BUYING BEHAVIOUR OF COSMETIC PRODUCT AMONG THE FEMALE STUDENTS OF NTHMC POKHARA

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Bachelor of Business Administration

Pokhara

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DECLARATION

This summer project report entitled "**Buying Behaviour of Cosmetic Product Among The Female Students of NTHMC, Pokhara**" which is submitted by me in partial fulfillment of the requirement for the award of BBA degree of Pokhara University comprise only my original work and acknowledgement have been made to materials used in this report.

.....

Nikita Paudel

June 2025

CERTIFICATE

This is to certify that the project work entitled "BUYING BEHAVIOUR OF COSMETIC PRODUCT AMONG THE FEMALE STUDENTS OF NTHMC, POKHARA" submitted by Nikita Paudel for the partial fulfilment of the requirement of BBA embodies Bonafide work done by her under my supervision.

……

Signature of the supervisor

Mr. Prakash Regmi

Date:

Signature: ……

Name of external examiner

ACKNOWLEDGEMENT

First, I would like to thank Mr. Prakash Regmi for assisting and encouraging me in the preparation of this report. I am highly motivated to work as hard as possible due to her valuable instructions, guidance and supervision. I would also like to thank Nepal Tourism and Hotel Management College for providing me such a golden opportunity.

As we know that no work can be completed with the efforts of a single person. There are always many hands and brains behind my successful completion of work. I would like to thank all the respondents of the Buying behaviour of cosmetic products among the female students of NTHMC who helped me in collecting the data. Last but not least, I would like to thank all those helping hands that assisted me directly or indirectly for the completion of this report.

Thank You,
Nikita Paudel

EXECUTIVE SUMMARY

This study is based on the topic Buying Behaviour of Cosmetic Product Among The Female Students Of NTHMC. The main aim of this study will be to find out the students' preference of cosmetic products, at the most common brands used by the Students of NTHMC, to know about the factors preferred while purchasing the product, to know about the frequency of money spent on cosmetic products and so on.

The research covered the students studying at NTHMC , Pokhara. The sample of the Study comprises 100 students all together from two different faculties(ie BBA and BBA-BI). The study was based on both primary and secondary data. The study showed that Ayurvedic products are preferred by the students as compared to Chemical Products. Ayurvedic products have growing demand in the world market. Since the students of NTHMC are aware of varieties of beauty products they use the one that suits them and their body. The majority of Students within college premises are found using the quality products and brands to increase the beauty of their body. It can be seen from the result that the majority of students are highly influenced by friends and peer groups while purchasing cosmetic products.

TABLE OF CONTENT

LIST OF TABLES

TABLE OF FIGURES

LIST OF ABBREVIATIONS

& =	And
BBA =	Bachelor of Business Administration
BBA-BI =	Bachelor of Business Administration-Banking and Insurance
Fig =	Figure
i.e =	That is
No =	Number
NTHMC =	Nepal Tourism and Hotel Management College
PU =	Pokhara University
S.No =	Serial Number

CHAPTER I
INTRODUCTION

1.1 Background of the study

Buying behavior encompasses a vast area including consumption pattern, consumer preferences, motivation and the buying process and shopping behavior. The purchase decision is influenced by various factors such as social, cultural, demographic, personal, economic, etc.

Female students have employed different methods and measures to heighten their charms through the ages. With the passage of time, female students have become fashion conscious in the modern sense. She is attracted towards commercially manufactured things to look jazzy. So unquenchable is her thirst for beauty that even a beautiful woman, graced by nature with charm and beauty, would like to spend her time and money on beauty aids or in beauty parlours. To be fair, it is the dream of every girl because for her, a dark or whitish complexion is a curse, particularly, from a marriage point of view.

Cosmetic items include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail, facial makeups, hand sanitizer, deodorants, bath oils and many other products. A subset of cosmetics is named as ‘make-up’ which refers primarily to colored products intended to alter the user’s appearance.

Consumer buying behavior is influenced by four major key characteristics: cultural, social, personal and psychological. Although many of these factors cannot be influenced by the marketers, they can be useful in identifying interested buyers and in shaping products and appeals to serve consumer needs better. Consumer buying refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing, and post consumption of products or services.

There is a general perception that cosmetics are generally purchased by female students who are studying in various colleges, believing that these products may improve their appearance and personality which are sufficient for their career. It is also perceived that these sets of female students have the capacity to spend sufficient amounts for cosmetics. Cosmetics nowadays have become an essential object and are used by the majority of female students,

irrespective of their occupation, education and age. The reason behind this new trend is that there is an upliftment found in the economic conditions of the people.

Culturally, female students in Nepal Tourism and Hotel Management College (NTHMC) are enjoying a good status. They are enjoying freedom in education, occupation and career selection. In particular, students in the college are aware about their health and body care. They are found to be spending sufficient amounts for recreation, education and luxury items. A sufficient number of female students are visiting beauty parlours. Increase in sale of beauty products, and mushrooming of beauty clinics are the examples. This attitude of the people of NTHMC makes me conduct a study about the consumption patterns of cosmetics. The study of buying behavior of cosmetics includes the study of what, when, from, where, and how often the students buy the products.

1.2 Objectives of the study

The major objectives of the study are:

- To find out the buying behavior and consumption patterns of cosmetic products among female students.
- To analyze the level of satisfaction of the female students towards cosmetic products.
- To find out the adverse effects of cosmetics and the problems faced by the female students in NTHMC.
- To find out the variety of cosmetics, the student prefers most.

1.3 Significance of the study

This study is to investigate the factors that have an effect on female student's behavior regarding the use of cosmetic products. The result of this study will be beneficial to analyze the uses and effects of cosmetic products in daily life of the female students of NTHMC. The study will be dealing with the buying behavior and consumption patterns of cosmetic products used by the students in daily life.

