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## Study of Price and Its Effects on Cosmetic Products

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Article History: Received: September 26, 2023 Reviewed : November 25, 2023 Accepted: December 23, 2023

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### Abstract

This article explores the vibrant cosmetics industry in Nepal, where a wide range of national and international brands serve a clientele that is becoming more discriminating and fashion-conscious. Due to increased emphasis on personal hygiene and appearance as well as a growing middle class, Nepal's cosmetics sector has grown significantly. Nepal's cosmetic market has a wide variety of brands, with most products coming from Europe, China, Singapore, Thailand, India, and the United Arab Emirates. The study looks at how customers' opinions and behaviors about cosmetic items are influenced by age, income, occupation, marital status, and education. It shows that quality, brand awareness, and value for money are highly preferred by consumers in the area. But the survey also shows that a certain customer sector is becoming more and more interested in herbal and natural cosmetics. According to the research, there are potential for marketers in Kohalpur, Nepal's cosmetic business to customize their approaches in order to better meet the diverse preferences and demands of their target audience. Understanding consumer attitudes and behavior is essential for product positioning, pricing, and promotional activities as the cosmetics business in Nepal develops further. According to the research, there are potential for marketers in Kohalpur, Nepal's cosmetic business to customize their approaches in order to better meet the diverse preferences and demands of their target audience. Understanding consumer attitudes and behavior is essential for product positioning, pricing, and promotional activities as the cosmetics business in Nepal develops further.

**Keywords:** *Cosmetic industry, Multi-million-dollar global market, Consumers Organic and natural products, Price of cosmetic product, Effective pricing strategies*

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ISSN : 2091-2161

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Published by Autar Dei Chaudharain Research Centre (ADCRC), Mahendra Multiple Campus, Nepalgunj, Banke

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## Introduction

Hundreds or perhaps thousands of groceries around the town, there are cosmetic shops set up at every nook and corner of the town. From department stores to local beauty parlors, there is no dearth of cosmetic product for potential customers.

Cosmetic product are mainly imported from abroad. Nepal gets its cosmetic product of various brand from number of different countries. Needless to say, like other import a significant share of cosmetic product available in Nepal are manufactured in India.

The market of cosmetic product has been growing quiet significantly over the last few years. The availability of cosmetic product has been increased and appreciable and the consumption ratio too has been increased with each passing years. The market boasts of leading brands from the world. The domestic market of cosmetic product has come a long way as well as top notch global and established names are available in the market.

Traders says that the market of cosmetic product is growing at about 20-30 percent. They attributes the rise in demand of cosmetic product to the growing middle class and awareness about personal image and hygiene, which has resulted in greater spending on beauty and personal care products. The market for cosmetic product in Nepal is very good, it is showing continues growths. The people have become fashion conscious and do not mind on spending on cosmetic product. The sales of cosmetic product are good in both cities and towns.

## Brand galore

The domestic market features products of around 80 countries brands including international brands like Lake me , L'Oreal, Lotus, Nova, Chase etc. The product from third countries were top seller in few years but that scenario has changed. Approximately 80 percent of cosmetic product sold in Nepal currently imported from India. Other countries that Nepal imported cosmetic product from includes Thailand, UAE, Singapore, China and Europe.

Nepali people are slowly understand the importance of beauty and personal care products. While cosmetic product used to be considered as luxury until few years ago, but it became necessity today.

Brand galore in cosmetic industry refers to the large number of cosmetic brand available in the market . The cosmetic industry is highly competitive, with many companies offering a wide range of product to meet the diverse need and preference of customers.

Some of the benefits of brand galore in cosmetic industry includes:

## Increased product choice

With a large number of brands available, customer have access to a wide range of cosmetic product, allowing them to choose the product that best meet their needs and preference.

### **Improved competition**

The high level of competition in cosmetic industry can drive companies to continually improve their products and services, leading to better products and lower price for customers.

### **Increased innovative**

The competition in the cosmetic industry can also drive companies to innovate and create new and unique products, which can benefit customer by providing them with new options to choose from.

### **Diverse market segment**

The large number of brands in the cosmetic industry allows for the creation of diverse market segment, allowing companies to target specific customer group with specialized products.

