size
Surat city	397	189	61	54	701
Navsari city	46	28	13	13	100
Valsad city	44	29	12	14	99
Vapi city	59	27	8	7	101
Total	547	273	93	88	1001

Table: 1 Age-group wise sample size

3. Data analysis and interpretation

The number of respondents participated in this study was 963, as seen in table 2. The collected data was significant for analysis because it's quite a big size and a minimum sample size suggested was five for one variable in addition, a one hundred sample size is acceptable, and however a sample size more than two hundred is much more acceptable to fulfill the factor analysis (Hassan S, Ismail N, Jaafar W, Ghazali K, Budin K, Gabda D, Samad S, 2012; Malhotra N, Dash S., 2010, 590). The reliability analysis result showed that Cronbach's Alpha was 0.885 for 55 items on scale. So, it suggests that there were internal consistency of the scale and the instrument used in this study had high reliability value.

As seen in table 2, total 963 responses were collected during the entire tenure of data collection. The varied demographic profile of the respondents includes, age, education qualification, occupation, marital status and economic status of the respondents. Out of 963 respondents; 62 per cent of the respondents belonged to 18-34 years of age category, 52 per cent of the respondents

were graduate, 54 per cent of the respondents were married and 38 per cent of the respondents belonged to middle class family earning the income of 80,001-1,20,000 Rs.). From this analysis, it was also found that 31 per cent of the respondents were housewife, 29 per cent were studying and 26 per cent of the respondents were doing private job.

Based on above mentioned figures, as 62 per cent of the females were under the age of 18-34 years, from which one can assumed that they must be having a very good knowledge of cosmetics and must be using cosmetics on regular basis. So, from the above findings, one could interpret that the age, occupation, education qualification, family income, and marital status, all differ from person to person and their purchase behaviour would be entirely based upon what demographic profile they fall upon.

Demographic Profile		Frequency	Percentage
Total no. of respondents		963	100%
Age of the respondents	18-34 years	592	61.5%
	35-49 years	237	24.6%
	50-60 years	92	9.6%
	60+ years	42	4.4%
Education qualification of the respondents	Undergraduate	212	22%
	Graduate	496	51.5%
	Post graduate	232	24.1%
	M.Phil/Ph.D	15	1.6%
	Missing Value	8	8%
Occupation of the respondents	Student	282	29.3%
	Government job	59	6.1%
	Private job	251	26.1%
	Own business	57	5.9%
	Housewife	294	30.5%
	Others	20	2.1%
Marital status of the respondents	Unmarried	407	42.3%
	Married	524	54.4%
	Divorced/Separated	14	1.5%
	Widowed	13	1.3%
	Missing Value	5	0.5%
Economic status of the respondents	Low class (Below 40,000 Rs.)	104	10.8%
	Lower middle class (40,001- 80,000 Rs.)	125	13%
	Middle class (80,001-1,20,000 Rs.)	369	38.3%
	Upper Middle class (1,20,001-1,60,000 Rs.)	209	21.7%
	High class (1,60,001 and above)	151	15.7%
	Missing Value	5	0.5%

Table 2: Demographic profile of the respondents

In marketing research, there are large numbers of factors, most of which are correlated and which must be reduced to a manageable level. Thus, factor analysis could help the researcher to reduce the factors to that it become manageable and the objectives of this research could be satisfied. The factor analysis is a class of procedures primarily used for data reduction and summarization (Malhotra N, Dash S., 2010, 587).

The total number of 55 variables included in the study after comprehensive review of literatures and thoroughly studying the theories. These variables were measured on ratio scale of 1 to 5; from strongly agree to strongly disagree. And the sample size used was 963.