1.4 Statement of the problem

These days there are many cosmetic products that have been developed with different formulas to attract a large number of teenage girls. The interest in enhancing physical appearance is growing across all ages of women, especially among college students. Among all the teenage females across the world are found to be using cosmetic products the most. The study in the topic will be focusing and covering relevant answer to the following questions:

- What are the factors that influence the female students of NTHMC to use cosmetic products?
- What kind of product do they often use?
- What are the preferred brands while purchasing cosmetic products?
- What are the reasons for using cosmetic products by the students of NTHMC?
- What are the problems faced by the students while using various cosmetic brands?

1.5 limitation of the study

There are no activities which are free from constraints such as time, inconvenience and different other activities. The data and information have been presented as far as practicable and fact to make an effective report. The limitation of the study are:

- Environmental factors which are influencing consumer purchasing decisions remain the same.
- The study is confined to the students of NTHMC only, not the large area or people around the world.
- Limitation of time and money during the research process.

Armstrong and Kotler (2000) view that many buying decisions involve several participants, who play such roles as initiator, influencer, decider, buyer, and user. Therefore, marketers job is to identify the other buying participants and their influence on the buyer, and develop an understanding of how consumers actually make their decisions. A person's purchase decision is the result of the complex interplay of personal, social, cultural, and psychological factors. At that time consumers may make five purchase sub decisions, product decisions, vendor decisions, purchase quantity decision and timing decision.

The consumers mind is different from one another according to human psychology, demographic differences, age and sex and to understand people needs and to assess the influences of every consumer approach is different, in theory explained that consumer is treated as decider of the company, whatever the product comes to the market, the consumer is the ultimate purchaser for every product, sometimes the consumers are choosing, selecting and going for family decision making to choose differently in one point of time the consumers, differentiated and explained that they are going for personal and some of them are using products for profit.(Kotler, 2004)

CHAPTER II
LITERATURE REVIEW

2.1 Literature Review

Literature review is a critical analysis of the literature or research related to a specific topic or research question. It is a way to avoid investigating problems that have already been definitely answered. So it helps to get knowledge about previous studies or research.

Debi Prasad Mukherjee (2012) conducted a study entitled ‘Impact of celebrity endorsement on brand image’. This study shows the consumers report higher self-brands connection for brands with the images of a celebrity that they aspire to be like particularly in the case when the image of the celebrity and the brand match.

Singh J.D. (1981) conducted a survey on “A study of Brand loyalty in India”. The study concluded that Indian consumers have been found becoming more and more brand loyal. Depending upon the nature of the product, they have single or multiple brand loyalty: ‘quality of the product’, ‘habit of use’ and ‘regular availability’ of the product.

According to Baker (1992), the competitive organization in the changing environment is trying to survive by having considerable market share with value customers. Therefore, the organization's entire system serves the needs of the final consumer. The only way that the organizations could be able to increase their market share is by providing continuous flow products, which respond to the changing and emerging taste of their customers. The customer can make a choice among different products and services on the basis of perception towards those products' nature, quality and equity. This allows companies to fully understand the needs and expectations of consumers in order to sustain in a dynamic and competitive business environment.

Today people live in a moment of history where change is so speeded up that they begin to see the present only when it's already disappearing. Rachman and Mescon (1987) mention that the rapid pace of change in today’s business world means that marketers must continually think about the future in order to be able to continue creating value for customers. In today’s global competitive environment, any business, large or small, that is not thinking and acting strategically is extremely vulnerable.

Dr. Anand Rajan S., Sivagami T. (2016) studied consumer purchase decision behavior towards cosmetic marketing. The aim of the study was to study consumer behavior marketing of cosmetic products. They also want to know the influence of various media in motivating the consumer on a particular brand of cosmetics. Random sampling technique was used. Sample size was 200. Direct Interview method was adopted to collect data. Simple and bi-variate tables were prepared from information collected. Percentage Analysis was used for analyzing data. It found that reduction in price and attractive promotional schemes can attract more customers. The study concluded that cosmetics are not part of luxury. Manufacturers need to identify the need before marketing the cosmetic product.

While describing shopping orientation, Sinha (2003) reports that Indian Shoppers seek emotional value more than functional value of shopping. Their orientation is based more on the entertainment value than on the functional value. The orientation is found to be affected primarily by the type of store, the frequency of buying and to some extent by the socio economic classification. The retailers need to experiment with a format that attracts both types of shoppers. Research suggests that beauty consciousness among people in general is changing.

Subrahamanyam& others (1982) conducted a study on "Marketing of consumer goods" in Visakhapatnam. It was found that a large number of respondents purchased consumer products from private retail shop followed by super bazaar & consumer co-operative stores and housewives played a vital role in making purchase decisions.