### **Demanding customer**

Along with growing market of cosmetic product, customer preference were changing drastically. People are demanding products as per their needs. Lots of people are moving from lesser price product to premium products.

The rise in awareness from media has forced traders to bring in product to satiate the need of demanding and choosy customer. Though women use 80 percent of cosmetic product, the number male customer are also growing. The entry of products design for men in recent years has helped the market glowing significantly. Men product such as after shave, deodorant, perfume, hair gel and skin care products are popular among the male customers.

### **Market share**

According to an estimate, medium range cosmetic product enjoy a market share of around 60 percent while premium brand hold around 30 percent with the low end segment garnering around 10 percent of market share.

Around 60 percent of cosmetic product within the Kathmandu valley. Besides Kathmandu consumption of cosmetic product is high in places like pokhara, Dharan, Itahari and Butwal. The gap between Kathmandu and rest of the country is narrowing so much that the ratio can come down to 50-50 not to far in the future.

### **Driving factor**

Cosmetic product are an addiction among Nepali, around 10 to 12 new brand enter in the market every month and still, all of them manage to survive in the market. This all are influenced of western lifestyle and persuasive television programmers and cinema that have helped to push up the sale figure of cosmetic product. Consumption of cosmetic product is high in rural market as well as remittance play crucial role. Customer living in small town too have

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became more selective. People who use soap for all purpose earlier now have sifting to product like shampooing and face wash. An increase in population of semi urban and urban market have helped in the growths of cosmetic product. A change in the mind set of person has lead to increasing demand of cosmetic product among male customers.

### **Production cost**

The includes the cost of raw materials, labor, and over head expanses involved in producing cosmetic product.

### **Market demand**

The level of demand for cosmetic product can impact its price, as manufacturers may be able to change more for products in high demand.

### **Competitor pricing**

The price of similar products offered by competitors can also impact the price of cosmetic product.

### **Brand reputation**

The reputation and perceived value of brands can also affect the price of it's cosmetic product.

### **Distribution channel**

The cost of distribution a cosmetic product can also impact it's price, as different distribution channel may have different costs associated with them.

### **Marketing and advertising expanses**

The cost of marketing and advertising a cosmetic product can also impact it's price, as manufacturers may need to invest in promotion to increase products awareness.

### **Customer demography**

The target demographic for cosmetic product can also impact it's price, as different customers may have different price sensitivities.

### **Challenge**

The encouraging growth in sale and turnover aside, traders are not happy the way things are. Inconsistency of rule and Procedures at the customer Had slowed the growths of market. An importer complained that trader are forced to declared high price to customers by the officials. They compelled to sell product at high price due to high custom duty.

The problem of price can have a significant impact on cosmetic product in several ways:-

### **Balancing costs and profits**

The price of a cosmetic product must be set at a level that allows the manufacturer to cover production cost and makes a profit.

### **Perceived value**

The price of a cosmetic product can influence the customer's perception of its value, which affects their willingness to purchase the product.

### **Competition**

The price of cosmetic product are often influenced by competition in the market, which can lead to price wars and lower profit margin.

### **Customer preference**

The price sensitivity of customers varies, meaning that some customers may be more sensitive to price changes than others, and this must be considered when setting prices.

### **Brand image**

The price of cosmetic product can also impact the brand image, as higher price can be perceived as a sign quality, while lower prices may indicate lower quality.

### **Cost of raw materials**

The cost of raw materials can fluctuate, affecting the price of final product.

### **Markets trends**

Change in the market trends can also impact the price of cosmetic product, as customers may demand different products at different times.

### **Duplicate product**

With the plethora of product available the market, complaints about duplicate product are also on rise. Cosmetic product with similar label and packaging has become a pertinent issue for all cosmetic users. The separation of duplicate and original ones is almost impossible without proper government regulations. It is hard to decide on right one due to availability of brands claims to be original. However one can avoid usage of unnecessary and harmful chemicals with long term consequences on the health of one skin by taking precautions and advice from experts.

### **Objective of the study**

The general objective of this study is to analyze the price and effect on cosmetic product in kohalpur areas. The objective of studying the price and effect on cosmetic product are:

Understanding relationship between pricing and customer behavior for cosmetic product.