The following was the result of factor analysis performed by the researcher:

KMO and Bartlett's Test	
Measure of Sampling Adequacy.	.863
Approx. Chi-Square	1.204E4
Df	1485
Sig.	.000

Table 3: Factor analysis- KMO test

According to Malhotra N, Dash S. (2010, 592), to measure the sampling adequacy, Kaiser-Meyer-Olkin (KMO) is a very useful statistical method. The desirable value of KMO given by them is greater than 0.5. As seen in table 3, the value of KMO statistic for this study is 0.863, which is considered large (> 0.5). Even the Bartlett's test of sphericity is significant ($p < 0.005$, $p = 0.000$). Thus, factor analysis considered as an appropriate technique for analyzing the components.

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.187	14.886	14.886	2.708	4.923	4.923
2	3.556	6.466	21.351	2.639	4.799	9.722
3	1.981	3.601	24.953	2.583	4.697	14.418
4	1.924	3.498	28.450	2.403	4.369	18.787
5	1.577	2.866	31.317	2.096	3.811	22.598
6	1.445	2.627	33.944	2.014	3.661	26.259
7	1.351	2.457	36.401	1.857	3.376	29.635
8	1.301	2.365	38.767	1.805	3.282	32.917
9	1.259	2.289	41.056	1.674	3.043	35.961
10	1.227	2.230	43.286	1.637	2.977	38.938
11	1.221	2.220	45.506	1.582	2.877	41.815
12	1.182	2.149	47.655	1.566	2.847	44.661
13	1.136	2.065	49.720	1.518	2.759	47.421
14	1.124	2.044	51.764	1.459	2.653	50.073
15	1.059	1.925	53.688	1.352	2.459	52.532
16	1.031	1.875	55.564	1.350	2.455	54.987
17	1.016	1.847	57.411	1.333	2.424	57.411
18	.959	1.744	59.155			
19	.928	1.688	60.843			
20	.910	1.655	62.498			
21	.889	1.617	64.115			
22	.858	1.560	65.675			
23	.838	1.524	67.199			
24	.808	1.468	68.667			
25	.800	1.454	70.121			
26	.761	1.383	71.504			
27	.746	1.356	72.861			
28	.730	1.328	74.189			
29	.727	1.322	75.510			
30	.718	1.306	76.816			
31	.681	1.239	78.055			
32	.665	1.210	79.265			
33	.660	1.200	80.465			
34	.651	1.183	81.648			
35	.630	1.146	82.793			
36	.624	1.134	83.927			
37	.598	1.087	85.014			
38	.570	1.037	86.051			
39	.566	1.029	87.080			
40	.561	1.021	88.100			
41	.550	.999	89.100			
42	.526	.957	90.056			
43	.511	.930	90.986			
44	.481	.874	91.860			
45	.467	.849	92.709			
46	.464	.843	93.552			
47	.445	.809	94.361			
48	.429	.780	95.141			
49	.422	.768	95.909			
50	.412	.748	96.658			
51	.403	.732	97.390			
52	.388	.706	98.096			
53	.363	.661	98.757			
54	.352	.641	99.398			
55	.331	.602	100.000			

Extraction Method: Principal Component Analysis.

Table 4: Total variance Explained

The table 4 shows the actual factors extracted from all the 55 variables selected for the study. In the table 4, if one could look to the “rotation sum of squared loadings”, it shows only those variables which met the cut-off criterion (extraction method). In this case, there were 17 factors with eigen values greater than 1. When 17 factors were extracted, then 57.411 per cent of the variance would be explained. The “% of variance” column, it shows how much variability could be accounted for by each of these factors. Factor 1 account for 4.923 per cent of the variability in all variables, and so on.

The rotated component matrix shows the factor loadings for each variable. Though it is not included in this article, the researcher went across each row, and took only those factors that loaded most strongly on. Hassan Set. al, (2012) stated variable with factor loadings more than 0.45 were chosen in this study because loadings equals to 0.45 is considered average, whereas loadings 0.32 is considered less good. Thus, according to the rotated component matrix, following components are distracted:

After performing Varimax Rotation Method

No. of component	Name of the component	Factor loading
1	I believe that for cosmetic products high price products have more staying power than low -price products	0.471
	The more expensive cosmetics brands are usually my choice	0.652
	I usually buy international brands of cosmetic products	0.578
	The brand of cosmetics must help me attain the type of life I strive	0.470
2	I am interested in shopping at exclusive stores rather than at department stores or other discount stores for purchasing cosmetic products	0.519
	I evaluate different brands of cosmetics by reading labels, considering ingredients, trying out the sample available	0.515
	I usually trust in a brand of cosmetic products because of the famous and well-known celebrity endorses it.	0.404
	The road side billboards or hoardings attracts me the most for purchasing cosmetic products	0.631
3	For cosmetic products, interior of the store must be attractive and pleasant	0.499
	For the store which is selling cosmetic products, must have good wall color and must play good music	0.688
	I love the cosmetic products made of the natural ingredients	0.627
	I will repeat my purchase of the same cosmetics which have given promised effects previously	0.611
4	I will always consider my previous product usage experience for purchasing cosmetic	0.590
	I always look for clear instructions regarding contents, ingredients, manufacturing date, expiry date etc on the cosmetics product packaging	0.488
	For me, quality is an important factor in buying cosmetics products	0.630
	The advertisements always give me better information of the cosmetic products	0.658
5	The video blogs of cosmetic products always attracts me to purchase cosmetics	0.664
	The advertisements on social media attracts me to purchase cosmetics	0.755
	I am likely to buy cosmetics if I recognize its brand name	0.406
	In my opinion, a good brand always have a good store location	0.465
6	In my opinion good brand must have sufficient outlets	0.641
	For me to purchase cosmetic products, the store must be easily accessible	0.570
	For cosmetic products, I shop quickly, buying the first product or brand that's good enough	0.692
	Buying the most expensive brand of the cosmetic products makes me feel distinguished	0.528
7	Price is not an important factor while purchasing cosmetics	0.401
	For purchasing cosmetic products, I really don't give much thought or care	0.488
	The lower price cosmetic products are usually my choice	0.658
	If my preferred brand of cosmetics in the product I want is not available at the store, it makes little difference to me and I choose another brand.	0.480
8	I always keep my standards and expectations very high when it comes to purchasing cosmetic products	0.440
	I look carefully to find the best value for the money	0.463
	Increase in price does not hinder my purchases when it come to cosmetics	0.495
	I buy as much as cosmetics products possible at sales prices	0.616
9	A good cosmetic store must have the wide range of products	0.582
	A good cosmetic store must have effective and attractive product display	0.563
	Price is an important factor for me while purchasing cosmetics products	0.741
	I always purchase cosmetic products if special discounts are available	0.513
10	For me, a good brand of cosmetics must have an online presence	0.684
	I usually purchase cosmetics online	0.590
	I look for ingredients of the cosmetic products before purchasing it	0.424
	I always purchase the cosmetic products which is made in India	0.654
11	I always look for attractive packaging for cosmetic products	0.410
	For me, packaging of the cosmetic products should be convenient to use, store and dispose	0.70
	I usually get into the cosmetic store if its window displays are attractive	0.455
	I purchase cosmetic product after looking to the recommendations and testimonials of the people who have already used it	0.713
12	I always purchase cosmetics from the company kiosks available at malls	0.467
	I usually purchase the same brand of cosmetics for different product type	0.534
	I usually got attracted by free-trials of cosmetic products for purchasing it	0.614
	I did not search attribute information of the cosmetics brands I am not aware of	0.492
13	The salesperson's recommendations always affect my purchase decision	0.646
	I believe more in cosmetic products outlets than a website selling the cosmetic products	0.692