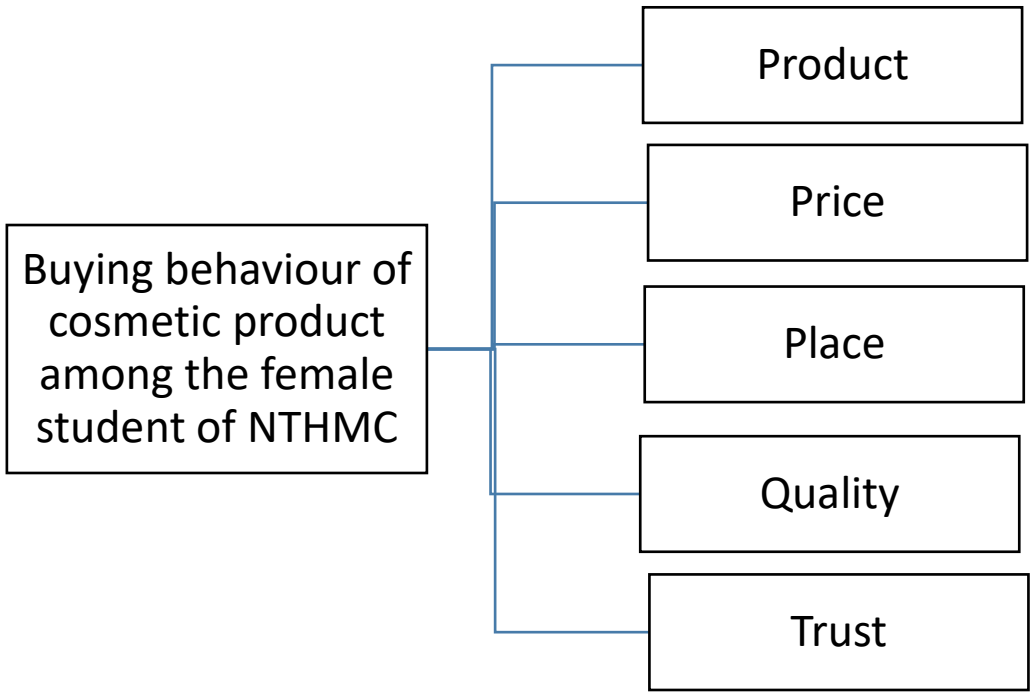
Malhotra (2003) describes the main reasons for the boom in the cosmetic industry as increasing fashion and beauty consciousness coupled with rising incomes and focus on health and fitness. To complement this, beauty culture or cosmetology has emerged as a major occupational avenue with significant commercial potential. New scientific developments, techniques, products and media hype, has contributed in generating mega revenues and this has in turn added to the growth of the cosmetic industry.

When consumers have had no experiences with a product, they tend to trust favored brands as well-known brand name consumers often think well-known brands are better and are worth buying for the implied assurance of quality dependability, performance and services.

2.2 Conceptual framework

Conceptual framework shows the relationship between the dependent variable and independent variables. According to the research, the buying behavior of cosmetics among students is a dependent variable and the marketing mix (product, place, price) and the external stimuli (cultural, social, personal and psychological factors) are independent variables.

Fig: Buying behavior of cosmetics by the female students of NTHMC; a conceptual framework



Dependent variable. Independent variables

Operation Definition

Buying behavior of cosmetic products among the female students of NTHMC is a dependent variable and some independent variables are product, price, place, affordable and quality. Increase or decrease in price affect the buying behaviors of cosmetic products., place, quality also affects the whole performance of buying behavior of cosmetic products.

Product

Cosmetic product is defined as: "any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external

genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odours".

Price

A price is the (usually not negative) quantity of payment or compensation given by one party to another in return for one unit of goods or services. In some situations, the price of production has a different name. If the product is a "good" in the commercial exchange, the payment for this product will likely be called its "price". People respond emotionally to brands which is why customers are willing to pay a higher price for certain branding or characteristics regardless of the markup price.

Quality

The quality of a cosmetic product, in the same way as to other kind of products, is initially defined by the manufacturer that chooses the features that a product should present.

The quality control of cosmetics is important to ensure the efficacy and safety of products and its raw-materials. Due to the rapid growth that cosmetic industries have exhibited all over the world, efficient, low cost and rapid methods to assay cosmetics' quality control are a priority. Some current techniques used.

Place

Place is the point where products are made available to customers. A business has to decide on the most cost-effective way to make their products easily available to customers. Place plays an important role in making business successful. Without a place no one can buy and sell products.

Trust

Able to be afforded by a working adult who earns a starting wage of the standard living wage, verified using data, facts, information, research and statistics to create the monetary amount. The fair, just and transparent cost co created by a social enterprise, organization or unity government for a product, service, commodity or goods that are accessible to all people.

2.3 Research methodology

This chapter deals with the methods and techniques that were used in the study. It includes selection of site and its rationale, research design, nature and sources of data, population and the sample, techniques for the data collection and data analysis and presentation. Below is the procedure that was adopted to meet the research questions and accomplish the objectives of the research.

2.3.1 Selection of sites and its rational

For**.** the study on "buying behavior of cosmetic products among the female students of NTHMC" the researcher selected the library and internet facility provided by Nepal Tourism and Hotel Management College and the college premise itself as the research site. The respondents too were selected from the college as it operates classes for BBA and BBA-BI so the researcher could get respondents which will further help to predict the conclusion of. overall female students in the particular research topic.

2.3.2 Research design

The study is analytical and descriptive in nature. It is a type of study which is generally conducted to assess the opinions, behaviours or characteristics of a given population and to describe the situation and events occurring at present. This research involves gathering data that describes events and then organizes, tabulates, depicts, and describes data collection

2.3.3 Sample size

The targeted population for this research was the total number of female students studying in NTHMC in Pokhara. But the population study was not suitable because of lack of time. Thus the sample was chosen using a convenient method of non-probability sampling and the sample included 100 students.

2.3.4 Data collection procedure

Primary data is original data gathered for a research project at hand. It is collected for meeting the specific objectives of the study. Primary data will be collected through direct interviews, questionnaire. The main tool that will be used in survey research is questionnaire. Direct interview methods will also be used. Secondary data is collected through websites and the internet, books, beauty magazines, etc

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2.3.5 Data analytical tools

The data collected and arranged in proper form will be analysed and interpreted through simple tables, bar-diagrams and pie-charts. Data is presented in a table. The old saying that a picture is worth a thousand words is an appropriate one in this context. So, diagrammatic representation of information has been presented in this study. Data presentation in the form of charts and graphs can provide a quick and concise insight into the subject under investigation.

