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THE AWARENESS OF BEAUTY CARE PRODUCT AND THE IMPACT OF PURCHASES ON TRADITIONAL SOCIAL VALUES IN INDIA

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ABSTRACT:
The beauty care industry in India has witnessed remarkable growth over the past decade, influenced by rising disposable income, globalization, digital marketing, and changing lifestyle preferences. Beauty care products, once considered luxury items, have gradually become part of everyday personal grooming routines across diverse age groups and socio-economic segments. At the same time, purchasing behaviour related to these products reflects not only functional needs but also cultural beliefs, social expectations, and traditional values deeply rooted in Indian society. This study aims to examine the level of awareness of beauty care products among consumers, explore the cultural influences shaping their choices, and analyse the overall shopping experience associated with these purchases. Further, it seeks to understand how increasing consumption of beauty care products interacts with traditional social values, potentially reshaping perceptions of beauty, identity, and self-expression. By combining consumer awareness and socio-cultural dimensions, the study provides meaningful insights into the evolving relationship between modern consumerism and long-standing cultural norms in India.
Keywords: Beauty care products, Consumer awareness, Cultural influence, Purchase behaviour, Shopping experience, Traditional values, Indian consumers, Social change

INTRODUCTION:

Beauty and personal care have always held a significant place in Indian culture. From traditional herbal remedies and homemade skincare practices to modern branded cosmetics and personal grooming products, the concept of beauty has evolved with time while remaining closely connected to social customs and cultural heritage. In recent years, the beauty care market has expanded rapidly due to urbanization, increased exposure to global trends, social media influence, and aggressive advertising strategies. Consumers today are more informed, experimental, and brand-conscious than ever before.

At the same time, purchasing beauty care products is no longer merely a functional activity; it is increasingly linked with self-confidence, personal identity, and social acceptance. While modern products promise convenience and enhanced appearance, traditional values continue to influence preferences, ingredients, and perceptions of beauty. For example, many consumers still trust natural or Ayurvedic products, reflecting a blend of tradition and modernity.

Understanding consumer awareness and behaviour in this context becomes essential, as it reveals how people balance cultural beliefs with contemporary lifestyle demands. This study therefore explores the awareness levels, cultural influences, and shopping experiences associated with beauty care products, while examining their broader impact on traditional social values in India.

STATEMENT OF THE PROBLEM:

The growing popularity of beauty care products has transformed the way individuals perceive grooming, appearance, and self-presentation. With increasing exposure to media, celebrity endorsements, and global beauty standards, consumers are encouraged to adopt new products and practices at a faster pace than ever before.

However, this shift raises important questions about how such purchasing behaviour aligns with or challenges traditional Indian social values that emphasize simplicity, natural beauty, and cultural authenticity.
Despite the rapid expansion of the beauty care market, there is limited understanding of how aware consumers truly are about these products, what cultural factors influence their choices, and how their shopping experiences shape their perceptions and decisions. Moreover, the intersection between modern consumption patterns and long-standing traditions remains underexplored.
Hence, there is a need to study the level of awareness, cultural influences, and purchasing behaviour related to beauty care products and to examine how these factors impact traditional social values. Addressing this problem will help marketers, policymakers, and researchers better understand consumer needs while preserving cultural sensitivity in an evolving marketplace.

OBJECTIVES OF THE STUDY:

- To understand the awareness of beauty Care Products
- To understand the cultural influences on beauty care products
- To analyse the shopping experience of purchase of beauty care products.

RESEARCH METHODOLOGY:

Research Design: Descriptive Research
Sample Unit: Girls who are studying in Management Institutes,
Engineering colleges and Arts and Science colleges.
Sample Region: Coimbatore
Sample Procedure: Clustered, Simple Random sampling
Sample Size: 505 Girls

RESEARCH INSTRUMENTS:

- Descriptive statistics
- Chi square
- Correlation
- ANOVA test
- T test
- Multiple regression method

HYPOTHESIS TO BE TESTED:

H1: There is a significant association between different product and know about the product.
H2: There is a significant association between different beauty care product and manufacturing place about the product,
H3: There is a significant association between different beauty care product and using traditional beauty care products.
H4: There is a significant association between different beauty care product and spending for beauty care products.
H5: There is a significant association between different beauty care product and frequency of use of beauty care products.
H6- There is a relationship between the use of face care product, hair care, eye care, skin care and create awareness among these customers.
H7- There is a relationship between the use of face care product, hair care, skin care and eye care products create awareness among these customers.