Impact of price changes on demand, brand perception and market competitiveness.

To identify suitable market strategies by the present and future marketing management.

To evaluate the consumer attitude, preference, intention and decisions towards cosmetic product.

### Literature review

A literature review is the process of locating, identifying, selecting, studying, and evaluating the information related to the research topic that has already been studied by other researchers. It is conducted to know more about the research topic, understand what other researchers have found, identify the areas they have covered in relation to the subject matter, and discover any research gaps that may exist. Additionally, a literature review provides guidelines for further research work.

A literature review on the effect of price on cosmetic products examines studies and articles that have investigated the relationship between the cost of cosmetic products and consumer behavior. Research in this area has demonstrated that the price of cosmetic products can influence consumer perceptions of quality and value, as well as their purchasing decisions. Some studies have shown that consumers often associate higher prices with higher quality and believe that expensive cosmetic products are more effective than cheaper alternatives. Conversely, lower prices can lead consumers to perceive a product as being of lower quality, even if it is actually of good quality. Furthermore, other research has indicated that consumers are willing to pay more for cosmetic products that align with their personal values, such as being environmentally friendly or cruelty-free. Some consumers are also willing to pay a premium for cosmetic products from well-known and prestigious brands.

In conclusion, the price of cosmetic products can significantly impact consumer behavior, perception, and purchasing decisions. Marketers must carefully consider the impact of price on consumer perceptions and choose a pricing strategy that aligns with the target market's brand image.

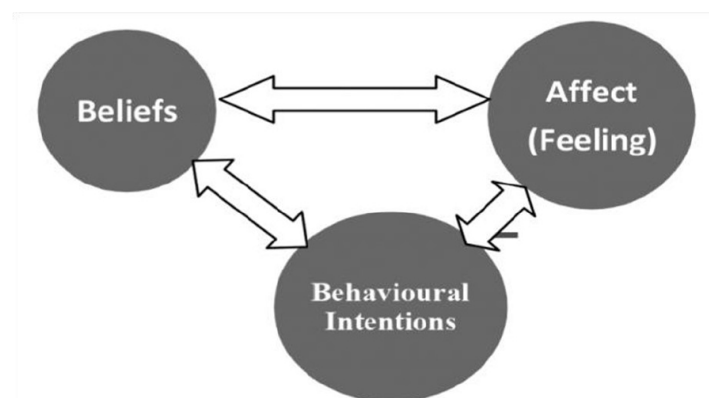


Figure 1: Consumer Psychologist

People use cosmetics for various reasons (Nash, Fieldman, Hussey, Lévêque, & Pineau, 2006). Cosmetics have been used to protect human skin from environmental factors and to express the human desire for beauty over the centuries. Individuals use makeup to enhance their physical appearance, self-perception, and symmetry of their faces (Mulhern, Fieldman, Hussey, Lévêque, & Pineau, 2003), as well as to increase their perceived sexual attractiveness, social and professional interaction success, and emotional pleasure (Vanessa, Patrick, Sandra, & Ralf, 2011). Both males and females tend to find female faces with makeup more attractive compared to the same faces without makeup (Mulhern, Fieldman, Hussey, Lévêque, & Pineau, 2003). Therefore, women also believe that they can appear more feminine, sensual, sexual, and confident by using cosmetics (Cox & Glick, 1986).

The cosmetic industry's stable growth and progressive technology have intensified competition among cosmetic companies. Consequently, cosmetic firms are compelled to create, innovate, replace, or upgrade their products. There is a need for developing revolutionary technologies, and the shifting demands and needs of customers contribute to increasing cosmetic companies' abilities to produce various kinds of cosmetic merchandise (Kumar, Massie, & Dumonceaux, 2006). As a result, as existing companies expand their market share, new firms enter the market to share in the profits. Consequently, numerous cosmetic companies worldwide compete to capture a significant market share through competitive methods, such as marketing strategies, product lines, distribution channels, and selling methods. In this paper, the researcher has studied various implications of consumer attitudes toward cosmetic products. Consumer attitudes toward a firm and its products significantly influence the success or failure of the firm.