2.3.6 Nature of data collection

The data for this study was collected from both primary and secondary sources. The primary sources included interviews and structured questionnaires administered to the respondents. Secondary data was gathered from the internet and various magazines to support and validate the findings. The area covered for the research was NTHMC). A structured questionnaire was used as the main instrument for the survey, incorporating both open-ended and close-ended questions to gather detailed and diverse responses from participants.

CHAPTER III
DESCRIPTION ANALYSIS AND MAJOR FINDINGS

3.1 Data Presentation and Analysis

The data collected through primary and secondary sources are like rough work. They provide no actual meaning and cannot be directly used for analysis. So the presentation of data is required. Tables, diagrams and charts are used for the presentation of data. For this chapter, the data and information are collected from the female students of NTHMC for the fulfilment of those objectives of research. All the data collected are presented with the tables and diagrams needed below. This research has included 100 students from the college.

3.1.1 Student's Faculty and Programs

In this context, the participants are categorized by their faculty and programs, under the curriculum of Pokhara University. Nepal Tourism and Hotel Management College (Business Management Centre) runs two different programs, Bachelor of Business Administration (BBA) and Bachelor of Business Administration- Banking and Insurance (BBA-BI). Studies show that buying patterns of cosmetic products is high among the female students of BBA as compared to BBA-BI. They are found to be more engaged in buying cosmetic products. The collected data from these two different programs within the college students (female) are presented in the following figure.

Program	No. respondents
BBA	52
BBA-BI	48
Total	100

Above table reveals that about 52% of the female students from BBA prefer to buy and use cosmetic products in daily life whereas 48% of the students from BBA-BI prefer to buy cosmetic products. Mode of purchase of beauty products among the teenage students is dominantly individual. The difference in mode of purchase among different groups is statistically different. It shows that the female students from the BBA-BI program give more time to heighten their charm and beauty than those of BBA. They are found to be spending more time purchasing beauty products because they follow the rhythm of fashion and taste according to the shifting time.

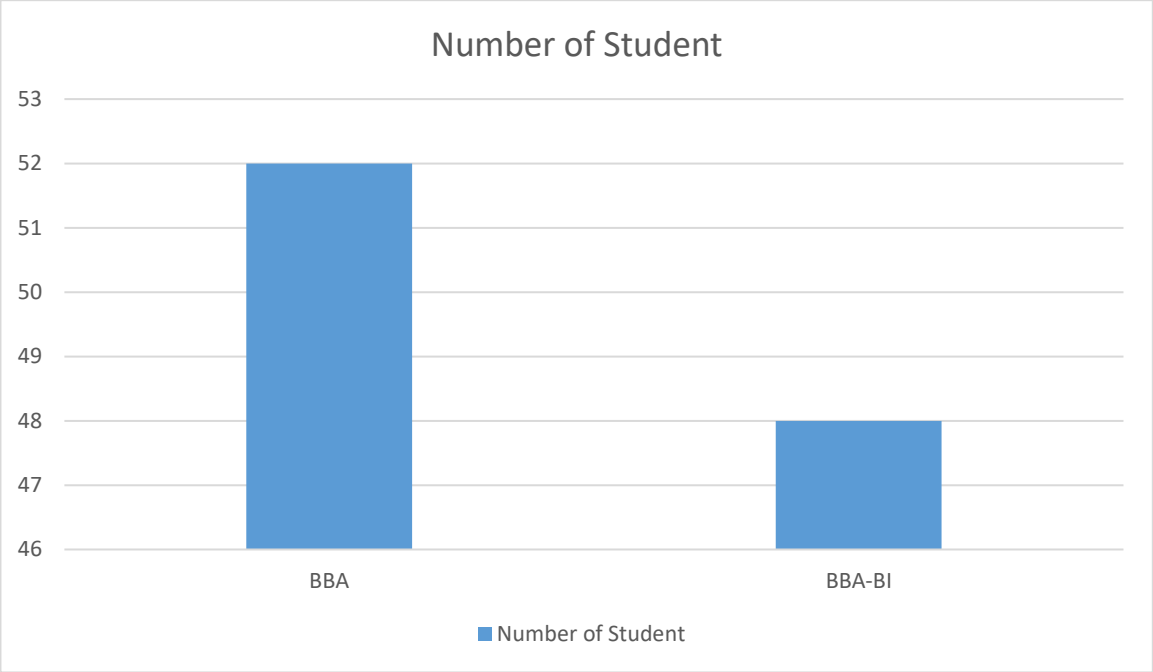

Figure 1PROGRAM

3.1.2 Frequency of types of cosmetic product preferred

To know about the types of cosmetic products preferred by the students, a question is forwarded as, "what type of cosmetic product you preferred the most?". All the students expressed their answer and, at last, were collected and analyses.