Product Distribution;

Product	**No of Respondents**	**Percentage**
Face Care	175	35
Hair Care	211	42
Eye Care	69	14
Skin Care	50	9.9
Total	**505**	**100**

Interpretation: To find out classification of respondents based on their beauty care products. Out of 505 respondents , 35% of the respondent using face care products, 42% of the respondents using hair care products, 14% 7 14% of the respondents using Eye care products and Skin care products respectively.

2. Know about this Product:

Step 1: Formulation of hypothesis:

H1: There is a significant association between different product and know about the product.

Step 2: Finding Calculated value:

Source: Primary Data

	Face Care		Hair Care		Eye Care		Skin Care	
	No of Res	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**
Television	114	65.1	121	57.3	29	42	25	50
News Paper	2	1.1		1.9			1	2
Radio	-	-	-	-	-	-	-	-
Beauty Parlor	8	4.6	7	3.3	2	2.9	1	2
Friends & Family Members	47	26.9	75	35.5	35	50.7	23	46
Others	4	2.3	4	1.9	3	4.3	-	-
Total	**175**	**100**	**211**	**100**	**69**	**100**	**50**	**100**
Chi-Square	***261.829 (df 4)***		***271.196 (df 4)***		***51.522 (df 3)***		***42.480 (df 3)***	
Correlations	***0.989***		***0.991***		***0.992***		***0.995***	

Step3: Interpretation: The above table explained that awareness of know about the four type of product, out of 175 face care product respondents, 114 respondents (65.1%) are awareness in television advertisement, in hair care product and skin care product of respondents are know about the television advertisement 121 and 25 (57.3% and 50%) respectively. In 35 eye care product of the respondents are recommended by any friends and family members.

As the calculated χ^2 value is higher than the table value at 5% level null hypothesis is rejected. Hence, it is inferred that there exists a significant relationship between different product and know about the product.

3. Place of Manufacturing:

Step 1: Formulation of hypothesis:

H2: There is a significant association between different beauty care product and manufacturing place about the product,

Step 2: Finding Calculated value: .

Table No: 4.2.3

	Face Care		Hair Care		Eye Care		Skin Care	
	No of Res	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**
Manf in India	139	79.4	172	81.5	58	84.1	36	72
Manf Abroad	36	20.6	39	18.5	11	15.9	14	28
Total	**175**	**100**	**211**	**100**	**69**	**100**	**50**	**100**
Chi-Square	***60.623 (df 1)***		***83.834 (df 1)***		***32.014 (df 1)***		***9.68 (df 1)***	
Correlations	***1***		***1***		***1***		***1***	

Source: Primary Data

Step3: Interpretation: The above table explained that place of manufacturing about the four type of product, out of 175 face care product respondents, 139 respondents (79.4%) are using products which is manufactured in India. In hair care product and eye care product of respondents are using products which is manufactured in India, 172 and 58 (81.5% and 84.1%) respectively. In skin care product , 36 (72%) of the respondents are using Indian manufacturing products.

As the calculated χ^2 value is higher than the table value at 5% level null hypothesis is rejected. Hence, it is inferred that there exists a significant relationship between different product and place of manufacturing.

4. Using any traditional beauty care :

	Face Care		Hair Care		Eye Care		Skin Care	
	No of Res	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**
Yes	151	86.3	181	85.8	60	87	73	86
No	24	13.7	30	14.2	9	13	7	14
Total	**175**	**100**	**211**	**100**	**69**	**100**	**50**	**100**

Interpretation: To find out classification of respondents based on their usage of any traditional beauty care products. Out of 505 respondents , 86% of the respondent using traditional face care products, 85.8% of the

respondents using traditional hair care products, 87% & 86% of the respondents using traditional Eye care products and Skin care products respectively.

5. If Yes- traditional beauty care products:

Step 1: Formulation of hypothesis:

H3: There is a significant association between different beauty care product and using traditional beauty care products.

Step 2: Finding Calculated value: .