Consumer attitudes are a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. These components are viewed together since they are highly interdependent and collectively represent forces that influence how the consumer will react to the object (Figure 1). According to Khan (2012), attitude encompasses conduct, nature, temperament, thought, and way of behaving. Attitudes can be positive or negative and play a crucial role in purchasing cosmetic products. Perner (2010) defines consumer attitude as a composite of a consumer's beliefs, feelings, and behavioral intentions toward an object within the context of marketing. Noel (2009) defines attitude as a powerful and long-term assessment that customers have with a well-established way of thinking. Attitudes can be directed towards individuals, entities, announcements, or matters. Attitudes are formed through experience and learning, and they strongly influence buying behavior (Kotler & Keller, 2009).

The sum total of cognitive, affective, and purchase intentions toward the adoption, purchase, and use of a product, service, idea, or certain behavior is known as buying behavior. Consumers undergo a process of information search based on their prior experience and



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alternative choices. The study examines the purchase pattern for cosmetic products (Anute, Deshmukh, & Khandagale, 2015) and validates the purchase or buying intention if the product choice reaches a certain threshold. The quantity of the product is considered the most important factor influencing consumer purchase decisions (Anute, Deshmukh, & Khandagale, 2015). Television is the most effective medium for obtaining information about cosmetics. Television and reference groups are other important factors influencing consumer buying decisions (Desai, 2014). Additionally, price reductions and attractive promotional schemes can attract more customers, while family income per month (M & K 2015) also influences consumer buying decisions.

Desai (2014) suggests that a significant portion of the cosmetic market is covered by women. However, Rameshwari, Mathivanan, and Jeganathan (2016) argue that although the cosmetic market is dominated by female consumers, male consumers also participate. Working respondents are more focused on their appearance and are willing to purchase high-end products. Khan (2016) found that physical attractiveness is the most important factor for Pakistani males, whereas lifestyle is the most crucial factor for Chinese males when selecting grooming products. Understanding these factors can help marketers design marketing strategies tailored to specific countries for grooming products (Chiang & Wan-Chen, 2010).

In conclusion, Ashban and Burney (2001) found that the literature on cosmetics buying behavior in developing countries is generally inadequate and ambiguous. As per the theories of reasoned action and planned behavior, attitudes have a considerable impact on behavior (Ravikumar, 2012). When examining the influence of attitude on behavioral intention, the results indicate that attitude positively affects behavioral intention (Shih-I Cheng, Hwai-Huifu, Le Thi Cam Tu, 2011). Choo, Chang, and Pysarchik (2004) have argued that there is a direct causal relationship between attitudes and behavior.

### **Research Methods**

The researchers have adopted descriptive study for this research paper. The researchers have collected primary data by using a structured questionnaire for the potential and existing consumers of Lumbini Province in Kohalpur. The researchers have adopted 5- point Likert-scale focusing on simple random sampling method. Finally, one hundred questionnaires have been found suitable and more effective while bringing out suitable and reliable information to make this research so authenticate to both the academicians as well as to the marketers who wish to develop suitable marketing strategies in order to capture the Kohalpur cosmetics market.

### **Research Methodology Used for Data Collection and Analysis**

The topic of the problem was selected "price and effect on cosmetic product ". This study aimed to meet different cosmetic products of different brands according to their respective



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demand in the market. And knew different problems they have been facing for long period of time. This study was conducted to collect information from different type of retainer shops and find out their challenges. This chapter deals with all the methodologies used for the research study.

To research methodology used for data collection and analyze are:

Identify the target audience:

Determine who are the targets audience for cosmetic product and their demographics such as age, gender, income and location.

Gather data:

Collect data on the cosmetic product, including its price, ingredients, packaging and advertising. The information can be gather from online sources, market research and surveys.

Analyze the data:

Use statistical tool such as regression analyze and hypothesis testing to determine the relationship between the products price and its effects on targets audience

Study the methodology

Research the cultural and historical mythology surrounding cosmetic product and their use. Look for common theme and beliefs about beauty, grooming and self care.

Identify patterns:

Look for patterns in the data and mythology that may affect the price and effect on cosmetic product.

Research Design

A research design for studying the effect of price on cosmetic products could involve conducting a survey or experiment with a sample of consumers.