Types	**No. respondents**
Ayurvedic	12%
Chemical	8%

Both	80
Total	100

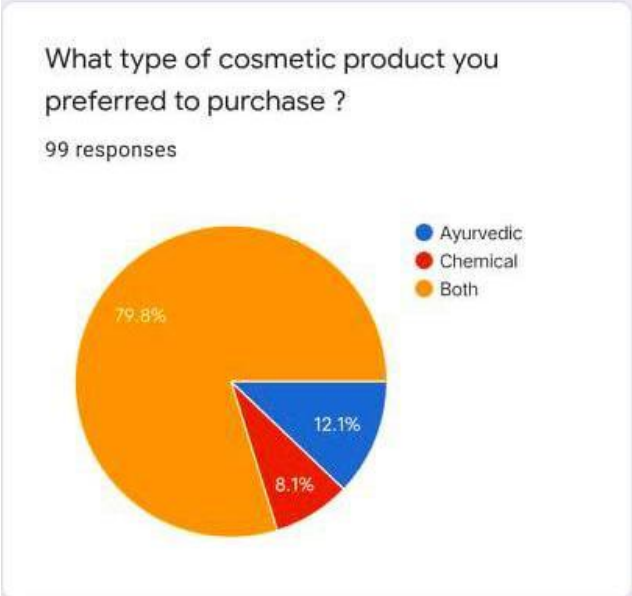

Figure 2PRODUCT PERFERED

The above table indicated that 12% of the respondents preferred ayurvedic products, 8% of the students preferred chemical products, and 80% used both types of products. It means that today female students are changing their attitude towards healthier and natural cosmetic products. The female students are aware of the uses and effects of chemical and ayurvedic cosmetic products. They use ayurvedic products since the ayurvedic cosmetic products are formulated, using different cosmetic ingredients to form the base on which one or more herbal ingredients are used to cure various skin ailments. As compared with chemical beauty products, natural cosmetics are safe to use. Ayurvedic products are intended to improve the health and beauty of the skin by providing a specific result, ranging from acne-control and anti-wrinkle effects, to sun protection. These products seem to be used more by the students of NTHMC since the product improves the functioning/texture of the skin by boosting collagen growth by eradicating harmful effects of free radicals, maintains keratin structure in good condition and makes the skin healthier. They are aware of the importance of ayurvedic products, and they know that herbal products provide the body with nutrients and other useful minerals.

3.1.3 Preferred factors while purchasing cosmetics

To knowing about the factors that influence while purchasing cosmetic products among the female students in NTHMC, they were asked to mention the factors that influence their purchasing decision. And the respondents show the following factors in a particular order.

Factors	No. of Respondents
Quality	70
Brand	10
Price	10
Any other	10
Total	100

Among all the female respondents, 70% of the students gave preference to the quality of the product, 10% of the students considered brand name, 10% of the students considered price and the remaining 10%of the students considered other factors. Preference is given to quality as compared to other factors while purchasing cosmetic products. Quality encompasses the features and characteristics of a product that bears the ability to satisfy stated or implied needs. Students repeat the purchase of single brands or switch around several brands due to the intangible quality of the product sold. Material is important in product quality because it affects the hand feel, texture and other performance aspects of the product. Similarly, brand name was considered as another major factor since they are aware that a good brand produces good quality of product. Equally priority is given to price. This may be because of the limited source of income available to the students for the purchase of cosmetics.

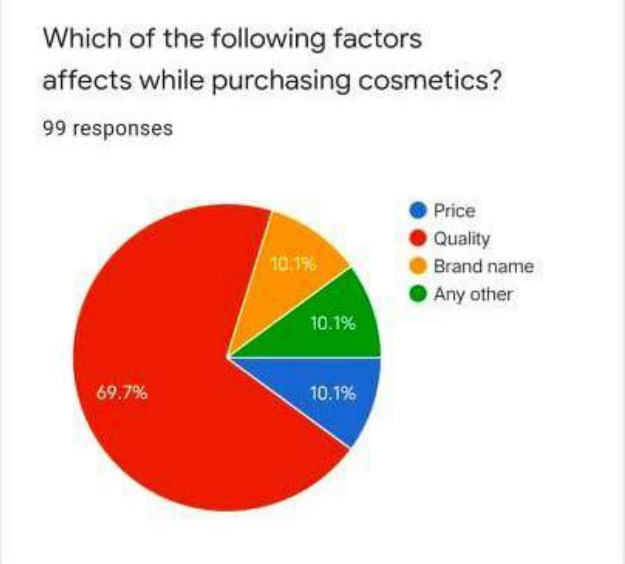

Figure 3 FACTORS CONSIDERED

3.1.4 Preferred brand while purchasing cosmetic product

For the purpose of knowing about the most preferred brands while buying cosmetic products, they were asked to answer, "rank the brand as per your preference". And the respondents showed the following popular brands used these days in a particular order.

Brand	No. Respondents
Ponds	30
Lotus	21
Mac	15
Himalayan	10
Whitetone	10
Loreal	7
Nivea	5
Any other	2
Total	100

Above table reveals that about 30% of the respondents prefer to use Ponds, 21% of the respondents use the product of lotus, 15% of the respondents use mac and 10% of them use the product of whitetone, 10% of the respondents prefer Himaliyan, 7% of the respondents

prefer to use loreal, 5% of them use Nivea and the remaining 2% use the product from other different brands.

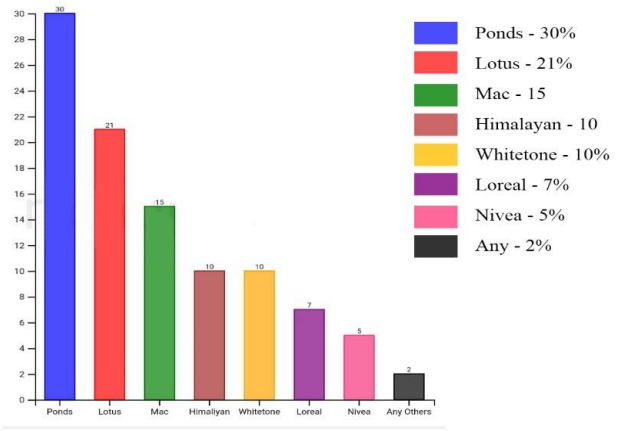

Figure 4 PERFERED BRAND

3.1.5 Time period of using cosmetic products

In order to know about the time period of using cosmetic products among the students of NTHMC, the question is forwarded as "how long have you been using cosmetic products?" The students were asked to mention the time they are using cosmetics.