Step3: Interpretation: The above table explained that usage of traditional beauty care products, out of

	Face Care		**Hair Care**		**Eye Care**		**Skin Care**	
	No of Res	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**
Shikakai / Arappu	21	13.91	31	17	3	5	8	18.6
Henna / Hibiscus	17	11.25	10	5.5	9	15	5	11.6
Turmeric	25	16.56	41	23	14	23.3	9	20.9
Kajal	11	7.28	9	5	13	21.7	5	11.6
Natural oil	65	43.05	74	41	16	26.7	15	34.9
Gramdal flour	12	7.95	15	8.3	5	8.33	1	2.33
Others	-	-	1	0.6	-	-	-	-
Total	**151**	**100**	**181**	**100**	**60**	**100**	**43**	**100**
Chi-Square	***81.252 (df 5)***		***181.696 (df 6)***		***13.60 (df 5)***		***15.74 (df 5)***	
Correlations	***0.964***		***0.968***		***0.922***		***0.964***	

151respondennts who like face care products most, among them, 65 respondents (43%) are using natural oil followed by turmeric as a traditional beauty products. In hair care product and eye care product of respondents are using natural oil 41% and 26.7% respectively. In skin care product , 15 (34.9%) of the respondents are using natural oil followed by turmeric as a traditional beauty products..

As the calculated χ^2 value is higher than the table value at 5% level null hypothesis is rejected. Hence, it is inferred that there exists a significant relationship between different products and usage of traditional beauty care products.

6. Spending for beauty care product:

Step 1: Formulation of hypothesis:

H4: There is a significant association between different beauty care product and spending for beauty care products.

Step 2: Finding Calculated value: .

	Face Care		**Hair Care**		**Eye Care**		**Skin Care**	
	No of Res	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**
Upto Rs.200	156	89.1	180	85.3	58	84.1	44	88
Rs.201 – 400	12	6.86	26	12.3	7	10.1	6	12
Rs.401-600	3	1.71	4	1.9	4	5.8	-	-
Rs.601-800	2	1.14	1	0.47	-	-	-	-
Rs.801-1000	2	1.14	-	-	-	-	-	-
Rs.1001 & Above	-	-	-	-	-	-	-	-
Total	**175**	**100**	**211**	**100**	**69**	**100**	**50**	**100**
Chi-Square	***524.914 (df 4)***		***416.355 (df 3)***		***80.087 (df 2)***		***28.88 (df 1)***	
Correlations	***0.840***		***0.920***		***0.933***		***1***	

Step3: Interpretation: The above table explained that amount spending for beauty care products, out of 175respondennts of face care products, 156 (89 %) of the respondent use only below Rs.200 per month. Out of 211 respondents 85% ,84%, 88% of the respondents of hair care, eye care & skin care respectively, using upto Rs.200 per month. 1.14% of the respondent of face care product spend Rs801-1000 per month as a highest amount.

As the calculated χ^2 value is higher than the table value at 5% level null hypothesis is rejected. Hence, it is inferred that there exists a significant relationship between different products and amount spend for beauty care products.

7. Frequency of Use of the product

Step 1: Formulation of hypothesis:

H5: There is a significant association between different beauty care product and frequency of use of beauty care products.

Step 2: Finding Calculated value:
Source: Primary Data

	Face Care		Hair Care		Eye Care		Skin Care	
	No of Res	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**	**No of Res**	**Percentage**
Every day	131	74.9	72	34.1	48	69.6	39	78
Twice in a Week	21	12	94	44.5	13	18.8	5	10
Once in a Week	6	3.43	32	15.2	1	1.45	5	10
Once in a Month	3	1.71	5	2.37	2	2.9	-	-
Occasionally	14	8	8	3.79	5	7.25	1	2
Total	**175**	**100**	**211**	**100**	**69**	**100**	**50**	**100**
Chi-Square	***334.800 (df 4)***		***147.602 (df 4)***		***112.377 (df 4)***		***75.760 (df 3)***	
Correlations	***0.823***		***0.920***		***0.784***		***0.871***	

Step3: Interpretation: The above table explained that frequency of usage of product, out of 175 face care product respondents, 131 respondents (74.9%) are using products daily. In hair care product and eye care product 72 and 48 (34.1% and 69.9%) respondents are using products daily. In skin care product , 39 (78%) of the respondents are using every day followed by twice in a week. 14 respondent (8%) of face care products using occasionally. As the calculated χ^2 value is higher than the table value at 5% level null hypothesis is rejected. Hence, it is inferred that there exists a significant relationship between different product and frequency of usage of products.

8.ANOVA

Step 1 : Formulation of hypothesis:
H6- There is a relationship between the use of face care product, hair care, eye care, skin care and create awareness among these customers.