Population and Sample

The population of the study is not fixed. It might fluctuate time to time.

The population for a study on the effect of cosmetic product would be all the consumer who purchase the cosmetic product. The sample would be subset of the population selected for the study. The selection of the sample would depend upon on the research design and specific goal of the study. For example if the goal of the design is to generalized to the result of large population of cosmetic product consumer, A probability sample ,such as simple random sample could be used. In this case every member of the population would have been an equal chance of being selected for a sample. If the goal of the study is to explore a specific subgroup of cosmetic product consumer, a non probability such as convenience sample would used. In this case, the

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sample would be selected on convenience, such as participants who are easily accessible to the researcher. Regardless of the type of sample selected, it is important to ensure that sample is representative Of population begin studied, and that the sample size is large enough to produce reliable result.

### Methods used for Data Collection

This research report is completed by collecting the primary data from my direct participation. Methods used for data collection are as below:

personal Interview: I thought that questionnaire was not appropriate for collection of sufficient data, so, I went through structured interview for collection of data.

Observation: Respondents do not provide all the necessary information regarding to the private issue and they hesitate too. Considering these factors, I closely observed them to collect some of the important information that they didn't want to provide me.

### Data Processing

The processing of data was done through MS Excel.

### Methods of Data Analysis

In this study used frequency, percentage and ranking method to analyze some data. Similarly, pie-charts, bar diagrams and tables have also been used as tools of data analysis. I have presented some data in tabular forms whose frequencies were easy to calculate. On the basis of frequency, proportions of data have been calculated and percentage of data has been presented in bar diagrams and pie- charts. I have also ranked data on the basis of their values. Data having highest value has been ranked 1st and data having lowest value has been ranked last one. These are tools and methods that have been used for data analysis.

### Data Presentation and Analyze

Table 1

Influence of Age, Monthly Family Income, Occupation and Marital Status

	Value	Number	Mean	Standard Deviation	F-Value	P-Value
Age (In Years)	Below 20	16	2.7	1.01		
	21-30	32	3.2	0.94		
	31-40	34	3.6	1.15		
	41-50	10	3.4	1.07	4.2	0.02
	51 above	8	2.9	1.43		
	Total	100	3.1	1.06		

	Value	Number	Mean	Standard Deviation	F-Value	P-Value
Income (in NRS)	Less Than 15,000	23	3.2	1.22	2.49	0.12
	15,001 to 25,000	27	3.5	1.16		
	25,001to 40,000	18	3.1	1.19		
	40,001 to 60,000	15	3.4	1.18		
	More than 60,000	17	3.3	0.96		
	Total	100	3.3	1.1		
Occupation	Employee	27	3.24	1.1		
	Business	23	2.65	1.05		
	House wife	31	3.47	0.93	2.65	0.01
	Student	19	2.83	1.07		
	Total	100	3.06	1.06		
Marital Status	Married	90	3.4	1.28		
	Unmarried	10	3.1	1.35	3.98	0.03
	Total	100	3.1	1.04		
Education	Up to High School	18	3.9	1.67	4.1	0.02
	Bachelor	57	4.4	1.21		
	Masters and above	25	4.1	1.42		
	Total	100	4.2	1.32		

The table exhibits the influence of age on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anovatest was performed and the result shows a significant outcome ( $F = 4.2$ ;  $p = 0.02$ ). That is the respondents differ significantly with respect to their age towards their attitude on beauty cosmetic products. The respondents who are in the age group of 31 to 40 years (mean = 3.6; SD = 1.15) significantly differ from the respondents who are in the age group of 21 to 30 years (mean = 3.2; SD = 0.94) and below 20 years (mean = 2.7; SD = 1.01). Hence, it is concluded that the middle aged people have positive attitude towards beauty cosmetic products compared to young aged people.

This table shows the influence of monthly family income on overall attitude of the respondents towards beauty cosmetic products. In order to find out the influence, Anova result shows a non-significant outcome ( $F = 2.49$ ;  $p = 0.12$ ). Therefore, it is concluded that the monthly income of the family does not have any influence on the attitude towards cosmetic products.