Time/period	**No.of respondents**
Less than 1 year	15%
1-3 Yrs	29%
Above 3 yrs	37%
Not prefer to ans	19%
Total	100%

From the survey, it can be concluded that about 29%(i.e. 21) of the respondents are using the products from last 3 years., 15% (i.e.17) of the respondents are using the cosmetic product since 1 year, 37% (i.e. 12) of the respondents are using the product from 3 years before and the remaining 19% (i.e.5) of them do not prefer to answer.

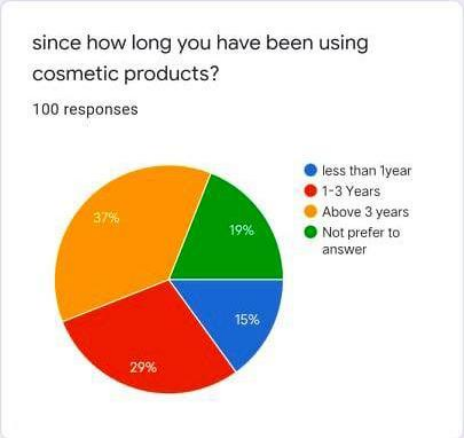

Figure 5 Time Period

3.1.6 Frequency of buying behaviour

This study is done to know the frequency of buying behavior of cosmetic products by the students.

Frequency	No. Of student
Daily	8.1%
Weekly	25.3%
Monthly	38.4%
Yearly	28.3%
Total	100

From the above table, it can be concluded that 38.4% of the students buy cosmetics once in a month, 25.3% of the students buy every week, 28.3% of the respondents buy the products once in a year, whereas 8.1% of them buy on a daily basis.

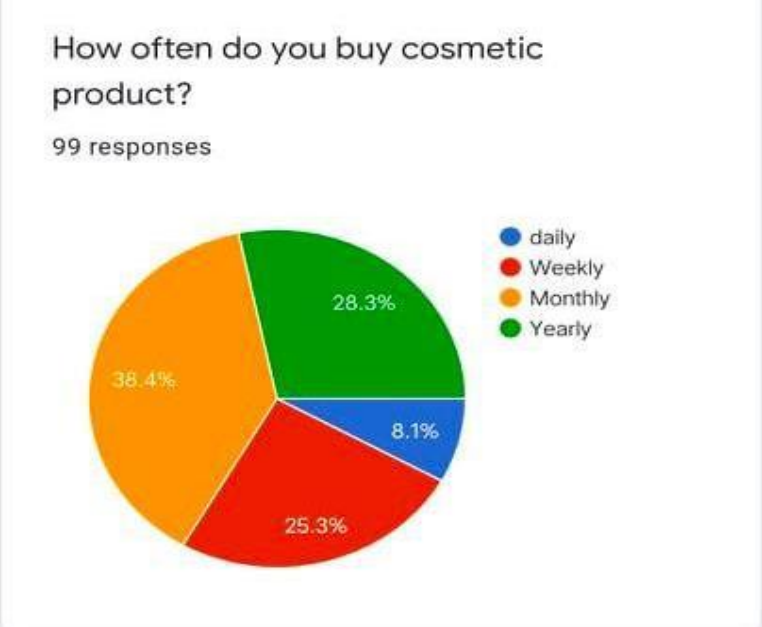

Figure 6 BUYING BEHAVIOUR

3.1.7 Reasons of using cosmetics by the students

In this context, students are asked to give answers about the reasons for using cosmetic products. For what purpose the products are used on a daily basis and what encourages them to use those products.

Reason	**No. of respondents**
Good looking	45.9%
Fashion/trend	17.3%
To show oneself modern	5.1%
Any other reason	31.6%
Total	100

Above table reveals that 45.9% of the respondents use cosmetics for good looks, 17.3% of the respondents use cosmetic products as fashion/trend, 17.3% of the respondents use cosmetics to show themselves modern and 5.1% of them use it for any other reason. Most

college students give first priority to good looks. They have concerns about their beauty, especially facial or body beauty since the cosmetic product is a substance put on the body to enhance the beauty. The respondents are interested in enhancing physical appearance because the teenager establishes a sense of individual identity and feeling of self-worth which include an alteration of her body image. Very few of them use it as a fashion/trend and to show themselves modern.

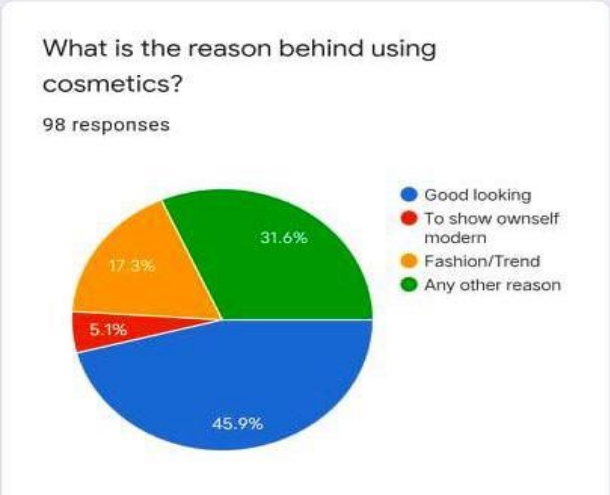

Figure 7REASON OF USING COSMETICS

3.1.8 Sources of information for respondents

As in the present situation, most of the students are using cosmetic products, the question regarding the sources of information they obtain were asked as "what is the main source of information regarding the cosmetic product?". The following are the listed sources for information.