Step 2: Finding calculated value: An ANOVA model demonstrated a significant difference among awareness of factors in selecting a face care product. Five major awareness have been taken for the study.

		SS	**df**	**MS**	**F**	**Sig.**
Know about this product	Between Groups	7.057	4	1.764	0.495	0.7395
	Within Groups	606.1	170	3.565		
	Total	613.1	174			
Product Manufactured	Between Groups	0.389	4	0.097	0.585	0.6736
	Within Groups	28.21	170	0.166		
	Total	28.59	174			
Use of traditional beauty care products	Between Groups	0.548	4	0.137	1.155	0.3328
	Within Groups	20.16	170	0.119		
	Total	20.71	174			
If Yes, Use of traditional beauty care products	Between Groups	19.66	4	4.914	1.949	0.1054
	Within Groups	368.1	146	2.521		
	Total	387.8	150			
Amount spending beauty care products	Between Groups	7.443	4	1.861	5.211	0.0006
	Within Groups	60.71	170	0.357		
	Total	68.15	174			
		SS	**df**	**MS**	**F**	**Sig.**
Know about this product	Between Groups	20.481	4	5.12	1.348	0.253
	Within Groups	782.42	206	3.798		
	Total	802.9	210			
Product Manufactured	Between Groups	0.1386	4	0.035	0.225	0.924
	Within Groups	31.653	206	0.154		
	Total	31.791	210			
Use of traditional beauty care products	Between Groups	0.226	4	0.056	0.456	0.768

	Within Groups	25.509	206	0.124		
	Total	25.735	210			
If Yes, Use of traditional beauty care products	Between Groups	30.361	4	7.59	2.901	0.023
	Within Groups	460.43	176	2.616		
	Total	490.8	180			
Amount spending beauty care products	Between Groups	0.1754	4	0.044	0.204	0.936
	Within Groups	44.336	206	0.215		
	Total	44.512	210			
		SS	**Df**	**MS**	**F**	**Sig.**
Know about this product	Between Groups	6.236	4	1.559	0.368	0.831
	Within Groups	271.1	64	4.236		
	Total	277.3	68			
Product Manufactured	Between Groups	0.857	4	0.214	1.634	0.177
	Within Groups	8.39	64	0.131		
	Total	9.246	68			
Use of traditional beauty care products	Between Groups	0.853	4	0.213	1.957	0.112
	Within Groups	6.973	64	0.109		
	Total	7.826	68			
If Yes, Use of traditional beauty care products	Between Groups	3.179	3	1.06	0.559	0.644
	Within Groups	106.1	56	1.894		
	Total	109.3	59			
Amount spending beauty care products	Between Groups	0.568	4	0.142	0.474	0.755
	Within Groups	19.17	64	0.3		
	Total	19.74	68			
		SS	**df**	**MS**	**F**	**Sig.**
Know about this product	Between Groups	11.78	3	3.928	0.993	0.404
	Within Groups	181.9	46	3.954		
	Total	193.7	49			
Product Manufactured	Between Groups	0.644	3	0.215	1.047	0.381
	Within Groups	9.436	46	0.205		
	Total	10.08	49			
Use of traditional beauty care products	Between Groups	0.061	3	0.02	0.157	0.925
	Within Groups	5.959	46	0.13		
	Total	6.02	49			
If Yes, Use of traditional beauty care products	Between Groups	0.764	3	0.255	0.096	0.962
	Within Groups	103.5	39	2.654		
	Total	104.3	42			
Amount spending beauty care products	Between Groups	0.511	3	0.17	1.642	0.193
	Within Groups	4.769	46	0.104		
	Total	5.28	49			

Step 3: Interpretation: **Step 3: Interpretation**:
As indicated in Table, a significant difference exists among various product ($F(4, 170) = 0.495$, $p < 0.05$), product manufactured ($F(4, 170) = 0.585$, $p < 0.05$), use of traditional beauty care ($F(4, 170) = 1.155$, $p < 0.05$), if use of traditional beauty care ($F(4, 146) = 1.949$, $p < 0.05$), and spending amount of beauty care product ($F(4, 170) = 5.211$, $p < 0.05$) in selecting a product awareness. There was no significant difference in know the product, product manufactured, use of traditional product in selecting the awareness. H0 is rejected in case of use of traditional care product and amount spending the beauty care products and accepted in case of know the product, product manufactured use of beauty care products. Hence these factors have no impact on selecting the various awareness of product. Hence, it can be inferred that the awareness among these products and use of face care product have no influence