Also, the table shows the influence of Occupation on overall attitude of the respondents towards beauty cosmetic products. ANOVA result shows a significant outcome ( $F = 2.65$ ;  $p = 0.01$ ). That is, the respondents differ significantly with respect to their occupation towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents who are housewives (mean = 3.47; SD = 0.93) significantly differ from the respondents who are employed (mean = 3.24; SD = 1.10) and those are in business (mean = 2.65; SD = 1.05). Hence it is concluded that the housewives have positive attitude towards beauty cosmetic products compared to employed people and those doing business.

The table shows the influence of marital status on overall attitude of the respondents towards beauty cosmetic products. ANOVA result shows a significant outcome ( $F = 3.98$ ;  $p = 0.03$ ). The respondents differ significantly with respect to their marital status towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents who are married (mean = 3.4; SD = 1.28) significantly differ from the respondents who are not married (mean = 3.1; SD = 1.35). Therefore, it is concluded that the married people have positive attitude towards beauty cosmetic products compared to unmarried people in this region understudy.

Similarly, the table shows the influence of education on overall attitude of the respondents towards beauty cosmetic products, the result shows a significant outcome ( $F = 4.1$ ;  $p = 0.02$ ). That is, the respondents differ significantly with respect to their education towards their attitude on beauty cosmetic products. On observing the mean values, it is noted that the respondents who are less than high school (mean = 3.9; SD = 1.67) significantly differ from the respondents who are bachelor (mean = 4.4; SD = 1.21) and those are in masters and above (mean = 4.1; SD = 1.42). Hence it is concluded that the bachelor educated customers have more positive attitude towards beauty cosmetic products compared to high school educated customers and those educated customers who have masters or above.

Table 2

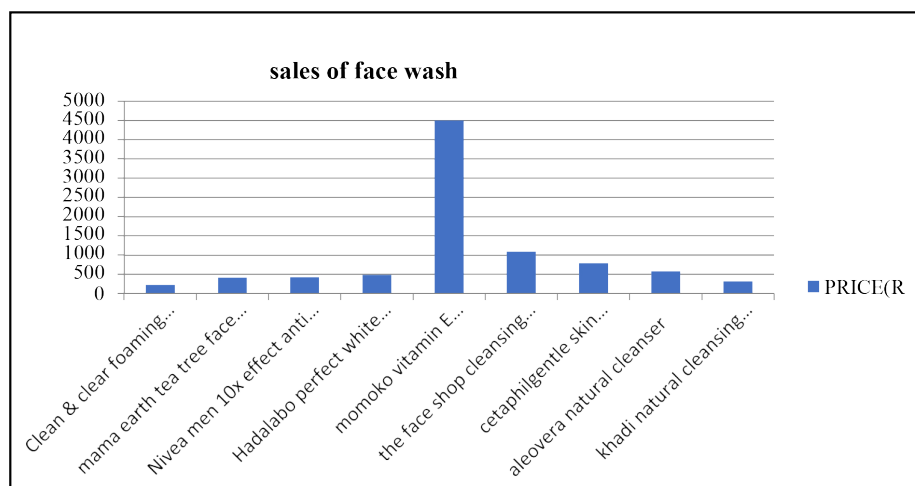
Mean and Standard Deviation of the Individual Factors

SN	Statements	Mean	Std. Dev.
1	I often observe what others are buying and using cosmetics	2.91	1.29
2	I often gather information from others about cosmetics before purchasing	3.41	1.1
3	It is very important that others like the cosmetics and brand I buy	2.67	1.19
4	I have favorite brands of cosmetics I buy again and again	4.02	0.92
5	Once I like a brand, I stick with it	3.87	0.95
6	I go to the same stores each time I shop for cosmetics	3.39	1.27
7	I regularly change the brands of cosmetics I purchase	2.3	1.22
8	I think of myself as a cosmetic loyal consumer	3.35	1.2