Source	No. of respondents
Friends	26%
Relatives	11%
Advertisement	22%
Another	41%
Total	100%

The above table indicates that 26% (i.e. 18) of the students obtain information from friends, 11% (i.e. 9) of the students obtain information from relatives, 22% (i.e. 10) of the respondents obtain information from advertisement, and the remaining 41% (i.e.6) of the

students obtain information from other various sources. It has been observed from the study that students prefer to purchase cosmetics individually. It also reveals that the main sources of information among the students about different brands of cosmetics is friends groups. Age and source of brand information is statistically significant. Even though friends play a very important role in cosmetic purchase, the specific brand selection is most of the time done individually by influence of advertisements and media and from reading newspapers and magazines. Relatives and beauticians are also another major source through which they obtain information.

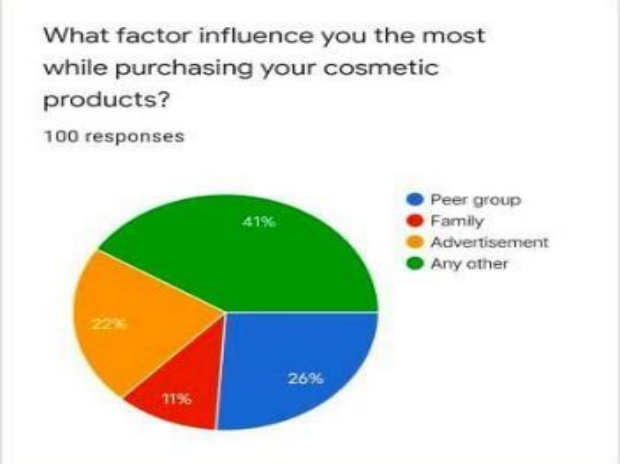

Figure 8 SOURCE OF INFORMATION

3.1.9 Frequency of money spend on cosmetic product in monthly basis

In this content, the frequency of money spent while purchasing a cosmetic product is evaluated and asked as "how much do you spend on cosmetic products monthly?" The following mentioned were the list of options and the table listed below are the frequency as per the students with the money they spend on cosmetic products.

Amount	**No. Of respondents**
Below 500	16%
501-1000	20%
1001-1500	31%
Above 1501	33%
Total	100

Above table reveals that 16% (i.e. 17) of the respondents spend below 500 on monthly basis, 20% (i.e. 16) of the respondents spend over 500 to below 1000, 31% (i.e. 13) of the respondents spend over 1000 to 1500 and the remaining 33%% (i.e. 9) respondents spend over 1500 in a monthly basis.

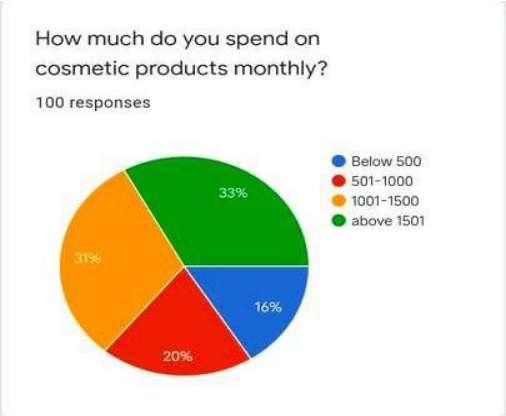

Figure 9FREQUENCY OF MONEY SPENT

3.1.10 Problems in use of cosmetic products

Cosmetic products are not always good. It may sometimes lead to bad impact if they are not used properly or if the product and material is not good. Cosmetic products that use poor quality ingredients which have not been regulated can lead to skin problems. Many products have gone through extensive testing before they hit shelves. However, people can and do have bad reactions to the beauty product they use. After evaluating this problem, I mentioned a question, "what are the problems in using cosmetic products?" The answers I get from students are presented below.

Health problems	**No. Of respondents**
Health problems	Nill
Side effects	35%
Costly	29%
Other problems	36%
Total	100

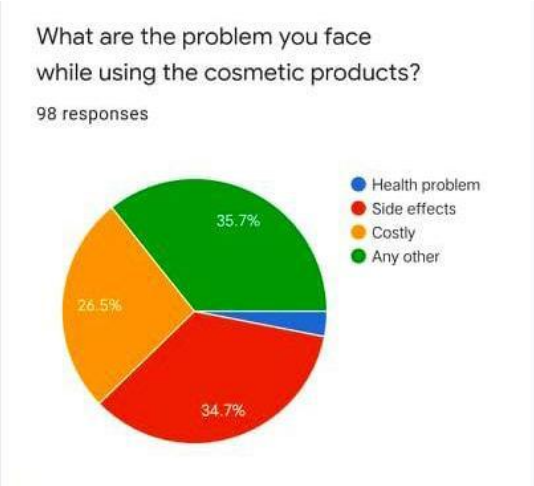

Figure 10 PROBLEM IN USE OF COSMETICS

3.2 Major Findings

The research study on "Buying Behavior of Cosmetic Products among the female students of NTHMC" found to be much effective. The major findings that were concluded from data collected are mentioned below:

- The buying behavior and the consumption pattern of female students in BBA is higher than that of BBA-BI. It was found that about 52% of the females from BBA prefer to use cosmetic products whereas 48% of the females from BBA-BI use the cosmetic products.
- More emphasis was given to the herbal/ayurvedic product rather than chemical beauty products since they are aware of the importance of ayurvedic products and they know that herbal products provide the body with nutrients and other useful minerals.
- The brands popular among the students are Ponds, Nivea, Lotus, Mac, Himaliyan L'oreal, etc. Among them, Ponds is found to be most preferred.
- Among the various factors during the purchasing process like brand, quality, price, more emphasis was given to quality of the products.
- Most of the students within the college premises were using cosmetic products from the last three years.