As indicated in Table, a significant difference exists among various product (F (4, 206) = 1.348, p <0.05), product manufactured (F (4, 206) = 0.225, p <0.05), use of traditional beauty care (F (4, 206) = 0.456, p <0.05), if use of traditional beauty care (F (4, 206) = 2.901, p <0.05), and spending amount of beauty care product (F (4, 206) = 0.204, p <0.05) in creating awareness among hair care respondents. There was no significant difference in know the product, product manufactured, use of traditional beauty care and amount spending beauty care products. H0 is rejected, relationship between the use of hair care product and create awareness among these customers who use traditional beauty products. Hence these factors have an impact on selecting the various awareness of product. It is found that respondents in the research area have a high level these factors. Hence, it can be inferred that the use of traditional product of respondents is high level influence.

As indicated in Table, a significant difference exists among various product (F (4, 64) = 0.368, p <0.05), product manufactured (F (4, 64) = 1.634, p <0.05), use of traditional beauty care (F (4, 64) = 1.957 p <0.05), if use of traditional beauty care (F (4, 64) = 0.559, p <0.05), and spending amount of beauty care product (F (4, 64) = 0.474, p <0.05) in creating awareness among hair care respondents. There was no significant difference in know the product, product manufactured, use of traditional beauty care and amount spending beauty care products. Hence these factors have an impact on selecting the various awareness of product. Hence, it can be inferred that the awareness among these products and use of eye care product have no influence.As indicated in Table, a significant difference exists among various product (F (3,46) = 0.993, p <0.05), product manufactured (F (3,46) = 1.047, p <0.05), use of traditional beauty care (F (3,46) = 0.157, p <0.05), if use of traditional beauty care (F (3,46) = 0.096, p <0.05), and spending amount of beauty care product (F (3,46) = 1.642, p <0.05) in selecting a product awareness. There was no significant difference in know the product, product manufactured, use of traditional product in selecting the awareness. Hence these factors have no impact on creating awareness of product. Hence, it can be inferred that the awareness among these products and use of skin care product have no influence.

9.T-Test of face care product

Step 1 : Formulation of hypothesis:

H7- There is a relationship between the use of face care product, hair care, skin care and eye care products create awareness among these customers.

Step 2: Finding calculated value:

Awareness	**Mean**	**Std Deviation**	**Df**	**t-value**	**Sig**
Know about this product	2.337	1.877	174	16.471	Accepted
Product Manufactured	1.206	0.405	174	39.346	Accepted
Use of traditional beauty care products	0.863	0.345	174	33.087	Accepted
If Yes, Use of traditional beauty care products	3.781	1.608	150	28.9	Accepted
Amount spending beauty care products	1.183	0.626	174	25.003	Accepted
Use of the product	1.56	1.177	174	17.531	Accepted
t-Test of hair care product**Awareness**	**Mean**	**Std Deviation**	**Df**	**t-value**	**Sig**
Know about this product	2.635	1.955	210	19.575	Accepted
Product Manufactured	1.185	0.389	210	44.234	Accepted
Use of traditional beauty care products	0.858	0.35	210	35.595	Accepted
If Yes, Use of traditional beauty care products	3.74	1.651	180	30.474	Accepted
Amount spending beauty care products	1.175	0.46	210	37.084	Accepted
Use of the product	1.972	0.966	210	29.657	Accepted
Awareness	**Mean**	**Std Deviation**	**Df**	**t-value**	**Sig**
Know about this product	3.333	2.02	68	13.711	Accepted
Product Manufactured	1.159	0.369	68	26.118	Accepted
Use of traditional beauty care products	0.87	0.339	68	21.292	Accepted
If Yes, Use of traditional beauty care products	3.75	1.361	59	21.346	Accepted
Amount spending beauty care products	1.217	0.539	68	18.769	Accepted
Use of the product	1.594	1.155	68	11.47	Accepted
Awareness	**Mean**	**Std Deviation**	**Df**	**t-value**	**Sig**
Know about this product	2.92	1.988	49	10.385	Accepted
Product Manufactured	1.28	0.454	49	19.956	Accepted
Use of traditional beauty care products	1.14	0.351	49	22.998	Accepted
If Yes, Use of traditional beauty care products	3.395	1.576	42	14.13	Accepted

Amount spending beauty care products	1.12	0.328	49	24.126	Accepted
Use of the product	1.38	0.83	49	11.753	Accepted

Step 3: Interpretation:
Analysis of one tailed t-test for awareness of face care product is not significantly in all the level of awareness.
Analysis of one tailed t-test for awareness of hair care product is not significantly in all the level of awareness.
Analysis of one tailed t-test for awareness of eye care product is not significantly in all the level of awareness.
Analysis of one tailed t-test for awareness of skin care product is not significantly in all the level of awareness.