SN	Statements	Mean	Std. Dev.
9	I enjoy taking chances in buying unfamiliar brands of cosmetics for comparison	2.37	1.38
10	I would never buy cosmetics I don't know about at the risk of making a mistake	3.33	1.42
11	I am the kind of person who would try any new cosmetics once	2.41	1.1
12	I would rather wait for others to try a selling cosmetics than try it myself	3.3	1.35
13	I prefer purchasing the well-known brands of cosmetics	3.54	1.2
14	Getting very good quality cosmetics is very important to me	4.37	0.97
15	I make special effort to choose the very best quality cosmetics	4.02	0.98
16	The higher the price of a cosmetic, the better its quality	2.72	1.43
17	I look carefully to find the best value for the money	4.12	1.04

Source: Survey results

The study found in the above table the mean and standard deviation of individual factors. Respondents give more importance to good quality cosmetics (mean =4.37; SD = 0.97), careful in finding the best value for the money (mean = 4.12; SD = 1.04), making special effort to choose the best quality cosmetics (mean =4.02; SD = 0.98), frequently buying of favorite brands of cosmetics (mean=4.02;SD=0.92), sticking to a likeable brand (mean=3.87;SD=0.95), and preference of purchasing well-known brand of cosmetics (mean = 3.54; SD =1.20). However, they give less importance to frequently changing of brands (mean = 2.30; SD = 1.22), enjoying in buying unfamiliar brands (mean = 2.37; SD= 1.38), trying of new cosmetics once in a while (mean = 2.41; SD = 1.10), likableness of cosmetics and brands by others (mean = 2.67; SD = 1.19), price based quality (mean = 2.72; SD = 1.43), and observing other's purchase and usage of cosmetics(mean= 2.91; SD = 1.29). Therefore, it is concluded that consumers are having more conscious on quality, value for money and branding of cosmetic products in this region under study.