- Most college students give first priority to good looks. They have concerns about their beauty, especially facial or body beauty since the cosmetic product is a substance put on the body to enhance the beauty.
- Many of the issues regarding female beauty are influenced by the media, beauticians, friends being probable the most prevalent source of influence.
- Majority of the students purchase the products on a monthly basis. Very few of them purchase it on a daily, weekly or yearly basis.
- About 16% of the students spend below 500 while purchasing the products on a monthly basis. They are found not spending more money on buying products since they are not involved in any jobs and due to average level of income, they find it costly.
- Majority of students are facing various problems while using the beauty products such as health problems, mental problems, and other side effects due to inappropriate quality of product.

CHAPTER IV: SUMMARY AND CONCLUSION

3.1 Summary

The research has been conducted with a general objective of analyzing the buying behavior and the consumption of cosmetic products among the female students of NTHMC. The specific objectives of the study were to identify the types of cosmetic products, their preferences, the most common brands used by the students of NTHMC. The other objectives are to know about the factors preferred while purchasing the product, to know about the frequency of money spent on cosmetic products and so on.

The research covered the students studying at NTHMC , Pokhara. The sample of the study comprises 100 students all together from two different faculties (i.e. BBA & BBA-BI). The study was based on both primary and secondary data. The primary data were collected from the questionnaire to which the students responded on their own while the secondary data were taken from the books, magazines and internet. The obtained data were further analyzed using computer applications such as MS-Word, MS-Excel, etc. for better understanding through the presentation of tables, pie charts and bar graphs.

The study showed that Ayurvedic products are more preferred by the students as compared to chemical products. Ayurvedic products have growing demand in the world market. There are a wide range of herbal/ayurvedic cosmetic products to satisfy the beauty regime. They offer a proper way to put a body in proper tune with nature. Since the students of NTHMC are aware of varieties of beauty products they use the one that suits them and their body.

As a whole, the research findings met the expectations and the objectives regarding the buying behavior of cosmetic products among the female students of NTHMC. Moreover, the study was able to explore the students' view and knowledge about the uses and problems caused by cosmetic products in daily life.

3.2 Conclusion

Different methods have been employed to enhance the individual appearance of the people. The most important among them is found to be the application of cosmetics to the body. Cosmetics are found as the preparation externally applied to change or enhance the beauty of skin, hair, nail, and so on. It is a kind of substance used for the purpose of cleaning, protecting, beautifying and giving a feeling of freshness.

The majority of students within college premises are found using the quality products and brands to increase the beauty of their body. It can be seen from the result that the majority of students are highly influenced by friends and peer groups while purchasing cosmetic products. The study also came to another conclusion that most college students give first priority to good looking They have concerns about their beauty, especially facial or body beauty since the cosmetic product is a substance put on the body to enhance the beauty. Throughout the research, not only the uses were mentioned but also the harmful effects caused by the use of inappropriate material were also listed.

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QUESTIONNAIRE

Dear Respondents, I am Nikita Paudel BBA student of Nepal Tourism and Hotel Management college currently studying in 6th semester. This questionnaire is developed for the mini research work entitled on "Buying behaviour of cosmetic product among the female students of NTHMC, Pokhara" for the partial fulfilment for the Degree of Bachelor of Business Administration(BBA). I have prepared a list of questions correctly to be filled up as it is the main source of primary data. I hope you will provide me with factual and real information and cooperate with me in preparing my project report. All the information that you provide me will be kept highly confidential.

Required information:

Name:

Age :

Program:

Semester:

1. How often do you buy cosmetic products?

Daily ( ) Weekly ( )

Monthly ( ) Yearly ( )

2. What type of cosmetic product you preferred to purchase?

Ayurvedic ( ) Chemical ( )

Both ( )

3. How much do you spend on cosmetic products monthly?

Below 500 ( ) 501-1000 ( )

1001-1500 ( ) Above 1501 ( )

4. Since how long you have been using cosmetic products?

Less than 1 year ( ) 1-3 years ( )

Above 3 years ( ) Not prefer to answer ( )

5. What factors influence you the most while purchasing your cosmetic products?

Peer group ( ) Family ( )

Advertisement ( ) Any other ( )

6. Do you think expensive cosmetic products are better than cheaper products?

Yes ( ) No ( )

7. Please list your top 3 cosmetic brands

i……..

ii……

iii……..

8. What image do cosmetic users project to you?

Stylish ( ) Confident ( )

Trendy ( ) Professionals ( )

9.which of the following factors affects while purchasing cosmetics?

Price ( ) Quality ( )

Brand name ( ) Any other ( )

10. What is the reason behind using cosmetics?

Good looking ( ) Fashion/Trend ( )

To show oneself modern ( ) Any other reason ( )

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

Yes ( ) No ( )

I don't know ( )

12. On a regular day, how much time would you spend applying your makeup?

0-10 minutes ( ) 10-20 minutes ( )

20-30 minutes ( ) 30-60 minutes ( )

60+ above ( )

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

Very much ( ) Fairly much ( )

To some extent ( ) Fairly little ( )

Very little ( )

14 Do you recommend cosmetic brands depending on your past experience?

Yes ( ) No ( )

May be ( )

15. Regarding organic cosmetic products? Which of the following would be a trend to buy ?

	Yes Certainly	Yes Probably
Moisturizing Cream		
Shower Gel		
Anti-pimple Cream		
Shampoos		
Face Wash Gel		
Scrub		
Essential Oils		

16 What are the problems you face while using cosmetic products?

Health Problem ( ) Costly ( )

Side effect ( ) Any Others ( )