Regression Analysis:
Multiple regressions are basically a predictive tool. The result is obtained by analyzing a set of independent variables to predict a dependent variable. The general equation for a multiple regression can be written as bellow: $Y= B_0 + B_1 X_1 + B_2 X_2 + B_3 X_3 + ….. + B_n X_n + E$, Where B_0 = A constant, the value of Y when all X values are zero. B_1 = The slope of the regression surface of the response surface, and B represents the regression coefficient associated with each X_1 and E = An error term, normally distributed about a mean 0. For the purpose of computation, E is assumed to be 0.
The regression coefficient are either stated in raw score units (the actual X values) or as standardized coefficients. In either case, the value of regression coefficient states the amount that Y varies with each unit change of the associated X variables, when the effects of all other X variables are being held constant. When the regression coefficient are standardized, they are called beta weights (B), and their values indicates the relative importance of the associated X values, particularly are unrelated.
The above equation can be built either with all variables, specific combinations or a selected method that sequentially adds or removes variables. Forward selection starts with the constant and adds variables that results in the largest R square increase. Backward elimination begins with a model containing all independent variables and remove the variables the changes R square the least. The independent variable that contributes the most in explaining the dependent variable is added first. Subsequent variables are included based on the incremental contribution over the first variables and whether they meet the criterion for entering the equation. Care should be taken to ensure that the independent variable must not be correlated among themselves, as it highly affects the overall result. This situation is called multicollinearty.
The factor analysis shows that some of the variables are highly correlated among each other. This leads to multicollinearity. The highlighted parameter under each factor is used to run the multiple regressions. The all parameters are statically significant.

10.Awareness of face care product:

Variables	**Regression Co-efficient**	**Standard Error**	**t-value (df)**	**R^2**
(Constant)	2.384	0.451	5.287	0.39
Know about this product	-0.04	0.053	-0.7	
Product Manufactured	-0.07	0.253	-0.28	
If Yes, Use of traditional beauty care products	-0.14	0.063	-2.24	
Amount spending beauty care products	-0.08	0.152	-0.51	

Dependent variable: Use of product
*: Significant at 5 % **: significant at 1% level.
Here, using the B value of the unstandardized coefficients, the following regression equation is formed:
Awareness of product = 2.384-0.04 know about this product – 0.07 product manufactured – 0.14 if yes, use of traditional beauty care products – 0.08 amount spending beauty care products.

Analysis of Variance of Regression Model

	D F	**Sum of Square**	**Mean Square**	**F Value**
Regression	4	8.457	2.114	1.469
Residual	146	210.1	1.439	

Dependent variable: Use of product

Interpretation:
The analysis of variance of multiple regression models for use of product indicates the overall significance of the model. The coefficient of determination R^2 value shows that the parameters put together explains the use of product to the extent of 39 %.
Thus, it is concluded that the step wise multiple regression analysis (Partial Model) for the variable Y, the use of product has estimated a functional relation between Y use of product with the all predictor parameters have significantly contributed to use of product to the extend of 39%.

11. Awareness of Hair care product :
Table No: 4.1.17

Variables	Regression Co-efficient	Standard Error	t-value (df)	R^2
(Constant)	2.2285	0.307	7.253	0.500
Know about this product	0.0102	0.036	0.2853	
Product Manufactured	-0.05	0.187	0.0002	
If Yes, Use of traditional beauty care products	-0.1265	0.043	-2.9536	
Amount spending beauty care products	0.1459	0.164	0.8908	

Dependent variable: Use of product
*: Significant at 5 % **: significant at 1% level.
Here, using the B value of the unstandardized coefficients, the following regression equation is formed:
Awareness of product = 2.228 + 0.010 know about this product – 0.05 product manufactured – 0.126 if yes, use of traditional beauty care products + 0.14 amount spending beauty care products.