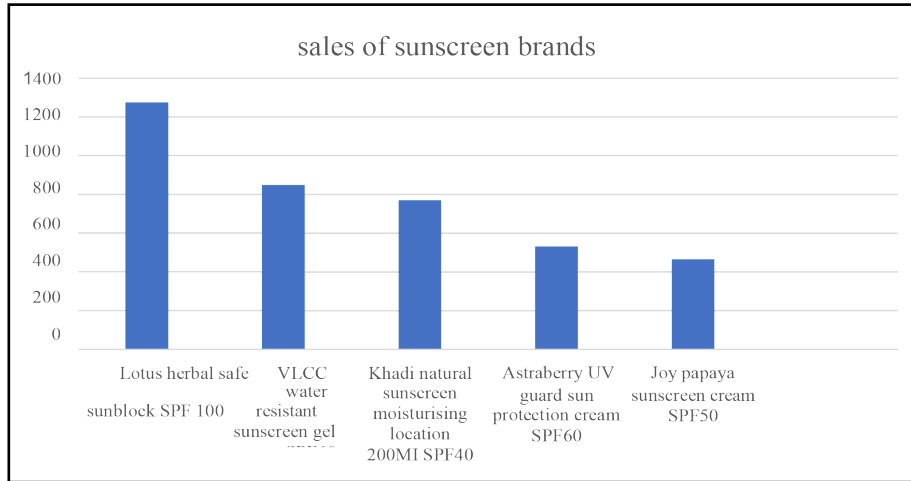


Fig:-1 sales of face wash according to its prices

Fig:-2 sales of sunscreen according to its price

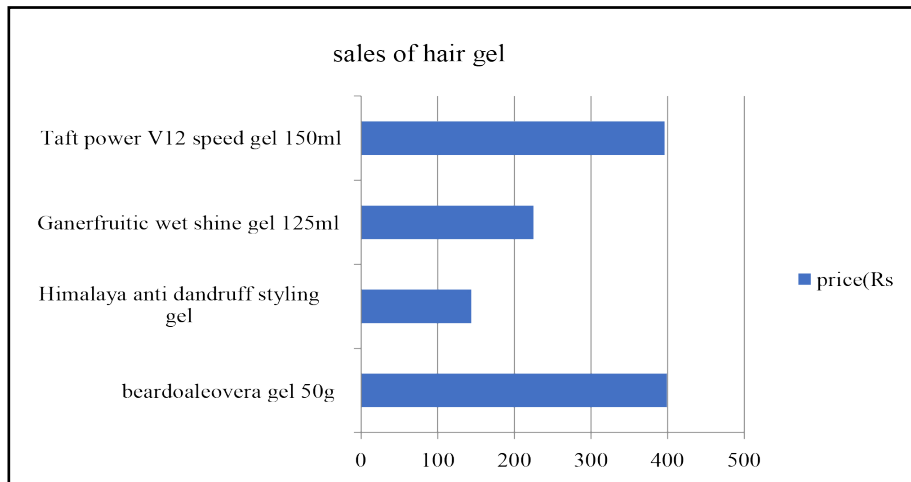


Fig:-7 sales of hair gel according to its price

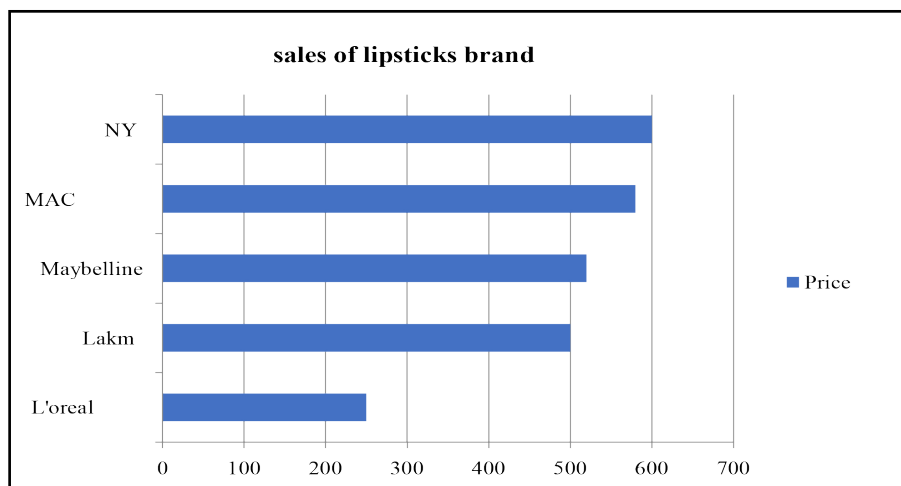


Fig:-3 sales of lipsticks brand according to is price.

### **Conclusion**

In Kohalpur, the people are using the Cosmetic products considerably with the growing income levels which is a significant development and crucial clue for marketers to capture this market with up to date marketing strategies. The researchers of this paper have put in sincere efforts to get the accurate and useful findings for the decision makers in the corporate world. Therefore, the need of the hour is that the company has to identify the consumer's attitude towards these cosmetic products so that they position their products to the various categories of consumers while targeting the suitable segment. The researchers have made an earnest attempt to the marketers to identify different dimensions on what consumers prefer, which make them in deciding on Marketing Mix of different products. Also ideas on how to modify the product or change in product design, fixing of price that better suit the targeted consumers. Finally, the marketers need to devise strategies to suit the promotion mix namely sales promotion, advertising, publicity and personal selling and distribution channels which are suitable to Kohalpur Market. There is greater potential in this research if the areas of research of this concept are widely spread across the entire Market of Nepal, the future researchers could be helpful both for the academicians as well as corporate bodies in this country.

### **Implication**

In the recent years awareness about the use of cosmetic product has increased by a leaps and bounds. The plethora of cosmetic product are available in the market due to increase publicity of beauty products generated by several beauty contest and hordes of TV channels promoting cosmetic product. Present study aims toward consumer survey of cosmetic products. In this study of 100 women consumer of cosmetic product were evaluated using structured questionnaire. Questionnaire including different question regarding frequency of buy and use of cosmetic product, factor influencing selecting and purchase of cosmetic product, how much spend on cosmetic product per months, like to purchase new cosmetics products or not, any allergies reaction due to cosmetic etc. All the women were asked to fill up the given questionnaire. The result shows that 64%

women use cosmetics routinely and 34% use it occasionally. 34% use brand name and 57% women said features and benefit influence purchase of cosmetic. 40% women spent Rs150-300 and 30% spend Rs300-500 per month. 60% women get advice from TV while 43% get from friends and family. 29% women found side effects and allergy reaction by cosmetic product while 68% didn't found. 62% women believe in herbal cosmetics and 10 % didn't .

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