Table 5: Factor analysis-Factor distraction with factor loadings

with Kaiser Normalization, Factor 1 comprised of five items with factor loadings ranging from 0.470 to 0.652. The items in factor 1 were shown in Table 5. Factor 2 comprised of five items with factor loadings ranging from 0.404 to 0.688 and the items in factor 2 were shown in table 5. Factor 3 comprises of five items with factor loadings ranging from 0.488 to 0.630 and the items in factor 3 were shown in table 5. Factor 4 comprises of three items with factor loadings ranging from 0.658 to 0.755 and the items in factor 4 were shown in table 5. Factor 5 comprises of four items with factor loadings ranging from 0.406 to 0.641 and the items in factor 5 were shown in table 5. Factor 6 comprises of three items with factor loadings ranging from 0.401 to 0.652 and the items in factor 6 were shown in table 5. Factor 7 comprises of three items with factor loadings ranging from 0.480 to 0.658 and the items in factor 7 were shown in table 5. Factor 8 comprises of four items with factor loadings ranging from 0.440 to 0.616 and the items in factor 8 were shown in table 5. Factor 9 comprises of two items with factor loadings of 0.563 and 0.582 and the items in factor 9 were shown in table 5. Factor 10 comprises of two items with factor loadings of 0.513 and 0.741 and the items in factor 10 were shown in table 5. Factor 11 comprises of two items with factor loadings of 0.590 and 0.684 and the items in factor 11 were shown in table 5. Factor 12 comprises of two items with factor loadings of 0.424 and 0.654 and the items in factor 12 were shown in table 5. Factor 13 comprises of three items with factor loadings ranging from 0.410 to 0.70 and the items in factor 13 were shown in table 5. Factor 14 comprises of two items with factor loadings of 0.467 and 0.713 and the items in factor 14 were shown in table 5. Factor 15 comprises of two items with factor loadings of 0.534 and 0.614 and the items in factor 15 were shown in table 5. Factor 16 comprises of two items with factor loadings of 0.492 and 0.646 and the items in factor 16 were shown in table 5. Factor 17 comprises of one item with factor loading of 0.692 and the item in factor 17 was shown in table 5.

17 new factors were successfully extracted using factor analysis and assigned as the

factors affecting female buying behaviour for cosmetic products. Table 6 shows the name of new factors and the percentage of variance explained for each factor. The first factor shows the highest percentage of variance explained when it was extracted. Thus, when the first factor brand consciousness was extracted, brand consciousness, then 4.923 per cent of variance would be explained.

Factor	Name of the factor	Percentage of Variance
1	Brand consciousness	4.923
2	The total customer benefit	4.799
3	Quality consciousness	4.697
4	Promotion- Social media	4.369
5	Accessibility	3.811
6	The impulsiveness	3.661
7	Low price buying	3.376
8	Customer satisfaction	3.282
9	Product varieties	3.043
10	Price consciousness	2.977
11	Online shopping	2.877
12	Made in India products	2.847
13	Product packaging	2.759
14	-----	2.653
15	Sales promotion	2.459
16	Salespersons' recommendations	2.455
17	The belief of classic buying	2.424

Table 6: Factor analysis-Name of new factors with the percentage of variance

4. Findings and Conclusion

Acceptance for frequent use of cosmetics has been on rise among Indian female consumers. According to this study, 62 per cent of the female respondents were of 18-34 years of age, 52 per cent were graduate respondents, 54 per cent were married females, 38 per cent belonged to middle class family earning the income of 80,001-1,20,000 Rs.), 31 per cent were housewives, 29 per cent were studying and 26 per cent of the respondents were doing private job. So, as per the analysis conducted, majority respondents were young and rising respondents. And it was also found that females considers total number of 17 factors while purchasing cosmetics likewise; brand consciousness, the total customer benefit, quality consciousness, promotion on social media, accessibility, the impulsiveness, low price buying, customer satisfaction, product varieties, price consciousness, online shopping, made in India products, product packaging,

customers' recommendations, sales promotion, salespersons' recommendations, and the belief of classic buying. Thus, to study the process of evaluating and selecting the most appropriate brands of cosmetics for females is not simple as today's female are getting more aware and due thanks to all social media which is making females more attentive while choosing cosmetics. And the product like cosmetics is bought with lots of expectations, so the risk of dissatisfaction and dissonance are always there, which makes the study of female buying behaviour for cosmetics more important and complex.

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