Analysis of Variance of Regression Model

	D F	Sum of Square	Mean Square	F Value
Regression	4	8.183	2.046	2.316
Residual	176	155.5	0.883	

Interpretation:
The analysis of variance of multiple regression models for use of product indicates the overall significance of the model. The coefficient of determination R^2 value shows that the parameters put together explains the use of product to the extent of 50 %.
Thus, it is concluded that the step wise multiple regression analysis (Partial Model) for the variable Y, the use of product has estimated a functional relation between Y use of product with the all predictor parameters have significantly contributed to use of product to the extend of 50%.

12.Awareness of eye care product :

Variables	Regression Co-efficient	Standard Error	t-value (df)	R^2
(Constant)	1.602	0.768	2.086	0.280
Know about this product	-0.034	0.08	-0.43	
Product Manufactured	0.193	0.45	0.43	
If Yes, Use of traditional beauty care products	0.058	0.122	0.474	
Amount spending beauty care products	-0.299	0.311	-0.96	

Dependent variable: Use of product
*: Significant at 5 % **: significant at 1% level.
Here, using the B value of the unstandardized coefficients, the following regression equation is formed:
Awareness of product = 1.602 - 0.034 know about this product + 0.193 product manufactured +0.058 if yes, use of traditional beauty care products - 0.299 amount spending beauty care products.

Analysis of Variance of Regression Model

	D F	Sum of Square	Mean Square	F Value
Regression	4	2.1003	0.525	0.398
Residual	55	72.633	1.321	

Interpretation:
The analysis of variance of multiple regression models for use of product indicates the overall significance of the model. The coefficient of determination R^2 value shows that the parameters put together explains the use of product to the extent of 28 %.
Thus, it is concluded that the step wise multiple regression analysis (Partial Model) for the variable Y, the use of product has estimated a functional relation between Y use of product with the all predictor parameters have significantly contributed to use of product to the extend of 28%.

12.Awareness of skin care product :

Variables	Regression Co-efficient	Standard Error	t-value (df)	R^2
(Constant)	0.851	0.675	1.261	0.380
Know about this product	0.007	0.068	0.104	
Product Manufactured	-0.1	0.301	-0.32	
If Yes, Use of traditional beauty care products	0.021	0.087	0.238	
Amount spending beauty care products	0.495	0.417	1.187	

Dependent variable: Use of product
*: Significant at 5 % **: significant at 1% level.
Here, using the B value of the unstandardized coefficients, the following regression equation is formed:
Awareness of product = 0.851+ 0.007 know about this product + 0.1 product manufactured +0.021 if yes, use of traditional beauty care products + 0.495 amount spending beauty care products.

Analysis of Variance of Regression Model

	D F	Sum of Square	Mean Square	F Value
Regression	4	1.152	0.288	0.379
Residual	38	28.89	0.76	

Interpretation:
The analysis of variance of multiple regression models for use of product indicates the overall significance of the model. The coefficient of determination R^2 value shows that the parameters put together explains the use of product to the extent of 38 %.
Thus, it is concluded that the step wise multiple regression analysis (Partial Model) for the variable Y, the use of product has estimated a functional relation between Y use of product with the all predictor parameters have significantly contributed to use of product to the extend of 38%.

FINDINGS:

1.Product Distribution;
35% of the respondent using face care products, 42% of the respondents using hair care products, 14% 7 14% of the respondents using Eye care products and Skin care products respectively.

2.Know about this Product
there exists a significant relationship between different product and know about the product.

3. Place of Manufacturing:
there exists a significant relationship between different product and place of manufacture

4. Using any traditional beauty care :
Out of 505 respondents , 86% of the respondent using traditional face care products, 85.8% of the respondents using traditional hair care products, 87% & 86% of the respondents using traditional Eye care products and Skin care products respectively.There exists a significant relationship between different products and usage of traditional beauty care products.

5. If Yes- traditional beauty care products:
65 respondents (43%) are using natural oil followed by turmeric as a traditional beauty products. In hair care product and eye care product of respondents are using natural oil 41% and 26.7% respectively. In skin care product , 15 (34.9%) of the respondents are using natural oil followed by turmeric as a traditional beauty products.As the calculated χ^2 value is higher than the table value at 5% level null hypothesis is rejected. Hence, it is inferred that there exists a significant relationship between different products and usage of traditional beauty care products.

6. Spending for beauty care product:
there exists a significant relationship between different products and amount spend for beauty care products.

