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Consumer Purchasing Capacity in Working Women's Cosmetics

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Abstract

Cosmetic is the very important one of all the women's. Purchasing capacity knows how much money needs to purchase a particular item in a specific time. Some of the peoples use high amount but demand is high. To improve all the face glow, Beauty and fair. Vegetable butters and oils have become one of the main interests of natural cosmetics, from the perspective of manufacturers and users. Most of the customers used in natural products and natural ingredients. The trend of returning to nature has contributed significantly and added an exotic touch to the popularity of vegetable butters and oils. They are considered the most unique cosmetic ingredients, to explain, vegetable butters and oils exhibit biological and cosmetic effects on the skin, and are the basic constituents of numerous cosmetic products.

Keywords: Purchasing behaviour, ingredients, methods

Introduction

Purchasing capacity is the common statement of all the humans. Its lot of uses and some disadvantages of this purchasing capacity. All the women's must needs, how to purchase, how to get thinks. Cosmetics are the important one of all the girls and women's. The main objectives are improving her growth, fairness and Glowing skin and increase her beauty. Women used to decorate their bodies for improvement of appearance. Examples of Cosmetics: Skin-care creams, powders, lotions, lipsticks, nail polishes, eye and face makeup, deodorants, baby products, hair colour products and sprays etc. The women's mentality should be undertake and grooving, improvement her beauty and Fitness.

Cosmetics used all type of persons. Cosmetics is Aging is an irreversible process of the human body, resulting from a progressive decrease in the biological functions of the organs, including the skin. This study analyzed the relationship between usage of patterns of different types of aging cosmetic products, socio demographic variables, appearance schemes, psychological morbidity, perfectionism, and aging perception of aging with self-esteem. This analytical study included a sample of 260 women, aged between 25 and 64 years, which provide protection from the harmful effects of ultra violet radiation. Discovering the connection between the effects of vegetable butters and oils and their chemical composition, dis-covering the individual cosmetically active ingredients of vegetable butters and oils, and studying their mechanisms of action. Most of the women's needed Organic used products. Because they avoid side effects for her skin and body

maintenance. The statistical tools used in primary data collections.

Objectives

- i). Purchasing Power capacity of working women's based on her salary.
- ii). It may be defined as a substance which comes in contact with various parts of the human body like skin, hair, nail, lips, teeth, and mucous membranes etc., Cosmetic
- iii). Substances help in improving or changing the outward show of the body and also masks.
- iv). Take own decision in her purchasing capacity.

Cosmetic Formulations

Most of the cosmetics formulations given waxes used in some of the products. The hydrocarbon waxes, hard waxes and micro crystalline waxes used some face products. Perfumeries -Rose oil, cinnamon oil, lavender oil etc. Some cosmetic items used natural ingredients like, flowers, plants etc.,

Method of Preparation

- If a solvent is used for the dissolution of bromo acid, the solution is first prepared and set aside until required.
- If commercial colour pastes are not being used, then lake colours are first dispersed by mixing with suitable quantity of castor oil.
- The natural colour paste obtained is passed through a triple roller mill until it becomes smooth and free from agglomerates and gritty particles.

- The colour mixture is then mixed with the broom acid mixing.
- All the ingredients of the base are identified and arranged in the increasing order of their melting points.
- It is perfectly smooth and soft product.
- Preservatives and anti-oxidant are dissolved in remaining oil and are added to the mixture.
- Finally, the perfume is added and the mass is stirred thoroughly, but gently to avoid entrapment of air.

Data Collection

The data collection tool was adapted from previous studies (17 and 19), and self-administer questionnaire was used to collect data. The questionnaire has three main parts. First - general socio-demographic information of the study participants, Two -addressed cosmetics utilization. Third- It deals with participants experience at any time in the past about cosmetics-related adverse events prior to data collection. Some data collected through Interview mode. Some data's collect Google forms.

Conclusion

Women's used lot of cosmetics and compared men's. Most of women have used herbal products and vegetable added face products. Because all the products no more any side effects and improving her glow and shining skin. Basically all the consumers purchasing capacity is compared her salary. The purchasing power is very important and family oriented process. Those data's collected from various articles references and Journals and questionnaire and primary data collection. All the conclusions depend on her age, purchasing power.

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