7. Frequency of Use of the product
it is inferred that there exists a significant relationship between different product and frequency of usage of products.

8.ANOVA
Analysis of one tailed t-test for awareness of face care product is not significantly in all the level of awareness.
Analysis of one tailed t-test for awareness of hair care product is not significantly in all the level of awareness.
Analysis of one tailed t-test for awareness of eye care product is not significantly in all the level of awareness.
Analysis of one tailed t-test for awareness of skin care product is not significantly in all the level of awareness.

9.Awareness of face care product:
the step wise multiple regression analysis (Partial Model) for the variable Y, the use of product has estimated a functional relation between Y use of product with the all predictor parameters have significantly contributed to use of product to the extend of 39%.

10. Awareness of Hair care product :
the step wise multiple regression analysis (Partial Model) for the variable Y, the use of product has estimated a functional relation between Y use of product with the all predictor parameters have significantly contributed to use of product to the extend of 50%.

11.Awareness of eye care product :
the step wise multiple regression analysis (Partial Model) for the variable Y, the use of product has estimated a functional relation between Y use of product with the all predictor parameters have significantly contributed to use of product to the extend of 28%.

12.Awareness of skin care product :
The analysis of variance of multiple regression models for use of product indicates the overall significance of the model. Tthe step wise multiple regression analysis (Partial Model) for the variable Y, the use of product has estimated a functional relation between Y use of product with the all predictor parameters have significantly contributed to use of product to the extend of 38%.

SUGGESTIONS

- Based on the findings of the study, the following suggestions are offered:
- Although awareness levels are generally high, companies can conduct campus-based campaigns, workshops, and demonstrations to educate students about product benefits, ingredients, and safe usage.
- Since cultural influence is strong and traditional products like natural oil and turmeric are widely used, companies should focus on herbal, organic, and Ayurvedic product ranges to meet consumer preferences.
- Retailers and online platforms should enhance the shopping experience by:

Providing detailed product information
Offering student discounts
Ensuring easy availability
Introducing trial packs for new users

- As students are price-sensitive consumers, introducing budget-friendly product variants will increase market penetration.
- Since the respondents are college students, digital platforms, influencers, and social media marketing can be effectively used to increase engagement and brand loyalty.
- As place of manufacture significantly influences buying decisions, highlighting quality standards, certifications, and origin details will increase consumer trust.

CONCLUSION

The present study was conducted to understand the awareness of beauty care products, examine cultural influences on their usage, and analyze the shopping experience of consumers. The study adopted a **descriptive research design** and was carried out among **505 girl students studying in Management Institutes, Engineering Colleges, and Arts and Science Colleges in Coimbatore**, using cluster and simple random sampling techniques.

The findings reveal that awareness of beauty care products among college-going girls is generally high across face care, hair care, eye care, and skin care categories. However, the level of usage varies across product types, indicating that awareness does not always translate equally into consumption.The study highlights that cultural influence plays a significant role in beauty care practices. A large proportion of respondents prefer traditional beauty care products such as natural oils and turmeric, showing that cultural values and traditional beliefs strongly influence product choice. Statistical analysis confirms a significant relationship between product categories and usage of traditional beauty care products, emphasizing the continued relevance of cultural practices even among young, educated consumers.

Regarding the shopping experience, factors such as spending patterns, frequency of use, and place of manufacture significantly influence purchasing decisions. This suggests that respondents are conscious about product origin, affordability, and personal suitability when purchasing beauty care products.

The regression analysis further indicates that awareness and other predictor variables significantly contribute to product usage, particularly in the hair care segment. This shows that informed consumers are more likely to use beauty care products regularly.Overall, the study concludes that awareness, cultural background, and shopping experience collectively influence the purchase and usage behavior of beauty care products among college-going girls in Coimbatore.

THE SCOPE FOR FURTHER RESEARCH:

The scope can be extended beyond the present study, which was limited to 505 girl students from colleges in Coimbatore. Future research may include respondents from different age groups, professions, and geographical regions to enable broader generalization of findings. Comparative studies between male and female consumers, as well as rural and urban populations, can provide deeper insights into differences in awareness, cultural influence, and purchasing behavior. Further research may also focus on the impact of social media, influencer marketing, brand loyalty, customer satisfaction, and psychological factors such as self-image and lifestyle on beauty care product usage. In addition, longitudinal studies can be conducted to examine changes in consumer preferences over time, particularly toward herbal, organic, and sustainable beauty care products.

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